Advice to Bemoaners

Summer, we learn from sundry sources, heralds the advent of the "Great Weep" and volplaning of station-time-bought. Here at WOR, radio advertising has demonstrated an uncanny resistance to such ideas... And subtly refutes them with the success it has achieved in exercising a relaxing influence on the drawstrings of the summer purse. One WOR advertiser, for example, walked off with a 40% increase in sales as the result of a concentrated July-August campaign. Another sold ten cars, ranging in price from $1,700 to $897 during one week in July. If one reason were to be offered for WOR's success as a summer-seller, it would be its relentlessly faithful coverage of the Atlantic Seaboard's top vacation resorts. Apparently a station that spreads a 19-hour-a-day quota of consistent high-fidelity sound over more than 25,000 miles of motor highways from Maine to Delaware, and is faithfully followed by millions of loyal vacationists (as well as thousands of others who come here from all over the country) is a powerful summer selling force.
These Records Have Sales Records!

140 New Station Subscribers in 11 Months—and "NBC Thesaurus" Clients are Still Growing

<table>
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<th>JULY 5*</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>DECEMBER</th>
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Here's how this "Treasure House of Recorded Programs" has proved its sales powers through sensational growth in Station Subscribers.

The Reasons Behind the Records

- NBC THESAURUS PROGRAMS are programs of first-rate talent—real "Name" talent at low cost to advertisers.
- Seventeen and one-quarter hours per week of sparkling continuity.
- New and varied radio material every month (over 1000 selections to date).
- A range of "Extras" now available in the NBC THESAURUS — Sound effects, "Bridge Music", special holiday programs.
- And an effective plus—hard-hitting sales promotion helps.

For full information write

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service
30 ROCKEFELLER PLAZA, NEW YORK
MERCHANDISE MART, CHICAGO
Question: What station in your opinion broadcasts the best all-around programs? In other words, which is your favorite Detroit station?

Answer: 39% favored WWJ

Detroit's HOME radio station

25% favored the next station, 18% the next, followed by 9% for the fourth station, 7% for the fifth station and 1% for the sixth. WWJ also ranked first in baseball reporting and news comments, receiving 89% of the baseball votes and 36.1% of the news comments votes.

From an independent survey consisting of 5,000 interviews in April, 1936

New studio for WWJ now being completed. It will be open to the public in August and will house the finest broadcasting facilities available in America.

National Representatives

JOHN BLAIR & COMPANY

New York, Chicago, San Francisco
But they're yours for the asking – these three "Best Non-Fiction" books of radio. Here are answers, from CBS, to the questions about radio you've been asking . . . as told by the radio audience itself to hundreds of special investigators in many thousands of direct personal interviews.

1  22,869,000 (and more) families in the United States now own radios. Where do they live? How much do they spend? How much do they listen? See "RADIO IN 1936." It's an almanac of circulation facts and figures, more detailed than any other advertising medium has yet offered about itself. Prescribed reading for every executive who uses, or intends using, radio. It's a specific measure of what goes on at the receiving end of America's greatest system of mass communication: radio broadcasting.

2  We looked into thousands of automobiles before "RADIO LISTENING IN AUTOMOBILES" first took shape in work-sheets and rough copy. With over 3,000,000 auto-radios now on the road, the CBS Research Department took on yeoman's work when it went after the consequential facts. But it got them! The automobile radio, today, is broadcasting's biggest bonus. And no charge for the facts about it.

3  "For 5 specific reasons 1936 will deliver the largest Summer radio audience in the history of advertising—larger by far than the Winter audiences of 1931, 1932, 1933 and 1934." That's but the first page of "A SUMMARY OF SUMMER-1936 RADIO FACTS." The next fifteen give the why and wherefores. Simple and specific facts, succinctly reported. A 'story' you won't want to miss—if only to set you straight about the Summer of 1937!
SING Halleluiah, ye sons of California, for lo!—John Livingston is in your midst!

Mild in appearance and modest by nature, John is a guy you ought to know. A graduate of the wartime French Army and U. S. Aviation, he served under Hoover's Food Administration in Austria — then sold Baldwin Locomotives to the Turks and Russians. After that, he had five years with the Saturday Evening Post. Then a tough course in our main office. Then he became our Chicago sales-promotion manager— and now he's one of the keenest minds (we think) in radio!

In taking over his duties as manager of our West Coast activities, John Livingston brings you a wealth of very practical advertising experience—and the same F & S ideals which have apparently made our services rather invaluable to agencies all over the East and Middle-West... Give him a ring at One-Eleven Sutter, San Francisco. The telephone is Sutter 4353.

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, Pres.-Treas.  H. PRESTON PETERS, V. P.-Sec.

NEW YORK       CHICAGO       DETROIT       SAN FRANCISCO       LOS ANGELES

WHO (NBC) . . Des Moines  WAVE (NBC) . . Louisville  KSD (NBC) . . St. Louis
WHK (CBS) . . Cleveland  KOIL (NBC) . . Omaha  KOIN-KALE (CBS) . . Portland
KMBC (CBS) . . Kansas City  KOL (CBS) . . Seattle

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BROADCASTING • June 1, 1936
FCC Paves Way for New Broadcast Services

By SOL TAISHOFF

Anticipating Television and "Apex" Arrival, New Rules Are Promulgated Covering Ultra-High Realocations

MARKING first official recognition of impending new services in the broadcast field, the FCC Broadcast Division on May 21 adopted new rules and regulations governing all types of broadcast operations and experiments save those in the conventional broadcast band.

Following the action of the full FCC at its meeting on May 13 when frequencies in the ultra-high range were reallocated for particular services, the Broadcast Division laid down broad rules in which it set forth statements of policy respecting such operations as television, facsimile, high-frequency or amateur radio, international broadcasting on short waves, broadcast pickup stations (now called relay) and other experimental stations.

Recognition is given to commercial uses of certain of these services, and of still greater interest, rules are set down whereby commercial credits may be given in television and facsimile broadcasts, but all with the rigid requirement that stations may not sell time for these services. The way is paved, however, for experimental work for a period of three years, under the non-profit restriction, once these services are recognized as subject to the purely experimental stage.

Stations Affected

BROAD new principles are invoked all down the line. As at present constituted, the new rules affect some 277 licensed stations,.hurtling definite methods of operation for each. Affected by these new specific regulations are 211 broadcast stations, which include both experimental television and facsimile; 55 broadcast pickup stations; 12 relay or international broadcast stations; 17 police experimental and 167 general experimental stations. However, there are pending 40 applications for new high-frequency or "apex" broadcast stations, or those designed to cover, experimentally, purely local areas. Additional frequencies are set aside for this type of service, destined ultimately to become of substantial importance in the new broadcast field.

A lower maximum of 1,000 watts is set for these services except for so-called frequency modulation service, where higher power will be authorized experimentally.

Lifting of the six-month license rule, as applied to all services other than regular broadcast, and their extension to a year, also is significantly provided. Whether the FCC intends to follow this with authorizations for one-year licenses or longer in regular broadcast licenses, was not indicated, but the idea is known to be gainful. Broadcasters long have battled for three-year licenses, as allowed in the law.

The four stations operating in the 1,500-1,600 kc. band, heretofore called experimental broadcast stations and labeled "special broadcast stations" in the new regulations, are made subject to all of the requirements covering stations in the regular broadcast band plus certain special provisions requiring continued programs of research. Thus they are required entirely from the test probationary category and made regular stations.

Everywhere in the new rules appears to be aimed toward definite allocations for future broadcast services in the ultra-high frequencies, and in that respect, the assignments have been rather hazardous, due to their definite experimental character.

In addition to the new rules governing all broadcast operations other than in the 550-1,500 kc. band, the Broadcast Division adopted a new rule (No. 177) governing rebroadcasts. This rule specifies that a regular broadcast station may, without authority of the FCC, rebroadcast a program of another station upon notice to the latter and upon the necessity of the licensee of the station originating the program. Herefore, the program of said regular broadcast station may be rebroadcast the program of any station without written consent of the FCC. An entirely new provision is that no license of any class of broadcast station shall rebroadcast the program of any foreign radio station without written FCC authority. Other requirements on rebroadcasts are set forth in the text of the rule published herewith.

Research Required

IN PRACTICALLY all cases the FCC action may be regarded as "Active program of research" must be undertaken to qualify for licenses. The new rules come at a time when the FCC is preparing for the general high-frequency hearing scheduled to begin June 15. Thus, with deferring the first experimental broadcast services made in the new rules, a somewhat different program of research and experimental frequency assignments are invited. Particular emphasis is laid upon television experimenters, since new allocations will be made on the ultra-high frequencies in accordance with the drastically modified proposals of the full 11 experimental television stations on the lower frequencies (2,000 to 2,100 kc.) which originally vacated those assignments, which are set aside for inter-city police services after July 1, and find places in the broadened ultra-high range.

The Broadcast Division acted on the new rules promptly after the full FCC had made the realignments and revisions possible by enacting on May 13 rule 222 under which frequency allocations in the ultra-highs were made. Under the former Radio Commission, all operations other than regular broadcast were delegated to the Telegraph Section of the Engineer- ing Division. Under the new rules, however, these have been delegated to the Broadcast Section of the Engineering Division, and Andrew D. Ring, assistant chief engineer in charge of broadcasting, was assigned the initial task of revising proposed rules and regulations.

The new rules are in two parts, and all are designed to become effective immediately. Frequency assignments, however, will be allowed wherever necessary, to conform with the more technical equipment installation requirements. The first part of the rules are general, and the (Continued on page 48)

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Judge Sykes to Address NAB; Increase in Dues Is Proposed

Glenn Snyder, of WLS, Is Head of Chicago Group
To Make Local Arrangements for July Convention

JUDGE E. O. SYKES, chairman of the Broadcast Division, will be the principal speaker at the annual Convention of the NAB in Chicago July 5-8. Otherwise, under present plans the entire agenda will be almost entirely devoid of spot speeches by other than NAB officers, with the sole cleared large scale for the moment, of copyright and future expansion of the industry.

At the invitation of James W. Baldwin, NAB managing director, Judge Sykes is to address the convention on July 6, opening the business session. His subject will relate to Federal regulation of broadcasting. Several years ago, when Mr. Baldwin was on the way to Chien, Judge Sykes addressed an NAB convention. Last year the principal speaker was FCC Chairman James S. Prall. Meanwhile Mr. Baldwin is drawing up the convention agenda with the understanding that the issue of copyright and his project for settling up of a bureau of copyrights with uniform rate, have been deferred to the NAB board in April. Internal strife within the industry over copyright, which has thrust forward the threat of network would be drawn from the NAB and contributed toward the formation of Association of Independent Broadcasters Inc., is certain to consume much of the time. For that reason Mr. Baldwin plans to leave the program of the sessions open.

May Increase Dues

Aside from the usual crop of industry problems, plus the expected constitutional problems, the membership will be confronted with another proposal for increasing the NAB budget. This contingency is based on the news in dues of part-time stations proportionally lower. This was based on a budget of $60,000 annually. However, the system is yielding approximately $70,000 yearly from 389 members. Unfortunately, sales have been cut through by a half-dozen board meetings as well as sessions toward the end of last year in connection with ASCAP Bros. contracts, has necessitated two extra assessments this year. An extra assessment is one quarter's dues.

The board at its April meeting approved a recommendation by Mr. Baldwin for the 50% increase in dues and authorized him to bring it to the Chicago convention. Membership action is required for changes in dues. With the current membership, this extra assessment will increase NAB income to more than $100,000 per year.

A diminution in membership is feared in some quarters from such an increased scale of dues. For example, the entry brought out that groups owning or controlling more than one station may be inclined to increase, especially with only a portion of their stations as a means of conserving payments. The new scale, however, has enjoyed the favor of their stations in NAB membership, and pay dues for each, contributing about 20% of NAB income. Moreover it is known that several of the stations which have joined AIRS have held the NAB until they ascertain developments at the NAB convention, at which time AIRS also will meet.

A local convention committee, comprising heads of stations in Chicago who will have been named by Mr. Baldwin, Glenn Snyder, manager of WLS, has been named temporary chairmen. The P. A. E. G. of the Chicago group and a permanent chairman is to be named. The committee will have been intrusted to this committee, together with the Golf Tournament to be held July 5 for the Broadcasting Magazine Trophy.

Members of the local committee, in addition to Mr. Baldwin, are: Niles A. Trappel, NBC vice-president; W. E. Hutchison, WAAF; H. Leslie Adams, WBBM; Clinton R. Knott, WCRW; Gen. O. D. Y. Turner, Quin Airway, WGN; H. C. Crowell, WMBI; Ralph L. Atlass, WJJD, and F. A. Senford, WSBC.

Independent Association
To Hold First Meeting
During NAB Convention

WHEREAS Independent Associated Radio Stations, most talked about group in industry circles, will go into its third half a year of operation which will be determined in Chicago during the NAB convention July 5-8, at which time the new group will have its first meeting.

Ohio incorporation papers for AIRS have been executed. While present in the city, the group will be engaged in broad trade association activities. Decision to incorporate was reached at a meeting held May 1 in Cincinnati, presided over by Powell Crosley, president of WFLR and prime mover of the venture.

Applications for membership in AIRS, it is reported, have been received by the score, and it is expected that when the Chicago meeting is held some 150 prospective members will have been named.

Under the incorporated structure Mr. Crosley will remain as chairman, with the six members of the executive committee as managers of the corporation.

There is at least another organization, closely associated with the executive committee, that is to be named.

In addition to Mr. Crosley, the trustees include John Shepard 3d, WIDE, New York; Edwin Craig, WSPA, Chicago; Louis H. Prall, WJZ, New York; Samuel I. Levy, WNYC, New York; Louis B. Cohen, Washington.

With the trustees will be an executive committee, consisting of the four managers and three other members.

WJJD, Chicago, was added May 25 to the Affiliated Broadcasting Co. network, to be the Chicago outlet.

Paul F. Peter
Is Appointed as Secretary
Of Tripartite Bureau for Audience Audit

SELECTION of Paul F. Peter, chief statistician of RCA and formerly in the same capacity with NBC, as secretary of the Joint Committee on Broadcast Audience Audit, was announced May 26 as the first tangible step toward creation of a radio research bureau of the Joint Committee is equally representative of the American Association of Advertising Agencies, National Association of Broadcasters, and Association of National Advertisers.

In naming Mr. Peter for a six-month period, the committee of 15 executives in radio advertising also considered several plans for creation of a radio audit which would parallel for network advertising the work done by the three bureaus in the publications field. No action was taken on this, however, and it was decided that Mr. Peter, as the first chairman, would have the setting up of a regular bureau, which would be based on an educational atmosphere. The chairman is recommended for the post by a committee of five designated to select a man. The full committee confirmed the appointment. Funds were appropriated from the present $30,000 fund of the Joint Committee to allow him to carry on the work. Of the final location of the research bureau, 45% of the $10,000 pledged by NBC and the remaining $10,000 by CBS. It is understood that additional funds may be forthcoming, possible from the NAB and from Mutual Broadcasting System.

Assembling Data

SELECTION of Mr. Peter came after many months of prominent in radio research and in advertising surveys had been considered. Whether the appointment will be permanent as it probably depends upon future developments. Mr. Peter, it is understood, will resign his present position at Chicago and he has been employed since leaving NBC last year.

The Committee in April announced that the new service was the Joint Committee said nothing. Presumably, after Mr. Peter is formally appointed, the other meeting of the full committee will be called. Since last April when the first census figures were announced it has been going full speed ahead toward its goal of creating an independent and free research bureau, with its elements in agreement on its desirability. John Benson, president of the Joint Committee, which has five members representing each of the three trade associations.

American Express Spots

AMERICAN EXPRESS Co., New York (travellers checks) is using a live test run, six times a week, on WTA?V, Cleveland, WENR, Chicago, and WKY, Philadelphia. The campaign will run for 16 weeks. Caples (New York, placed the account.


The Committee of five named the secretary, which brought up the name of Mr. Peter, corresponded Paul A. West, ANA president. George Hamilton, GAMMA, vice-secretary, AAA; Hugh Boice, CBS sales vice president, John Balga, chairman; and J. W. Baldwin, NAB managing director.

Beyond the announcement that the Tripartite Bureau for Audience Audit was the Joint Committee said nothing. Presumably, after Mr. Peter is formally appointed, the other meeting of the full committee will be called. Since last April when the first census figures were announced it has been going full speed ahead toward its goal of creating an independent and free research bureau, with its elements in agreement on its desirability. John Benson, president of the Joint Committee, which has five members representing each of the three trade associations.

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NBC May Revamp
Operated Stations

POSSIBLE reorganization of the present owned-and-operated stations of NBC, which embraces 14 stations throughout the country, is being considered by Mr. Wm. L. Lohr. Mr. Lohr has visited practically all of the stations since assuming the management in December, and preliminary plans are understood to be under him. William S. Hedges, former president of WMAG, Chi cago, is now associated with Mr. Lohr, as is the manager of operate stations and which has been instrumental in expansion and popularity during the last three years.

Mr. Lohr, NBC vice president in charge of Pacific Coast activities was in New York dur ing the week ended May 23 and understood to have discussed a plan with President Lohr. Th own and operated stations are WEA, WMB, WBN, WMCA, WTM, WRC, WMAI, WMAQ, WRR, KDRA, KOGO, KPO.

www.americanradiohistory.com
AGE AND SEX OF THE RADIO AUDIENCE
(in cities of 10,000 population and over)

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HEY DO LISTEN, AND HOW — Two charts from new CBS study Radio in 1936, showing the makeup of the radio audience in terms of men and women, the adults and children, who listen regularly winter and summer, and the average daily listening habits of radio set owners according to income groups, size of city, time zone and days.

Vast Increase in Public Radio Listening Shown in CBS Study of Set Ownership

RELIMINARY to the issuance by the Joint Committee on Radio Research of state-by-state and county-by-county breakdowns of its recently announced radio census of the United States (which showed a total of 22,886,000 "radio homes" in the country), CBS on May 27 published a new survey of ownership, listener, income levels and listening habits titled Radio in 1936 which shows the enormously increased interest in broadcasting among all classes of people.

The study is in the nature of a continuation of the monthly CBS-take study of radio ownership. The first survey was made by the Joint Committee. It was compiled after 6,000 personal interviews had been made four times a year—a total of 24,000 interviews—among all income groups and all geographical divisions in cities of 10,000 population over. Among its findings:

An average of 92.6% of all families in cities of 10,000 or more own one or more radios, the same classification being as follows: 98.4% own radios who have incomes of $10,000 or more; 81.4%, incomes of $5,000 to $10,000; 97.3%, incomes of $3,000 to $5,000; 94.4%, incomes of $1,000; 89.6%, incomes of $1,000; 74%, incomes of $1,000.

In cities over 250,000, 93.8% of all families own radios; 25,000 to 20,000, 99.6%, 10,000 to 25,000, 94.1%, and the March 1936 report showed at least 80% of the U. S. rm-value covered by radio.

In Working Order

ONE it is recognized that people who own automobiles and telephones are the prime markets for nationally advertised goods, it is significant that 97.5% of all automobile owners own one or more radios, 95.5% of all radio owners own telephones and 96.5% of all telephone owners own radios. As reported in the May 15 Broadcasting, "the number of radio homes alone (not included in the radio homes count) runs over 3,000,000."

The survey found that 96.1% of all radios were in working order, more than 15,000,000 of them new. Moreover, more than 7,000,000 purchased within the last two years. In 1935 alone, $300,000,000 was spent for radio tubes and parts. The average use of each radio is 4.8 hours daily, with 71.3% in use some time daily, 67.1% in use after 6 p.m. and 58.5% in use some time before 6 p.m.

By Income Levels

NO GREAT differences are found in daily listening habits by income levels, the variations being only 2.2% between any income class. However, as expected, it was found that people in small towns listen more than people in big towns, though even in the largest cities more than three out of four families listen daily. In the medium to large town classes, i.e., 25,000 and over, 75.3% use their radios every day; in towns from 10,000 to 25,000 population, 81.6% listen daily.

A decided upturn through the years in the hours of daily listening is disclosed, explained undoubtedly by the higher quality of programs. From an average of 4 hours of daily listening in 1931, the scale moved upwards to 4.8 hours in 1932, which correlated with the increase in radio ownership, answers definitely the argument that "no one listens to the radio or wears off." More than that, the trend toward multiple ownership of sets moved up through the last six years until 54.5% of the families with incomes over $10,000 were found with two or more radios. 55.5% of families with incomes of $5,000 to $10,000; 21.4% of families with incomes of $3,000 to $5,000; 10.1% of families with incomes from $5,000 to $10,000; 5% of families with incomes from $1,000 to $2,000, and 2.2% of families with incomes under $1,000 an average of 16.5% of all families thus shown to own two or more radios.

Butler Has Option on Koy, Phoenix

AN OPTION for the purchase of Koy, Phoenix, Ariz., from the Nielsen Radio & Sporting Goods Co., has been acquired by Burridge D. Butler, president of WLS, Chicago, and of the Prairie Farmer and associated farm publications. The station operates on 1930 kc., with 1,000 watts local sunset and 500 watts night.

Mr. Butler resides on a ranch near Phoenix six months each year. It is understood he is desirous of acquiring the station as an independent venture to be devoted to the civic interests of Phoenix. One of the pioneer figures in radio, Mr. Butler is the former publisher of several Midwestern newspapers and is widely known in newspaper and radio circles.

Koy has been on the air for a dozen years as a non-network outlet. It is operated in conjunction with the Nielson sporting goods store, of which Earl A. Nielsen is president. The station, however, is owned jointly by Mr. Nielsen and certain other associates.

George Schmidt, of the sales staff of WOR, Newark, will be a passenger on the Zeppelin Hindenburg July 3.

Salt Lake City Druggists Sponsor Kdyl Program

A WEEKLY half-hour broadcast on Kdyl to promote neighborhood druggist service has been started by Associated Independent Druggists of Salt Lake City, comprising some 35 local stores. The plan for sponsorship of a program was conceived by L. A. Loeb, of Kdyl, and presented to a group of druggists at a luncheon.

The program mentions no individual stores but calls attention "to the wisdom of purchasing from the druggist whom you know, in whom you have confidence, and who will service you better." Each participating store is given window and display cards bearing the group's symbol and promoting the program. Already plans are being formulated to sponsor a second half-hour program.

Communists Buy Period Just Before Socialists

Wgar, Cleveland, is the first station to sell time to the Communist Party, which bought the 9-9.30 p.m. period May 25 immediately preceding the scheduled Socialist convention program, which was carried by NBC and CBS. Wgar also carried Socialist convention programs.

The Cleveland Communist organization paid in advance for the time which was used for an address by Earl Browder, secretary of the National Communist Party, who was refused time by some stations after his recent CBS talk.

June 1, 1936 • Broadcasting
Food-Drug Measure Sped in Effort to Obtain Passage
Administration Word Brings Renewed Chance in Race Against Time; Important Changes in Provisions

SPURRED by administration support, the drastically revised Copeland Bill (S-5), to amend existing laws and curtail federal regulatory power over the sale and advertising of food, drugs, and cosmetics, is being rushed toward the House floor with the hope of being the adjournment of Congress, expected during the week of June 8.

The measure is being handled entirely by the House, the bill would transfer control of advertising from the Department of Agriculture, as is now customarily done, to the Federal Trade Commission. There was considerable doubt in the Senate that the bill would be taken up because of the well-publicized opposition of the Senate Agriculture Committee, which has the measure on its calendar and is expected to take action on it soon.

A special rule to bring the bill before the House during the week of June 8 is being sought. As Briscoe Wheeler noted, it is probably confidently expected by Rep. Chapman (D-Ky.), chairman of the subcommittee, that the bill as it is in the Senate on May last year will be the same. The two houses to compose differences.

Legislative experts said that at best it will be a race against time.

Effect on Radio
AS PASSED by the House, there is no substantial objection from the broadcasting industry to terms of the bill. The industry preferred Federal Trade Commission rather than Agriculture Department jurisdiction over advertising, although the latter's influence was evident when the consideration at the last session. The advertising provisions in the House bill have been supplied by its own House, and other provisions largely are unobjectionable to advertising media.

The legislation is of vast importance to the broadcasting industry, since some 30% of the gross time is taken up with food, drugs and cosmetics advertising, meaning roughly about $25,000,000 annually.

Meanwhile, the Trade Commission is still pressing for enactment of a so-called Wheeler-Rayburn bill, to broaden the Federal Trade Commission Act by authorizing it to proceed against unfair advertising and deceptive acts and practices, including advertising, without the requirement of proving unreasonableness, as is already passed the Senate. The measure, as is before the House Interstate and Foreign Commerce Committee.

Another conference hearing C-27 with testimony by Trade Commission spokesmen, including Commissions, the representatives of the Wheeler-Rayburn bill, it would help the FTC in its work but of the measure, including newspaper trade groups, feel its would mean more fishing expeditions into private business.

The Wheeler-Rayburn bill, unlike the Copeland bill, is given very little chance of enactment at this session even though it passed the Senate without much opposition. Admittedly, it would greatly enhance the FTC authority over advertising by the ability to initiate action without proving competition to the extent that the un-restrained action of this kind may be injurious to the public with advertising media generally.

The House Committee reported out the revised Copeland bill on May 20 but did not make public the committee print until May 23. This constituted the seventh time the bill has been rewritten during the last two years—the first five months the bill has been made in the Senate. The bill is so far different from the original "Tugwell bill" as to be unrecognizable in form and substance.

A new definition is given the term "advertisement," as used in the House version. It does not appear to have been made in the Senate. The bill is so far different from the original "Tugwell bill" as to be unrecognizable in form and substance.

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Whereas the Senate bill would have vested all control over advertising in the Secretary of Agriculture, which really meant the Food & Drug Administration, the House bill would vest authority by placing advertising control under the Trade Commission, which is considered as most competent by the Secretary of Agriculture. In the Senate Bill, to appease the complaints of manufacturers and media owners, would be setting up of advisory boards to consult with the Service in handling such matters as advertising concerning specific products and standards.

These are dropped entirely in the House measure.

False Advertising
THE definition of false advertising in the House version is substantially the same as that of the Senate, except for changes in verbiage.

The House definition reads:
(a) An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is untrue in any particular; or misleading in any provision regarding such food, drug, device, or cosmetic.

Any representation that any effect of a drug or device shall be deemed to be false under this section is that such representation is not supported by scientific facts or substantial and reliable medical or scientific evidence.

(b) The advertisement of a drug or device shall be deemed to be false if it is diagnostic or therapeutic in the treatment of diseases, cancer, tuberculosis, and similar skin, and mental or nervous diseases, heart or vascular diseases shall be deemed to be false. Provided, That the Secretary shall establish exemptions from the provisions of this section.
How to Increase Sales 44% in a Week
Golden Crust Bread Adopts Campaign Based on Speed
And Gets Startling Results From Its Radio Drive

By SIDNEY GROSS
Sales Manager, Gottfried Baking Co.

EXTRA, EXTRA! Hot out of the oven just a few minutes after it's dropped hot off the press. Here 'ya're, get your Golden Crust 'Late City Edition' Bread!

The raucous cry of the newsboy opened the first broadcast of the Gottfried Baking Co. over WIZ, New York, on March 29, and its most intensive campaign to date. Before the second broadcast the following Sunday, Golden Crust bread sales had increased 44%. At the end of the first month an increase of 77% was recorded.

