WHERE YOU HAVE GROUND TO COVER

...One GOOD HEADLIGHT IS WORTH A dozen CANDLES

When the spot to be covered is small, a candle may suffice. But when the movement of merchandise over a wide territory is at stake, stronger facilities are preferred—hence the natural preference for the strength of WHO in covering the extensive Iowa market.

From every standpoint, WHO has an ideal location for a 50 KW transmitter. In contrast to concentrated metropolitan markets, Iowa buyers inhabit a wide area. It takes power to reach them—and WHO has the power. In selling Iowa, you have ground to cover. And where you have ground to cover, one good headlight is worth a dozen candles.

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

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
The Foreword of the latest reference book
from CBS: "RADIO IN 1936"

We anticipate for this book no more generous reception than is usually accorded any collection of facts and figures. Some will find immediate use for its data. Others may get impatient with the inclusion of material they don't want. Still others will probably damn the book for its omissions. But what this book sets out to do can be stated very simply. It has taken on the job of measuring all the major dimensions of a major advertising medium. Other jobs (and other figures) might well be left for other covers. All the more so since this is the first time, oddly enough, that the job has been undertaken in its entirety by any advertising medium. It is likewise the first time that any advertising medium has had to work with a circulation-total of 22,869,000 families: the families of the United States who now have radios; 95% of whom are regularly served by the programs of the Columbia Broadcasting System.

The figure, of course, is much too large for comfortable thinking. The first impulse of the mind is to reject, or slide over it. It reaches so far beyond the older equations of advertising (the figures with which we have had years to get acquainted) that its significance does not readily sink home. We have not estimated how long it would take a man, visiting twenty homes a day, to call on 22,869,000. We do know that the figure includes virtually every home in the country with curtains in its windows, and money in its purse. And we know that this tremendous circulation is one of the primary sources of radio's power: (The other source of radio's power is, of course, its unique use of the living voice — and all which that connotes in delivering the sales message).

But so much for the fact of the 22,869,000 radio homes. What follows in this book is a detailed analysis of the radio families, not in the entire United States, but in all its cities: the communities of every size, with 10,000 population and over. (See page 3 for a discussion of rural radio ownership). Twenty-four basic measures of these families have been taken; defining, to decimal points, their status and listening habits. And here, a pointed question arises:

How accurate are the figures in this book? It's a question to ask of any such study; reminding us that no figures can be better than their antecedents. Too often in advertising (as elsewhere) figures are presented whose honor is lost in a tangle of doubtful paternity. Nothing is easier than for these illegiti-
mate, but plausible, figures to be granted some serious consideration. On the other hand, nothing is commoner than to have honest, hard-working figures discounted by suspicion and cynicism. To help avoid either mishap, may we briefly recount here the history of the data in this book? All the figures on the following pages (with the few exceptions noted) come from a nationwide quarterly study of radio families, conducted by Dr. Daniel Starch throughout 1935, for CBS. This study is an exact continuation of the monthly CBS-Starch study of 1934, which was accepted as the basis of the present official figures of radio ownership, issued by the Joint Committee on Radio Research.*

Approximately 6,000 personal interviews were made four times a year. For complete representation, and to insure the accuracy of the sample, these calls were carefully distributed throughout all income-groups and geographical divisions of the country. Ah, but is the sample big enough? (That's a vital test of any statistical effort.) We know it is adequate, for authorities agree that only 5,000 calls, properly made, will determine an accurate cross-section of the entire United States. We restricted our 6,000 calls to families in the cities of 10,000 population and over. And these 6,000 calls were repeated in different homes each quarter. Moreover, the 24,000 interviews in 1935 are checked, in turn, by the 120,000 interviews of the larger, monthly Starch studies of 1934. The extremely close correlations between the findings of each year's study exhibit a consistency which can only be the result (and is proof) of their statistical reliability.

The use of the data: We hardly present the figures in this book as any touch-stone to radio success. They are, if you will, a necessary way-station on the road to the proper use of broadcast advertising—a good place to stop and consider a medium whose use has doubled and tripled and quadrupled in "depression" years only because the medium has doubled and tripled and quadrupled ordinary expectancies from advertising efforts. The astute reader will discover in these pages something most users of radio have long known: the audience is sufficiently large so that any segment of it, as reached by an average (not outstanding) program, is still large enough to upset most of the comparable equations in advertising. A study of this, in terms of specific audiences, is now in the process of being planned. We hope to have it for you in the Fall of 1936. In the meantime, we think the following pages will be of use to you. Each is divided into two sections: words, for those who prefer words; figures, for those who like figures.

*This Committee includes equal representation of the Association of National Advertisers, The American Association of Advertising Agencies, and the National Association of Broadcasters.