When we decided to use radio to promote Golden Crust Bread, we and our agency, Lord & Thom, wanted a program that would impress listeners with the unusual freshness of the bread. We were sure, for the first time, that every atmosphere would do as much as the commercials themselves to inspire that idea to potential customers.

Thrills and Dough

Of the various ideas considered, only one seemed capable, not only of sustaining the campaign theme, and making it impressive and be-

» Nathan Baruch
of the form and made and distributed with more speed than the late edition city edition of a newspaper. So on March 29, from 6:30 to 7 p.m., we launched the City Desk. Into it, Edith Meiser, author of many radio hits, wrote and delivered behind the scenes of a great city newspaper. The thrill of a reporter's life, the excitement of finding newsworthy stories brought to front page news.

Although the Gottfried Baking Co. as New York's largest independent baker, had been serving hungry metropolitan homes and restaurants for 45 years, we were new to the experimental field of radio promotion. We did feel, however, that any campaign worth spending money on at all, was worth the attempt to use every evolutionary change in our entire system to hook it up with City Desk. We planned, and prepared to adopt, a sunrise to sunset routine of baking, delivering, and promotion which outmoded our bakeries the familiar custom of baking during the night and serving loaves to wait for routine delivery.

Overnight we changed the Golden Crust wrapper, stamping across a prominent headline, 'Special Late City Edition'. That wrapper as our guarantee to customers that the bread was fresh hot from the oven—between 11 a.m. and 1 p.m. We found that 75% of our output could be delivered this way. The other 25% does not carry the special late city edition headline on the wrapper, nor is it given the same type of advertising. If, for instance, a woman needs a loaf for breakfast, she finds at her grocer's only the previous day's bread, baked late the preceding afternoon.

Before actually putting the series on the air, and getting our new routine into working order, we made up and delivered sample grocers. Our drivers (already enthusiastic about the radio campaign after a number of pep meetings) were instructed to place strips for distribution to grocers. These took the form of an imitation tabloid newspaper, employing headings and lines, and the form and style to explain the details of the program, the talent, and the new oven-to-counter, order-up plan.

Grocers Interested

"NO MORE afternoon loaves, baked the night before. Your afternoon delivery of Golden Crust bread is just as hot fresh from the ovens as the Evening Journal's Late City Edition. This means that your customers can know that their dinner bread is as special extra fresh as their evening newspaper!" That type of copy impressed interested grocers. We followed it with window streamers announcing the program, and store cards plugging Golden Crust Bread. The company's 200 trucks carried posters similar to those on the sides of newspaper trucks. Spotlight ads went into Sunday newspapers, announcing City Desk.

During the first broadcast, an offer was made of two Golden Crust English muffins, free to each purchaser of a loaf of Golden Crust bread. That offer was good only on the day following the broadcast, and we expected it to have considerable pulling power. The extent of sales increase was much greater than we had anticipated, and we felt that on the succeeding days of the week, the increase was sustained without the help of a free offer. The first week of the campaign wound up with a 44% increase; at the end of the first month it totaled 57%, and is still rising.

The program has drawn hundreds of unusual responses. One Park Ave. grocer tripled Golden Crust sales in several days, and similar stories are reported all over the city. An especially interesting angle to the success story was found in the newspaper of New York. In one section, where practically the entire adult population understand and speak nothing but Italian, Golden Crust bread was actually requested more times than any other brand. The only possible interpretation we can make of that fact is that the English-speaking children persuaded their mothers to try the bread... a significant indication that the program is appealing to children and selling them on the "hot from the oven" angle. No definite attempt was made to appeal to loaf and strip premiums are offered for wrappers, etc.

The company advertises the first success of the program to a very compact campaign, and to the excellent day and time it goes on the air over WIZ.

Listening to Radio Is Third Primary Activity of Child
Boys and Girls Have Similar Radio Likes, Survey Shows

EXCEPT for school and outdoor play, listening to the radio is the primary leisure activity of children. City children between the ages of 10 and 13, who spend an average of more than six hours a week at the loudspeakers, were interviewed in a study of reactions of 3,345 children in 20 elementary, primary and parochial schools of the city by Dr. A. Eisenberg of Teachers College, Columbia University, made public May 25 by the Columbia University Press.

From 1,454 pairs of the children, who were also questioned, Dr. Eisenberg learned that the youngsters would rather listen to the radio than be asked a mathematical problem or solve a puzzle. On the other hand, they indicated they liked the movies, comic strip and listening to an orchestra on the stage better than radio.

Boys and girls had similar preferences equally though the boys said they liked playing baseball better than radio listening while the girls linked radio with their affects. Boys liked mystery and adventure; girls were interested more in sentimental programs and sketches of home and family life. The boys spent an average of 6 hours and 16 minutes a week on the air, the girls of an average 6 hours and 20 minutes.

Learning About Programs

CHILDREN learned about radio programs by the following means:

Recommended by a friend, 42% ; program sheets, 29% ; random dialing, 24% ; advertisements, 4% ; adult guidance, 1% . Parents generally approved of their child's radio listening, although they blamed radio for interfering with homework, music lessons, and reading and sleep.

The parents voiced their approval of 3,100 programs, even urging their children to listen to them on a regular basis and objecting only to 79%, of the "horror" type.

Young persons, Dr. Eisenberg found, make no distinction between adult and juvenile programs when tuning in, and even showed a preference for evening hours because they would rather spend their daylight hours outdoors. Late afternoons were a day of choice, while Saturday and Sunday mornings ranked last. Some of the popular comic programs were characterized as "silly" by the youngsters, those with the higher ratings being appealing because they seemed more to narratives, news, and the better music while those of the lower ratings showing a greater degree of moral, sentimental and emotional pro-

Nu-Shine Tests Spots

NU-SHINE Co., Reidsville, N. C., has appointed WBT, Radio Adv. Agency, Salisbury, N. C., to handle its radio account. A test is now in progress over WBT, Charlotte. Spot announcements are being used exclusively at this time.
CBS West Coast Headquarters
To Be Set Up in San Francisco

Vice President to Be Named, Personnel Enlarged;
New Studios for San Francisco and Los Angeles

PACIFIC COAST headquarters of CBS will be established in San Francisco by July 1, with an executive in charge to be transferred from New York or the Chico office of the network, it was learned May 22. In all likelihood the individual transferred to San Francisco machinery will be the vice president, paralyzing the NBC status. Don A. Gilman is vice president in charge of coast activities and has his headquarters in San Francisco, where most of the coast advertising accounts and agencies are located.

This move will be made coincident with the contemplated acquisition of CBS of KNX and KSFO, as the respective Los Angeles and San Francisco outlets of the network. CBS plans to erect both in Los Angeles and San Francisco. In Los Angeles there will be one studio and four transmitter sites erected adjacent to the present KNX studios, each seating about 300. These will be erected at a cost of approximately $175,000. Options already have been procured on the ground.

To Build New Studios

AS PART of the establishment of West Coast facilities, which follows repeated visits of CBS officials to Los Angeles and San Francisco, will be expended in new studio facilities, to be used in the KNX and KSFO. Besides there will be the executive offices which will include a complete Western headquarters staff. The KNX and KSFO headquarters contains an energetic sales and promotion operation. This, the case in San Francisco, is evidenced from the importance of that city as a Western market hub, with many national accounts originating there. Radio Sales Inc., CBS sales organization, also will be expanded in that territory.

CBS Leases KSFO; KNX Transfer Set For Hearing; WEEI Terms Divulged

ENTRENCHMENT of CBS in Boston, Los Angeles and San Francisco through acquisition of outlets which it would operate by purchase of KNX and lease of KSFO, and the granting of the FCC Broadcast Division as a result of formal applications to take over the facilities which now are pending.

At a meeting May 14 the Broadcast Division designated for hearing on June 29 the application for assignment of KNX to CBS, at a price in the neighborhood of $1,300,000. On the following day the National General Broadcasting Co., of Boston, owner of WEEI, filed with the Division the application for assignment of the station's license to CBS and made known the terms of the lease.

Included in the application of WEEI has been made by CBS to use KSFO in San Francisco, in lieu of KFRC, Don A. Gilman, vice president in charge of coast operations has not yet been definitely decided. It is known, however, that CBS officials have a high regard for his ability and his intimate knowledge of West Coast operations.

In all likelihood, most of the members of the KNX and KSFO staffs will retain their present posts. Staffs in both cities, of course, will be augmented, assuming that the transfers are approved by the FCC. Philip G. Lasky, general manager of KSFO, and former commercial manager of KSL, Salt Lake City, so far as the operating head of the San Francisco station, reporting to the prospective new executive.

Herbert V. Akerberg, CBS station relations manager, returned to New York May 18 after some absence on the coast. He has, in sum, the KSFO arrangement and also handled plans for the new studios.

CBS Rates Revised

FORMAL announcement to agencies and advertisers of the impending changes in coast outlets was made May 23 by Hugh K. Boice, CBS vice president in charge of sales. In a statement, he explained that the 50,000-watt KNX replaces KJH in Los Angeles and that it operates on the 1050 kc. channel. The latter, which was added, "will be an owned and operated station" of CBS. The base rate for KNX was quoted at $499 per evening hour by Columbia; when approval, the CBS case, has been granted by the FCC.

"The rate for Los Angeles goes into effect on Jan. 1, 1937, when both outlets FCC the complete schedule of Columbia programs in California. This rate will be incorporated in all Columbia contracts signed during the next quarter (23) date. Much more than the changes in station-facilities is involved," Mr. Boice said, "Complete new CBS studio, production and technical services, embarking the most recent developments which will be available to advertisers.

It is understood KSFO will erect a new station, to be owned and installed a new transmitter subject to FCC approval for a day-power increase from 1,000 to 5,000 watts.

FOR THE TOURIST

Station Promotion Plan Proves
Mutually Beneficial

FOUR western stations have adopted the idea of displaying billboards, with program and dialing data, for the benefit of tourists. The suggestion was advanced by Capt. Haakon H. Hammer, Pacific Coast representative of Interracial News Service, who does a lot of traveling and who had observed tourists' likes to tune in stations in towns where they are traveling.

Local chambers of commerce and merchants, with the plan, which provides for "tourist programs" giving sponsored or gratis information at specified hours about eating places, hotels, service stations, etc. Stations taking part have been KPFA, Oakland; KFDD, West Los Angeles; KLIT, San Luis Obispo; and KECA, Desert Hot Springs.

Pickard Continues His CBS Affiliation

Akerberg Slated for Station Relations Vice President

SAM PICKARD, CBS vice president of station relations, in addition to his duties in New York, will keep in contact with his offices as in the past. During the last few years he has spent most of his time away from New York, largely because of his health and the position offered him by Mrs. Pickard. The latter, it is expected, the President and Mrs. Pickard will live in the new presidential California.

Station operations a CBS headquarters will remain under the direct supervision of Herbert V. Akerberg, station relations manager. Mr. Pickard, it was said, has not resigned from CBS and will continue in his present vice presidential capacity. The 30-ac. farm recently acquired by Mr. Pickard and his wife is located near Lafayette, Calif.

Station Relations

IN THE absence of Mr. Pickard Mr. Akerberg is being assisted by Lincoln Dellar, formerly with Radio Sales Inc., CBS sales subsidiary, and by that manner to KGB, San Diego, Calif. Matters of station relations policy, it was asserted, also are being handled through Mr. Pickard, and he will be consulted every time away from New York.

Mr. Pickard, with the secretary and then member of the old Radio Commission, Mr. Pickard joined CBS 1930 as vice president and has been with the company continuously since. There have been repeated rumors of his retirement, yet he has proved erroneous. Mr. Pickard was formerly part owner of WKRC, Cincinnati, which was sold recently relinquished by the part ownership of CWL, Windsor-Detroit. He retains interests in San and owns control of WGST, Atlanta.

Should Mr. Pickard relinquish his residence vice presidency in New York at the end of the year it is expected he will remain as vice president of the network in a consulting capacity. In that capacity it is expected that Mr. Akerberg will be elevated to the vice president in charge of station relations.

Spots for Spry

LEVER BROS., Cambridge, Mass. (Spry) is using station break announcements, time signals and minute programs on a coast-wide basis to introduce the product. The announcements are broadcast during the morning and evening news, once in each hour, at times, and at times, seven times a week. On W2; New York, Spry is advertised on Mondays through Fridays. A partial list of stations included in the campaign includes scheduled to run throughout the summer. The stations are: KEI, KXMO, WJSV, WCCO, WFE, WBNB, WWJ, Rutherford & Ry, Inc., New York, services the count.
Keeping a Step Ahead on Petticoat Lane

By H. KENNETH TAYLOR
Vice President, John Taylor Dry Goods Co., Kansas City

Department Store Learns About Radio From KMBC and Hearkens to Swingy Tunes of Busy Cash Registers

THIS is not a canned success story. We recently had a chance with Joanne Taylor's Fashion Flashes for the fourth year only because we had definite evidence that we would have a large and interested audience and that audience was made up of those who later visit our store to buy.

Although a Presbyterian minister recently wrote Miss Taylor to say that she was inaugurating an entirely new idea in adult education through her intelligent written appeal to this market, no one on the air for that purpose. We're on the air to sell, and since radio gives the advertiser the public ear that's the prime prerequisite of the program.

Long before we started advertising over the air with Joanne Taylor, we had some pretty definite and tested ideas about the market to which we should advertise. We knew, for example, that in Kansas City slightly less than 75% of the population is under 45 years of age—or was in 1930. In addition, 54% of the population falls between the ages of 15 and 45, and we must be remembered that children under 15 years are mostly dependent upon parents under 50.

Who Does the Buying?

In other words, all the purchasing for 90% of the population is done by those under 50. The meaning of all this: Simply that our radio program had to be built to air the ad. KMBC staged a building with Joanne Taylor's Fashion Flashes broadcast with me, I was pretty skeptical. I finally conceded to give it a try, but my thought was to sell Kansas City women. Imagine my surprise when I found, within a very short time, that John Taylor's had made new customers in 182 counties of Missouri, Kansas, and sur- face, just at the time even Miss Taylor squeezes the last ounce of drama out of every line of her script, and that approach has an unbeatable quality.

When Roland Blair, vice president of KMBC, and manager of John Taylor's Fashion Flashes, decided to use Joanne Taylor's Fashion Flashes broadcast with me, I was pretty skeptical. I finally conceded to give it a try, but my thought was to sell Kansas City women. Imagine my surprise when I found, within a very short time, that John Taylor's had made new customers in 182 counties of Missouri, Kansas, and sur-

The Clearance Problem

JOHN TAYLOR'S is definitely not a "sale" type store. We have few store-wide promotions and hence can feature no "short lots" on John Taylor's radio. Hence her job has been one of straight selling. There are innumerable instances, however, when featured articles mentioned by Miss Taylor have sold out within a couple of hours after store-opening time.

One of the hardest jobs of selling that a store has to do is the clearance merchandise at the end of a season. It is comparatively easy to sell bright, new, seasonal merchandise at the time when everybody wants it. But selling clearance stuff at the end of a season is another matter. And yet Joanne Taylor'sFashion Flashes not only have been a first rate job at the end of the year, but we have recently sold $700 in clearances during store-opening time. Not only were those dresses more or less out of season, but the low-

FASHION FLASHES—John Taylor Dry Goods Co., Kansas City department store, recently observed the start of its fourth continuous year of selling to radio listeners through its Fashion Flashes, broadcast each week. Those at the party (left to right) were the author, H. Kenneth Taylor, vice president and sales promotions manager; John Taylor, president; E. M. Lee, treasurer and general manager; John Troupe, director; E. A. Warner, account executive for Ferry-Hanly Co.; J. Leslie Fox, KMBC sales director; Roland R. Blair, KMBC vice president.

NOURISHING SALES Co., Los Angeles (hair tonic, shampoo) has named the new Janes-Morton agency to handle their advertising and plans radio advertising in Eastern and Western markets.

June 1, 1936 • BROADCASTING
Holliday to Head Anthony Stations
Leaves KFRC to Be Manager Of KFI, KECA, Los Angeles

HARRISON HOLLIGAY, for the last seven years manager of KFRC, San Francisco, and one of the pioneer figures in broadcasting, on July 2 received the appointment of manager of the Don Lee Broadcasting System, to which he will devote his entire time. It is expected that Mr. Holliday will be named general manager of the KFRC and KECA stations after three months. The post of general manager is a new prestige post in the organization.

So far as known there will be no other changes in the executive line-up of the Anthony stations. Carl W. Holliway, as commercial manager and Glenn R. Dolbeer as program director.

Network Affiliations
MR. HOLLIDAY'S successor at KFRC has not yet been announced by management. Only last week the Don Lee Broadcasting System, the station now is a CBS outlet, but along with other Don Lee stations is expected to sever its connection with CBS not later than Jan. 1, 1937, in view of pending application by CBS to purchase KXX, Los Angeles, Don Lee officials have made known that KFRC will not continue with CBS if KJH, Los Angeles outlet, is dropped.

KFRC was established by Mr. Holliday in 1924 and later was sold to the Thirty Paris store in San Francisco. Subsequently, its station was acquired by Don Lee. Mr. Holliday, however, remained as the chain's advertising manager from the very beginning.

Two years earlier Mr. Holliday had his radio career in San Francisco, for the Emporium, a large department store. This station then was the 50,000-watt KST, Salt Lake City. On Aug. 31, 1933, Mr. Holliday was in radio continuously since 1920, when he first "announced" in the normal state of 6BN, San Francisco. He is regarded as an outstanding authority on radio and talent, having placed many outstanding local programs on the air. Numbered among his discoveries are Meredith Willson, Edwin Pond, and Don Wilson. He launched the Blue Monday Jamboree in 1927, and himself performed as master of ceremonies.

FRESH MILK INSTITUTE, Peoria, Ill., has secured for six weeks morning programs on WMBD, the Chicago station, in observance of the 1936 World's Fair, during the preceding day.

Fate of Association of 100-Watt Stations To Be Determined At NAB Convention

THE FATE of National Independent Broadcasters, Inc., composed of 105 independent radio stations mainly in the 100 watt-class, will be decided at the June 27-28 National Association Broadcasting convention in Chicago July 27.

The organization was launched last year for the main purpose of cultivating national business for its members. Although it has thus far failed to achieve.

Edward A. Allen, president of NIB and its prime mover, informed NAB convention May 20 he was unable to "what may happen.

He added, however, that even though NIB has not actually gotten any national business, he believed the movement successful and a worth-while project from many points of view, particularly on the industry service side.

A meeting of the NIB board was held Thursday July 6, with a membership meeting to be planned during open time of the NAB convention—possibly on July 28, if NIB itself convenes.

At this session the "political angle" of NIB would be discussed, with the question of the NIB's placing W. Baldwin, NAB managing director, who has been in conflict with the network in connection with copyrights.

Feeling that there will be "pressure" on Mr. Baldwin, it appears that a big showdown of independents in his favor by Mr. Allen, who is also a vice-president of NAB.

Need of Rate Structure
MR. ALLEN'S view with respect to NIB is that it should be revamped even though it may be necessary to drop the sales effort entirely, attributed failure to acquire national business to the "extreme unorganized condition" of NIB, and to its inability to arrive at a proper rate structure.

NIB's battle with Spot Broadcasters Association, the adjunct of Street & Finney, New York, on the United Drug account, and with World Broadcasting System over Chevrolet business, was related by Mr. Allen. Both organizations, he claimed, succeeded in the latter months has "the door open".

He contended that these accounts had been landed by NIB, and that they have proved successful in its mission.

During negotiations on these, Mr. Allen contended that Spot Broadcasters Association is "using the suppliers of materials" performed no functions as sales representatives and should not be "organized" as such. He said many of the small stations were "saps enough to kick in at 25%.

Mr. Allen declared he intended to bring these matters to the attention of NIB membership. He said he would do his utmost in making the membership see that he considered neither of these companies as sales representatives.

Another NIB difficulty, Mr. Allen, was that of differentiating between local and national accounts so as many members were concerned. The NIB sales department, headed by Joseph O' Shannon, has declared, had trouble in group rates to advertisers who were able to place their business locally at lower rates.

These obstacles Mr. Allen has reached the conclusion that until differentiating local and national account is impossible for any local sales organization to succeed.

The NIB agency, to bring about an agreement on policies, he added, "there is no use in trying to go ahead." In that event, he declared, the conclusion would be that NIB was a year or two ahead of time.

Price for "bright side" of NIB, Mr. Allen brought out that it was instrumental in bringing about the change in Rule 176 insofar as it affects phonograph record announcements at 15-minute intervals. This, he said, is a boon to every station in the country.

The NIB movement, moreover, he held, made known that local stations are in existence, and advertising as well as advertisers and the industry itself look upon local stations with more respect than a year ago.

The question of the NIB is whether it was responsible for placing local men on the NAB board. Further, Mr. Baldwin, he said, had invited him to serve on the executive committee of Associated Independent Radio Stations as the small station representative.

Muzak Back in Cleveland
AFTER Tests in New York
Muzak Inc. will resume experimental wired radio operations in Cleveland in the near future with engineers installing an improved receiving set in residential sections.

All equipment has been standardized for this purpose and operations will be located in the downtown section of Cleveland.

Mr. Muzak, in Chicago, February it took all equipment to New York.

Muzak's New York has installed receivers in 50 A & P stores for broadcasts of price changes and promotion of specials. With the purchase and A & P are testing reaction to the service to find answers to these questions: Does it place too much emphasis on prices, how much do customers respond to the determination of another item? Would the customer have spent just as much money for other items not specials if the public address system had not announced them.

Weber Back From West
FRED WEBER, coordinator of Mutual Broadcasting System, returned to New York May 22 after a quick trip to Los Angeles where he discussed with officials of Don Lee Broadcasting System and with Mr. Weber, who is now president of the NIB, a joint project in the invitation, possible affiliation with the network when Don Lee stations leave CBS at the end of the year. When he arrived, it was reported. The head of the station is William J. Geason, general, and busi-nessman, conferred with him.

Use of Radio Advocated
In Rail Drive Although Not Included This Year
CONCLUDING that radio should be included in any well-balanced national advertising efforts for railroads, but finding itself unable to bargain, the board of directors of American Railroads has appointed a committee for a campaign which will involve an expenditure of nearly $1,000,000 in magazines. The plan, drafted by Arthur Kudner, president, who received the approval of the board and was submitted to the semi-official National Association at a meeting in Chicago May 28.

"The Association's action, how- ever, is in no way a hindrance to individuals, members, and other railroads are free to use any media they wish. Whether there will be widespread use of radio, long urged not only by several leading roads but also by Railroaders Coordinator Joseph Allen, Eastman, is still problematical. Indications are, how- ever, that there will be greater use of the broadcast advertising than in the past.

The plan submitted by Kudner, it is reported, did not include a recommendation to use local radio, but did emphasize that the medium should be embodied in any broad- cast advertising, as part of a promotion motion. In considering a program for 1937, it said, radio defined, the Muzak type of plan included as a part of the Association's project.

Kudner was retained several months ago by the Association to discuss plans for an advertising campaign. In accepting the agen- cies' recommendations, the Asso- ciation named Kudner to handle the account.

Pillsbury Enlarges
THE NBC Today's Children, day- time serial sponsored (Pillsbury Mills, Eastman) is still recently it's celebrated 1000th performance and has been on the air with the same sponsor since Sept. 15 in 1935. Beginning May 24, from the NBC blue net- work and WMQ, Chicago, this Red- Sea matinee, which is expected to achieve more than 15,000,000 a week. The program, which is a dramatization of the life of the Moran family, made its first appearance on the air June 20, 1932, and came under sponsorship in May 1933. In the program it went network. Throughout its existence it has originated in Chi- cago, with Melvyn Douglas, In- ira Phillips and Walter Wicker, of Chicago, and all of the leading characters in the dramatization are Chicago talent. The program's heard is mornings from 9:45 to 10:00 (EST). The final broadcast over WMQ was made May 29.

Central Shoe Discs
CENTRAL SHOE Co., St. Louis, is recording two series of 26-epi- sodes each titled the Old School- master to promote official scout cable network which has has Premier Radio Enterprise Inc., St. Louis. In addition a series of spot announcements for the sponsor's "Perfect Shoe" is being distributed. Premier. Jimm Daugherty Inc., St. Louis, is the Central Shoe agency.
Radio to Carry Texas Centennial Story

Gulf Oil Corp. Sets Up Elaborate System at a Cost of $150,000, With Many Novel Features Included

A RADIO "investment" of $150,000 for 176 days of operation has been made for the Texas Centennial Exposition, which opens in Dallas June 6. The plans are to expand the facilities as funds permit, and to cover the entire grounds by pattern of the network system of the Gulf Oil Corp., for installation of the radio and public address system at the fair grounds, and which it will sponsor during the exposition with background announcements.

Five transcontinentals will be released to the public on the opening day, including an international "kick" in which speakers will address foreign lands. Six flags that have flown over Texas soil in four centuries. The shows will be heard from Madison Square Garden, on the opening day, from the City of Mexico and Mexican domes, from the Biltmore and the Fairmont in San Diego, and from Paris on French rule; from Richmond, Virginia, on Texas' part in the American federation and from Washington, D.C., on her present status as a state.

CENTENNIAL RADIO STAFF—These 15 are members of the preliminary radio and p. a. force of the Texas Centennial Exposition. Front row (left to right): David Clark, E. C. Ellis, O. A. Walden, O. A. Arri- goni, H. S. Keith, E. M. Keith, J. D. Henry; back row, Clyde M. Vandale (director), W. M. Dallin, W. T. Brown, Art Linkletter, H. L. Allfather, J. C. Riekeberg, C. C. Harris, Lewis Lacey (assistant director).

A headquarters, directly over the control room, make any studio program audible to an audience of more than 500 persons in the court between the wings of the building. Microphone outlets to the audience area can be turned on to pick up the crowd reaction and crowd noises, or talkback from outside microphones to the studios or control room.

The microphones are Western Electric "eight ball" nondirectional design. Entrance into either studio is made through a doorway equipped with a sound lock which shuts out sound from either side. It also has a wind panel that prevents air currents when entrance is made.

Triple plate glass windows into the control rooms. All microphones in the control rooms have a microphone connection enabling him to talk to as well as the art director and announcers.

The central or master control room houses the technical equipment for control of the entire system, loud speakers for each studio, as well as remote points, and two turntables on which transcriptions can be played to fill in on the public address units.

The single entrance to the building is located in the rear, so that only employees are on the inside. The overall size of the building is 135 by 90 feet, with each wing 27 feet wide. The studios are both 40 by 25 feet.

Types of Programs

THERE are four types of programs to be handled, sustaining, special events, sponsored commercial, and network programs brought into the grounds for broadcast. These are broadcast over local stations, regional or transcontinental hookups or the public address system, or any combination of all four.

Three origination sources are used, live talent shows from the studios, live talent programs from the remote points and a complete library of more than 3,000 vertical cut transcriptions. Visual broadcasts will be in progress in the studios and remote points more than 70% of each day's operation. Three Dallas stations, WFAB, KLRC and WRR have booked more than 80 live talent shows a week for the grounds. Many of these will be done in full costume for visual appreciation.

A great deal of name talent, national bands, orchestras, soloists, choirs, and other groups or individuals will be heard in Exposition-originated programs throughout the 176 days run of the fair.

Ford Motor Co. will bring in José Manzanares and his South Americans for Lincoln cars. General Motors will feature every odd and even numbered band to grand opera and from military bands to vocal groups. Chrysler has features in theatre programs during which Texas cities or areas will be honored. Standard Brands, Kraft, Phenix, Texaco, Gulf, and other national advertisers also will import high class talent in connection with exhibits.

Facilities Available

UNDER the policy adopted by the Texas Centennial Exposition and the Gulf Oil Corp., the studios, t e c h n i c a l equipment, facilities, technicians and production staff will be provided impartially and without cost to all radio stations, networkers desiring to release either commercial or sustaining programs from the Exposition grounds. The facilities make possible the origination of any type of program. Line facilities and remote charges within the grounds will be borne by the Exposition and service made available to radio stations.

The radio and public address system is under the direction of Clyde M. Vandale, while E. K. Smith is supervising engineer at Dallas during the Exposition. Carl Linkletter, program director, represented Western Electric in furnishing equipment and W. T. Brown represents them on installation, maintenance, and use.

The technical staff includes Tom Brown, in charge of construction; Bill Fisk, broadcasting director; Harry Keith, chief operator; Chuck Mahan, sound truck operator; Melody Meunier, stage manager; D. J. Allfather, Charles C. Harris, E. M. Keith, Bob Mandel, J. Rieke- berg, Art Arrigoni, O. A. Walden and E. C. Ellis.

The production staff is maintained by the Exposition and the technical and entertainment services of Gulf. Western Electric equipment was used in all installations.

C. C. Langevin of San Francisco, handled the installation and will maintain the system.

Four major musical concert organizations and the Exposition are using copyrighted compositions during the Exposition period. They are ASCAP, BMI, WAC and Associated Musicians Publishers. For the first time, publicly, the new Fischer type of speaker will be used at the Exposition. This $30,000 speaker, capable of reproducing an ordinary phonograph record, will replace a band of a 400-piece orchestra, will be installed in the Band Shell through the courtesy of Gulf and Western Electric. It will be used in the broadcast of daily symphony concerts and other classical features.

Jergens Makes Change

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), currently on an NBC-Blue network Sundays, 9:00 to 10:00, with Walter Winchell, New York columnist, on July 1 will shift the account to Lennen & Mitchell Inc., New York. Paul Whiteman program immediately following Winchell. Jergens promotes Woodbury soap, a product of the company, and is a Jergens subsidiary. Winchell goes off the air June 28 for the summer and will be succeeded by Corinella Ossis Skinner, one of the first ladies of the American stage.

FOR GULF — Here are engineers assembling the $150,000 Western Electric radio and p. a. system for the Texas Centennial. Right to left are W. M. Dallin, J. D. Henry, O. A. Arrigoni and H. L. Allfather.
Mistaken Identity

ANGUS PFAFF, announcer of WJBK, Detroit, who has been handling the sponsored "Tiger Talks" over WWJ, that city, by arrangement with his present agency, was taken aside by an elderly client's insistence, forgot where he was and gave his own station's call letters. Angus was broadcasting an appeal for letters for Hank Greenberg, Tiger first baseman, who is out of the game with a broken wrist. "Send your letters in care of Tiger Talk, Station WWJ, urged, and the broadcast was over before he could correct it.

WLAP Sale Slated

S U B J E C T TO FCC approval, WLAP, Lexington, Ky., local, has been purchased by J. L. Nunn, of Pampa, Texas, and J. E. Bummore N. Nunn, it was learned May 27. The Nunn's are the publishers of the Farm and Ranch News, and operate KDPA, Pampa.

They recently purchased the Lexington (Ky.) Herald, and plan to operate the station in conjunction with it. The purchase price, it is understood, was in the neighborhood of $1,951,397.

According to officers of the National Association of Broadcasters, WLAP is operated KGGM, Albuquerque, New Mexico, regional which they recently acquired along with another partner, a 33-1/3% interest in KICA, Clovis, N. M.

HASKIN BROS. Co., Des Moines, recording one-minute announcements for Trility soap.

All-Time High Levels for April Revenues Are Recorded by the Major Networks

Both CBS and NBC have reported record April figures, CBS being $1,961,397, an increase of 20.8% over a year ago, and NBC $2,739,376, a gain of 2.1% against April, 1935. Four of the four major networks showed increases against their March figures, and all asso- ciated stations, showed April receipts of $319,934 compared with March receipts of $191,482, when 1936, the first year of Associated Networks, accounted for $173,117 of this amount.

Compared with March, 1936, NBC combined networks for April showed a loss of 9.8%, the CBS networks, on the other hand, showed a gain of 9.5% against March and the Red Net. Others.

Mutual Broadcasting System, whose billings now cover both the four basic stations and all associated stations, showed April receipts of $272,871 and March receipts of $228,895.

Networks' Gross Monthly Time Sales

N BC - W E A F ( R e d )

<table>
<thead>
<tr>
<th>Month</th>
<th>1936</th>
<th>1935</th>
<th>% Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,537,947</td>
<td>$1,316,567</td>
<td>16.5%</td>
</tr>
<tr>
<td>February</td>
<td>1,691,524</td>
<td>1,528,978</td>
<td>9.2%</td>
</tr>
<tr>
<td>March</td>
<td>1,913,527</td>
<td>1,560,221</td>
<td>22.6%</td>
</tr>
<tr>
<td>April</td>
<td>1,702,201</td>
<td>1,479,993</td>
<td>14.1%</td>
</tr>
</tbody>
</table>

C B S

<table>
<thead>
<tr>
<th>Month</th>
<th>1936</th>
<th>1935</th>
<th>% Gain</th>
</tr>
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<tr>
<td>January</td>
<td>$1,301,023</td>
<td>$1,000,000</td>
<td>30.1%</td>
</tr>
<tr>
<td>February</td>
<td>1,650,000</td>
<td>1,200,000</td>
<td>37.5%</td>
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<tr>
<td>March</td>
<td>2,073,201</td>
<td>1,580,000</td>
<td>31.6%</td>
</tr>
<tr>
<td>April</td>
<td>1,531,307</td>
<td>1,200,000</td>
<td>27.6%</td>
</tr>
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</table>

W W J

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<th>Month</th>
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<tbody>
<tr>
<td>January</td>
<td>$202,412</td>
<td>$161,000</td>
<td>25.6%</td>
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<tr>
<td>February</td>
<td>1,015,242</td>
<td>850,000</td>
<td>18.8%</td>
</tr>
<tr>
<td>March</td>
<td>1,072,300</td>
<td>850,000</td>
<td>26.1%</td>
</tr>
<tr>
<td>April</td>
<td>977,970</td>
<td>850,000</td>
<td>14.3%</td>
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M B S

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<tr>
<th>Month</th>
<th>1936</th>
<th>1935</th>
<th>% Gain</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>$157,720</td>
<td>$125,000</td>
<td>26.2%</td>
</tr>
<tr>
<td>February</td>
<td>162,358</td>
<td>150,000</td>
<td>8.2%</td>
</tr>
<tr>
<td>March</td>
<td>191,482</td>
<td>150,000</td>
<td>27.4%</td>
</tr>
<tr>
<td>April</td>
<td>130,054</td>
<td>125,000</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

John M. Henry Named Central States Manager; Deitrich Dirks Retires

JOHN M. HENRY, manager of KOLN, Omaha, and KCBF, Council Bluffs, has taken over the management of the three stations operated by the Central States Broadcasting System, namely KOLN, KCBF, and KFOR, Lincoln, Neb., as a result of the sudden death of Deitrich Dirks, vice president, general manager and general manager of the system, has retired from that post.

Mr. Dirks, it is reported, was devoting himself largely to research for Central States.

Mr. Dirks, it is reported, was devoting himself largely to research for Central States. Bur y Lottridge is commercial manager for the three stations and Reginald Martin, formerly of the Iowa Broadcasting System, has been named manager of the Lincoln office. An executive committee, comprising these officials and Harry Harvey, technical director, has been named.

New License Group for Serious Music

Grand Rights Association to Emulate ASCAP Procedure

PLANS of another group to license music broadcasting programs were divulged May 20 by Milton Diamond, New York attorney who, has been instrumental in the formation of American Grand Rights Association Inc., an organization which he declares proposes to "organize in a manner similar to ASCAP in the popular music field. Queried by Broadcasting as to the likelihood of his organization being created on May 14, Mr. Diamond declared it would endeavor to license music as a "business operation. He added, however, that nothing definitive has yet been done and that a committee will be another licensing body. Another committee is contemplated to work with ASCAP in devising a "dividing line" between compositions that might be classed a popular or serious music.

The organization dinner vote in "the conventional manner and introduced the speakers a the meeting who included Leopold Godowsk, Arthur Judson, Aaro Copland and Diamond. The board of directors is composed of Milton Diamond, Aaron Copland, John Powell, Lang Lang, Carlisle Floyd, and Virgil Thomson. Besides numerous com- posers present at the dinner, performing artists, including Richard Ferrone, Martin Katz, Earle A Eb, Alexander Smallens, Jessi Stillman-Kelley and Lawrence Tilton, were there.

The board of directors included Morris Van Frang, manager Philharmonic Orchestra; Mr. Co Reis, board of the International League of Composers; M. Mills, general manager of ASCAP F. C. Adler; E. L. Berns and John G. Whom Is Sold

SALE of control of WHOM, Je- sey City, by Harry F. O'Mealia (T. C.) and Joseph H. O'Keefe, of New York, operators of WFAI New York, was approved May 2 by the FCC Broadcasting Division. Great interest was taken by New Jersey Broadcasting Corporation, who procured for approximately $90,000, with Mr. O'Mealia retaining control of the station. Bill of sale of the O'Mealia Outdoor Adv. Co. Mr. Harron and Mr. Lang are are identified with the operation of WJDN, Trenton, N.J., which is not being controlled by stockholders. WHOM operates on 1490 kc with 250 watts unlimited time.
This isn't a story of kilocycles and microvolts, designed to indicate how much response daytime advertisers ought to get from WHO. Instead, it is a plain-fact statement of the experiences of five advertisers at varying periods both forenoon and afternoon — experiences proving that DAY time is PAY time at ANY time on WHO.

Look them over:

- On the Musical Clock, 7:30 to 8 a.m. daily, Younker Brothers department store offered a free sample of Pompeian Cream. The offer was made once only. Response: 8,953.

- On the Monticello Party Line, 9:30 to 9:45 a.m. — Monday, Wednesday and Friday — Dr. Caldwell's Syrup of Pepsin offered a free cook book. The offer was made during one week only. Response: 34,177.

- On the Ma Perkins NBC program, 2:15 to 2:30 p.m., in a contest running for 10 days, 15,230 listeners each sent two Oxydol box-tops to WHO.

- On "How to Be Charming," a beauty-talk transcription, 3 to 3:15 p.m. — Monday, Wednesday and Friday — Sterling Products offered a sample of Phillips Milk of Magnesia Face Cream. The offer was made during one week only. Response: 24,442.

- On a Gene-and-Glenn broadcast, 3:45 to 4 p.m., Armand made one single mention of a sample. Response: 6,736 requests mailed before midnight the same day.

In short, if you sell to women or the home, WHO enables you to reach a mighty profitable audience at any hour of the day.

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. Maland, Manager
Phone 3-7147
Sidewalk Broadcasts Sell Lucky Tiger
Free Speech Is the Rule on KRLD Program That Holds A Big Audience and Boosts Sponsor's Business

By EARLE F. BILLINGS
Midland Ad. Agency, Kansas City

FREE SPEECH is not only an inherent right that we Americans think we have, but also an ancient, honored custom that has been streamlined and otherwise improved. On June 6 this year a modernized "free speech" program made its debut on KRLD, Dallas. The announcer's "walk the passersby" theme set the stage for advertising the program. The passersby are given attention in the passersby of the sidewalk, which are poared forth every day Monday through Friday.

"Voice of Dallas" mail gives interesting high lights on the reasons why this program has grown to be so popular with Dallas and Southwest. Here are a few terse quotations from letters received: "It affords everyone opportunity to blow off steam on important subjects" "It gets right down to the grass-roots level and never seems to miss a meal, as will the 'Voice of Dallas', because it's education rather than education" "The program represent the real opinions of everyday folks" "And so on through the mail that indicates an appreciative and unprecedented listening audience."

The broadcast originates in front of the headquarters in Dallas and is sponsored by Lucky Tiger Mfg. Co., of Kansas City.

Secrecy of Questions
THE INTENSE listening interest is enhanced by inviting the public to submit questions to be asked the folks on the sidewalk. Only one question is used daily and this question is selected for its controvertial nature as well as its timeliness and program interest to the greatest number of people. Questions range from "Which is the best beer, a bottle or a can?" or "a woman" to "Should religion, education, and government be combined?"

And do the listeners like this? The answers may be found in the mailbag daily from KRLD's audience, which lives in four states at distances ranging up to three hundred miles from the station. More than a thousand letters and post cards are received weekly from listeners, each with a question, many with praise for the "Voice of Dallas" and its program. The questions seem to have a peculiar appeal to women. Among several hundred women in script, questions coming from those over 50 years of age, aged 10% were found who did not listen daily when they were at home. Perhaps the best proof of special and frequent trips to the city by the program to help discuss questions in which they are particularly interested. As they said the program helped them settle many a question at home.

"The always smiling and clever Lucky Tiger. The man who started the question to the passersby. His persuasive good humor never fails to encourage any who might be

THERE'S no luck about Lucky Tiger selling in Dallas. Milburn would have you know. As an agency man he figures it is a matter of good programming and smart merchandising. At any rate, the sidewalk reporter type of program is proving effective for the sponsor. Incidentally, the curbstone commentators are handed slips with the questions so they can do a bit of heavy thinking before disseminating their views over the air.

Baseball vs. Radio Again
Sports Authority's Claim That Effect of Broadcasts Is Negligible Is Disputed by J.F. Hopkins

CLAIM of H. G. Salsinger, veteran sporting editor of The Detroit News, and President of the Baseball Writers Association, that baseball broadcasts neither increase nor decrease attendance at gamespublishes sports authority the Detroit News, brought a reply from James F. Hopkins, manager of WJBK, Detroit local, in defense of broadcasts.

Mr. Salsinger took the position that winning teams, and not broadcast, attract crowds. Sponsors, he said, do not want big crowds at games because their listening audience is thus decreased. As for minor league teams, he said club owners should offer teams of young players instead of building around big league casts if they wish to attract crowds to their parks.

This statement was made by Mr. Salsinger: "It is estimated that more than 1,000,000 customers at Navin Field before anyone heard of radio. Detroit was in the baseball business in 1922 and 1933, and lost money each year, although the best radio baseball broadcast in the country was broadcast from the ball park each day.

"Mr. Hopkins picked on this particular point for a detailed answer. "Change the 'although' to 'because,' he said, "and you've put into the mouths of the alarmists a statement which would be hard to disagree with unless you introduce one of these were—but for the fact that any attempt to prove such a point is in itself an attempt to show the importance of a sufficient number of fans at games."

"There is much ground for the contention that radio furnished priceless publicity and saved the baseball industry from a much worse licking than it actually took during depression days," Mr. Hopkins said.

"As for your assertion that the sponsor of the Tigers' home game broadcasts must, as smart business, want to stay away and tune in, how do you recognize such a statement with the fact that these sponsors are paying Tyson to urge his listeners, every day, to 'come out and see one of these games?' Do they do that just to be nice, or does the man do this because he believes, perhaps, that he recognizes that their interests and those of the Detroit Baseball Co. are one, and that the individual interests are so closely related to the broadcast is the individual whose love for the pastime leads him to see every possible game."

"Ty" Tyson is the sports announcer of WWJ, Detroit News station.

Minneapolis Baseball
APRIL promised competition between WCCO and WDGY, Minneapolis, for minor league baseball games. General Mills Inc., that city, on May 22 signed a compromise contract for sustaining the sponsoring of baseball games.

Byman, a Minneapolis based sports authority, will describe games over WCCO until that station shifts to CBS to take care of network commitments at 5 o'clock. In such case WCCO will announce that the play-by-play account for the balance of the game can be heard on WDGY, which is receiving Saam's account from WCCO for the balance of the season. Originally WCCO had exclusive right to the minor league games from WDGY, also prevented from broadcasting Chicago games carried by Affiliated Broadcast Co. then installed a microphone in the Moose lodge adjoining the park and carried play-by-play accounts with a restaurant as sponsor.

Bond for Bond
GENERAL BAKING Co, New York (Bond bread) on May 21 took over the sponsorship of the daily baseball games. Bond for Bond, LEAP, New York, 6:35: 6:45 p.m., Mondays through Saturdays. The programs are devoted largely to highs of games played that day by New York teams. When the New York team loses, sponsor's comment is described. Batten, Barton Durstine & Osborn Inc., New York placed the account.

H. LESLIE ATLAS, Chicago, Cb, vice-president, has given the new "Come to a baseball game" campaign to a series of 12 ads in his stable of ads. The name was submitted by Rex Schep, radio broadcaster, who also created the campaign. Louis was submitted by WWBM artists. Oth-

www.americanradiohistory.com
On July 21st, the Kendall Company enters upon the seventh consecutive year of sponsorship of the Kendall Sports Review. The above photographic reproduction of a letter from Mr. J. B. Fisher is a success story which needs no qualification.

Roger Baker, originator of radio’s oldest sports column, the Kendall Sports Review, probably has more local followers than Ted Husing or Graham McNamee.

ROGER BAKER, a BBC personality, is a pioneer in radio. He originated radio’s oldest sports column, and broke records when he broadcast the World Series, the Little World Series and the play-offs in the International League, all in the same season.

Unquestionably Western New York’s radio sports authority, he includes among his many activities play-by-play descriptions of International League home and road games, amateur boxing, golf, basketball, football, bicycle races, swimming, hockey and bowling.

Nationally, Roger Baker is unique. Locally, he is one of several BBC personalities who have been developed by an organization that consistently gives “network” showmanship to “local” programs.

Landsheft and Bonning, Inc., advertising agency for the gasoline division of the Kendall Refining Company, and long experienced in successful radio advertising, have repeatedly recognized BBC as a “preferred” buy.
**Convention Broadcast Setups Are Most Complete in History**

Elaborate Plans Are Made by Parties and Networks
For Coverage at Cleveland and Philadelphia

**Radio Coverage of the Political Conventions Will Use Systems of Microphone Coverage Which Include Latest Developments in Pick-up Transmitters and Provide More Complete Service Than Has Heretofore Been Possible.**

For coverage by NBC, CBS and Mutual networks have been completed except for last-minute details. Each network has signed batteries of political analysts to supplement staff announcers at the Republican convention starting June 23 in Philadelphia.

WOR-Newark, will broadcast comment by Gabriel Heater, newscaster, under sponsorship of the Industrial Bank of New York. Heater will speak from the Republican and Democratic conventions.

Convention committees have allotted special news coverage facilities to broadcasters following rules of the Press Galleries of Congress to allow radio reporters access to press facilities.

To Use 68 Microphones

At the Republican convention 68 microphones will be available to networks, with a microphone at each delegation. This will permit faster and better coverage of every development. Each network from each microphone will be connected to the central control panel and developments will be signaled by means of lights and push buttons. Both NBC and CBS will use microphone transmitters by which roving announcers can transmit from any point for pick-up by Cleveland station facilities. NBC transmitters will be used at the Socialist convention which started at Cleveland May 22, interviewing Newsmen in a hotel room. Networks carried the Socialist programs from the Cleveland convention.

Edward H. Morton, manager of the NBC program department, is in charge of that network's convention arrangements. For CBS, Henry Grossman, engineering executive, has directed technical arrangements.

Chances that besides the 68 convention microphones it will have 16 of its own located on the president's platform, master control booth, bandstand and emergency auditorium stage. In addition it will have a public address microphone to pick up background noise.

CBS will route all network programs through the auditorium to permit interruption at any time for news flashes. Paul White, CBS director of public events and news, will break into non-convention programs when developments are deemed sufficient.

NBC will have a pause interpreter at the conventions to interpret General Hills in the readings and explain procedure. William Hard, veteran analyst, is to fill this new post.

**Among NBC Commentators Will Be Walter Lippman, Dorothy Thompson, Edwin C. Hill, Lowell Thomas, as political analysts, and Graham, Menand, Carleton Smith and Charles Lyon, announcers, among others.**

**NBC Has Announced Its Complete Broadcast Staff for the Convention, but Robert Trout Will Fill the No. 1 Post, assisted by Bob Rabin and Warren Jennings, CBS news commentators. Boake Carter will make his Philco news broadcasts from the convention.**

**The Microphone Arrangements at the Democratic Convention Will Differ in Some Respects. Instead of placing microphones at each delegation, a series of microphones will be used.**

**These swinging arms, being designed to reach any point on the floor. Microphone positions at the Democratic convention are concealed in a number of cases. Platform arrangements will be somewhat similar at both conventions.**

**Democratic Arrangements**

BROADCASTS from the Democratic party convention are to be concentrated largely between the hours of 2 a.m. to 2 p.m. and 10 p.m., to avoid all possible conflict with regularly scheduled commercial and news programs.

It was decided May 14 at a meeting of broadcasting representatives with officials of the Democratic National Committee.

Simultaneously, it was learned, there will be no difficulty about clearance of the NBC and Mutual programs, which may be picked up from the convention floor. Herman Starr, WJZ, New York, representative,据说 William B. Dolph, Democratic radio director, May 15, that he regarded the convention broadcasts as a business proposition. In this consequence, his organization would not interfere in any way. The radio news and programs compositions over networks or stations not licensed by his company and the numbers originated spontaneously from the convention floor.

It is still the intention of the Congress Committee to use as far as possible, performance of Warner music by floor bands. However, the details lists in advance, and a copyright "checker" will be on the floor.

**Avoiding Conflicts**

At the May 14 meeting, all final arrangements were made for the convention's broadcast setup. It was decided in view of the importance of keeping the broadcast 24 hours a day to broadcast a half-hour program, to be scheduled for 10 o'clock at night, was reached by mutual agreement, since this would minimize chances of breaking into regularly scheduled programs, to which many listeners look forward. A special radio news section will be provided at the convention hall, to accommodate some two dozen radio press association men as well as WLW commentator. This was arranged by the Standing Committee of the Press Galleries of Congress refused to assist radio reporters access to regular press facilities.

Broadcasting from the floor will be NBC, CBS, Mutual, Inter-City Group and WFIL, Philadelphia. Original plans did not include WFIL, and an extra booth is being installed to handle what is expected to be a running commentary of the convention.

All of these groups were represented at the May 14 meeting held in the auditorium. At the committee there were present Charles A. Michelson, director of publicity, Mr. Dolph and Mr. Rabin, assistant, Forbes Morgan, chairman of the convention arrangements committee. F. M. Russell, Washington vice-president, and Alfred H. Morton, program department, were present for the powerful WFIL commentaries.

**Duke Power Campaign**


**Rosco-Clean to Expand**

ROSO-CLEAN Co., Salisbury, N. C. (perfume cleaners) have added WBT, Charlotte, N. C., with three announcements weekly and expects to add stations in the Carolinas in the next few weeks. J. Caron Brantley Adv. Agency, Salisbury, N. C., has the account.
Station KIRO, completely revamped both as to equipment and personnel, with increased power on a valuable, uncrowded frequency, now offers national advertisers the most powerful medium in the great Pacific Northwest market. Preliminary results of field strength surveys, nearing completion, give every indication that KIRO has the greatest coverage of the million and a quarter people in this market.

Management of KIRO, under the able leadership of "Tubby" Quilliam, is both aggressive and progressive. Close cooperation is maintained with the Seattle Star, the University of Washington and civic organizations generally. News and sports are heavily featured and well sponsored. For example, General Mills bought Seattle Pacific Coast League baseball—and Associated Oil bought University of Washington track and basketball broadcast exclusively on KIRO.

KIRO, with 1000 watts on 710 kc, can do a real job for you. For further details, call John Blair & Company.

June 1, 1936 • BROADCASTING
Employment Data Also Given
In Government's Figures
TOTAL receipts of 77 Pacific Coast stations during 1935 amounted to $6,442,821, almost as much as the 1934 total of $6,637,760. In 1934, 68% of the total was from daytime; 32% from nighttime. A year of approximately even earnings is predicted for 1936, with daytime total receipts coming from local advertisers and nighttime earnings from network advertisers.

Analysis of Employment, Pay Rolls—Pacific Coast
(For Representative Week)

**Texas**

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<th>All Employees*</th>
<th>Full-time Employees</th>
<th>Part-time Employees</th>
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<td>No.</td>
<td>Pay Roll</td>
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<tr>
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<tr>
<td>Executives</td>
<td>10</td>
<td>1,560</td>
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<tr>
<td>Office and Clerical</td>
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<td>1,270</td>
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<tr>
<td>Station Technicians</td>
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<td>20</td>
<td>720</td>
</tr>
<tr>
<td>Total</td>
<td>140</td>
<td>4,050</td>
</tr>
</tbody>
</table>

**Wasey Products Inc.**

New York Milk Campaign Suffers Curtailed Funds
THE Hollowell bill which continues the New York state milk advertising campaign for another year was signed May 22 by Gov. Lehman. As presented to the legislature under the supervision of Mr. J. W. A. Leese, the proposed new law would authorize the state to continue the milk advertising campaign for another year. The bill was submitted to the Senate and Assembly by WOL.

Washington Post Asks Apex Station
SUPPLEMENTING its application for a new station in Washington to use the facilities of WMAL, NBC outlet, the Washington Post has filed an application for a new station at the frequency used by WMAL.

**Continental Seeks Outlet in Capital**

Scripps-Howard Is Applicant For 1230 or 1310 Channel
TWO ADDITIONAL applications for new stations in Washington, contingent upon the request of WOR for change from a local to a regional assignment, were filed May 26 by the Continental Radio Co., subsidiary of Scripps-Howard Newspapers. Scripps-Howard filed bill 1280, for the Washington Daily News, one of its 24 newspapers.

One of the Continental applications requests assignments on 1310 kilowatts day and night. This is the assignment sought by WOR. In the other application, the assignment of 1230 kilowatts was made. Continental also applies for the present WOL frequency, with 100 watts on the 1310 kilowatt channel.

William B. Dolph, manager of WOL, also has requested the same channel for his station, which is granted the regional facility. Former Senator C. C. Dill likewise has requested assignments at 1310, a frequency near the one he uses for his own station.

A meeting of Scripps-Howard editors was held May 25 in Washington, and the week of May 18—18 a quadrennial session held prior to presidential elections. Newspaper editors and publishers from all states discussed how they fit into newspaper operations, and it is understood, was discussed at that time. A discussion led by Karl A. Bickel, president of Continental and Mr. Hanrahan.

**WSGN Sale Approved**

ASSIGNMENT of WSGN, Birmingham, Ala., from the Broyles Furniture Co., to the Birmingham News, May 26, 1936, has been approved by the FCC Broadcast Division. The station, operating on 1310 kc., with 100 watts night and 250 during the day, is located in Birmingham, and has been under several different managements during the last few years. The new owner is not known, but it is understood that the station will continue under the same name and operating conditions.

**WNBN Goes to 1 Kw.**

**Washington Post Asks Apex Station**

**Effective Sept. 15, WNBN, New York independent, will begin operations with a four-fold increase in power under an FCC Broadcast Division decision sustaining the recommendation of Examiner John P. Brakhall. The station, operated by the Williams Broadcasting Co., is assigned to the 1350 kc. channel, and has been using 250 watts. The action authorizes it to increase its power to 1,000 watts and to move the transmitter location.