If you haven't yet seen "Radio in 1936", a copy will be sent on request, as long as the edition holds out.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue - New York
AN OPEN DOOR

WGY offers advertisers the only effective single sales entree to the 4,000,000 people in the Great Northeast (Eastern and Central New York and Western New England). It is without major competition. Let us give you the facts.

WGY 50,000 WATTS
NBC Red Network
SCHENECTADY

Completely programmed by NBC
"... these programs over WKY have proved to be one of the best advertising campaigns we have ever used -- if not the best."

WKY Boosts Business Past 1930 Highs for Oklahoma City's Approved Launderies!

- Within a few months after Oklahoma City's Approved Launderies took to the air over WKY, business snapped out of the doldrums and climbed to ... and PASSED ... the all-time highs reached in 1930.

This is typical of the concrete evidence WKY can produce to demonstrate what it is doing in a sales way for scores of local and national advertisers.

WKY does such a job of selling as only a station with so large and loyal an audience can ... an alert and responsive audience that shows its approval and appreciation for continuously superior air entertainment with ringing applause at the sales counter.

The program of Oklahoma City's Approved Launderies is one of more than 60 live-talent air shows WKY is producing from idea to air every week. WKY has the idea and the staff, performers and facilities to produce the air show that will attract listeners and get applause, approval and sales for YOUR product in the Oklahoma City market.
IF your sales are up in certain spots and down in others, then you’re ripe for spot broadcasting.

Why spots? Well, look. Let’s say you’re plugging face powder. If you use a chain originating between dinner and theatre-time in New York, you’re probably hitting Butte at about the time the belles finish the day’s typing. And so Butte is just a blank for you! But for the same jack, you can buy the time in spots — and at the very moment that Mamie reaches for her powder puff, no matter where she lives!

The same idea applies equally well to toothpaste, tractors or terrapin soup.

Why not talk it over? Our only job is helping advertisers to do a better job with radio.

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

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 4373

DETROIT
New Center Building
Trinity 2-9444

SAN FRANCISCO
333 Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 4194

WIS . (NBC) . . . Columbia
WAIU . . . Columbus
WOC . (CBS) . . . Davenport
WDAY . (NBC) . . . Fargo
KTAT . (SBS) . . . Fort Worth
WDRC . (CBS) . . . Hartford
WKZO . (MRN) . . . Kalamazoo
WNOX . (CBS) . . . Knoxville
KFAB . (CBS) . . . Omaha-Lincoln
KOMA . (CBS-SBS) . . . Oklahoma City
WMBD . (CBS) . . . Peoria
WPTF . (NBC) . . . Raleigh

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

Southwest Broadcasting System
Rising Time Sales Crush Old Summer Fear

Network, Spot and Local Business Exceed Previous Years; Sports Programs Among Big Gainers in Sponsorship

EVEN with an anticipated decline, though slight, from the record winter and spring volume, summer radio time sales—network spots and local—will exceed those of all previous summers by a wide margin.

This conclusion is borne out by current trends in the industry, and worked by observations received by Broadcasting from key figures in the sales field. While some clients—other than those having seasonal distribution—are reporting for the summer, apparently oblivious to the definite advantages revealed in the many surveys now being distributed among networks and stations, they are far from most part the same clients who have done so year by year.

On the other hand, many clients, particularly the old standbys, are holding their spots out, according to these contacts, because of the proved value to them of summer time. More than that, many new clients are being signed by the networks and stations, some to start their campaigns in the summer in order to take advantage of the tremendous audience radio will hold due to ablation favorites and the many live programs starting with the national political conventions and the Louisi-ana football fight and continuing through the political campaign and the Olympics.

Prejudice Disappearing

FIII the first four months of 1936 showing gross time billings or all broadcast advertising near $35,000,000, and with April figures showing local billings gaining against the relatively small declines for network and spot, it confidently anticipates that this year's aggregate will come very close to the $100,000,000 mark. Let by the figure for the whole industry was more than $67,500,00. (See 1936 Broadcasting Yearbook.

CBS, which has taken and held its lead in individual network time sales, through Sales Manager William C. Gittinger, is entirely optimistic about summer prospects. "Mr. Gittinger in response to an inquiry from Broadcasting; "Our outlook for continued growth in local radio advertising is rapidly appearing. Realization of two dependable facts is largely responsible—people continue to buy goods in the summer; people listen to radio programs the year around. As evidence in support of these facts ac-

cumulates, more and more advertisers naturally enter into summer selling campaigns.

"Columbia in 1936 will have the best summer in its history. That record will probably last no longer than a year. I say this not as a bullish guess but because the trend of summer broadcasting is too clearly defined to warrant any other prediction.

"NBC's sales vice president, Roy C. Witmer, supplementing the imposing list of year-round accounts handled by the NBC Blue, networks, is somewhat more restrained in his predictions.