**Texaco Discs Go North**

TEXAS Co., New York (Texaco) is planning to expand its disc campaign, Unsold Ads, to 10 radio markets in Southern states for a number of weeks, into Northern territory in the near future. The unsold ads dis- cover project was launched as a test and it is understood that it has been successful, leading to its broadened coverage. Hanfett-Metzer Inc., New York, has the account.

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**REVENUE FROM SALE OF TIME**

<table>
<thead>
<tr>
<th>Texas Calif.</th>
<th>Orl.</th>
<th>Wash.</th>
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<tr>
<td>National-Regional Network</td>
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<td>$1,031,031</td>
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<tr>
<td>National Spot (non-network)</td>
<td>505,913</td>
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<tr>
<td>Local Advertising</td>
<td>1,567,781</td>
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<tr>
<td>Total</td>
<td>$2,220,821</td>
<td>$4,445,776</td>
</tr>
</tbody>
</table>

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**Broadcasting** • June 1, 1936

Page 22
A SALES SPUR You Couldn't Buy Till NOW

A Direct Tie-up with the
WKY Feature That for Eight Years Has Stood No. 1
with Oklahoma Women!

FOR the first time in eight years, WKY is offering advertisers the opportunity of a direct tie-up on the air between their products and Aunt Susan, the station's home service director.

Aunt Susan's morning chats with housewives about cooking and homemaking have been a sustaining feature on WKY six mornings a week for eight years. Her natural ability as a showman, her engaging style at the microphone and her rich background of experience have drawn sustained interest to her programs from the largest group of Oklahoma housewives reached by any program on the air in this state.

Aunt Susan is today one of the most widely known, most written-to, most esteemed personalities among women in Oklahoma.

Participating sponsorship, providing mention of product at beginning and end of program, is available to a very limited number of food products or home appliances at a very nominal monthly rate.

Write or wire for full particulars.

OKLAHOMA'S HOUSEWIFE-IN-CHIEF — In the eight years that Aunt Susan has been home service director of WKY, the Oklahoman and Times, she has become one of the most popular and widely known personalities among Oklahoma women. In her they have an abiding faith ... in the matter of cooking and home management, her word is gospel.

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

June 1, 1936 • BROADCASTING
Progress in Ultra-High Bands
Is Keynote of FCC Hearing

Government Not Expected to Demand Bulk of Bands
In Higher Frequencies;
Many Witnesses Listed

FINAL plans for the extraordinary hearings to begin before the FCC June 15 to chart the future of radio development in the ultra-high bands are being whipped into shape, with 200 to 300 persons, including outstanding figures in television, facsimile and ultra-high broadcasting, as well as the communications and scientific radio fields, expected to attend.

A Senate subcommittee in the hearings has been evinced by high administration officials and the agenda has been discussed with President Roosevelt at the FCC Chairman Prall and Chief Engineer T. A. M. Craven. The keynote of the hearings is that all governmental and maximum development of radio in this new sphere, looking toward future service like NBC, facsimile, and ultra-high broadcasting, as well as the communications aspects of high-frequency operation in the industry.

The closing notification date for the hearings is June 1. As Broadcast Communications companies and groups have filed statements of intended appearances, along with various government agencies and radio associations.

Government Demands

AMONG those to testify are David Sarnoff, RCA president and chairman of the Federal Communications Commission; Dr. Frank Conrad, Westinghouse engineer who built KDKA and placed it in operation in the first regular broadcasting station; James W. Baldwin, NAB managing director, who is a representative of the engineers representing many units of the industry. The broadcasting testimony is expected to culminate in a plea for flexibility of the band between 30,000 and 110,000 kc. and above, to accommodate the present and the future broadcasting. The technical engineering case for the NAB will be presented by Dr. Charles B. Aiken, assistant professor of electrical engineering of Purdue University in charge of communications, who was named by the NAB.

On May 23, the Interdepartmental Committee on Radio, representing all the present establishments, held a session to map out its program for the conference. The plan is for it to represent all government departments, including Navy, Army, Bureau of Air Commerce, and other services which have been expected to testify on frequencies in the ultra-high range for national defense and safety of life. It is understood that Dr. J. H. Delling, chief of the Radio Section, Bureau of Standards, will present the government case.

At first it had been thought the government would ask the President to allocate the maximum frequencies for the waves for departmental use, but it is now understood that only a "reasonable portion" will be sought and that no effort will be made to impede future broadcasting developments through demands for the use of the air in the ultra-high range. This is particularly so in visual broadcasting, it is understood.

The theme of the hearings, from the FCC standpoint, is that radio is entering new vistas which seem destined to overshadow even the present development. It is felt that development of new services should be encouraged rather than impeded by the government and that the goal should be one of cooperation rather than government "policing" operations to an extent detrimental to progress. This policy, it is reported, has the full endorsement of administration spokesmen.

Unofficial estimates, the hearings will be divided into four phases. At the opening session June 15 Chairman Prall is expected to outline the general purposes of the hearings and Chief Engineer T. A. M. Craven, upon whose recommendation the hearings were called, will describe the issues from the FCC's standpoint and the problems it faces in regulating use of the high frequencies. He will emphasize international aspects, looking toward the Cairo Internationale Telecommunications conference in 1938.

Next the Interdepartmental Committee's present testimony as to national defense and peace-time public requirements. Thirdly, important industry leaders such as Mr. Sarnoff, who represents broadcasting communications and manufacturing, and Dr. Frank B. Jewett, president of Bell Telephone Laboratories, will be asked to outline their views, covering broad, general and economic future needs and trends. In this group too, there may be the NAB, representing the industry as a whole, and the representatives of the radio networks, along with such figures as S. N. Kintner, vice president and director of engineering, and Dr. Conrad.

Finally, the purely technical aspects of the use of ultra-highs will be covered with testimony from individuals and groups on such matters as television, facsimile, ultra-high broadcasting, international broadcasting, trans-oceanic communications, aviation, police, amateur, marine, and manufacturing. In this latter group, it is expected, will be the Radio Manufacturers Association and its individual members such as RCA and Philco, Bell System manufacturing units, International Telephone & Telegraph, American Radio Relay League, and owners of broadcasting stations and experimenters reporting on their expected needs.

Based on results of the hearings, it is tentatively planned to have a visual broadcasting hearing perhaps next fall to cover specific development of television and facsimile. It seems a foregone conclusion that visual broadcasting will hold the greatest interest at the June 15 hearings. The technical development of the networks, the so-called clear channel group of stations has indicated it will appear at the June 15 hearing through its counsel, Louis G. Caldwell. These networks are destined to carry football games and the like.

WHO'S CHAMPION?

Kendrick Challenges Maland's Right to Milking Title

DECISION as to the cow milking championship of the NAB is to be definitely settled during the Chicago Convention if the wishes of Joe Maland, manager of WHO, Des Moines, and present claimant of the belt, and his manager, James L. Free, president of Free & Steininger Inc., are respected, it is revealed in correspondence between champion, his manager, a challenger and the challenger's manager.

D. E. "Plug" Kendrick, of WIRE, Indianapolis, the challenger, and Glenn Snyder, WLS, Chicago, his manager, have engaged in a heated exchange of correspondence with Maland and Free over details of the forthcoming battle, and, while the exact status of the battle isn't as yet determined, Maland is already claiming a victory over Kendrick because of the latter's expressed inability to attend the NAB meeting.

Brooklyn Case Hearing Is Shifted to September

POSTPONEMENT until Sept. 9 of the re hearing of the three-year-old "Brooklyn cases" was ordered by the FCC and by the judge on which the retrial originally was set. When the FCC convened the hearings in May, 60 pairs of people in interest present, Chairman Prall read a telegram from Preston B. Goodfellow, president of the Brooklyn Eagle, to the effect that witnesses stating that W. Burgess Nestor, one of the Eagle witnesses, had "broken a leg" in Tucson, Ariz., and would be unable to attend. As a consequence, it was decided to defer the hearing until September. The injury, it was said, occurred about six weeks ago.

The case on board ordered the re-hearing after new parties had entered the case. First it had dealt with an application of the National Broadcasting Co. for renewal of four of the stations which share time on the 1400 kc. channel in Brooklyn. Under this decision WBBR, the fourth station, would have been given half-time, and the Eagle, the other half. Subsequently, the NAB filed applications for assignment of their facilities to Kings Broadcasting Co., controlled by the Jewish language newspaper The Day.

FCC Stipulations


Cocomalt on CBS in Fall

COCOMALT Co., Hoboken, N. J., have announced that the firm's product will be on CBS in the fall, tentatively set for Sept. 20, over a CBS network, Sundays, 6:30 p.m. The last network program was the Buck Rogers series. Joe Penner and Bob Crosby's orchestra will be the talent. Ruthrauff & Resign, New York, has the account.

From a Contest--KUJ, Walla Walla, Wash., staged a 13-week contest and got sales slips and labels representing $300,000 in purchases.
"GOING TO TOWN"

Cleveland is the metropolitan center of Northern Ohio. The only high power, clear channel station in this populous section is WTAM. Advertisers who use the services of WTAM cover the entire Cleveland Chamber of Commerce Retail Trade area—a rich, responsive market.

WTAM 50,000 WATTS NBC Red Network CLEVELAND

Completely programmed by NBC
First of All, Consider

The Raymer organization takes pride in the fact that its men have been selected only after the most searching investigation. Experience, of course, was a major consideration, but mere selling experience was not enough. It had to be specific, successful experience in the selling of national advertising. Evidence of this is the unique fact that every Raymer man has had at least ten years of just this background.

But over and above this matter of training, they had to have such qualities as imagination and tact.... For visualizing day by day each station’s changing story. For the ability to always present it properly. And to balance the presentation, dependably, with a sound comprehension of the advertiser’s requirements.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
</tr>
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<tbody>
<tr>
<td>St. Louis</td>
<td>KWK</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WJAS</td>
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<tr>
<td>Syracuse</td>
<td>WSYR</td>
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<td>WBRC</td>
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<tr>
<td>NBC</td>
<td>WOAC</td>
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<tr>
<td>NBC</td>
<td>WJAC</td>
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<tr>
<td>CBS</td>
<td>WSCB</td>
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<tr>
<td>Radio Station Representations</td>
<td></td>
</tr>
</tbody>
</table>

- **New York**: 366 Madison Ave.
- **Chicago**: Tribune Tower, Superior 1773
- **Detroit**: General Motors Bldg., Trinity 2-8660
- **San Francisco**: Russ Building, Douglas 1294

*www.americanradiohistory.com*
What Is Radio Advertising

BY STATION BREAK

RECENTLY we have been mulling over various publications on the fundamental aspects of radio advertising...what high-brows might term its "philosophy".

WE RECEIVED several ideas from Hettinger's pioneer Decade of Radio Advertising...that the differing voices of announcers might be employed as are different type faces in printing...that the advertiser presenting a program is analogous to an advertiser who furnished both the editorial material and the ad in a publication...that popular music is popular and other music lasts longer in favor with listeners because of fundamental psychological considerations.

IT INTERESTED us to note that an increasing number of programs are employing two or more voices on an announcement much as a printer would use italics or other type faces.

FROM Columbia's Exact Measurements of the Spoken Word we learned that psychologists had noticed the superiority of auditory suggestion by means of spoken language to visual suggestion as early as 1902.

FROM NBC's Let's Look at Radio Together we received some new ideas regarding the psychology of listeners respecting the program outstanding among which was the fact that the radio audience is the most responsive and appreciative of all groups exposed to the advertiser's message.

WE MIGHT add books such as Lumley's Measurement in Radio, Pearl's Voice and Personality in Radio Broadcasting, Cantril and Allport's Psychology of Radio and brochures such as CBS's We Do As We're Told and The Added Increment.

READING these and conversing with our friends in the industry gave rise to an ambition that would not be downed...to present our own ideas of radio as an advertising medium...which we have resolved to do during the course of future columns. Your ideas also will be appreciated.

THE BEST starting point for any survey is a bird's-eye view of the field to be covered. Such a view of radio reveals four fundamental characteristics.

1. RADIO programs may be listened to wherever the station signal can be heard satisfactorily.

2. RADIO is entertainment, news and education...and the fact that the advertiser furnishes both the program material and the commercial announcement enables him to secure the full benefits of the editorial and advertising aspects of radio.

3. BROADCASTING exists in time...a highly inelastic and unavoidable element compared to the advertising aspects of space.

4. BROADCASTING deals with sound...which gives it the full power of music, the complete force of spoken language, and the persuasive power of the human voice.

PROBABLY these ideas seem trite to you...and so they should. But with the multiplicity of results which emanate from them seem so? We hope not. Let's examine this angle...confining our present inspection to the first observation...that radio may be listened to wherever the station signal can be heard satisfactorily.

POSESSION of a receiving set makes available to the listener the programs of all the stations which can be heard in his locality. It does not require the purchase of a second periodical to enable a set owner to avail himself of a desired feature story...he merely turns the dial.

THIS FACT makes every listener within the service range of a station a part of the potential audience for every program broadcast over it...for if the program is sufficiently outstanding in its entertainment value and is skillfully enough promoted among the potential audience...many...if not the greatest majority of sets will be tuned to it.

THIS first fundamental of radio broadcasting affords the advertiser unique advantages. It provides him with a potential circulation of unparalleled size...a circulation comprising all of the listeners to all of the stations which can be heard within the service area of the transmitter which he employs.

BECAUSE of the ease with which this circulation can shift from one station to another it provides the advertiser with the unexcelled opportunity to make large portions of this total potential audience actual listeners to his program and sales message. As one acquaintance of ours puts it...the medium provides the enterprising advertiser with the bonus circulation possible in radio.

IN NO MEDIUM is knowledge and showmanship rewarded as highly and as directly as in radio broadcasting. (The next time we'll deal with the listeners' reaction to the advertiser's program.)

When You Want To SELL the San Francisco -- Oakland Market

For more than twelve years an ever-growing number of advertisers have used this pioneer station of the West...KFRC. To sell their products in San Francisco...in Oakland...in adjoining cities...and in 33 counties that comprise the rich northern California market.

That KFRC has kept pace with the steady, substantial growth of the northern half of California is a tribute to KFRC's consistent ability to attract and hold an unusually large and RESPONSIVE listening audience.

Put your next spot campaign in the San Francisco-Oakland market on KFRC and expect BETTER results. Telephone, wire, or write today for the complete story about KFRC.

DON LEE BROADCASTING SYSTEM

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

Please send me BROADCASTING

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

[YEARMBOOK]
Number Included

NAME _____________________________
ADDRESS ___________________________

FIRM ___________________________ TITLE ___________________________

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
FIRST CLASS
Permit No. 1208-R
(Sec. 110 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD
No Postage Stamp Necessary if Mailed in the United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.
Hawaii Hangs a Lei Around Our Neck . . .

From Hawaii—synonymous with serene smoothness and a natural love of music—comes unsolicited tribute to the quality of Associated recordings.

The general manager of Station KGMB, Honolulu, writes:

"This station probably uses more transcriptions than any station in the United States, due to a scarcity of good musical talent, to the few programs we get from the network and to our desire to get away from phonograph records. Whereas most stations use one or possibly two transcription libraries, we use several. Therefore, when we tell you that ARPS material is particularly outstanding, you will know that we are in a position to judge fairly by comparison.

The quality is unsurpassed, the material is very good, and I particularly want to pass along a word of praise for the uniformity of cutting grooves at the beginning of the numbers. If I were you, I would use this in your advertising for the reason that some of the other transcription services can't compare with you in this respect, having cutting grooves lasting from three to five seconds on one disc and from twelve to twenty on other discs, which means a great deal of work by our technicians to do a good smooth job.

Many thanks, Station KGMB of Honolulu!
We have appreciated your endorsement and have used it!

Have you heard samples of the Associated Library?
Write us for full particulars and brochure.

produced by ASSOCIATED MUSIC PUBLISHERS, Inc.
25 West 45th St. New York, N. Y.

June 1, 1936 * BROADCASTING
Review of KVOS News Ruling Is Granted by Supreme Court

FINAL ADJUDICATION of the right of broadcasting stations to broadcast press association dispatches once they are published in newspapers sold in the normal way will be undertaken by the U. S. Supreme Court. The court announced May 18 granting of the petition of Bellingham, Wash., for a review of the decision of the Circuit Court of Appeals in San Francisco, granting an injunction to The Associated Press restraining KVOS from alleged "pirating" of its dispatches.

The petition for a writ of certiorari was filed April 7 on behalf of the Bellingham station by former Senator Clarence C. Boston, Kenneth C. Davis, Seattle attorney and managing director of the Washington State Broadcasters Association, and Willard Pemberton, Jr., attorney of Olympia, Wash. On May 6, John W. Davis, counsel for the AP and for newspapers in Washington state, asked the highest tribunal to deny the petition for review.

Since the Supreme Court was near its summer recess it was expected that arguments in the case, regarded as of vast importance in determining property rights of press associations in the news they gather, will be set for the fall term in October or November. In advance of the arguments, additional briefs will be filed by both sides.

Lower Court Reversed

LAST Dec. 16, the Circuit Court of Appeals, in a sweeping opinion reversed on all scores the sensational ruling of a year earlier by Federal District Judge John C. Bowen, of Seattle, in the KVOS case. The review court held that "pirating" of press association news by broadcasting stations was "unfair competition". Pirating of press association news, the court said, may well affect both "subscriber and advertising income" of member newspapers.

The review court's opinion was written by Judge William Denman and concurred in by Circuit Judges Curtis O'Connor and Nelson Case, NBC answered the petition for review.

The court concluded in that opinion:

"The decree is reversed and the District Court ordered to grant a preliminary injunction restraining KVOS from appropriating and broadcasting any of the news gathered by the Associated Press for the period following its publication in complainant's newspapers during which the broadcasting of the pirated news to KVOS most remote auditors may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising. In this connection consideration should be given to the likelihood of KVOS' auditors awaiting the pirated news because it is denied and does not require subscription for a newspaper."

The newspapers joined in the case with the AP are the Seattle Post-Intelligencer, the Seattle Times and the Bellingham Herald.

Each is an AP member, and, it is alleged, KVOS picked up and read AP dispatches from these newspapers.

Judge Bowen, in an opinion on Dec. 18, 1935, had held that news may be broadcast over stations, whatever its origin, once it is published in newspapers which are available for sale to the public. He based his decision on the conclusion that stations in broadcasting these news dispatches do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

The appeal of the case from the District Court to the Circuit Court was partially financed through contributions made by the members of the NAB, amounting to approximately $1,800. When opposition from members of the NAB to this fund was voiced, no further funds were solicited to finance the appeal through the Supreme Court.

"QUEEN MARY" TRIP COVERED BY RADIO

COMBINED facilities of NBC, CBS, Mutual and British Broadcasting Corp. were to bring American and English listeners a description of the arrival in New York of the palatial British liner Queen Mary after her maiden voyage from Southampton.

Starting the program are to be the raids of whistling craft welcoming the Queen Mary as Quarantine is reached. Progress of the ship is to be followed until the docking at Pier 90 in the Hudson.

Graham McNamee is to head the NBC contingent, speaking from a Coast Guard cutter nosing under the Queen Mary's prow. Paraphernalia of CBS and NBC will pick up New York street noise. Howard Clancy, NBC announcer, is to describe the arrival as seen through field glasses atop Radio City, Charles O'Conor and Nelson Case, NBC announcers, will be assigned to vantage points. Ford Bond is to describe the docking. The arrival broadcasts are scheduled for 3:15-3:45 p.m. (EDST) June 1.

All networks provided frequent broadcasts from the Queen Mary during the voyage from Southampton, starting with the departure May 27. CBS had ten scheduled programs from the liner, with Don Ball working under Cesar Saenz, CBS foreign director. Harlan Eugene Read broadcast nightly for Mutual, taking the place of Gabriel Hackett, who was prevented from going because of commercial commitments.

G. W. Johnston, WOR public relations director, accompanied Read and handled arrangements.

A special New York State network, with WNEW feeding, included WINB, WIBX, WBAY, WNBF, WESG.
Kaufman Agency Offers 1936 Announcing Award

For the second time Henry J. Kaufman Advertising Agency, Washington, will offer a silver cup to the local announcer who is adjudged the best from the standpoint of diction, sincerity and effectiveness. The contest started May 25 and ends June 15. It is based on the belief that the selling end of programs has been submerged by the emphasis placed on the routine and entertainment angles. Featured announcers who entertain as well as sell are disqualified. Last year the cup was awarded to Bill Coyle, NBC Washington announcer.


**Cameras for FCC Inspectors**

Pictorial Evidence to Be Obtained by Field Force

—in cases where disagreement occurs—

If in doubt, take a picture! That's the new order to the field force of the FCC, which polices the entire frequency range and inspects every kind of radio station equipment to make sure regulations are being complied with.

For its 22 field offices throughout the country and in Honolulu, the FCC on May 19 received delivery from Eastman Kodak Co., of Rochester, N. Y., of a shipment of up-to-date cameras. There was an extra one too, for use in headquarters in Washington. The total investment for 23 cameras and for a supply of film was $1,320.

There have been many cases of conflict over equipment, particularly in broadcasting stations, according to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting. In the past, field inspectors have made pictures of their own, on occasions, and submitted them to headquarters to settle arguments, and for introduction as "photographic evidence."

Mr. Ring explained that inspectors will use their new cameras for all kinds of inspection work and that broadcasting is only a part of operation. From time to time, he explained, there have been controversies with station engineers over type of apparatus, transmitter locations, and painting and lighting of towers. In such cases, the photographic evidence should prove helpful, he said.

A new sound effect for rain, obtained by revolving a cellulose-wrapped umbrella frame with beans in it, has been developed by Horace W. Feyhl, production manager of WCAU, Philadelphia.

**WFBC**

**Greenville, South Carolina**

**AutoTells Story!**

Greenville County Again Leads All South Carolina Counties in Registration of Automobiles

- March 31, 1936

<table>
<thead>
<tr>
<th>Car Registrations</th>
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<td>Greenville</td>
<td>17,683</td>
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<tr>
<td>Second County</td>
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</tr>
<tr>
<td>Third County</td>
<td>13,608</td>
</tr>
</tbody>
</table>

Greenville County is the first county in South Carolina in Population, in Retail Sales and Wholesale Sales. In every respect it is the No. 1 county of South Carolina.

This great market is served by Radio Station WFBC (NBC full time with 5,000 watts day, 1,000 watts night) and two strong newspapers, THE GREENVILLE NEWS (morning) and THE GREENVILLE PIEDMONT (evening).

**Program Selected by General Mills**

The General Mills Gold Medal Hour daytime program which will begin over 38 CBS stations June 1, 10-11 a.m. (EDST) with re-broadcast to the Pacific Coast 1-2 p.m. will promote three General Mills products, Wheaties, Bisquick and Gold Medal Kitchen Tested Flour and will be broken up into quarter-hour groups. The broadcasts will Monday through Friday and all shows will originate from Chicago.

Betty and Bob, a serial program formed especially for WABC will be all new and the first 15 minutes and be heard five days a week in the interest of Wheaties.cloudelle will follow but promote Bisquick. It is described as a musical drama, an innovation for daytime programs.

The second quarter hour will advertise Wheaties but the talent will be changed. Monday, Tuesday, and Wednesday the program will be known as News for Women, a new commentator specializing in health topics for women, and the Wednesday and Friday programs will feature the Worry Clinic, with Dr. George W. Crane, psychologist, in charge. The Clinic has been on MBS and deals with love, romance, marriage, etc.

The last part of the hour program will be devoted to the interest of Gold Medal flour and will also have a change of talent during the week. The first four days, Hymns of All Churches, now on discs sponsored by General Mills, will be heard, and Betty Crocker, General Mills' domestic science authority, will have the entire quarter-hour on Friday. Betty Crocker will also be heard in the Hymns of All Churches programs.

The program is said to be the largest daytime radio campaign in the history of network advertising. Blackett - Sample - Hummert Inc., Chicago, has the account.

**WICC Gets Full Time**

The Unusual action of a station surrendering its license voluntarily has given to WICC, Bridgeport, Conn., full time operation on the 600 kc. channel, under an application approved May 21 by the FCC Broadcast Division. WCAC, Storrs, Conn., operated by the Connecticut State College, on April 30 surrendered its license for time-sharing, a frequency, having used only a few specified hours a week. As a consequence the FCC granted the WICC operation for full time with 500 watts night and 1,000 watts day, giving it all of the time heretofore used by the college station. It is understood the college will continue to use time over WICC, without the necessity of maintaining its own station.

Net Shows Sign Off

After the June 6 broadcast the Ziegfeld Follies of the Air sponsored by Colgate-Palmolive-Peet on CBS Saturday, 8-9 p.m. will sign off, due to illness of Fannie Brice. The Swift-Sigmund Romberg program on NBC Mondays, 9-10 p.m. will be discontinued for summer concluding with the June 8, program. The Princess Pat A Tale of Today program on NBC Blue, Mondays, 9:30-10 p.m. will be close June 16.
"THERE'S GOLD IN THOSE HILLS"

And KOA does a great job of getting advertisers their share of it! You need a powerful station to sell the Rocky Mountain area. KOA is powerful, popular and influential—a big station in a big market.

KOA 50,000 WATTS DENVER

Completely programmed by NBC
MORE LOCAL COMMERCIALS THAN THREE 50,000 WATTS NETWORK OUTLETS COMBINED

990 15-Min. Locals in Chicago

Seven key Chicago market stations are now carrying a total of 990 units of 15-minute local commercial periods weekly, representing almost a 60% increase in local business over the past year. These 990 units of 15-minute local commercials are divided in the accompanying chart to show the amount of commercials between the opening of the station and 1 p.m. 1 p.m. to 7 p.m. and 7 p.m. to closing.

WGN WENR WWEN WMWD WJG WJW WIND
1 a.m.-7 p.m. ....... 58 59 29 9 48 19 96
7 p.m.-1 a.m. ....... 73 112 8 7 2 7 125
11:30 p.m.-4:30 a.m. 25 12 1 1 5 16 16

Total: 100 224 6 2 1 5 181

Explanations for the variation on several of these figures: WGN, the flagship station in Gary, snatchers off 111 units of 15-minute periods at night with its midnight-4 a.m. gallon for Power Fox beer, WJG, the other Ralph Attias station, closest down at 5:30 p.m. on a time arrangement, WENR, the Forum Network station, and WENR, the NBC-owned station, share time. WGN, WENR and WJW build up heavily in the afternoon due to sponsored baseball.

We believe it is good advertising to use the medium, in a particular market, that is regarded most highly by the local advertisers in that market. Mr. Local Advertiser, you know, checks his advertising response with great care. He knows where he can buy the most for his money. In Chicago—it's WJJD.

Side remark: "If the network outlets are as valuable for spot broadcasting as some people think, why isn't more of their time sold on that basis? They have plenty in hand!"

WJJD
Chicago's Largest Independent Radio Station
201 North Wells Street
CHICAGO, ILL.

20,000 Watts
National Representatives—WEED & CO., 350 Madison, N. Y. C.

CHIPS OFF BLOCK
President's Son Ad Libs and Saves NBC Announcer

NBC's recent broadcast of the Adams Cup Regatta on the Charles River brought a new voice to the air, that of the President's son and namedly, D. Roosevelt, Jr., who, at his first appearance before a microphone, came to the rescue of NBC's crack announcer and saved him from an embarrassing moment.

The Adams Cup races scheduled for 4 p.m. between the boats of Harvard and Yale were delayed for two hours by weather conditions. During the long wait NBC announcers finally had a chance to comment on the spring styles. In their darkest extremity, Dick McDonough, WBZ sports commentator, spied a young man in crew attire evidently head ed for the shower room at the Union Boat Club.

"Hello, there," hailed McDonough, "weren't you in the Jayvee race today?"

The young man nodded.

"Then perhaps you'd be willing to give us some first-hand slants on even a minor regatta. Roosevelt—Franklin, Jr."

It didn't take the announcers long to get the President's son to begin. He told how the Harvard crew had reason to be embarrassed as one of their oarsmen had to get the President's mansion during the race. Their crew, who had rehearsed at a high degree of performance, had taken a slight preliminary on the camera in the last Liberty Loan drive during the war, at President Harding's inauguration in 1921, and subsequently in national political campaigns and other events calling for the distribution of sound to large audiences. Electrical interlocks had been applied in industry, they were used for the synchronization of scene and sound. The technical obstacles had been overcome.

Yet all but a few people in the picture business were skeptical. On the basis of the pictures which remembered the earlier abortive attempts to link sound with pictures, the radio announcer was on a roll. But the radio people felt that sound pictures would be a commercial factor. Instead of skepticism, we have, in the case of television, ever-increasing credibility. Both picture people and the public had been waiting for television for five years.

Radio Graduates

THIRTY-THREE University of Omaha students received credits toward degrees when they finished a course in "Practical Radio" in May. The course offered by the Extension Department of the University was taught in the KOIL and KFAB studios in Omaha. The class met each Wednesday night for two hours and the instructors were Ray Suber, KOIL-KFAB announcer. Class work consisted of lectures and laboratory work. During the course of the classes were given on various phases of radio work by Mark Bullock, chief engineer for KOIL; R. Schroeder, KFAB sales man, and Arthur Faust, KOIL dramatic director.

WTAR, Norfolk, Va., has been authorized by the POC to transmit night power from 500 to 1,000 watts on 780 kc., with a directional antenna.

State Praises WBIG

POLICIES of WBIG, Greensboro, N. C., in restricting advertising which discusses internal bodily functions or is felt otherwise not to be in the public interest are commended by the North Carolina State Department of Health in its official monthly publication, The Health Bulletin. Printed in the Bulletin is a statement of WBIG's policies. The state's publication says most news programs were not only commending Mr. Ridge (Maj. Edney Ridge, manager) for his stand, but we wish to pass along to our readers the statement of health department policies adopted by the Greensboro radio station (WBIG), in which it was further stated that "the public demand that all programs in this important matter.

Radio Graduate

"You are assured of listener confidence when you use KSD.

"KSD censorship protects listeners and advertisers against unworthy programs and promotions."

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

BROADCASTING * June 1, 1936

Cinema's Television Fears Are Allayed

Research Council Sees Delays Before It Comes Into Use

THE motion picture industry need have no fear that television will burst on us before the economic committee of the industry's Academy Research Council reported after a lengthy inquiry into the progress of the still art.

Technical and commercial troubles will hold up the advent of television, the council is reported to the Council, which is keeping track of television progress. It advised that no further action appears to be called for for the time being.

The text of the report follows:

The present position of sound motion pictures is being delayed by the development of art of television, differs fundamentally from motion pictures and does not fear the advent of sound. Viewed in the perspective of ten years, it is clear that before the re- duced "Don Juan" and the accompanying sound picture program at the WJBD Theatre West of New York on Aug. 6, 1926, all the elements necessary for the complete sound were present. Broadcasting had already attained a formal place in the entertainment world, demonstrating that reproduced sound was acceptable to the public.

The electrical engineers had reached a high degree of development. Public address systems then in use in the last Liberty Loan drive during the war, at President Harding's inauguration in 1921, and subsequently in national political campaigns and other events calling for the distribution of sound to large audiences. Electrical interlocks had been applied in industry, they were used for the synchronization of scene and sound. The technical obstacles had been overcome.

Yet all but a few people in the picture business were skeptical. On the basis of the pictures which remembered the earlier abortive attempts to link sound with pictures, the radio announcer was on a roll. But the radio people felt that sound pictures would be a commercial factor. Instead of skepticism, we have, in the case of television, ever-increasing credibility. Both picture people and the public had been waiting for television for five years.

Hasty Transition

AS A RESULT of such excessive skepticism within the industry, the transition from sound pictures was hurried, disorderly, and costly. There is no likelihood of a repetition of such a crisis when television becomes a commercial factor. Instead of disbelief, we have, in the case of television, ever-increasing credibility. Both picture people and the public have been waiting for television for five years.

Besides psychological preparedness, the device is keeping television from coming unexpectedly upon our industry at the great technical and commercial complexity of the sitting new medium, and the existence in the picture business of people capable of following the progress of television and giving no heed to impending developments.

Television has reached a point in laboratory testing and development where a small picture (about 6 by 8 inches) with moderate entertainment value, can be transmitted, but with far more complicated equipment than motion picture recording and sound broadcasting requires. The cost of development up to this point may be measured in millions of dollars. Before there is any possibility of nation-wide exploitation, hundreds of millions of dollars must be expended for numerous transmitting stations of limited range, connecting cables of new de-
BROADCASTING

Our Job Has Just Begun . . .

When you select our facilities to reach the wealthy, highly responsive market which we serve.

First, our production staff assists in the selection of talent and program. Then, our research staff conducts an intensive and comprehensive merchandising campaign, built around your product, which will, in many cases, give you a guaranteed sixty per cent distribution for your merchandise in A B C territory.

38,443 Grocers . . . .

If yours is a food product, you'll be interested to learn that we reach 27,408 grocers with the intensive coverage of our primary zone, and 11,035 others are in our secondary coverage. Our promotion and merchandising staff is acquainted with this large group of progressive merchants and will present your story to them. These grocers are interested in having your advertising message reach their customers over the facilities of the A B C network. That is but one example of A B C service—an advertising medium that SELLS.

THE 'AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago
Lincoln Building, New York

Drums on 12 Stations

TO ADVERTISE Drums, a powder which dissolves in water to make a non-inflammable, odorless cleaning fluid, Drums Inc., Detroit, is using dramatized announcement transcriptions and participating time over 12 stations, from two to five times weekly. Participating time is being used on WJR, Detroit, CKLW, Windsor, WJAY, Cleveland, WGAR, Cleveland, WOWO, Fort Wayne, WIRE, Indianapolis, WCAE, Pittsburgh, WBEN, Buffalo, and WFLA, Tampa. Recordings are being used over WJR as well as WHK, Cleveland, WAIU, Columbus, and WKZO, Kalamazoo. Present contracts are for 6-8 week periods. C. C. Winningham, Detroit, is the agency.

INTERNATIONAL SHOE CO., St. Louis (Conformal Footwear) is recording a series of five-minute transcriptions to be placed through D'Arcy Adv. Co., St. Louis.

Write us for full information concerning this highly developed sales service which costs you nothing over the regular station rates. Complete coverage data and rates available at your request.

June 1, 1936 • BROADCASTING
Back of the age-old culture of Egypt rear the mighty Pyramids—undying symbols of great and sound engineering... just as today back of radio's great accomplishments stands RCA—symbol of success in sound engineering.
Like links in a mighty chain, RCA joins the entire world in a series of International, Domestic and Marine Communications systems... sending and receiving messages via Radiomarine from ship-to-ship and ship-to-shore—messages "Via RCA" Communications to 47 foreign countries and all leading cities in the United States!

Broadcasting is another phase of radio in which RCA is active, serving the public and advertisers with varied programs on 88 powerful stations... associated with the National Broadcasting Company.

In Reception, RCA leads the way, manufacturing radio receiving sets for city, farm and automobile use, as well as transmitters, tubes and specialized equipment for all purposes—all made in plants of the RCA Manufacturing Company. Not only does the Radio Corporation of America serve the world with these varied activities, but through RCA Research Laboratories it has given a long list of radio "firsts" that are harbingers of all that is still to come. Some day, RCA will engineer sight!

The nation's buying public is conscious of the fact that RCA knows radio. Hence it has confidence in anything bearing the RCA trademark. Confidence make sales. That's why RCA dealers do a better business—enjoy greater profits. They are allied with RCA—the only organization engaged in every phase of radio—and Radio's Leader!

Listen to "The Magic Key of RCA" on WJZ and associated NBC stations every Sunday, 2:00 to 3:00 p.m., E.D.S.T.
Selling Locals Nationally

AFTER a year of experimental operation, National Independent Broadcasters Inc. has failed in its mission of procuring national business for local independent stations. That is the frank admission of Edward A. Allen, its president and founder. It is unfortunate that NIB failed utterly in this respect. Mr. Allen candidly states the failure is due to the lack of coordinated policy and operation by the independents and their disinclination to stick to rules.

Locals of late individually have been coming more into their own than ever before in a national way. Our own view is that NIB, as a business venture, was predicated for failure for one outstanding reason. It is impossible to wrap up a bundle of 100-odd stations of all pedigrees and shapes and deliver them to a national account. Advertisers buy markets. They don’t want the Podunks thrown in with the metropolises. They don’t want circulation in places where they may not have distribution.

We think that perhaps two dozen or even three or four dozen selected independents in reasonably good markets can be sold cooperatively. But it will take an educational campaign to do it. There are many good locals who abide by ethical standards and have good equipment and high standing in their communities. Offer such a combination and our guess is it will attract attention if properly managed, just as some of the locals are already doing individually.

New Frontiers

NEW frontiers in radio are being opened. Frequencies heretofore regarded as worthless from the practical standpoint are yielding to the genius of radio science.

The regulations just promulgated by the FCC Broadcast Division reassigning and governing all broadcast operations other than those in the conventional band now in use commercially, constitute recognition of these advances. The regulations provide definite allocations for such future services as television, facsimile and ultra-high frequency broadcasting. They more firmly entrench other services like relay, international, and rebroadcast.

Close scrutiny of the new rules reveals many interesting points. Doubtless, experience will show the desirability of modifying some of these rules. They are rather rigorous in several respects and constitute new departures from present practice. All things considered, however, they appear to be based on sound reasoning and look toward the day when new broadcast services will be commercially practicable.

There are restrictions on television and facsimile. They are held experimental, and time may not be sold for those experimentations. Yet the way is opened for “identity” or “trademark” tie-ins with visual broadcasts. And commercial credits are to be allowed in the ultra-high or “apex” station broadcasts and in the international broadcasts. In each instance this time may not be sold but simply given gratis to the advertiser who uses the regular broadcast station facility operated in conjunction with the present experimental services.

Thus, the FCC places itself in the position of being able to allow commercial pursuits on any or all of these services, once it feels the “public interest” justifies it. And this can be done figuratively by the sweep of a pen for it simply has to change the language governing such experimentations.

The regulations are written in plain English. They have been born of the usual legalistic phraseology. They are of vast import to future radio in all its aspects.

The new rules come at a time when the FCC is preparing for technical hearings to appraise the needs of all kinds of services aside from broadcasting for ultra-high frequencies, to start June 15. The recent action, allocating specific channels to specific broadcast services, narrows somewhat the scope of the forthcoming hearings. These hearings, however, are important to broadcasting if the industry is to be given the “elbow room” it inevitably will require for future expansion.

Rights in News

THE SUPREME Court has granted the petition of KVOS, Bellingham, Wash., for a review of the so-called “news piracy” case involving alleged broadcasting of Associated Press dispatches over the station after they had been published in member newspapers and the newspapers sold in the usual way.

The nation’s highest tribunal will have before it two lower court opinions diametrically opposite in conclusions. Federal Judge Bowen of Seattle, in a courageous ruling shattering all precedent, held that news, whatever its origin, may be broadcast once it is published in the normal manner. The Circuit Court of Appeals in San Francisco last December, reversed Judge Bowen’s conclusions and held broadcasting stations were in strict competition with newspapers both as to subscribers and advertising, and that KVOS’ alleged use

of AP dispatches picked up from AP member newspapers was “unfair competition” and constituted “news piracy”.

Whatever the finding of the nation’s highest tribunal, we feel it is in the best interests of both radio and journalism to have a final adjudication of this issue. It is too important to the future of both industries to be left undecided.

Competent counsel have been retained by both sides and the Supreme Court ruling, probably to come this fall, should settle this issue once and for all time.

A Good Selection

WE COMMEND the Joint Committee on Radio Research for its selection of Paul F. Peter, well-known broadcast research expert, as its secretary. He is ideally equipped for the task of pioneering this new research field, which aspires to provide a radio research bureau which will serve advertiser, agency and medium with unbiased circulation data on broadcast advertising. In our last issue we urged selection of a person already familiar with the complex field of broadcast advertising. This the committee has done. The start is good, in our opinion.
EDGAR THOMPSON BELL

TAKE ABOUT 135 pounds of human excrement, sprinkle generously with pleasing personality, and mix with a driving sort of business acumen and a flair for showmanship, plus a deep Southern twang, and you have Edgar Thompson Bell, secretary-treasurer of the Oklahoma Publishing Co. and general manager of its newspapers and of Station WKY.

Station WKY, in the days when WKY dedicated its new studies in Oklahoma City—the last word in efficiency and decoration. The event culminated eight years of radio effort on the part of Edgar Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. E. K. Gaylord, president of the company, paid glowing tribute to his associate on that occasion, giving him full credit for energy of the publishing company when broadcasting and for the development of WKY.

On Edgar Bell's natal day has something to do with dynamic personality and energy. He was born July 4 near Birmingham, Ala., and when Independence Day next arrives he will observe his 44th birthday. Twenty-one of these years he has been associated with Mr. Gaylord and the Oklahoma Publishing Co., after a career as a newspaper man in the South. During those two decades he has figured prominently in the affairs of Oklahoma and the South, which has enjoyed its greatest development in that span.

The Oklahoma Publishing Co. publishes the Oklahoma City Times and the Oklahoma Farmer-Stockman, and they are in the forefront of Southern publishing enterprises. Edgar Bell already had become secretary-treasurer and business manager of these enterprises when he began to evince a keen interest in radio. He talked radio to his chief, Mr. Gaylord, in 1926 and 1927, when few newspapers were in the field. He saw in it a logical newleaf for the newspapers. Together with Mr. Gaylord he made trips to Chicago, Kansas City, Dallas, and everything was to info with newspapers publishers then operating stations. By and large, radio was regarded by them as an expensive luxury, for in those days few stations were making money and the pictures painted by the publishers were far from rosy.

Came 1928, and Mr. Gaylord left for a vacation in Europe. In the few weeks after that, Mr. Gaylord received a letter from WKY's owner, Earl C. Hull, who is still the station's chief engineer. Meanwhile, he cabled Mr. Gaylord suggesting the purchase. The "go ahead" was immediately forthcoming. The Oklahoma Publishing Co. was in the broadcasting business, and Ed Bell had his long cherished opportunity to enter that field and at the newest of the public service and advertising arts.

Only the day Mr. Gaylord returned a few weeks later he found his company had purchased a station, located new studios, purchased ground for a new transmitter and otherwise was prepared to go full steam ahead. On Nov. 11, WKY went on the air with the latest equipment and since then has continued its progressive strides. The first year the station lost about $60,000, but the losses that year and the next were taken deliberately because of Mr. Bell's feeling that to establish a station and make it a commercially profitable institution, it had to build an audience and its first year's expenses. The station was backed with money, and was broadcasted under Gaylord's supervision.

The success of WKY after those rather inauspicious beginnings financially was reflected in the acquisition by the Oklahoma Publishing Co., last August, of KLZ, Denver, a CBS outlet. Also under Ed Bell's general management, but

PERSONAL NOTES

HARRY T. SMITH, Tacoma, Wash., has been named sales representative of KOMO-KJR, Seattle, in the Southwestern part of Washington. R. C. Bullwinkle, formerly in the transportation business, will handle this type of business for KOMO-KJR, and serves as sales representative in Northwestern Washington under Capt. Arthur Pritchard, manager of WWL, New Orleans, is in a hospital recovering from a major operation.

B. HERBERT, formerly of the Memphis Commercial Appeal, has joined the sales department of WHBO, Memphis.

B. HOWARD BEDFORD, formerly of the Canadian Radio Commission, has joined CHMY, Winnipeg, Ontario, as commercial director.

WALLACE J. STEHUN, former advertising director for Calumet Baking Powder and for four years on the editorial staff of the American Weekly, is to purchase a sales department of Affiliated Broadcasting Co., Chicago.

CLAIR HEYER, recently sales manager of KGBZ, York, Neb., and former manager of WXYZ, Oklahoma City, now becomes sales and promotion manager for WXYZ, Kansas City, as sales and promotion manager.

R. CLINT LUMBY, the sales manager of the station of WBAL, Baltimore, is to be married in Gunmiss, Miss., to Miss Frances Thomson, of that city.

GENE O'FALLON, sales manager of KFEL-KYOD, Denver, is the father of a nine-pound boy born May 12, his fifth child.

HAROLD C. JOHNSON, formerly of KFVS, Cape Girardeau, Mo., has joined the sales staff of KBFO, Longview, Tex.

With J. Meyerson, former advertising manager of the Oklahoma City newspapers, as manager, KLZ is installing modern new equipment, and is undergoing the same renovation that WKY received upon its purchase.

It was in September, 1915, that Edgar Thompson Bell joined the Oklahoma Farmer-Stockman, then a three-year-old magazine in the competitive farm paper field, as advertising manager. Today as secretary-treasurer of the Oklahoma Publishing Co. he is the business head of an institution with assets amounting to millions. His flair for the spectacular and for doing the right thing at the right time won him immediate prominence in Oklahoma affairs.

While attending public school near his native Oklahoma, he passed away. Ed was forced to leave school after finishing the sixth grade. For two years he worked in a machine shop, before he found out he didn't care for it. Then he got a job as time keeper in a foundry, followed by work as a printer's ink got him afterward when he went to work in a printing shop, and finally hasn't left the print shop since. At the age of 20, young Bell procured his first newspaper job, with a salary, joining the staff of the Progressive Farmer in Birmingham. Seeing greener fields ahead, he went to work on Olathe, Kan., as advertising manager of Modern Farming, after having worked as the advertising manager of the Progressive Farmer. He got the latter position by wireing the publisher of the paper to send him enough money for a round-trip railroad ticket. When this publication was about to change hands, young Bell heard about an opening on Mr. Gaylord's Farmer-Stockman. Telegrams were exchanged and the agreement finally made whereby Bell became advertising manager of the publication. The success with which he handled that position, against the competition of other newspapers in Oklahoma, is reflected in the fact that Ed Bell is now the advertising manager of the Oklahoma Publishing Co. activities and that all three of its publications and its affiliated stations are leaders in their respective fields in the state.

In 1913 Mr. Bell married the charming Alice Williams of Florence, S. C. They have a 20-year-old daughter, now in her third year of college. For recreation, aside from the fun he gets out of work, Ed Bell also enjoys fishing and, on occasions, likes motor-boating. He is a 32d degree Mason, a Shriner and a member of Rotary, Oklahoma, and belongs to such organizations as The Country Clubs and the Chamber of Commerce. He attends Saint Louis University, where he is a student.

As for radio and its future, Ed Bell says: "No one could view its development more optimistically than I do. I feel that there is a great future for this medium and, not being able to take a position that I think what events eventually have on the printed medium, I am one newspaper man who will do anything to have a position having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."
ROY SHIELDS, music director of WBC, Chicago, will return early in June after three weeks in Hollywood doing the musical score for a Laurel Hardy picture on the Hal Roach lot at Culver City.

LELIA JONES, of Macon, Ga., is the first woman member of the WMAZ announcers, handling a half-hour morning cooperative.

HAROLD BOCK, publicity manager for NBC Hollywood studios, has announced his resignation, effective May 22, to start his own public relations office.

JOHN J. TOROLIA has joined KELLI, El Dorado, Ark., as an announcer and sweep operator.

HAYLE C. CAYAXON, producer of WCCO, Minneapolis, has been made an honorary member of the University of Minnesota chapter of Eta Phi Beta, professional speech and dramatic society.

OLLIE COOK, formerly of KGNC, Amarillo, Tex., has been named production manager of KFYI, Lubbock, Tex. Harold Sparks, of Hollywood, has joined the announcing staff of Plains Radio Broadcasting Co., which operates both KGNC and KFYO.

JAMES P. WILLIAMSON, formerly of KARK, Little Rock, has joined the program department of WHQ, Memphis.

REED POLLOCK, production manager of KGMA staff, Bill Monte, Cal., was married May 10 to Miss Louise Parker, of Pacific Grove, Cal.

CHARLES VANDA, CBS program commentator, has moved his engagements to Angelenos, and May 20 announced his engagement to Miss Sue Ross Cross, radio singer known professionally as Sue Ross.

FERN McNEIL, for several years assistant to Henry Mans, NBC sales traffic manager in San Francisco, has resigned effective June 1. She is the wife of Russell McNeil, NBC librarian in that city.

ROBERT J. McANDREWES, NBC junior announcer in San Francisco, has been made a regular member of the announcing staff. Melvin Vickland, formerly of the announcing staff of KFRC, San Francisco, has been named his successor.

DICK WXNN, formerly announcer-producer at WXXX, Raleigh-Durham, N. C., has joined the announcing staff of KFRC, San Francisco, succeeding William Fuller.

ROYAL WISEMAN, formerly on the announcing staff of KREC, Berkeley, Cal., has joined KROW, Oakland, in similar capacity, succeeding Don Ralph.

MAURINE WHIPPLE, formerly a continuity writer of KSL, Salt Lake City, is in San Francisco, where she was married June 6.

CHARLES GODWIN and Bryson Rash, formerly of WLW, Cincinnati, have joined WJSV, Washington.

LAYMAN CAMERSON, formerly of the production department of the Central States Broadcasting Co., in Lincoln, Neb., has been transferred to KOIL, where he will announce. Frank Steele, formerly of the production department of WLJ, Chicago, has joined KOIL, Omaha.

MARSHA DEANE, conductor of a woman's organ program on WOR, Newark, has been awarded a medal by the Women's National Exposition of Arts and Industries for "greatest contribution to radio in 1937." The basis of the award, the committee stated, was the fact that she has "humanized radio". The award was presented on the second anniversary of the air of Martha Deane (Mary Margaret McBride).

CHARLES WISE, for the last four years sales promotion and publicity director of WKRC, Cincinnati, resigned May 16. He has not announced future plans.
Radio Raises Level Of School Methods

Television to Aid Pedagogy, Declares Don E. Gilman

SCHOOL teachers of the future will have to be trained as well as pedagogues if radio continues to grow as an educational medium, Don E. Gilman, Western division vice-president of the San Francisco State Teachers College, recently stated.

"It is reported that 300,000 schools in the United States are now equipped with radio sets, and that one great musical educational program frequently has 6,000,000 school children listening," Gilman said. "From this it seems to me we may well predict that the man or woman of the future not only will know what good in music but will expect only the best. As a result of education, mediocrity in music, daily, in all forms of art, will have a short life and an unprofitable one.

"The educator will have to learn that the pedagogy of the classroom, with control of the student under the eye of the teacher, is not the pedagogy which will serve educational purposes by radio. There must be, in the future, a complete rethinking of educational programs than we have so far found; the educator himself must become education-minded.

Interesting Education

"IF HE DOES become so, possibly this will affect the classroom of tomorrow as well as the radio audience. There has been much discussion of the need for making education more interesting, of teaching the fundamentals with less machinery, and possibly broadcasting will contribute to this field. The radio audience cannot be controlled, and while there would still be a large audience for any educational program, one which would be interesting and entertaining and attention-compelling would command a larger audience.

"In a few months NBC will begin experimental broadcasts of television from New York, preliminary to its general development through the United States, when we shall see as well as hear public events, speakers and entertainment. I can foresee the extension of this great service to the classroom, when the dramatization of education will enlarge its scope. I cannot see the replacement of the teacher in this; it has been learned that broadcasting as an aid to education requires the intensive, immediate, and interested participation of the teaching staff. Television will do the same.

"Radio contributes to international peace and understanding when freedom of speech is permitted by broadcasting systems," Gilman pointed out, adding "it is not unreasonable to expect that the increasing distribution of radio sets in itself will eventually force a broader attitude toward freedom of expression and freedom of speech.

"It was only recently," he said, "there came news from Germany that five of its citizens had been arrested and sentenced to imprisonment for listening to programs from Moscow. The American people would never submit to such a reign of the Right to think. Complete freedom of speech is necessary to progressive radio as it is to a progressive people. It is my opinion that radio listeners everywhere will demand this right of freedom."
PROCTOR & GAMBLE Co., Cincinnati, through the medium of The Dayton Daily News, has supplied a striking titled 'A Summary of Summer — 1936 Radio Facts.' It is spiral bound with printed celluloid cover in which a typewritten phrase is patterned like a tree and lays over the paper self-cover. The only illustration is on the back celluloid cover, the CBS symbol.

Because of gasoline prices, the summer season will be a good one, as gasoline is now at an all-time low. Gasoline is cheaper than ever, and the prize contests are all that we can do to help you save money.

**PROCTOR & GAMBLE Co.***

**Sponsorship**

**Winners**

**The local advertiser knows what’s what • the fact that during the past year, Baltimore advertisers have bought more time on WFBR than any other major network station is a tip-off to shrewd national advertisers.**

**Representatives:**

Edward Petry & Co.

**NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO**

**BROADCASTING • June 1, 1936**
IN THE CONTROL ROOM

M. W. SMITH, in charge of design in the generator division, has been named by Westinghouse Electric & Mfr. Co. as manager of engineering with headquarters in East Pittsburgh.

THE Morris Liebmann Memorial Prize for 1955 was awarded by the Institute of Radio Engineers to B. J. Thompson, in charge of the electrical research section of the RCA Tube Laboratory, for "contribution to the vacuum tube art in the field of high-frequency applications." ROY KESSLER, formerly of WJIM, Lansing, has joined the technical staff of WKBZ, Muskegon, Mich.

JOHN G. PRESTON, engineer of WMAZ, Macon, Ga., will return to his duties after an operation.

FRED BOWEN, sound engineer for Associated Cinema Studios, Hollywood, sound organization, is on tour of 26 California cities to install a public address system at each point where a library will be held for California's Hour. Winners at each place travel to Los Angeles for the weekly broadcast. Under a contract with the Chain Stores Association, through Lord & Thomas' Los Angeles office, from KFI to KJL to DON Lee's network in California.

MURRAY BOLEN, studio engineer of KFRC, San Francisco, has taken a three-month leave of absence to leave June 1 for Schenectady, to make a further study of the technical end of the radio at the General Electric laboratories.

CLIFF CORBETT, assistant chief engineer of WNBW, Newark, has returned to his duties after an operation.

Exposition Bee

A SIX-STATE spelling bee which will draw thousands of high school students to compete in the competition is being arranged by Cleveland's Great Lakes Exposition. Spelldowns will be held for two half-hour periods each day. Two winners from each spell will compete in the finals on July 24 and 25 for the finals. Definite dates are July 22 and 24 for the finals. Definite dates are July 24 and 25 for the finals.

To End Site Delays

QUICKIER handling of antenna site locations for broadcasting stations is the objective of a committee of Airways Division of the Bureau of Air Commerce with the FCC. Under the proposals, a system is being adopted under the law, in which engineers, after determining whether the mast will withstand the wind with air navigation.