"While it is true that since 1927—with the exception of 1932 and 1938—network business each summer has shown healthy gains over the preceding summer, it is not keeping up with the gains made by advertising in other fields. This situation is not justified by the facts which have been brought out by recent surveys in summer radio time trend."

"While I confidently expect that this summer will be a fine one for NBC, with a good chance of exceeding last summer's record, I feel that there is still much education to be done among advertisers and NBC's Managing Director before they have confidence in the effectiveness of radio in the summer.

"Entirely bullish is the attitude expressed by William B. Gel-}

Way to Broadcasts of Future Is Pointed at FCC's Hearing

TO BRING about orderly progress in services destined to use the ultra-high frequency, new networks, facsimile broadcasting and the aural broadcasting, hearings were begun July 15 by the FCC to hear testimony on the Federal government may base future allocation.

Having concluded that the frequencies lying above 30,000 kc. are ready for definite allocation, the FCC called the conference last April as a step to precede further hearings later this year on allotments for various services. Broadcasting stations and organizations were well represented among the some 100 witnesses docketed to appear, to support a sea for adequate space in the ultra-high range for the visual and new aural services on the theory that television and facsimile belong to the present-day broadcaster.

In statements prepared for delivery at the opening session, FCC Chairman Amos S. Pratt and Chief Engineer T. A. M. Craven emphasized that the hearings were called to take evidence on prospective needs of the various services so the FCC may consider them in drafting regulations. Individual applications and assignments within these bands, Mr. Pratt declared, are not to be taken into account.

Outstanding figures in all branches of radio and communications, both practical and experimental, were scheduled to testify. It was expected the hearings would last a week or ten days, and sight in the case of the FCC hearings to end with the pulling of the agenda within a week.

Notable Witnesses

AMONG those docketed for general testimony at the opening day's session were David Sarnoff, RCA president and chairman of NBC; William S. Paley, CBS president; T. M. Jewett, vice president of the American Federation of Labor; Edward N. Nockels, WCFL, Chicago, also in behalf of Labor; Dr. Frank Jewett, vice president of A. T. & T.; T. J. White, executive of Hearst Enterprises and head of Hearst Radio Inc.; James W. Baldwin, NAB managing director; representatives of the Radio Manufacturers Association, and the representatives of numerous other groups.

For the broadcasting industry, a statement of requirements not only in the ultra-high range, but also in the long-waves, was filed with the FCC by Frank A. Baldwin. These were drafted by him after consultation with his engineering advisor, Dr. Charles B. Aiken. The major networks planned to present their cases individually and numerous individual stations were listed for testimony.

The Baldwin request is far-reaching. It seeks assignment of an entirely new band in the long

(Continued on page 44)
operations are least. For meratives, most of them declining to summer. Politics, have fame of which is broadcasters.

FROM great period. Milton Blink, Chicago vice president of Standard Radio Inc., reports having firm increasing the same as many as transcriptions now in any previous summer season, and Columbia Phonograph Co.'s transcription department, says transcription operations booked for this summer and fall are three times what they ever have been.

Akerberg Is Named CBS Vice President With Thornburgh as Pacific Coast V-P

TWO MAJOR executive appointments by CBS elevation of Herbert V. Akerberg as vice president for station relations and of Donald W. Thornburgh, of Chicago headquarters, as vice president in charge of Pacific Coast activities were announced June 11.

Mr. Akerberg, who has risen from the engineering ranks of the network, takes over the post held by Sam Pickard for the last seven years. The new Pacific Coast executive will establish for CBS headquarters either in Los Angeles or San Francisco as the final step in the recent expansion of CBS in coast territory. Mr. Thornburgh has been assistant to H. Leslie Atlas, CBS Chicago vice president.

Pacific Expansion

ALTHOUGH he still retains his vice presidency, Mr. Pickard left his office at CBS headquarters as of June 1 to reside on his farm near North Carolina. He remains as a consultant on station relations matters but Mr. Akerberg, who has been station relations manager several years, will succeed to the active vice presidency.

Mr. Thornburgh's appointment grows out of the expanded activities of CBS on the Coast. The CBS purchase of KNX, Los Angeles, subject to FCC approval, largely with baseball, have helped to make spring and summer broadcasting better than ever before as a result of new stations, and the annual collection of receipts.

As an example, General Mills, which had in the neighborhood of 15 stations last year, has increased to about 50 this year, and other sports broadcasts, all of which deal

CBS ELEVATES TWO TO KEY POSTS

MR. THORNBURGH

MR. AKBEBERG

Akerberg Is Named CBS Vice President With Thornburgh as Pacific Coast V-P

and its lease of KSFO, San Francisco, and pending Washington approval will give the network two new outlets in these key markets which it will operate in lieu of its present affiliations with the Don Lee stations KJH and KFRC. New studios are planned both in Los Angeles and San Francisco.

DIRECTLY responsible to Mr. Thornburgh, under the proposed organization, would be the management of the two stations. The sales department would be established in San Francisco for network activities, along with other departments such as program, sales promotion and technical.

Akerberg's ascension to the vice presidency culminates seven years of executive work with CBS. He was named assistant chief engineer in 1929, and became chief engineer a year later. In 1933 he was assigned to research and development, and as such became assistant to President Paley, First Vice President Klauber and Mr. Pickard. He was in 1935 that he became station relations director, although he had worked as Mr. Pickard's assistant for the two preceding years and had been instrumental in negotiating many of the station contracts, including KNX, WEEI and KSFO, as well as WJE.

Mr. Thornburgh was to be in New York during the week of June 21 to confer with CBS executives about the Pacific Coast organization. He also planned to attend the hearing before the FCC on June 29 relating to the KNX affiliation, which CBS now operates under a temporary license because of alleged program expenditures in excess of the station's authorization for the station to CBS for $1,300,000.

Akerberg's appointment with Thornburgh as Pacific Coast V-P

Akerberg has been involved in the network for six years, first as station relations manager, and as technical manager for the network. He was appointed as 

POPPELE

Popele is Elevated

JACK POPPELE, chief engineer of KOA, Denver, has been elevated to the post of GM, the Denver station since its inception as a 25 watt in 1922, on June 1, was elected secretary and member of the board of directors of Denver Broadcasting Service, it was announced by Alfred J. McCosker, president.

Mountain Copper Series

MOUNTAIN COPPER CO. Ltd. San Francisco, manufacturers of Mountain Copper Carbonate, traditionally a high quality treatment for use in wheat, will use 50-word announcements and time signals daily in 13 stations in the Northwest, in conjunction with the wheat farmer, starting July 1. Stations to be used are KFDB, Bakersfield, Calif., KWAL, Walla Walla, KRLC, Lewiston Ida.; KTRB, Modesto, Cali.; KFBI Great Falls, Mont.; KTFB, Phoenix, Ariz., and KFBI, Abilene, Kan. Other media will also be used along with the three months campaign in Kelso Norman Organization, San Francisco, is the agency.

Page 8

BROADCASTING • June 15, 193
Split in Industry Ranks Faced by NAB
Group Setups Proposed; Copyright, Audit Bureau Status Of NAB and Future Broadcast Services on the Agenda

By SOL TAISHOFF

WITH THE agenda for the 14th annual convention of the NAB to be held in Chicago July 6-8 completed in a preliminary way, plans for setting up within the NAB of three or more separate group organizations — each to be autonomous in matters of purely class interest — appears to be gaining momentum.

The "merger organization" project is one of several possible developments at the convention which promise to make it perhaps the most significant of record. The tentative program has been stripped of set speeches with only two exceptions, leaving the bulk of the time open for discussion of matters expected to be raised from the floor such as copyright.

be behind this project promises to inject another live topic in the forthcoming sessions. The copyright situation, of course, is ranging throughout the industry, and while the threat of withdrawal of the major networks from the NAB because of this aggravated situation, it nevertheless will be a tense subject.

The only invited speakers at the convention will be Judge E. O. Sykes, chairman of the FCC Broadcast Division, who will deliver the principal address, and C. H. Sandage, chief of the Transportation & Communications Division of the U.S. Census Bureau, who will discuss the radio business census now being handled by the government. Expected to attend also, but not to speak, will be FCC Chairman Prall.

Dr. Mel Levy, NAB treasurer and co-owner of WCAU, Philadelphia, as well as a director of CBS, will address the Convention on copyright, perhaps at the opening day of the convention. At the last NAB board meeting in April he served notice that he would take the floor in support of his position on copyright. Presumably that means one diarametically opposed to the stand taken throughout the turbulent sessions during the end of 1935 by Managing Director Baldwin in the extension of ASCAP contracts for five years, and in the working out of arrangements with Warner Brothers for use of their music. This speech, it is expected, will touch off heated copy-right sessions and, potentially the program itself will make no mention of copyright.

Ultimately there has been very little discussion of NAB policies during the last few weeks. Interest appears to be centered upon the outcome of the recent Baldwin dispute, upon the future course of Powel Crosley's AIRS and upon the election of NAB officers. The terms of all four officers will expire in May, plus those of six of the 15 members of the board of directors. That represents a majority of the board of 19 members.

Leo J. Fitzpatrick, vice president of WJR, Detroit, and the incumbent president, has indicated he will not accept a second term and will not be a candidate for the office of president. The possible presidential choices are Edwin W. Craig, WSM, Nashville; John Shoup, NBC; Charles W. Myers, KOIN-KALE, Portland, Ore., now first vice president; Judge H. K. Prall, KOMO; Gardner Cowles Jr., Iowa Broadcasting System, and H. K. Carpenter, WHK, Cleveland.