IN TWO weeks WBIG, Greensboro, N. C., broadcast for the first time after its station manager, was appointed as the new political speeches during the gubernatorial campaign.

EQUIPMENT

KMBG, Kansas City, is setting a record in the construction of its largest studio according to Arlin H. Church, manager. A contract has been let to complete the one of John Mark Job, with the understanding that haste and much work, after the big local protectionism and network eliminations, are of the essence of the agreement. Men must sit by using certain protective networks, the great two-console studio pipe organ, and during the recording of important auditions. Unique in its design by entirely tossed superior "deed-end" claims of record, the new studio is to be done,

AFA Speakers Listed

PROGRESS of television will be explained to the 32d annual convention of the Advertising Federation of America, convening June 29-July 2, in Boston, by David Sarnoff, RCA president. President Walter Branson, chairman of the board of Boston, Dartmouth, and Osborn Inc., New York, will discuss "The Master Key in Business; Sensing What the People Want." Among other speakers will be Chester H. Lang, AFA president; Allyn B. McIntyre, president of the Advertising Club of Boston, and Mrs. Grace Morrison Poo.

WOB, Newark, has exclusive rights to broadcast the summer symphony concerts at Lewisohn stadium, New York, and feed the programs to Mutual.

Supreme Court OKAYS TVA

ADVERTISERS KNOW

WNOX

KNOXVILLE, TENN.

Only medium covering this area.

June 1, 1936 * BROADCASTING
Dr. Woodruff Is Named Head of Amateur Group

DR. EUGENE C. WOODRUFF, head of the electrical and radio engineering department of Pennsylvania State College, has been selected as successor to the late Hiram Percy Maxim as president of the American Radio Relay League by the board of directors at their annual meeting. George W. Bailey, of Weston, Mass., was chosen as vice president.

Dr. Woodruff was the senior member of the board, having served for ten years as the director of the Atlantic Division. He is well known in engineering circles as an inventor and as an instructor in electrical engineering and radio. Mr. Bailey, newly-elected vice president, has been a director of the New England Division for the last four years. He is secretary of the Stedman Rubber Flooring Company of Weston, Mass., and operates an amateur station, WIKI. President Woodruff and Vice President Bailey automatically assume similar positions in the International Amateur Radio Union, a federation of 26 national amateur societies.

Business doubled over last year
Reason — Results
"ASK GEORGE ROESLER"
WLBC — Muncie

Birth of a Colt

WAAB, Boston, and Yankee Network, broadcast an announcement of the birth of Weston Adam's colt on the Racing Matinee program recently. Stacks of mail have piled in with names for the young horse, a pair of season passes for Suffolk Downs having been offered to the listener who submitted the most suitable name for the colt.

MBS Meeting Deferred

MUTUAL Broadcasting System postponed indefinitely its meeting scheduled for May 19 because of the enforced absence of several board members. It is likely a meeting will be called in June to consider expansion of the network, among other things, and in any event a session will be held coincident with the NAB convention in Chicago July 5-8.

McCarthy-Hill for Fight

BUICK MOTOR Co., sponsoring the Joe Louis-Max Schmelling fight June 18 on combined NBC Red and Blue networks, has signed Clem McCarthy and Edwin C. Hill to announce the event. McCarthy will handle the fight itself and Hill will provide prefight and between-round color. Radio rights to the fight are understood to have been acquired for $25,000. Arthur Kudner Inc., New York, placed the account.

Mr. Wooten, owner and manager, that it is practically impossible to receive any other local station on a radio set inside the transmitter house. The shielding was accomplished by use of reinforced concrete walls, roof and floor as well as bronze screening over windows. The shielding prevents radio frequency feedback.

When the new composite transmitter took the air April 26 WREC also introduced its new directional radiating system, consisting of two 420-foot Truscon towers fed independently by concentric cables. Shown in the pictures are the transmitter house exterior and the modernistic interior with the old Western Electric auxiliary at the right and the new composite at the left.

Heat from the tubes is blown through the transmitter house to provide warmth in winter. The fans are reversed to blow out warm air in summer. Designing of the WREC layout was arranged last autumn by T. A. M. Craven, then a consulting engineer; S. D. Wooten Jr., chief engineer of WREC, and Wilson Raney, assistant. WREC is asking 5 kw. daytime.

New Ultra-Modern WREC Transmitter Layout

THE new high-fidelity transmitter of WREC, Memphis, operating on 600 kc. with 1 kwatt at night and 2½ daytime, is completely shielded. So perfect is the shielding, according to Hoyt E. Wooten, that it is practically impossible to receive any other local station on a radio set inside the transmitter house. The shielding was accomplished by use of reinforced concrete walls, roof and floor as well as bronze screening over windows. The shielding prevents radio frequency feedback.

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RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete list of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES
25 Copies $2.00
50 Copies $3.75
100 Copies $5.00
200 Copies $9.00
Single Copies 10c

LANG-WORTH
planned programs

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PUBLIC DOMAIN
RECORDED LIBRARY
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420 Madison Ave.
New York

BROADCASTING • June 1, 1936

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FEATURE PROGRAMS

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New York

BROADCASTING • June 1, 1936
Dominion Advertising Interests Asking More Broadcasting Facilities

By JAMES MONTAGNES

FINAL hearing of the Parliamentary Committee investigating Canadian radio included a resolution by advertising agencies and broadcasters to allow prices to be stated in advertising announcements; for more stations in Northern Ontario, Quebec and Nova Scotia; for the banning of all private broadcasting stations and advertising by the new All-Canadian Congress of Labor; a statement by Harry Sedgewick (CFRB) Toronto, that nationwide surveys had proved commercially sponsored programs most popular and that radio advertising engendered newspaper advertising.

Of interest to American broadcasters in connection with the forthcoming election was the brief presented for the Canadian Radio Commission by Hector Charlesworth, its chairman, that Parliament should place a definite number of hours to be allotted to political broadcasting by each party during a federal election, and endorsing the Allwater report to the British Parliament that political broadcasting cease three days before polling and that there should be no political broadcasting on election day unless the polls closed.

While no definite decisions will be made known for some time as to the fate of broadcasting in the Dominion, it is understood in authoritative circles that the plan of Marine Minister C. D. Howe, given the committee before the public hearings opened, will be adopted in Parliament. This plan is understood to have been put on paper a year ago by permanent officials of the radio branch of the department of marine, and calls for a government corporation with general manager and seven regional directors to control all broadcasting through the Minister (Broadcasting April 15). There is little likelihood of the government withdrawing from the broadcasting field.

CFRC, one of three stations operated by Canadian universities, the station of Queen's University, Kingston, Ontario, joined the Canadian Radio Commission network May 31. As a non-commercial station it has not yet been announced whether it will carry advertising or will merely carry sustaining commission programs. The addition of CFRC, a 101 crystallizer on 1510 kilocycles, makes a total of 55 stations on the broadcast band with 3 on shortwave bands on the CRC coast-to-coast chain, 26 of which are basic stations, the remainder carrying commission programs optionally. CFRC carries only commercial programs.

Dowling Named

EDDIE DOWLING, actor and radio artist, has been named chairman of the stage and screen division of the Democratic National Committee. James E. Sauter, New York, was named vice chairman. Mr. Dowling, who acted in the same capacity in 1922, was a candidate for appointment to the old Radio Commission as well as the FCC.

KNX to Rescue

WHEN Mrs. Joseph W. Single, of Sixtymile, Alaska, went to Dawson, 80 miles away, for a major operation, since communication with her husband was impossible and knowing that the midnight Transpacific News period of KNX, Hollywood, is tuned in by thousands of Alaskans, a wire was sent from Dawson to KNX and the success of the operation was read on KNX as "news of interest to citizens of Sixtymile, Yukon."

WDAY, Fargo, Observes

Its 14th Year on the Air

WDAY, Fargo, N. D., oldest station in the Northwest, observed its 14th anniversary May 22. Earl C. Reineke, who founded the station as a 50-watt outlet, is its president and general manager. The station, an NBC outlet, operates on 1510 kc., with 5000 watts day and 1000 night.

During the day of special broadcasts commemorating the anniversary, it was recalled that when the station received its first license in 1922 it had a staff of two members, as against a score today exclusive of entertainers; that the transmitter and studio were in the same room of 10 by 18 feet, whereas the studios now occupy 6000 square feet in one of the city's largest buildings with ultra-modern equipment, and the transmitter building is four miles from Fargo, occupying 2,000 feet.

Golden Gate Club Elects

NATHAN (Dan) DANZIGER, general sales promotion and advertising manager of Golden State Co. Ltd. (dairy products) was elected president of the San Francisco Advertising Club at its annual meeting in the Palace Hotel, that city, May 13. He succeeds Harold R. Deal, advertising and sales promotion manager of Associated Oil Co. Wilmot P. Rogers, advertising director of California Packing Corp., was elected vice president; Miss Jean Scott Frickleton, head of the Frickleton Adv. Agency, secretary, and Lou E. Townsend, advertising manager, Bank of America, treasurer. Directors include Walter A. Burke, radio research manager, McCann Erickson Inc.; Walter J. Held, advertising executive, Standard Oil Co., and Mr. Deal.

Landon Campaign Scripts

THE Landon-For-President headquarters at Topeka, Kan., has contracted with KOIL of Omaha, to write radio skits for presentation on stations all over the country during the presidential campaign. First of the series were sent to more than 100 stations.

Beautiful Western Montana is Bristling with Summer Vacationists, All Dude Ranches are Equipped with Radios...tuned in to

1000 Watts KGVO MISSOULA MONTANA

FLOWING GOLD

Forests of oil derricks greet you everywhere in Southern California...spouting millions of barrels of flowing gold...new wealth to increase the earning and spending power of its 3 1/2 million people.

Thousands of Southern Californians depend on KFWB for their daily radio entertainment. They can afford to buy what you have to sell. Tell them about it effectively, economically over KFWB—Los Angeles' favorite local station.
How to Reply to Youth's Questions
Some Pointers a Station Manager Can Give to Those Who Plan to Adopt Broadcasting as Their Career

By STANLEY E. HUBBARD
Vice President and General Manager
KSTP, St. Paul-Minneapolis

Radio, still dynamic, destined for added changes in the future, has, nevertheless, "come of age." No longer is it the sole concern of tinkering experimenters or the convenient auxiliary of art and enterprise. It has become a vast and varied field in itself, and youth is turning increasingly to the possibilities of radio as a career.

Some of those youths visit radio stations, seeking openings in the varied fields which a young and growing profession affords. Parents come, or write letters, asking: "What chance has my son or daughter of entering radio as a business career?" Answering those questions isn't always easy, but they have become more and more the concern of station executives.

The backgrounds of those holding key positions in radio today provide no standard written for questful youth. Pioneers have grown up with the industry in not much more than a decade. How it is, almost graduation time, and all employers know what that means — dozens of youths, diploma in hand, asking for jobs. Not long ago a good share of these ambitious young folk, eager to find a place in the economic scheme, crowded into newspaper offices. They wanted to be reporters. But now they want to break into radio. Here Stanley Hubbard offers some pertinent points for the consideration of those who want to enter the broadcasting business.

The essentials in pioneering performance have been achieved. Obviously, today's and tomorrow's recruits to radio find that door virtually closed; a different and a more definite preparation must be considered.

Classroom Training
College administrators are recognizing the demand; some are laying the groundwork for courses designed to prepare young people for radio careers. Yet these same eager questions confront those who manage radio stations, and recruit their staffs.

Desirable classroom and laboratory backdrops for the radio technician are easily outlined. The prospective engineer, obviously, must take every course in the department of radio engineering of his chosen university. Basic technical education is absolutely essential, to be followed by narrow school of experience. With the advent of television, engineers may even find an increasing need for such courses as those in play production, and the like. The aspirant to the engineer's field will find even courses in electronic engineering, often, to give advantages that would make later press for courses easier.

The sales field holds some of radio's greatest possibilities. As to preparation, the college business course may not be an essential, but certainly it should provide valuable backgrounds. Classroom work and research in salesmanship, merchandising, retail credit, marketing, personnel management and psychology are helpful. Yet the successful "space" salesman for a newspaper does not automatically become an effective "time" salesman for radio.

A flair for showmanship is an absolute requirement with the radio salesman. He must be prepared to sell more than time on the air. The propriety of programs as to products advertised, an appreciation of fundamentals in the theatrical field, a keen understanding of mass psychology — these problems must occupy the constant study and involve primary concerns for any who seek success in radio salesmanship.

Production Problems
The production phase of radio is a broad one, in which announcing and continuity writing are only parts. No amount of preparation can give the announcer the one fundamental ability: a pleasing voice. But, given the voice, there are other requirements. College training can be tremendously helpful, with its courses in the fundamentals of speech, interpretive reading, the theory of acting, applied psychology, comparative literature, music appreciation, phonetics, and voice production.

Continuity writing is often a part of announcers' work. It requires a specialized "journalistic" aptitude. Continuity, through its use in broadcast programs, substitutes "ear appeal" for "eye appeal." In the writing of that material, it must be remembered that the voice is to be its vehicle, and not the printed page. Radio, reaching its listeners, is analogous to the personal visit rather than the written letter. With those facts uppermost, the man or the woman developing those courses should see the procedure of continuity can profit by much of the training fundamental to journalistic work. Courses — and what's that the inquiring college always asks about should include, preferably, the background of composition and rhetoric, playwriting and production, theory of reading and acting, speech, applied psychology, music, the arts, journalism. Specialized courses in schools of journalism would be desirable.

That field broadly designated as "production" requires, than any other in radio, the broadest background of knowledge. Take the medium, grasp which only experience can give. Yet, in any of these suggested areas, the youth's more insistent queries, experience remains the essential to finished performance. College preparation for the.

Four-Leaf Clover That Works Charms

Best Studio Shows in Baltimore
Best of Blue and Mutual
Network Programs
Repeat Contracts Set
New Baltimore Records
Action Proves Results

When you Buy

1060 kc.

Baltimore
You Sell Maryland
Hearst Radio

10,000 Watts

John Blair & Co.
National Representative of Radio Stations
New York Chicago
San Francisco

Broadcasting • June 1, 1936

www.americanradiohistory.com
man or the woman who ultimately enters the production side of radio should not overlook the fundamentals of music appreciation, play production, the fundamentals of speech, psychology, English composition and rhetoric, and the psychology of advertising.

For the college graduate who has some of these valuable classroom backgrounds, the question still persists: "How can I get into radio?" The answer will be different as to whether one is looking for the larger stations in more urbanized fields, or whether one is interested in smaller beginnings. A start with a smaller station, and proved success there, paves the way for work in larger fields. Entrance into one branch or another will lead to the type of work for which the greatest aptitude is demonstrated.

Thorough groundwork in theories is, of course, helpful, not only in their application. In radio, there is no substitute for experience. It may be gained through a start at a small station, with perhaps a wider variety of duties to be performed, or it can be obtained through the apprenticeship of humble beginnings with a larger station.

Radio holds its greatest future for young people with a creative bent. The person who has ideas, who recognizes daily schedules as a succession of programs, each of which must have elements of distinction and difference, can contribute something to radio. The unimaginitive individual, mentally in a rut, would remain so in the swiftly developing competitive field of the air-waves. Courage, tempered judgment, a keen appreciation of mass reactions, and a tireless devotion to the often fickle interests which those reactions display—these are just a few of the essentials to success in radio.

College training, designed to meet more adequately the specialized needs of radio, is still in its formative stages. Executives in the industry are lending their help, where it can be effective. Yet there are elements which neither educators nor radio employers can subject to the refining rigors of a prepared formula. The student must provide these elements. They have a familiar sound, but none the less, their development demands work, intelligent, practicable ideas, and the ability to execute them.

WOWO Transfer Set

TRANSFER of WOWO, Fort Wayne, Ind., half-time clear channel station from the Main Auto Supply Co., to Westinghouse, was ordered set for hearing by the PTC, Broadcast Division, on hearing May 21. The hearing probably will be in the fall, jointly with that of transfer of WOL, Fort Wayne, from the same owners to Westinghouse. The latter is a 100-watt station.

KEN McCLURE, newscaster of WOAL, San Antonio, spoke some 2,000,000 words into the microphone during the program's first year on the air.

Summer Audiences

They never change. That is, if your audience is made up of farm women. Their summer days aren't spent at bridge club Ladies Aid, and daily outings. — As in the winter, the farm housewife spends her days in the house cleaning, canning and preparing three meals a day for a gang of hungry farm hands. Her summer days — like winter days — are spent listening to the radio while she works. The farm women buy with less "selling" in the summer. — The WNAX audience is comprised largely of "farm women".

WNAV

YANKTON, S. DAKOTA

Best Daytime Station in the Land

Hotel Tests Discs

VICTORIA HOTEL, New York (hotel accommodations) has started a series of quarter-hour transmissions titled Pickering Pic- torial Paragraphs as a test campaign over WCKY, Cincinnati May 24, Sundays 10:30-10:45 a.m. for six weeks. The discs were made by Universal Recording Co., New York. If the test proves successful the campaign will be enlarged to include the New England states and New York City says the agency, Alfred Rooney Co., New York.

RADIO GUIDE, fan publication, plans a sponsored network program over the NBC-Blue beginning in the fall. Neither agency nor show has been selected.

W J B Y

Adaptively Financed
Capably Managed
Well Equipped
Locally Popular
Doing a good job in—

Gadsden, Ala.
Relay Broadcast Stations

1000. The term "relay broadcast station" means a station licensed to transmit over short distances where wire facilities are not available, programs or orders concerning matters of national news, interest, or importance, and to relay programs broadcast by other regular broadcast stations, or more regular broadcast stations in the band 550 to 1600 kilocycles.

1001. (a) A license for a relay broadcast station will be issued only to the licensor of a regular broadcast station which has agreed to provide for the relay broadcast station services which cannot be transmitted successfully to the area covered by the regular broadcast station.

(b) The frequency of operation of a relay broadcast station may be used for experimental purposes, without licensing, for not more than 24 hours in any one month.

(c) A relay broadcast station may be licensed to conduct experiments, and to operate temporarily on experimental basis:

(1) On the experimental frequencies which are allocated for such purposes,

(2) When the experimental work shall be conducted.

(d) An application for special temporary authority to operate on experimental frequencies shall be submitted to the Commission in such form and manner as the Commission may prescribe.

(e) All applications for experimental work shall be accompanied by an application for authority to broadcast the program from the licensed regular broadcast station, and shall be accompanied by an application for authority to broadcast the program from the relay broadcast station.

1002. An application for special temporary authority to operate a relay broadcast station shall specify:

(a) The type of relay service to be provided by the station before the expiration of the license.

(b) The manner in which the relay broadcast station will be operated and the frequency which it will operate upon.

(c) The classification of the broadcast station and the classification of the proposed relay broadcast station.

(d) The height of the antenna to be used.

(e) The name and address of the person or company who is to operate the station.

(f) The names of the persons or companies who are to be employed to operate the station.

(g) The names of the persons or companies who are to receive the program.

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High-Frequency Broadcast Stations

1050. The term "high frequency broadcast station" means a station licensed on an experimental basis for the rebroadcast of broadcast stations for general public reception. The original broadcast station is the licensee of record for the high frequency broadcast station.

1. Number of hours operated for transmission of visual programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the visual broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

We are glad to recommend to our select clientele the many excellent clubs which speak well of The Cavalier. We have four clubs of our own, by the way: The Cavalier Country Club, The Cavalier Hunt Club, The Cavalier Beach Club, The Princess Anne Golf and Country Club. Come and see us soon, and give us the benefit of your good ideas in club management! There's a special warm welcome awaiting you here.

June 1, 1936 • Broadcasting

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
A. T. SEARS & SON
CHICAGO

WSOC Charlotte, N. C.

We will be assigned exclusivity for amplitude modulation with a band width for the highest frequency assigned (maximum).

Frequencies in Group C and D may be used for either amplitude modulation with the above band width or frequency modulation with a total band width not greater than 200,000 cycles. Frequencies in Group D shall be assigned exclusively for frequency modulation with a band width of not greater than 200 kilocycles.

The above assignments shall be by the same method as that described in Rule 1050-B (d).

(a) In groups A, B and D only one frequency is to be assigned for operation in the same service at any one time. A separate license shall be required for each frequency assigned in group A, group B or group D.

(b) An applicant shall file separate application for each frequency requested in groups A, B or D. Each application for such frequency shall be accompanied by a fee, and the list of frequencies in group A, group B or group D shall be subject to the same limitations.

(c) An applicant operating on a frequency which is believed by the applicant to be satisfactory for the experiments to be conducted and which will cause the least or no interference to established stations.

(d) Any frequency broadcast station transmitter shall be equipped with a suppression apparatus as designed and constructed that it is expected will be carried on a special license.

(e) While conducting apparatus experiments, and in case valuable developments result, the experimental apparatus shall not be returned to the applicant.

(f) Any experimental broadcast station license will be issued for the development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make a satisfactory showing and obtain a license for each.

(g) All experimental broadcast station licenses will be subject to the terms and conditions of the experimental broadcast station license.

(h) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.

(i) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.

(j) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.

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(m) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.

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(w) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.

(x) Each experimental broadcast station shall be operated in accordance with the experimental broadcast station license and shall carry on the research and development for which the license was granted.
the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of experimental broadcast stations shall not broadcast programs for which it receives, directly or indirectly, any form of compensation but shall transmit the programs of regular broadcast stations, including commercial programs, if the call letters identifying the stations are given on their respective assigned frequencies only and a statement is made on the experimental broadcast station that the program of a regular broadcast station (identify by call letters) is being broadcast in connection with the experimental work. In the case of the rebroadcast of the program of a broadcast station see Rule 177.)

1073. (a) The following frequencies are allocated for assignment to general experimental stations in services other than broadcast and for experimental broadcast stations.

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<th>Frequency (kHz)</th>
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1074. (a) The operating frequency of an experimental broadcast station shall be maintained in accordance with the frequency tolerance as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(b) Licenses for special broadcast stations shall be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a program of technical and educational research and is qualified and possesses adequate staff of engineers qualified to carry on the proposed research.
2. That the program or the chain on which the program will be transmitted, either sponsored or sustaining, will not interfere with the proper propagation of the program of research and experimentation.
3. That the applicant is legally and financially qualified and possesses adequate staff of engineers qualified to carry on the proposed research and experimentation.
4. That the program or the chain on which the program will be transmitted is regularly transmitted entirely by radio; the broadcast of the program is not considered a rebroadcast.
5. That the program or the chain on which the program will be transmitted is regularly transmitted entirely by radio; the broadcast of the program is not considered a rebroadcast.
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Full House for Court
MACFADDEN PUBLICATIONS Inc., New York (True Story magazine) has increased from a half-hour to an hour, the Good Morning Court to be heard over the entire Inter-City Group beginning June 7, except Sundays. It will also carry the program but will only broadcast the last half hour as previously announced. The program will be called 970 AM WMCA, New York. Rathrauff & Ryan Inc., New York, has the account.

NBC has given Vivian Della Chiesa, soprano, who won an unknown contest in the last year, her own program, four times weekly on the Blue network.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.

WRITE FOR INFORMATION AND PROSPECTUS.

MACFADDEN PUBLICATIONS INC.
1023 WACO AVE.
WILKES-BARRE, PA.
Golf Ball Tests
GOLF BALL Inc, Milwaukee, Wis., went on the air for the first time on May 30 over WGN, Chicago, with a pop box program in which individuals are reviewed on various subjects, principally golf. The program, known as The Golf Forum of the Air, is a Tuesday and Thursday program to run 13 weeks.

DON WILSON, Jack Benny’s stooge, will headline the Jell-O Summer Show over an NBC-Blue network while Benny makes movies.

FRESH FINGERPRINTS

† That’s the title of a new folder that WPTF (the Raleigh station that covers the greater part of North Carolina) has ready to mail you.

† It tells why WPTF, which serves over 150,000 homes, does a swell job in one of the South’s best markets.

† The folder is FREE but the information it gives may be worth a lot to you.

† Write Free, Johns & Field, Inc., or us for a copy NOW!

- WPTF
Raleigh, N. C.

THE BIGGEST RETAIL SPONSOR
Morris B. Sachs, Chicago, Spends $150,000 a Year
For Broadcasts on Local Stations

WITH Morris B. Sachs (credit clothing) whose record contract ($150,000) for broadcast publicity in 1936 was duly announced in the Chicago radio supply journals, the needed facilities for the desired extension of his personalized service.

The Sachs contract for the year is the largest amount ever to be paid for radio advertising, in Chicago at least, by an individual in a single year, and covers the cost of a year of weekly amateur hours over WENR, Chicago (7 to 8 p.m. EST, Sundays), which is his store’s man, besides seven combinations of spot announcements over WSB and WHFC, Chicago, 40 spot announcements a week over WAAF and WCFL, Chicago, which later carried amateur performances half an hour a week for three months and which still later became an hour each until the beginning of the present WENR contract.

Mr. Sachs still buys an hour a week over WCFL for performance of winners of his amateur contests and continues with nightly announcements over WMAQ and WBBM, Chicago. He also continues to buy 15 minutes on WBBM every Sunday evening, following the Eddie Cantor program and the period from 7:30 to 9 p.m. Sundays, over WAAF. Schwimmer & Scott Inc., Chicago, is the Sachs agency.

Mr. Sachs, who has been in the same line of business for the last 26 years, boasts of still serving, in Chicago, many of the same customers who made their selections from the pack he used to carry on his back through the streets when he was getting his start.

From Foot to Horse
AFTER ten years of his house-to-house solicitation on foot he changed to a horse and wagon, then to an automobile, before establishing his first store, only a few doors from his present one on the far south side, nine miles from Chicago’s loop or principal business center.

He opened his first store in 1920 and it was nine years later that he made his beginning at his present address, although it was then a single story building. Not until 1934 did he open and dedicate his present double store with Mayor Edward J. Kelley, of Chicago, as the chief functionary at the dedication ceremony.

Since he went into radio in a big way, at the time detailing the present store, he has rented several other stores in the neighborhood, one almost directly across the street, which he uses as a stock room, one five or six doors north, where his accounts are kept and their credit records are all taken care of. His buying offices are in New York and he maintains additional stock in rooms in a narrow space along the south wall of the main salesrooms.

Space for the accommodation of some 2000 to 3000 garments for both men and women’s apparel are included in his stock in trade.

With his radio progress, Mr. Sachs has become the employer, regularly, of 60 salesgirls and women, 20 salesmen in his men’s wear, 25 stock girls and 65 men and women who work in the tailor shop he maintains for alterations. There are ten boys who do nothing but wrap and deliver garments as customers select them.

But the Sachs programs, says Mr. Sachs himself, have always been given in Chicago and restricted to Chicago and he is authority for the statement that they will always be restricted to Chicago.

He says, emphatically, he has no plans to expand outside of Chicago, with them, even if their popularity grows enough to warrant it. He would rather put on more programs of the same sort right in the city, he asserts.

Applications for booking on any Sachs programs are received at the Sachs store only, and all tickets to the broadcasts, for they have large visible audiences, are distributed at the Sachs store.

His studios, by the way, were for a long time in his store window, half an hour in duration at first, then an hour long. This was in an interval between the use of WCFL and the use of WENR. He decided to go back into a radio station with them after the audience had gotten so large that they blocked traffic for hours at a time.

For a short time after their discontinuance in the show window of the store, they were presented in a southside auditorium, seating 1000 persons, which Mr. Sachs rented for the purpose, but “back to a radio station” became the final solution of the problem.