The National Radio Research Bureau, which would authenticate station coverage data and audience surveys thay have been raised both by Managing Director Baldwin in his report and by Arthur B. Church, KMBC, Kansas City, Missouri, and the Broadcasters' Committee of five of the Joint Committee of Fifteen representing NAB, AMPO and Advertising Agencies and the Association of National Advertisers. Report has brought this goal and last month the Joint Committee appointed Paul F. Peter, formerly statistician of the Committee, as secretary to devise preliminary plans for setting up the bureau.

Outside Agency

THE ADVISABILITY of entrusting research bureau task to a fourth university has been discussed, it is understood, and will be raised before the NAB membership. In this regard it has been brought out that outdoor advertisers have been eminently successful in building their own counterpart of the Audit Bureau of Circulations in the publications field, by the establishment of the Traffic Audit Bureau of the National Association of Affiliation with Harvard.

It is felt that the Radio Audit Bureau should be independent of any of the three groups it is designed to serve — namely, broadcasters, advertisers and publishers. The thought is that only through an endowed project in one of the recognized universities may unbiased, unprejudiced work be done in creating recognized standards of station coverage and popularity audits.

The work thus far undertaken has been financed by contributions of the radio industry.

The advisability of raising funds for the creation of the bureau, or a unit within the solicitation of funds from all classes of stations presumably will be raised during the convention. Any action will only be recommended since the Joint Committee of Fifteen has been imbued with the financial responsibility.

In drafting the tentative agenda Mr. Baldwin has left ample time for floor discussions. At the present time the word "address" will be the address of welcome, presumably by the Mayor of Chicago, followed by the opening remarks of President Fitzpatrick. Judge Sykes will deliver his address, to be followed by the other officers, and Managing Director Baldwin’s report. Apointments will be made by President.

(Continued on page 18)

Tentative Program, NAB Convention
Stevens Hotel, Chicago — July 6-8

MONDAY, JULY 6
7:00 a. M.
Annual NAB Banquet:
Presentation of Broadcasting Awards by Lilly Director of Golf Tournament.
Entertainment.

WEDNESDAY, JULY 8
7:00 P. M.
Call to Order.
Report of Commercial Committee:
Arthur B. Church, Chairman. City. Review of Commercial Activity.
Report of Engineering Committee:
E. C. Mitch, Chairman, WSM, Nashville.
Report of Resolutions Committee.

TUESDAY, JULY 7
9:30 A. M.
Call to Order.
Cooperative Bureau of Radio Research:
Arthur B. Church, KMBC, Kansas City. Discussion.


Panel Discussion: Organising a station for selling Radio Advertisements. I. K. Carpenter, WHK, Cleveland.

Call to Order.
Report of Nominating Committee.
Election of Officers.

GENERAL INFORMATION
Registration Desk will be open from 10:00 A. M. until 1:00 P. M. Sunday, and from 8:30 A. M. until 5:00 P. M. on Monday, Tuesday, and Wednesday. Registration fee $10 per person. Beginning Thursday in afternoon, registrations will be taken at Registration Desk at $15.00 each.

Sixth Annual NAB Championship Golf Tournament will be held Sunday for Divisional and Flagship trophies. First four will tee off at 10:00 A. M. All others will start promptly at 9:30 A. M.

All motions and resolutions offered must be written in advance and handed to the Presiding Officer before presentation.
Copyright, Other Protection Underwritten in Lloyds Policy

WMEX, Boston, Takes Out First Blanket Policy, Program Citations, Laws Violated Covered

THE FIRST blanket insurance policy for a broadcasting station to protect it against copyright infringement, violation of the radio laws, citations on programs, and in effect everything other than claims respecting libel and slander, is procured by WMEX, Boston, by Lloyd's Underwriters of London. The policy, covering any violation of the law on and with a limit of $50,000 for each claim, including all costs, was issued for a total premium of $500.

Since William S. Pote, executive and part-owner of WMEX, reported that the policy covering that station, it is reported, covers two other Boston stations—WNAV and WENH—writing similar policies with Lloyd. Mr. Pote had nearly a year sought to have written a policy covering infringement of copyrights other than claims respecting libel and slander, but was unsuccessful. Finally the policy was secured from the Underwriters, through Charles A. Coughlin Co. of Hancock Ave, Medford, Mass.