The first announcer of any Sachs radio program was the famous Jerry Sullivan, who was one of the few of the announcers of early days who remain and whose claim to fame was helped a lot by his peculiar pronouncing of “Chicago” on WQJ and by the fact that he used to sing his station announcements.

On this new series, the master of ceremonies is Gene Arnold.

PUBLIC INTEREST — ADVERTISING RESULTS

* * * John Q. Public has a new habit in the WOW trade territory — leaves his radio dial at 550! Ask him the call letters of the FIRST station in the territory. They’re on the tip of every tongue — WOW!

*John Q. Public at WOW ‘Man-On-The-Street’ Microphone

ON THE N. B. C. RED NETWORK

Rich SPOTS for

SPOT

WGH

NEWPORT NEWS · NORFOLK

VIRGINIA

Affiliated with the Virginia Broadcasting System

WOW

OMAHA

580 KHz

3000 Watts

"Covers the Nation’s Breadbasket"
KXN, Los Angeles
Servel Inc., New York (Electrical refrigerators), 2 weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 1 weekly t, thru Routhra & Ryan Inc., N. Y.
Bath and Body Works, Co., New York, 3 weeklies t, thru Routhra & Ryan Inc., N. Y.

WAG, Cleveland
Armin Varady Inc., Cleveland, (cosmetics), 30 sp, thru Sellers Services Inc., Chicago.
Lehn & Fink Products Corp., New York (Lysol), 120 sp, thru Leuna & Mitchell Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati, (Kroger), 104 ta, thru Ralph Jones Co., Cincinnati.
Whitaker Chemical Co., Philadelphia (Jad salts), 130 t, thru Blackett-Sample-Hummert Inc., N. Y.
National Life Underwriters, New York (insurance), 3 weekly t, dir.
Bristol-Myers Co., New York (Miniltab), 312 sp, thru Young & Rubicam Inc., N. Y.

WFBL, Syracuse

KQW, San Jose, Cal.
E. J. Du Pont de Nemours & Co., Wilmington, Del. (paint products), 2 weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WFAA, Dallas
Krug Co., Battle Creek (cereral), 119 t, thru DeGarmo Corp., N. Y.

WOR, Newark
Visher Bluntington-Horn, Newark, 3 weekly sp, thru George Rohm Inc., N. Y.
Modern Industrial Bank, New York, (checkwriting), high limit, thru Marxchall & Pratt Inc., N. Y.
Skel Products Co., Inc., New York (cosmetics), thru Rashball, Hubbard & Powel Inc., N. Y.

WMFF, Plattsburg, N. Y.
Richfield Oil Corp. of New York, New York, 20 t, thru Fletcher & Billings Inc., N. Y.
Foster & Gamble Co., Cincinnati (Oxydol), 5 weekly t, direct.

WOAI, San Antonio
General Mills Inc., Minneapolis (General Mills), thru Blackett-Sample-Hummert Inc., Chicago.

KFBY, Bismarck, N. D.
Chicago Mail Order Co., Chicago, 12 sp, thru Matteson-Fogarty-Jordan Co., Chicago.
Laud, O'Lake & Cremer Inc., Minneapolis, 2 weekly t, daily sp, thru O'Lake, O'Lake & Cremer Inc., Minneapolis.

KFRC, San Francisco
Oto Products Co., Nebraska (Oto), thru John Deere Inc., N. Y.

WSPD, Toledo

WMCA, New York

WEEL, Boston
Whittemore Bros., Cambridge (shoepolish), 20 ws, thru N. W. Ayer & Son Inc., N. Y.

WMAQ, Chicago
College Inn Food Products Co., Chicago, weekly ws, thru Blackett-Sample-Hummert Inc., Chicago.

KGO, San Francisco

BROADCASTING • June 1, 1936
NETWORK ACCOUNTS
(All times EDT unless otherwise specified)

Renewal Accounts
HEALTH PRODUCTS Corp., Newark (Feen- A-Mint Aspergum) on May 16 renewed National Amateur Night on 10 NBC Red stations. Sundays, 6-6:30 p.m. for 52 weeks. Agency: Williams Esty Co., N.Y.

G. KRUEGER BREWING Co., Newark (beer) on June 2 renewed Krueger Musical Toast on 17 CBS stations. Tuesdays, 7:30-8 p.m. Agency: Bow Co. Inc., N.Y.


AMERICAN TORACCO Co., New York (Lucky Strike cigarettes) on June 10 renewed Your Hit Parade for 13 weeks on 80 NBC-Red stations. Wednesdays, 10-11 p.m. Agency: Lord & Thomas, N.Y.


SSS TONIC Inc., Atlanta, on May 27 renewed The Music Box for 52 weeks on 3 Mutual stations (WLB, WOR, CKLW). Wednesdays, 8:30-9 p.m. Placed direct.

Network Changes
STANDARD BRANDS Inc., New York on June 6 shifts Frank Fay from NBC-Red to Blue network. on Fridays, 8-9 p.m, Program will be heard over the basic Blue network, KDLT, and the Pacific Coast Red network.

ATLANTIC REFINING Co., Philadelphia (products) adds WESG, Elmera to its CBS Atlantic Family June 4.

RCA Dividend

INITIAL dividend on outstanding shares of Radio Corporation of America's new $3.50 cumulative convertible first preferred stock of 91 2/3% cents a share was declared May 22 by the board. David Sarnoff, RCA president, announced more than 95% of the B preferred had been deposited for exchange under the recapitalization plan. The exchange period was extended to June 30.

830,869

830,869 letters were received at WLS during the first four months of 1936.

To know what happened at WLS in May read our page advertisement in the June 15th issue of Broadcasting.

WJSB NEVER STOPS
Hours After Midnight Found to
Drew Big Audience

EXPERIMENTATION with 24-hour schedules for some seven months has justified this policy so thoroughly that WJSB, Detroit, plans to continue indefinitely on the 24-hour-a-day basis, James F. Hopkins, general manager, has announced. The station has built up a considerable listener audience during the hours between 1 and 6 a.m., Mr. Hopkins added. He said some of the sponsors using night hours have renewed their contracts again and again.

"We have called for telephone messages now and then, from our night listeners, as a means of checking the interest in a venture of this kind," he said. "During the early weeks of the experiment, the response was comparatively light. Now that it is generally known that the station is on the air, we can get 1,000 or more responses any night we request them."

College Inn May Extend

COLLEGE INN FOOD PRODUCTS Co., Chicago, through Blackett & Scott Inc., Chicago, has contracted for participation programs, six weeks, on WMMS, Columbus, and WOR, Newark. According to the agency, additional stations may be included at a later date.

A MINIATURE Radio City will be erected in Sydney, Australia, by 2GB. It will be called Broadcasting House.

A Sponge
That Wants To Be
Squeezed!!

Our representatives in Chicago, Detroit and New York are so saturated with information about the valuable trading areas in which are located radio stations with sales records that we are like a giant sponge just oozing . . . ready to be squeezed by buyers of radio advertising.

In our select list are not the stations which boast of the highest rates in America, but the stations which will do the most per dollar spent . . . call on us to give you more information.

George Koesler
Radio Station Representative
42nd Floor, Civic Opera Building, Chicago
New Center Building, Detroit
Lincoln Building, New York
"Local Color Sells"

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

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

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

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

CASE HISTORY 38
Local retailer using WAAT exclusively increased average monthly dollar volume by $5,000.00 during 1935.

* "Local Color Sells" star.

** Local Color Sells **

GEORGE W. HILL Jr., son of George W. Hill, president of the American Tobacco Co., New York, has been appointed advertising manager, succeeding W. E. Witzkeben who recently announced his resignation.

ROBERT J. FLOOD, formerly sales promotion manager of National Biscuit Co., and before that advertising manager of Gulf Refining Co., has been named sales promotion manager of Searle's Distillers Advertising with David M. Davies continuing as Seagram's advertising manager. Alfred Luke succeeds Mr. Flood at National Biscuit.

LIFE SAVERS Inc., Port Chester, N. Y., (candy) has appointed Young & Rubicam Inc., New York, to handle its advertising. Topping & Lloyd Inc., New York, recently announced their resignation from the account.

HILDE F. BLOCK, vice-president and advertising manager of the Omegas Chemical Co., Brooklyn (Omega oil) has returned from a two weeks trip through the East and Midwest where he "talked time" with stations, although no contracts were signed on the trip. The firm intends to use radio this fall. Some programs will be one minute announcements while others may be quarter-minute. Radio campaign will be national in scope and a comprehensive campaign in the territory above the Mason-Dixon line. Last fall the sponsor used an extensive spot campaign, handled by Husband & Thomas Inc., New York.

ARTHUR E. TONGUE has been appointed director of advertising and sales promotion of Chrysler Sales Division of Chrysler Corp., succeeding R. K. Kesten, recently appointed director of sales for the Pacific coast. Mr. Tongue comes to Chrysler from the advertising management of Undervood-Elliott-Fisher Co., and was formerly assistant advertising manager of the Northern division of General Motors Corp.

MARINE TRADING Co., Oakland, Calif. (fibers) has appointed the Sidney Garfield Adv. Agency, San Francisco, to handle its Pacific Coast advertising which will use radio along with other media.


GLENNBERY Co., Findlay, O., has named Al Merrill Adv. Co., Cincinnati, as agency for Softskin Creme.

Advertising Dramatized

DRAMATIC events in the growth of the Truth-in-Advertising movement, which the Advertising Federation of America is celebrating in connection with its 25th anniversary, will be part of the NBC-Red network May 24. Greetings from the AFA were extended by Edgar Kobak, AFA chairman of the board, and Chester H. Land, president. Allyn B. McIntire, president of the Advertising Club of Boston, extended the club's greeting to the AFA convention to be held in Boston June 28-July 2, when the Silver Jubilee Anniversary will be observed.

GEORGE, a move by the rich suburbs of Elizabeth, Hackensack, at the English, Hackensack, to the American Rolling Mill Co., suburban town, O., has announced the appointment of Harry V. Mereur as advertising manager of the company, a newly created office.

GENERAL HOUSEHOLD UTILITIES, Chicago (household products) has named Ruthrauff & Ryan Inc., New York, as its agency. Mr. Ryan has recently moved to the S.N.A. and is noted in advertising through Warman & Hall Inc., Buffalo, using radio and other media.

BENNET CHAPPLE, vice president and director of publicity of the American Rolling Mill Co., suburban town, O., has announced the appointment of Charles S. Tongue as advertising manager of the company, a newly created office.

PHILADELPHIA SALT MFG. Co., Philadelphia, has named Pletcher-Ellis Inc., Chicago, to handle its advertising.

U. S. RADIATOR Corp. and subsidiaries have appointed Brooks, Smith & French Inc., Detroit and New York, as advertising and merchandising counsel.


STANLEY A. KNISELY has been named advertising director of Republic of Steel Corp., Cleveland, and its subsidiary, Truscon Steel Corp.

Shinola Using Discs

GOLD DUST Corp., New York (Shinola white shoe polish) on June 1 starts a series of five-weekly WJS transcription announcements for 12 weeks. Stations are KNX, WMAQ, KDKA, WGY, WOCO, WIPB, WNAO, WRCA, WCAU, KSD. In addition WGR, WWL and WSB will have three one-minute announcements a week for ten weeks and WLW and WOB will carry five-minute programs thrice weekly for ten weeks. Bat- ten, Barton, Dubin & Ossborn Inc., New York, is the agency.

Vick Signs Eddy

VICK CHEMICAL Co., Greensboro, N. C. (cough remedies) has signed Nelson Eddy as the star of their radio fall network series, re-creating Gilmour. No starting date or network has been selected. Josef Pasternak's orchestra will furnish background. George, Warwick & Cecil Inc., New York, has this part of the Vick account.

ARE YOU GETTING YOUR SHARE OF WESTERN BUSINESS?

Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

Station Group in Texas Opposes Use of 500 kw.

TEXAS State Broadcasters Association, an affiliate of NAB, was organized in Port Worth May 23, with James M. Grissom, manager of KXYZ, Houston, elected president. Other officers are Ralph Bishop, KFZ, Fort Worth, vice president, and James R. Curtis, KFRO, Longview, secretary - treasurer. The board of directors comprises M. S. Diessl, KRGV, Weslaco; Hugh A. L. Hall, WOA, San Antonio; O. L. Taylor, KGNC, Amarillo, and KPYC Lubbock, and Earl Yates, KGKL, San Angelo. Some 40 stations were represented. James W. Baldwin, NA managing director, addressed the meeting.

A strongly worded resolution, opposing 500,000-watt stations, was adopted by the Association, and copies ordered sent to the FCC and other state groups. The fundamental reason, it was contended, is that stations of moderate power, performing local and regional cov- erage, would be greatly impeded economically through licensing of super-power outlets.
Radio Rep Firm Started
By Geo. P. Hollingsbery

Mr. Hollingsbery was named radio station representative at 307 N. Michigan Ave., Chicago, under his own name. He has already signed WREN, Kansas City, for Chicago representation. A graduate of University of Kansas in 1924, Hollingsbery stepped right into newspaper advertising, rising from classified to national display. For three years he had been local advertising manager for the Chicago paper. During the paper's affiliation with KYW, then in Chicago, Mr. Hollingsbery paid close attention to the station's affairs.

Kelvinator Ready

KELVINATOR CORP., Detroit (refrigerators) has completed a new series of test commercials over WJR, Detroit, and expects to embark soon on a broad campaign. Definite announcement of details of the new program will be made about the middle of June. Up to this time the bulk of Kelvinator's radio advertising has been in the form of spot announcements furnished dealers to use on a cooperative basis.

Program Builders

AIR CHECKS

AUDITIONS

- Complete Direct Recording service with many special features obtainable at exceptionally reasonable prices.

- No Need to Scratch because our cutting apparatus is NEWLY designed to eliminate this handicap to perfect recording.

- All Direct Recordings made on black Acetate, producing a quality comparable to WAX. Drop us an inquiry.

**

U. S. RECORDING CO.
633-635 Earle Building
National 2975
Washington, D. C.

WXYZ AND THE MICHIGAN RADIO NETWORK

Behind Many A Sales Success in Michigan —>

WXYZ, Detroit's N. B. C. Blue Network station, heads a chain of 8 stations in Michigan's 8 largest cities. Thus WXYZ and the Michigan Radio Network probe the very heart of Michigan's great market centers which are today bristling with activity. Combine this coverage, strength and program appeal with the WXYZ merchandising service and you have SAEIS PRODUCING POWER at low cost per sale. Write or wire for full particulars of this great service which secures dealer distribution for new product of revives and increases distribution for established products.

PUT THIS GREAT POWER TO WORK FOR YOU

SELL ALL

SOUTH CAROLINA

5000 Watts
G. Richard Shafter
Manager

560 Kilocycles
COLUMBIA

FIRE, JOHNS & FIELD, Inc.
HAYT, REPRESENTATIVES

Page 55

June 1, 1936 • Broadcasting
TOLEDO'S ONLY RADIO STATION
5000 WATTS DAY
1000 WATTS NIGHT

A BASIC COLUMBIA OUTLET

"PAUSE for Station Announcement"

THE FAVORITE STATION IN A FAVORED REGION

BECAUSE

PROGRAM STANDARDS

ARE HIGHER!

Your Station is WBIG in Greensboro, N.C.

WBIG

TOLEDO'S ONLY RADIO STATION

A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT

Owing to the exclusive position of WBIG in this great million-and-a-half market, National advertisers know that WBIG must be used to get blanket coverage.

WBIG

TOLEDO, OHIO

STUDIOS
COMMODORE FERRY HOTEL
TOLEDO, OHIO
TRANSMITTER
FERRYSBURG, OHIO

Page 56

BROADCASTING * June 1, 1936
TRANSCRIPTIONS

ADDITIONAL transcription accounting service has been reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of Broadcasting:
8 F. Goodrich Co., Akron (tires)
9 Spinneys Corp., Williamstown, Mass. (ginger ale)
10 Wildroot Co., Inc., Buffalo (hair tonic)
11 Procter & Gamble Co., Cincinnati (Lykolene, Nylolene dental cream)
12 Foster-Miller Co., Buffalo (Don's silk)
13 Wyeth Chemical Co., New York (Jad盼)
14 Northern Dairy Products Co., New York
15 Mayflower Doughtnut Corp., New York
16 Olson Rose Co., Chicago
17 Wofford Oil Co. of Ga., Atlanta (gasoline & motor oil)
18 General Paint Corp., San Francisco
19 McInerney Varnish Co., Los Angeles
20 Kwik-On varnish
21 Bob Jones College, Cleveland
22 Illinois Central Railway System, Chicago
23 Universal Division, Omaha, Neb.
24 Duquesne Brewing Co., Pittsburgh
25 Peter Fox Brewing Co., Chicago (beer)
26 International Sugar Feed Co., Minneapolis (chick mash)

STANDARD RADIO INC. announces sale of its program library to KERL, KJL, KBK, KG, KOH-WLVA, CKPC, KTRH and WSB. Twenty-four more stations of the National Broadcasting and International Broadcasting Co., London, have bought the new sound effects library. Twenty-one stations have purchased the last 50 transcribed programs of the Pioneers disc, an addition to the previous library of 200 numbers in the series. Shortly after a recording of "Take Me Out to the Ball Game," with sound effects, was announced, orders were received from more sections for use with baseball broadcasts.

HARRY ECKLES joined the sales staff of Associated Cinema Studios, Hollywood transcription firm, late in May.

PREMIER RADIO ENTERPRISES Inc. of St. Louis, Colquitt Sound Recording Studio, has completed a 26-episode series for Central Shoe Co., St. Louis, titled the Old South border and is recording a second series as well as a series of spot announcements for Central. For Haskin Bros. Co., Des Moines, Premier is recording one-minute spots on Trischl soap. A series of five-minute discs is being cut for International Shoe Co., St. Louis (Conformal Footwear) and a series of spot announcements for Countercraft Marlin cosmetics.

L. CY WHITAKER, for several years sales manager and also in charge of the syndicate department of MacGregor & Sollie Inc., Hollywood transcription producers, prior to the organization moving to southern California from San Francisco, has resigned and will take an extended vacation. Whitaker was placed in charge of the San Francisco office of the organization when the transcription plant was moved from that city in April. No successor to Whitaker in San Francisco has been announced.

KROW, Oakland, has subscribed to the complete MacGregor & Sollie service.

STANDARD RADIO INC. Chicago and Hollywood, has issued a catalogue describing in detail its new sound effects library and the various sound effects included in the list. Index cards are supplied with the library.

UNIVERSAL MICROPHONE CO., Ingleside, Cal., in June will issue the summer edition of its catalog of recording machines, equipment and accessories.

MAURICE J. GUNSKY, music supervisor for MacGregor & Sollie, Los Angeles and San Francisco transcription firm, transferred to the southern office late in May where production has started in the new plant. C. F. MacGregor, president of MacGregor & Sollie, Los Angeles transcription firm will leave for the Northwest late in June on business and in connection with his post as radio chairman for the annual convention of the Pacific Advertising Clubs Association.

MERTENS & PRICE INC., Los Angeles transcription firm, in May started production of "The Folks Next Door," 22 quarter hours. Cy Kendall, once "Host Wilson" on the CBS Hollywood Hotel program, heads the cast.

WFBL, Syracuse, using its new Presto recording equipment, is recording its own series of 150 one-minute dramatic announcements for Hy Kase Clothier Store.

Girard Cigar Tieup

WEBSTER - EISENLOHR Inc., New York (Girard cigars) awarded cash prizes for listeners who picked winners at Belmont Park races. Girard cigar bands were required from listeners to Today's Races program, daily on WMCA, New York. The first day, May 18, brought in 1,360 entries, a third of which were women.

Three Programs Closing

TWO Sterling Program products on the NBC-Blue network will sign off after the June 26 broadcast—"The Backstage Wife" (Dr. Lyon's toothpowder), Mondays through Fridays, 4:15-4:45 p.m. and the "How to Be Charming" (Phillip's facial cream), Mondays, Wednesdays and Fridays, 4:30-4:45 p.m. American Home Products (Kolynos toothpaste), discontinues "Hamerstein's Music Hall" on the NBC-Red network, Mondays, 8-9:30 p.m., after the June 22 broadcast.

Gulf Uses Local Tie-ins To Promote Its Dealers

GULF REFINING Co., Pittsburgh, on the May 31 Phil Baker broadcast, on CBS began to cut in toward the end of the program on 23 of the 61 stations with special local dealer announcements of a brief nature. The announcements, scheduled for four broadcasts, do not close the program, the whole network being signed off from New York, the origin point. There is no time charge for these cut-ins as it is already Gulf time but the stations concerned are making a service charge. Stations on the announcement schedule are: WNAC, WFEA, WLBZ, WORC, WMAS, WEAN, WABC, WICO, WDEC, WON, WHHC, WNFB, WFBF, WIBX, WCAU, WCAO, WJBY, WHP, WMBG, WBDJ, WJAS, WWVA, Young & Rubicam Inc., New York, has the account.

AN HOUR series on WFBL, Syracuse, has been booked by Roy Furniture Co. urging veterans to use bonus money to buy furniture.
Food-Drug Measure Speeded

(Continued from page 10)

visions of this subsection in the case of drugs and devices with respect to which such a representation as to therapeutic effect would not, in its opinion, be a violation of subsection (a).

(c) Notwithstanding any provision of this section, no advertisement of a drug shall be deemed to be false or misleading under this section if it is disseminated only to members of the medical profession and/or appears only in the scientific periodicals of that profession.

Duties of the Trade Commission were prescribed in a new section of the bill substituted for that which set up the advisory committees. It follows:

(a) The Federal Trade Commission is hereby empowered and directed to prevent (1) the dissemination, or the causing of the dissemination, of any false advertisement by United States mails, or in interstate commerce by radio broadcast or otherwise, for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics; (2) the dissemination, or the causing of the dissemination, of any false advertisement by any of the means and for the particular purposes specified in subdivision (a) of this section, and it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, and is necessary to prevent the same in the same manner and by the same procedure as provided by sections 6, 9, and 10 of said Act. As amended, shall apply, for purposes of enforcement of the provisions of this section, as far as they may be applicable. The circuit court of appeals shall have jurisdiction to review the orders of the Commission and to enjoin and uphold, as provided by said section 5.

(b) Whenever the Commission shall have reason to believe that any person has disseminated, is disseminating, or has caused or is causing the dissemination of any false advertisement by any of the means and for the particular purposes specified in subdivision (a) of this section, and it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, and is necessary to prevent the same in the same manner and by the same procedure as provided by sections 6, 9, and 10 of said Act. As amended, or for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices, or cosmetics in interstate commerce.

(c) Whenever the Commission shall have reason to believe that any person has disseminated, is disseminating, or has caused or is causing the dissemination of any false advertisement by any of the means and for the particular purposes specified in subdivision (a) of this section, and it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public, and is necessary to prevent the same in the same manner and by the same procedure as provided by sections 6, 9, and 10 of said Act. As amended, shall apply, for purposes of enforcement of the provisions of this section, as far as they may be applicable. The circuit court of appeals shall have jurisdiction to review the orders of the Commission and to enjoin and uphold, as provided by said section 5.

The House bill would report to the Federal Trade Commission on all false advertising, to which subsection (a) may apply, that may come to his knowledge and submit therewith any evidence he may have collected. Such scientific opinion of his Department relative thereto.

Provisions for multiple seizure of articles and preparationsconstituted as inofficial to public health, which so far as to the trade, manufacturers, were modified considerably by the House Committee.

The purposes of protection for patent medicine manufacturers, however, are also afforded under rewriting of the Senate provisions. Under the House bill, the provisions for patent acts and penalties", the House Committee picked up the precise language of the Senate insofar as it was not broken. The House bill would prohibit dissemination of "false or misleading advertisements for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics". Another prohibited act is that of "false or misleading advertisement for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics in interstate commerce."

The Senate bill contained a provision that no publisher, radio broadcast licensee, advertising agency, or other agency or means by which the dissemination of advertising would be deemed a violator of the provision mentioned in the preceding paragraph, if he provided on reasonable request, the name and address of the buyer of the advertising complained of if he refused, he would be guilty of a misdemeanor and on conviction, subject to the penalties prescribed in the law, and the FCC would be empowered to enforce the provisions of the Act.

In the House bill this was dropped in its entirety, thus affording even greater protection for the trade, the House, however, picked up in total a similar provision holding that any reasonable law enforcement agency is justified in acquiring copies of the advertisement in order to furnish the information, subjecting them to no more than one year imprisonment or a fine of not more than $5,000, or both, if convicted.

The bill, if passed by the House, and if the Appropriations Committee failure to become fully effective one year from date of enactment. Certain provisions, however, would be effective prior to that date.

JOSEPH J. HARTY, formerly of WOR, has joined WMCA, New York, as head of the traffic division.

Davis Quota Plan Encounters Delay Near Session End

Deaths in Congress Serve to Block Repeal of Amendment

DEATHS of members of Congress twice during the last fortnight have frustrated possible enactment of the bill to repeal the Davis-Quota Amendment to the Radio Act of 1927. The entire quota allocation system is based.

Having already passed the Senate, the bill was favorably reported by the House Intercontinental & Foreign Commerce Committee and was placed on the unprivileged calendar. As far as known there is no opposition to the bill and once it is reached on the calendar it is presumably will pass and become law.

Due for consideration on May 25, the next calendar day to be considered, it failed to get notice because of adjournment of the House in respect to Rep. Thomas F. Herford (R-N.J.) who died May 17. On the next calendar Monday, May 25, it was due to be heard, but late in the evening of May 25 it was decided to allow the bill to remain on the calendar, probably for the next adjournment.

Danger of Adjournment

The next calendar day is June 1, and the House is expected to adjourn, thereby barring unforeseen continuances it will be enacted. There is the possibility it will be called out of turn by unanimous consent, but this is remote. With adjournment contemplated by June 9, there will be little chance for the measure to pass out of order if adopted June 1.

Repeal of the amendment, included in the Radio Act in 1928, would open the way for improved facilities for stations, notably in the West and South, which are now blocked from such improvements by the quota regulations, based on population of particular states and zones. The Davis amendment specifies that there shall be an equal distribution of stations among the states in each zone. Repeal of the amendment would automatically invalidate the quota system and leave to the discretion of the FCC the allocation of facilities on an equitable basis consistent with good engineering.

Since the broadcast band is crowded, it is not expected that many new stations will be licensed in the more populous areas. But it is anticipated that a number of part-time stations, blocked by quota, could become full-time stations. This would bring the number of cases in which the law, great because it could result through indiscriminate licensing and indiscriminate administration, according to qualified observers.
Year-Round Radio Gaining in Favor, According to CBS

THE WAY its advertisers like 59-weeks-a-year schedules and what happened to those who didn't stay on the air 52 weeks in 1935 is shown in a CBS promotion piece titled "More-Than-A-Year vs. "Less Than a Year" Advertising Over the Columbia Broadcasting System.

The booklet starts out by taking an 8½ x 11 inch page to say that "110 CBS clients sponsored 135 programs in 1935". On the next page 52 programs of limited duration are eliminated, with explanations, thus reducing the number of programs examined to 103. Of these, 28 or 27.2% were on the air 52 weeks last year; 15 (53%) of this group renewed for 52 weeks this year; 5 (18%) have renewed indefinitely, a total of 70% renewals for the "52-week". Another 15 (14% of sponsored programs) were on some time last year and are now on a 52-week contract; another 20 (19%) are currently on the air indefinitely, making a total of 63 (61%) successful long-term programs.

Then CBS explains why 40 of the 103 programs cancelled or expired at the termination of contract. Ten of them are still on the air with other programs; one which had pushed sales to a 19-year record after 64 consecutive weeks was cancelled when the expedition from which it originated (Byrd) terminated; 11 were cancelled by sponsors due to trouble within their own organizations. Reasons for the 14 cancellations included labor trouble in the factory which prevented distribution equal to the demand; exhaustion of funds from a public treasury; change in product; inadequate distribution system to justify a national campaign; financial difficulties; lack of suitable CBS time to suit particular sponsors.

Signed With Warner

WHILE Warner Bros. still maintains silence about signatories to its five-year music performance contracts, it is reliably learned that more than 200 stations have signed, but of these only about a dozen are in the more important status from the standpoint of rates which would yield any substantial revenue individually. Networks and their own and operated stations have ignored the contracts, it is known. The report persists that Warner publishing houses will return to ASCAP shortly.

Kolynos Show to CBS

KOLYNOS Toothpaste's Hammetsworth Music Hall show now on the CBS-NRED network on June 30 will shift over to the basic CBS network, Tuesdays, 8:30 p.m. The spot now occupied by A. S. Boyle Co., New York, which relinquishes it June 23, is used for the Lazy Day show on behalf of Old English Floor Wax, but from June 2 until it signs off June 23 it will present Kolynos Day. One oil. Blackett-Sample-Hum- mert Inc., New York, handles both the Kolynos and Boyle accounts.

Talent of Agencies Held Not Employees

Artists Not Within Scope of Unemployment Insurance

A RULING in New York State holding that artistic talent engaged by advertising agencies and others for performance purposes should be considered independent persons rather than employees for the purposes of the New York Unemployment Insurance Law was expected to result in substantial savings to broadcasters and their clients. The ruling was made by the Appellate Division, First Department.

Mr. Ashby explained that on May 22 the executive director of the Division of Unemployment Insurance of New York ruled that "artistic talent engaged by advertising agencies, etc., should be considered independent persons rather than employees" for the purpose of the New York Unemployment Insurance Law. This ruling was handed down to George Link Jr., counsel for the American Association of Advertising Agencies, with whom NBC and CBS counsel cooperated in obtaining an opinion. "While the ruling does not mention independent producers," Mr. Ashby said, "it should apply equally to them and while it is limited to New York State, it is expected to result in savings to broadcasters and for them, a greater precedent in other jurisdictions."

Thus it is concluded that broadcasters, advertising agencies and advertisers using radio with outside talent, will not be required to pay either Federal or to state unemployment insurance, etc., should be handled in the same way, according to the ruling.

KOLYNOS Toothpaste's Hammetsworth Music Hall show now on the CBS-NRED network on June 30 will shift over to the basic CBS network, Tuesdays, 8:30 p.m. The spot now occupied by A. S. Boyle Co., New York, which relinquishes it June 23, is used for the Lazy Day show on behalf of Old English Floor Wax, but from June 2 until it signs off June 23 it will present Kolynos Day. One oil. Blackett-Sample-Hum- mert Inc., New York, handles both the Kolynos and Boyle accounts.

H. C. BRILL Inc., New York (E-Zee-Fresh) The Juneteenth Monday will start Home Talks on a six-station Mutual hookup, using the 9:30-9:45 p.m. period Wednesdays.

RB

Mr. Station Owner--

This ad should hold above appeal to the station owner who believes that to advertise is the best possible way to satisfy him, regardless of the cause. A very successful team of Warner and Commercial Director wishes to assume operation of a station which has proved successful to you in the past.

Address

Box 455, BROADCASTING

"THE VOICE OF MISSISSIPPI" WDBX JACKSON, MISSISSIPPI

"CONSISTENT COVERAGE IN MISSISSIPPI"

June 1, 1936 * BROADCASTING
Griffin’s Annual Spots

Central America’s “Bowes”

Mr. Castillo in April and is
meeting real success. Broadcas-
ting simultaneously in the reg-
sular broadcast band on 1440 kc. and in
the shortwave band on 6005 kc.,
WJR uses RCA equipment throughout, and
is one of Central America’s most
modern stations. The amateur
idea born to well with the
Castillo started it (he broadcasts in
both English and Spanish) that
it not only is sponsored but the
sponsored show is staged in a
Colon theater before big audiences.

Laboratory Sponsor

SHIRLEY H. WYNNE Public
Health Laboratories, New York
(health talks) through Neff-Rogov
Inc., New York, has begun a new
series of health talks over broad-
stations of the Inter-City Group
(WMCA, WIP, WMEX) Tuesdays,
Thursdays and Saturdays, 11:45
to 12 noon and on WEAF, Monday,
Wednesday and Friday 9:30-9:45
a.m. The Inter-City network pro-
gram began M. 2, with the
WEAF series starting the follow-
ing day. All stations are signed
for 13 weeks. Left Inc. News has
retail candy unit was the first cli-
ent of the new concern which is
headed up by Dr. Shirley Wynne,
former Commissioner of Health
for the City of New York. Dr.
Wynne will participate in all broad-
casts.

Zipper on WOR

SLIDE FASTENERS Inc., New
York. (Zipppers) on Tuesday, June
2, 12:45-1 p.m. will begin a new
series of twice-weekly programs
Tuesday and Thursday, on WOR
with Jim Barry, baritone, and a
string trio as the talent. Program
is signed for six weeks. G. Lynn
Summer Co. Inc., New York, has
the account.

Leln & Fink Test

LEH & FINK PRODUCTS
Corp., Bloomfield, N. J. (Neva-
Wet water proofing preparation)
on May 18, started on WCAE,
Pittsburgh, with a one-hour
studio program titled Our Family.
It is a test campaign and is signed
for 12 weeks. Lenn & Mitchell
Inc., New York, placed the account.

Calox Spots in West

McKESSON & ROBBINS Inc., New
York (Calox toothpowder) is using
19 one-minute five announcemen-
tons on five stations on the Pacific
Coast. N. W. Ayer & Son Inc.,
New York, placed the account.

A Prescription FOR SICK
SALES CHARTS

KWK is a specialist at curing weak, run down sales charts.
If your sales chart is beginning to droop don’t hesitate! See us
immediately! We will soon have it bouncing up with renewed
life.

Remember, we have never failed to effect a cure.

THOMAS PATRICK INCORPORATED
HOTEL CHASE
REPRESENTATIVE
NEW YORK
ST. LOUIS, MO.
CHICAGO
SAN FRANCISCO

THEY’LL NOT BE COMING ‘ROUND THE MOUNTAIN FOR US!

No sir! Station WAVE furnishes none of the music for the dances in the
district school-house down at the
Chicken Bristle! But here in the
Louisville trading area (which does
about as much business as all the
rest of Kentucky) we get an even
break with any station on the dial!
Because, after all, we’re the only
N.B.C. station in these here parts—and that’s only parts of it!

National Representatives:
FREE & SPIELMANN, INC.

STATION
WAVE
INcorporated
LOUISVILLE, KY.
1000 WATTS, 940 K.C.

WAX

CBS Leasing KSFO
(Continued from page 12)

ions extending to CBS the right
to renew the lease or enter into an
affiliate arrangement with WEEI
at the end of the lease period also
are included.

The lease agreement covers
leasing of the transmitter equip-
ment, in exchange for the land and
structures at Weymouth, Mass.,
all broadcasting and studio equipment
and the broadcasting business of
WEEI. The agreement was signed
April 2. The contract recognizes
the possibility of technical de-
velopment and changes in the pres-
ent broadcast allocations by pro-
viding that both parties will co-
operate in seeking promptly the
approval of the FCC for installa-
tion of a 5,000 watt transmitter,
the cost of which, including land,
buildings, towers and equipment,
is to be paid by the Edison com-
pany up to $150,000. This looks
toward a possible horizontal in-
crease in the power of regional
stations to 5,000 watts. The lease
also provides that the present
1,000 watt transmitter is to be re-
tained for use as an auxiliary as
long as CBS desires, and it con-
templates installation of addi-
tional new equipment for improve-
ment of the station during the term
of lease.

WEEI Bidding Spirited

THE AGREEMENT with CBS was
consummated after spirited nego-
tiations in which several organiza-
tions were involved. Whether the
Broadcast Division will designate
the proposed assignment for hear-
ing is not known at this time.

In designating for hearing the
assignment application involving
KNX, the Division also remanded
the hearing docket the applica-
tion for renewal of the KNX li-
cense. The station has been oper-
ating under a temporary authori-
ization by virtue of FCC citations
on programs, notably in the so-
called "Marmola" case heard sev-
eral months ago. The Broadcast
Division, sitting on banc, will hear
the arguments on the assignment,
and presumably at the same time
will take statements from KNX ex-
ecutives with respect to the some
two-dozen commercial programs
which originally were investigated.

BROADCASTING • June 1, 1936

(UP)

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

WASHINGTON'S
OWN
LOCAL STATION
WASHINGTON, D. C.

Washington

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Page 60

www.americanradiohistory.com
TAKE YOUR STUDIO WITH YOU!

Remote Pickups

are packed with listener interest—but what a headache they have been to the operators who have had to carry makeshift equipment in taxicabs, in airplanes, through crowds—to all the inaccessible places where news and sports events are happening.

Too often "remote control" has meant very little control at all over the quality of the broadcast that is put on the wire.

But now, after a year of development and proving in the field, the COLLINS 12X REMOTE AMPLIFIER is ready for your broadcasts. It is light, compact, will take severe punishment, and will give you remote broadcasts of studio quality.

The remarkable technical features of the 12X are explained in a descriptive folder — mailed on request.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

NEW YORK, 11 West Forty-Second Street

June 1, 1936 • BROADCASTING
**APPLICATIONS GRANTED:**

**MAY 14**

**APPLICATIONS GRANTED:**

KGNF, North Platte, Neb.—Commercial station.

KFWP, Fort Worth, Ark.—Same.

WTKR, Norfolk—Commercial directional antenna, pending.

WCLD, Atlanta—License for CP new station, 1 kw, 1.75 kw directional.

WLEX, Long Island City, N.Y.—Commercial station.

**APPLICATIONS GRANTED:**

**MAY 15**

**APPLICATIONS GRANTED:**

KMA, Shenandoah, la.—CP move trans., signal.

WEW, Oklahoma City.—CP vert. radiator, increase 1 kw to 1 kw 5 kw.

KWG, Portland, Ore.—Commercial station.

WCAP, Aspen Park, N.Y.—Commercial station.

KYK, Olympia, Wash.—New equip., new antenna.

KPPY, Spokane.—Commercial station.

KSWO, Ponca City, Okla.—Commercial station.

Kugo, Seattle.—Commercial station.

KBDV, Sioux City, la.—Commercial station.

**APPLICATIONS GRANTED:**

**MAY 23**

**APPLICATIONS GRANTED:**

KMA, Shenandoah, la.—CP move trans., signal.

WEW, Oklahoma City.—CP vert. radiator, increase 1 kw to 1 kw 5 kw.

KWG, Portland, Ore.—Commercial station.

WCAP, Aspen Park, N.Y.—Commercial station.

KYK, Olympia, Wash.—New equip., new antenna.

KPPY, Spokane.—Commercial station.

KSWO, Ponca City, Okla.—Commercial station.

Kugo, Seattle.—Commercial station.

KBDV, Sioux City, la.—Commercial station.

**APPLICATIONS GRANTED:**

**MAY 24**

**APPLICATIONS GRANTED:**

KMA, Shenandoah, la.—CP move trans., signal.

WEW, Oklahoma City.—CP vert. radiator, increase 1 kw to 1 kw 5 kw.

KWG, Portland, Ore.—Commercial station.

WCAP, Aspen Park, N.Y.—Commercial station.

KYK, Olympia, Wash.—New equip., new antenna.

KPPY, Spokane.—Commercial station.

KSWO, Ponca City, Okla.—Commercial station.

Kugo, Seattle.—Commercial station.

KBDV, Sioux City, la.—Commercial station.

**APPLICATIONS GRANTED:**

**MAY 24**

**APPLICATIONS GRANTED:**

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WEW, Oklahoma City.—CP vert. radiator, increase 1 kw to 1 kw 5 kw.

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Kugo, Seattle.—Commercial station.

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KSWO, Ponca City, Okla.—Commercial station.

Kugo, Seattle.—Commercial station.

KBDV, Sioux City, la.—Commercial station.

**APPLICATIONS GRANTED:**

**MAY 24**

**APPLICATIONS GRANTED:**

KMA, Shenandoah, la.—CP move trans., signal.

WEW, Oklahoma City.—CP vert. radiator, increase 1 kw to 1 kw 5 kw.

KWG, Portland, Ore.—Commercial station.

WCAP, Aspen Park, N.Y.—Commercial station.

KYK, Olympia, Wash.—New equip., new antenna.

KPPY, Spokane.—Commercial station.

KSWO, Ponca City, Okla.—Commercial station.

Kugo, Seattle.—Commercial station.

KBDV, Sioux City, la.—Commercial station.

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Packard Art Spots

Packard Motor Car Co., Detroit, is sponsoring a series of announcements in three cities to tie in with local art shows and copy used in Packard magazine advertising. On WKBB, fourteen announcements were used and eight on all-time session. Advertisement was scheduled on WHAM, Rochester, Young & Rubicam Inc., New York, services the account.

Glame Adds WEAFL

GLAMET COSMETICS, Co., Hoboken, N. J. (nail polish) will place Jack Berch on WEAFL, New York, beginning June 16, for a weekly program. Contract is signed for 52 weeks. Glame has the same two stations in the WOR, Newark, and WFIL, Philadelphia. Franklin Buck Adv. Corp., New York, has the account.

NBC Mail Record

FOR the second successive month NBC April mail response broke all previous records, exceeding 85,014. It was 15 0,000 - below the four-month NBC total of 3,084,308 pieces equals the entire 1933 total. The April mail was 12 0,000 under the April record of March, and amounted to 898,147 pieces of which 835,147 were in response to sponsored programs.

Joseph Burnett in South

JOSEPH BURNETT, Co., Boston (Ice Cream Mix) on June 1 starts a series of five one-minute daytime WBS announcements made by two stations, KPRC, WSM, WFAA and KGRV, Batten Broadcasting & Owners Inc., New York, placed the account.

AN INCREASE in day power from 1,000,000 to 900,000 kc. channel with unlimited time was granted WKOY, Oklahoma City, May 28 by the FCC Broadcasting Division. WKOY also was authorized to install a vertical radiator and make changes in equipment.

A NEWS exchange affiliation with the South American, whereby programs are broadcast from the Hearst newspaper's city room, has been made by WMEX, Boston.

WJAY to Plain Dealer

RECONSIDERING its former action, the FCC Broadcast Division May 28 granted without a hearing the transfer of licenses of WJAY, WJBV, Cleveland, from present licensees to the Cleveland Plain Dealer. The former station, WJAY, Cleveland, has been operated by the newspaper through a subsidiary corporation, and about a year ago arrangements were made for purchase of control of WJAY, a local independent. The FCC had set the transfer applications for hearing on May 29.

Agency Signs DeMille

CECIL B. DEMILLE, outstanding motion picture director, has signed to a long-term contract by J. Walter Thompson Co., through that agency's representatives in Hollywood, Dan Dannker. Mr. DeMille will produce the Lux Radio Theater programs for NBC, which have recently been keyed by Hollywood. This is the first time in radio history that a major director's services have been produced for NBC, Mr. DeMille takes over his new duties June 1.

New College Station

A NEW college station, to operate from Middlebury, Vt., with 100-watt power, has been authorized May 28 by the FCC Broadcast Division to Lincoln Memorial University, Harrrowgate, Tenn. It will be a part-time transmitter and studio, however, would be in the Kentucky town.

Radio Rate Increases

RATE increases from $360 to $400 at $200 each and from $360 to $320 for WCKY, Cincinnati, were announced May 1 by NBC, to become effective July...
New Kellogg Series

KELLOGG Co., Battle Creek, Mich. (covel) on May 4 began sponsorship of "Girl Alone," a half-hour, serial, serial. The series, written by N. W. Ayer & Son Inc., New York, placed the program on the air at 9:15 a.m. after June 1, the program will be heard at 10:15 a.m. It will be sponsored only in Chicago and will be carried by NBC-Red as a sustaining program. The show is produced by the Kellogg Co.

WYCO, Minneapolis, is broadcasting the "Star of Girl Alone," a half-hour, serial, serial. The show, which is sponsored by the Kellogg Co., will be heard at 10:15 a.m. on June 1. The program is produced by the Kellogg Co.

SECOND RULES

The rules governing the assignment of frequencies to television broadcast stations are more comprehensive than those previously specified. All stations must carry on an active program of research; that licenses will be issued for one year on a staggered schedule according to services, and that these licenses can only use visual, voice and visual combination. The rules also govern the assignment of frequencies. The rules specify that visual broadcast stations, whether television or facsimile, may not receive, directly or indirectly, any form of compensation. These important paragraphs, covering the assignment of frequencies, are given on their respective frequencies only, and not simultaneously on both bands.

Planning for Television

LOOKING toward the day when there will be regularly scheduled television programs, the FCC is establishing rules by which television broadcast stations must carry on an active program of research. The rules specify that visual broadcast stations, whether television or facsimile, may not receive, directly or indirectly, any form of compensation. These important paragraphs, covering the assignment of frequencies, are given on their respective frequencies only, and not simultaneously on both bands.

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use these facilities, but a waiver clause is provided in cases of events over which they have no previous knowledge, such as disasters, floods, fires, and the like whereby service can be initiated immediately provided a telegram is addressed to the FCC before the actual broadcast, covering details of the event and the expected duration.

Licensees of relay stations will be authorized to transmit commercial or sustaining programs and orders concerning separate programs to its regular station and other stations transmitting the same program simultaneously, but are "not authorized to transmit programs to be broadcast solely by other regular broadcast stations."

Foreign Relays
IN THE international broadcasting realm, the rules also are broadened considerably. Stations will be required to do a direct international broadcast service, in lieu of the international service for which they were originally designed. Consequently, the name "relay" has been dropped and the term "international" substituted. Although repeated efforts have been made to drop the "experimental" restriction and permit sale of time on these channels because of wide listener appeal throughout the world, the new rules specify that no time may be sold. Frequencies will be in the range between 6,000 and 25,625 kc., as specified by international treaty. Programs of regular stations may be broadcast simultaneously with the regular commercial service, but no retransmission may be received by the station for it and the announcements of call letters must be made separately over each station facility. One new group of international channels is made available—25,625 to 25,875 kc.—the minimum power to be allowed will be 5,000 watts. Of the dozen stations assigned for this service, several are using power lower than the minimum. A separate license and call letters will be issued for each frequency, except where frequencies in two or more groups are required to maintain a particular international broadcast service.

Experimental Stations
ANOTHER new class of service set up is that of experimental broadcast stations, the scope of which now are cut down by the definite allocations for apex, television facsimile, relay and the like. These stations must carry on development and research for the advancement of broadcast services "along lines other than those prescribed by other broadcast rules." They will use general experimental frequencies beginning with 1,614 kc., and ranging to 41,000 kc., and above 86,000 kc.

In a press release announcing the new rules, the FCC stated it will be necessary to modify a number of the outstanding licenses, aside from those in the lower television bands, which on July 1 are to be vacated. If licensees are not present at the June conference for discussion of the new rules and of assignment changes, it was added, the FCC on July 1, will issue modified licenses specifying the frequency it deems best for the station licensee.

No matter what point you want to reach...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a worldwide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy...with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

Sound Effects
(From Life)
Extensive Library—Approximately 500 effects
Custom-Built Transcriptions
Commercial Plating
Duping and Pressing
Write Us Your Needs
Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.
JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLEN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design.
Field Strength and Station Location
National Press Bldg., Wash., D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sale Purposes, Allocation and Radio Coverage
Reports.

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Specializing in Broadcast and
Allocation Engineering
Earling Building Washington, D. C.
Telephone National 7757

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District 4105
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Consulting Radio Engineer
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New York City

Alexander Sherwood
Business Consultant
in Broadcasting
320 North 50 St.
OMAHA, NEBRASKA

McNARY and CHAMBERS
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO, ILLINOIS

HOLLY S. BAIRD
Specializing in ULTRA-HIGH FREQUENCY, TELEVISION AND
HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

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

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations,
and Coverage Surveys. Field Intensity
Graphic Records. Broadcast and
Broadcast Plant Analysis, Interlocking
Studio Central System, Design and Con-
struction.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station
Location Surveys. Constructional Engineering
Complete Transmitter Check-ups
P.O. Box 742
1801 S. 19th St.
EVANSVILLE, IND.

NEW AGENCY FOR FIVE STAR LEEFORD ADV. AGENCY INC.,
511 West 54th St., N. Y., has launched
a newly formed agency, has been
appointed to handle the radio pro-
grams sponsored by Remington Rand on the Inter-City Group
on WOR and WINS. The pro-
grams concern are Five Star
Reach over the first two
units, and three programs current-
lly on WINS. Officers of the new
agency are: David D. Lee, presi-
dent; G. Howell Mulford, vice
president; W. C. Hoy, treasurer.
Mr. Lee was for four years a vice
president of Charles Green Inc.,
New York agency now defunct.
Batten, Barton, Durstine & Osborn
Inc., New York, continues to
handle the rest of the account.

THIRTEEN Tuesday night pro-
grams promoting Daytona Beach,
Fla., as a summer resort, have been purchased by the Daytona Cham-
er of Commerce on WSF, Atlanta,
through Loomis & Hall, Miami.

OTHER WELLS' VIEWPOINT

"Good Night, Mother" TO THE Editor of Broadcasting:
Your editorial "Nit-Wit Law", in your issue just at hand, moves
me to say that the man who in-
stigated that action against the
"Good Night, Mother" of John
Charles Thomas, is of the type
who would kick the crutch out
under the arm of his own crippled mother.

He is of that spineless type pos-
sessing with a well-logged brain,
the backbone of a jelly-fish, and,
instead of a human heart, carries
tumor of decayed principles.
When he walks down the street,
he can see honest men turn their
backs. Even the devil himself,
when he sees him coming, will
the doors of hell to keep him out.

That "Good Night, Mother" is
far from being the message of Mr.
John Charles Thomas alone, for I
know there are thousands of men
and women who murmur the same
groans in common with Mr.
Thomas. His program is the one
radio broadcast I try to never
mention and often almost can
close my eyes, and wait the same
message to my own dear mother.

GRIDDLE ADAMS, Advertising
Coordinator, Weehawken, N. J.

QUARTZ CRYSTALS

* Low temperature coefficient
* For the broadcast band
* Do not exceed 4 cycles per
* Mounted in genuine isolan-
* Only $35.00

For sale.

gc

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A Radio Corporation of America Service
66 BROAD STREET
New York, N. Y.

Squibb Plans Spots E. R. SQUIBB & SONS INC., New
York (squibb toothpowder) planning
a spot announcement campaign, to introduce a new

radio toothpowder, about on 30 station
from coast to coast. No station have been selected as yet but the

campaign is scheduled to begin
Inc., New York, has the account.

CLASSIFIED ADS

Help Wanted
Local salesmen now employed with successful record, wanted by 1000 watt
station in large midwestern city. Send fact box 494, BROADCASTING.

Radio Salesman Wanted
with two to five years' experience
in western or southern
station. Fair salary start. Excellent opportunity.
Address Box 490, BROADCASTING.

Situations Wanted
Man with twelve years experience
radio, desires of agency connection. See years Station and Commercial experience.
Five years network experience. Thorou-
good in creating, building and
recting both musical and dramatic programs. Will go anywhere where
ability and future is assured. Excellent refer-
cences. Address Box 489, BROADCASTING.

Chief Engineer network station desir-
ego experience in design and building. Per-
nent position desired with progressing station. Reference, Box 492, BROAD-
CASTING.

Combination announcer, contin-
writer, operator, experienced in pro-
duction, sales, record production. Need
a radio city. Send references and address. Box 1, BROADCASTING.

Wanted to Buy
One 100 watt broadcast transmitter
or parts FCC requirements. State what
you have and prices. Box 491, BROADCASTING.

For Sale—Equipment
Type 20-30V Western Electric Trans-
former for sale. Fully AC operated, guar-
teed first class mechanical and electric
condition. Capable high quality and a
nequity at low operating expense. Mod-
completely as new model. Cost $400,
will sell for $375 f.o.b. Janesville, Wis.

to prior sale. Reason for selling, WLCQ has been granted increas-
its power. Delivery any time after 2 or
19th. Make us an offer on two 500
stationized towers (f.o.b. Janesville).
Complete information sent on request.
Write or wire WLCQ, Janesville, Wis.

For Rent—Equipment
Approved equipment. RCA TVM-72
power meter, Mount Vernon. No direct
writing: Allin Angus Autumn
Recorder for fieldwork, in station
stationary, AM radio frequency; radio echo-
real. Reasonable rental. Allin Angus
search laboratories, 260 East 16th St.
New York City.

Page 66

BROADCASTING • June 1, 193
TWO MORE MARKETS!

SAN ANTONIO

KTSA
5000 WATTS DAY
1000 WATTS NIGHT
Evening Primary and Secondary coverage 3,600,000.

ANXIOUS TO BE TOLD ABOUT YOUR PRODUCT!

AUSTIN
CAPITAL OF TEXAS

KNOW
100 WATTS
A thriving market of 67,000

WCAE - PITTSBURGH
KTSA - SAN ANTONIO
KYA - SAN FRANCISCO
KEHE - LOS ANGELES

WBAL - BALTIMORE
WISN - MILWAUKEE
WINS - NEW YORK
KNOW - AUSTIN

National Representatives:
959 Eighth Avenue
NEW YORK
326 W. Michigan Avenue
CHICAGO
3rd and Market Streets
SAN FRANCISCO
Recognized Superiority

THE rapidly mounting list of leading stations which employ the 70-A Transcription Turntable is evidence, indisputable and cumulative, that this equipment renders superb service. Whether the station be large or small, the same qualities—reliability, versatility and simplicity—are requisite in all equipment. And upon the fulfillment of these basic requirements is RCA reputation, prestige and success solidly founded.

The 70-A embodies the following points which are definitely important:

1. Two speeds, 78 or 33-1/3 r.p.m.—either of which is maintained by a constant-speed motor—coupled to the turntable and heavy flywheel through a mechanical filter and over-running clutch.

2. Matched Frequency Response—Frequency characteristics of both vertical and lateral pick-ups have been designed to match recordings, resulting in substantially flat overall output.

3. High Output Level—Output circuits of the pick-ups match a 200 to 250-ohm line. At 1,000 cycles, either reproducer delivers approximately 0.01 volts r.m.s. to such a line which is about -48 db compared with a zero level of 12.5 milliwatts.

And other features, such as compact design, ease of installation, quiet operation and economy—are all helping to spell success for the RCA 70-A Transcription Turntable.

But most important is the intangible specification which is your assurance of satisfactory performance: Built to RCA Standards.

TRANSMITTER SECTION
RCA MANUFACTURING CO., Inc.
Camden, N. J., a subsidiary of Radio Corporation of America

Get in touch with one of these offices: New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street
San Francisco, 170 Ninth Street • Dallas, 2211 Commerce Street • Atlanta, 492 Peachtree Street, N. E.