Terms of Policy

UNDER the contract, Lloyd's agrees to indemnify the station against all losses sustained by the subscriber by reason of its liability for damages imposed by law, in connection with any violation of the United States Government Radio Act, providing for regulation of infringement of copyrights, in the absence of any communication by radio, and for damages imposed upon said subscriber arising out of any suit or claim brought against said subscriber, whether groundless or otherwise, for infringement upon patents, performing the terms of any contract, or in connection with the musical composition, song or other matter. It is warranted that the subscriber will be liable for 20% of any judgment reported to be entered in any suit 20% is to be at the subscriber's own risk and unimpaired. It is agreed that the policy will renew for an additional year if at all times will examine all data to be broadcast and shall maintain adequate recordings of each broadcast. Lloyd will have access to the said records at any reasonable notice. Moreover, that the contract, besides covering copyrighted musical, prose, poetry, newspaper material, and plays, also covers loss sustained by the station by virtue of its liability for damages imposed by law due to violation of the Radio Act. However, it is warranted that the policy is not just an aggregate claim of $50,000 during its term, the insured shall be without every claim which may be made.

"This in no way should be considered an affront to ASCAP, BMI, or any other of the licensing organizations," Mr. Pote declared, "for if we held lightheartedness in copyright we would consider it a necessary and proper protection. In other words, I look at it in this light: as you know we recently completed our new suite of studios. Now all parts of the layout are provided with automatic sprinklers and we have fire extinguishers located at various places, yet we carry fire insurance protection."

Mr. Pote added that he interpreted the policy to cover infringement of Federal Trade Commission citations on advertising also, "My interpretation," he said, "is that if we should unintentionally broadcast an advertisement upon which the Federal Trade Commission has advised us and we should be cited after the FCC, we would be covered by this contract."

It emphasized, too, that the contract provides that Lloyd's shall assume all costs in the defending or settling of all claims.

Detailed Provisions

PERTINENT portions of the contract are published herewith in full text:

**KNOW ALL MEN BY THESE PRESENTS**

THAT the NORTHERN CORPORATION of Boston, Massachusetts, hereinafter known as the Surety, and

the Subscriber, a corporation, hereinafter known as the Surety, undertakes to indemnify the Sub-

scriber, a corporation, for any loss or damage that may be sustained by reason of any wrongful act, or acts, of any of its employees, agents, or representatives, or any person or persons who may be substituted for any of them, in the execution of the duties of his or their respective employments.

It is distinctly understood and agreed that this policy does not cover claims in respect of libel and/or slander.

The mailing of notice by the Sub-

scriber to the service company mentioned below shall be notice to the Surety.

C. COOPERATION. The Subscriber, when requested by the Surety, shall sign any settlements, securing certificates, and the attendance of witnesses in de-

fense of any action or suit and shall render all other services required by the Surety.

D. SUBROGATION. In the event of the payment of any loss by the Surety under this undertaking, they shall be subrogated to the extent of such payment, to all the rights of the Subscriber against any person or entity legally responsible for such loss.

**THE NORTHERN CORPORATION**

**Boston, Mass.**

*For account of Messrs. LITTLE & LOOMIS, GLENS FALLS, N.Y.*

**ASSURED**

**WMEX, Inc.**

On the 20th day of April, 1936, the subscriber shall pay to the surety the sum of Five Hundred Dollars ($500), for the consideration hereinafter mentioned, and shall at all times render to the Surety the full cooperation and aid of the Subscriber.

Thereafter, the Subscriber shall be indemnified by the Surety against all losses or damages, and against all costs and expenses incurred in connection with any suits or actions or proceedings for the enforcement of any such arbitration proceedings shall be

BY ORDER OF WALTER WINCHELL

Charlestown, April 20th, 1936

*For account of Messrs. LITTLE & LOOMIS, GLENS FALLS, N.Y.*

**ASSURED**

**WMEX, Inc.**

On the 20th day of April, 1937, the subscriber shall pay to the surety the sum of Five Hundred Dollars ($500), for the consideration hereinafter mentioned, and shall at all times render to the Surety the full cooperation and aid of the Subscriber.

Thereafter, the Subscriber shall be indemnified by the Surety against all losses or damages, and against all costs and expenses incurred in connection with any suits or actions or proceedings for the enforcement of any such arbitration proceedings shall be

**WITH PRESIDENT Godwin Wins Coveted CBS Post After Only 3 Weeks**

ONLY three weeks after he had joined the staff of WJSV, Washington CBS key, 22-year-old Charles Godwin won the coveted presidential announcer and was assigned by the network A. E. Portrait President Roosevelt on his Western sweep him July 8. He took Bob Trout's usual place, having been assigned to the Republican convention at Cleveland that week.

Young Godwin got his "break" because of some excellent announcing work he had done on local programs. He came to WJSV from WLW, Cincinnati, after having served on the announcing staffs of WKY, Oklahoma City and WDSU, New Orleans.

Two Groups Negotiating Copyright Agreements on Transcription Libraries

ARRANGEMENTS have been made by the NBC Transcription Service with Music Publishers Protective Association and Society of Authors and Composers whereby recording copyright fees on selections controlled by these organizations, and Thesaurus will be absorbed by NBC on sustaining and local sponsored programs, NBC announced June 8. Only the national sponsored programs require payment of the 25 and 50 cent fees for the mechanical performance rights.

The new arrangement, according to the announcement, was considered after several months of negotiation. NBC claimed credit for having inaugurated the idea. "This former obstacle to greater sales of local advertisers is eliminated," said the announcement.

It was reported the agreement makes all payments recording fee on all transcriptions, and is retroactive to January, 1936.

SESAC officials said the same terms would be offered all other companies owning or recording local and radio discs. SESAC has also signed a similar agreement, and it was indicated that other companies shortchanged on the terms of SESAC, it was added, is that of making agreements that can be applied uniformly.

MPPA, it was learned, will also negotiate with all on the same terms that were adopted by the four companies.

To date, however, no other firm has signed with the organization. MPPA, in making the offer, said it was designed to construct a blanket agreement proposition, but each transcription library present plans to join with the regular individual is necessitating individual negotiations in each case.

WALTER WINCHELL is broadcasting his NBC Jergens program from Hollywood during June.
SALES volume leaped upward after four years' slump when Miller's Laundry, Des Moines, went on the air with an advertising campaign that has been ringing the bell (by invitation) at thousands of prospect's doors, and the gong, Miller's Laundry's cash register. Such has been the unique experience of this Des Moines laundry and it all has resulted from contract bridge lessons on the air.

Contract bridge lessons were presented over 26 broadcasts on a 15-minute broadcast, three times weekly at 2 p.m. Printed copies of the lessons were available to listeners to help them to learn bridge. What happened: 2,300 requests poured in, producing approximately 48,000 direct responses to sell—for roommates delivered copies of current lessons once a week, two minutes after the program. The trial found the plan proved to be in producing tangible sales results for the sponsor.

Success by Radio

HERE is plenty of evidence that the bridge-minded women of Des Moines (from whom we logically expect to get a lot of patronage) are now definitely Miller's. They realized that the average woman who plays bridge has an enthrallingly best prospect for them. They felt that by concentrating on this large, ready-made and keenly interested audience, better results could be had than by appealing less intensively to a wider class of listeners. Soon after the program started, the laundry discovered that a variety of advertising appeals were developing on the public in Des Moines.

First, the commercial radio announcements with a large audience of bridge-minded women assured.

Second, the listener's invitation to have the laundry's route-man call at her home with a bundle of printed material. Each invitation created numerous sales contacts as the listener read the installations and delivered to the listeners weekly for the duration of the radio series. Obviously, these calls placed the listener in a favorable position to sell laundry services as he was on the property and turned around to give her something of value which she had requested.

Third, eye-appeal was furnished by having the laundry's display ad in the variety store's lunch counter material, with assurance that this would not be thrown away but kept permanently and frequently referred to.

Fourth, the sponsor became the subject of favorable social conversation wherever a listener relayed or discussed it in Des Moines. Finally, there was the sense of obligation among listeners that Laundry supplied by furnishing bridge instruction by air and printed reproductions.

Selecting an Audience

IN THE sales manager's office at Miller's, there is a shoebox of postcards, each of which a colored-pin record was kept of addresses from which requests for printed copies of bridge broadcasts. The map and the company's sales records tell the story of what the radio bridge series accomplished for Miller's sales volume. Every dot on the map represents a home from which the listener wrote a request for the bridge lessons in printed form. It is remarkable how these few pins block out the quality residence districts of Des Moines from which a laundry logically expects to secure the bulk of its business. The company's sales records show that requests come from nonproductive districts.

It should be kept in mind that only residents of Des Moines were eligible to receive the free printed material. Also, that day frequent furnished an average of 20 sales contacts at the listener's home. It is most important to remember that requests were received from a gratifying percentage of all homes in the potential market and that practically all requests came from nonproductive districts.

Actual sales results speak for themselves. For a year prior to going on the air last October, the trend of our sales was neither up nor down. From about a month after the broadcasts began, there was no appreciable increase in volume. In December, a slight increase was noticed in the nationwide family service. In January, this increase assumed healthy proportions and has continued on to the present date, has gained steadily. We selected our Thrifty Service so that the air and for the first four months of 1936, this service registered gains of 26%, 36% in March and 51% each month over the corresponding periods of 1935. At the same time, substantial gains were being made in the volume of all other family services, the average gain for all was running 11%, 21%, 34% and 34% for the first four months of 1936 over the corresponding periods of 1935.

The campaign was a convincing demonstration that by proper selection of program, advertisers can control the radio audience which they wish to reach. Alert advertisers can use radio as an instrument of advertising; sales contacts in a vast majority of the quality homes in all parts of the country.

The idea of syndicating a series of transmissions, featuring Mr. and Mrs. Ely Culbertson and the Chicago Bridge Club, so that all public systems of bridge contract bridge, has been conceived. In addition to the transcriptions, the service would include copyrighted printed reproductions of lessons for distribution to listeners.

U. S. Court Dismisses Beegel Suit for Damages

ALL SIX counts of a $300,000,000 damage suit filed against Standard Oil Co. of New Jersey, McCollum & Co., Groucho and Chico Marx by Morris Beegel, New York attorney, were dismissed by Judge C. S. Cole of the U. S. District Court.

Beegel had charged humiliation and damage to his professional standing as a result of the Beegel, Shyster & Beeke etc. sponsored by Standard Oil on NBC in 1932. By agreement a jury was waived. When Beegel had made his first complaint during the Esso series, the name of Marx fictitious law firm was changed to the Flywheel, Shyster & Flywheel. John H. Hayes, of Hayes, Nottingham & Combs, New York, was counsel for the defendants.

Drug Trade in Midwest

DRUG TRADE PRODUCTS, Chillicothe, Ohio, which offers to sell underworlds, through Benson & Ball Inc., Chicago, is sponsoring a half-hour radio musical program every night at 7 p.m. EST except Tuesdays, on KMOX, St. Louis and WBBM, Chicago. The program, which originates in the KMOX studios, is popular in nature and has 40 in the cast.

June 15, 1936 • BROADCASTING
New Network Joins 51 Stations; Remington-Rand First Sponsor

New York, Yankee, Affiliated and Michigan Network Stations Included; Rand Heads Sales Firm

THE BIGGEST hookup of regional networks and stations in radio history was consummated June 7 when Remington-Rand Inc., Buffalo (office equipment and business machineries) undertook sponsorship of a new dramatized news program titled *The News Comes to Life* over 51 stations, 40 of them Eastern.

The special combined network links the stations of Associated Broadcasters of New York, York, and New England; the National Broadcasting System, Michigan Network and other scattered units all keyed from WINS, Hearst station in New York, and signed for 13 weeks.

The project was engineered by James H. Rand, 3d, son of the president of Remington and Remington who announced the formation of a new sales sales organization specializing in selling the network to national advertisers, with offices in temporary offices in the Remington-Rand Bldg. at 205 E. 42nd St., New York City. Remington-Rand now unites Pan American Radio Sales Co., and will shortly be incorporated.

Rand was assisted by Burt Squackman, WINS' new executive and owner of WIXB, Utica, N. Y., whose affiliation with Associated Broadcasters as a "consultant" was announced a good two weeks ago.

Mr. Bowen has been invited to join Pan American, also as a consultant, but as Broadcasting went to press he had not decided whether to accept.

Shift in Program

WHILE young Rand as president of the new unit and Remington-Rand as a firm is not involved in the project beyond being its first sponsor, it was regarded as significant that Remington-Rand will continue its broadcast program, as Pan American Machinery, WOR and Mutual got firsthand information from the decks through its own crew, which made the voyage. Shown in top picture (left to right) are G. Young, attorney, for Remington-Rand; John Craney, president of American; and W.J. Rand, WJSQ, Columbus, Ohio, and WJJD is the Chicago outlet.

An effort to clear time on the Inter-City Group and add it to the hookup was said to be under way, with plans afoot to add the following Inter-City stations as permanent units: WMCA, New York; WIP, Philadelphia; WOL, Washington; WDEL, Wilmington, and WCBM, Baltimore. A. T. & T. wires are being used throughout.

The *News Comes to Life* program was at first announced as *The March of Events* but this nomenclature was dropped because it conflicted with *The March of Time* which Wrigley took under ownership after it was dropped by Remington-Rand in favor of *Five Star Final* on WOR-Inter-City. It uses a large cast of actors and Louis Katz's orchestra.

First ABC Account

THE HOOKUP'S first account was also the first commercial to go on the recently formed Affiliated network headed by Samuel Insull, the former utilities magnate. The fact that NBC and CBS stations may be included in the hookup with several already included, was known to be disturbing officials of those networks.

Pan American, according to Mr. Rand, intends to sell time to any and all acceptable sponsors on this new network configuration, which is inevitably to be concentrated on day-time hours because of local and regional network commitments and advertising. Mr. Rand told Broadcasting that Pan American would only sell the hookup as a unit, not to individuals or groups as the cost to Remington-Rand of new show is $3,500.

Ledford Advertising Agency, 315 Fourth Ave., New York, recently closed the best business in years when it handled some of Remington-Rand's accounts, is the agency for this account. The latter has gained national moment in the establishment of the new network. Also negotiating for its start with Remington-Rand as the CBS and Mutual, are John Squire, Edwin C. Hill program on the NBC network, which went on June 6. Strike difficulties at the Remington-Rand plant were given as a reason for the cancellation, it being stated that the company is now behind in its order schedule. Rand will return to WOR and possibly Inter-City.

**QUEEN MARY**—As the British superliner "Queen Mary" steamed up the Hudson, WOR, and Mutual got firsthand information from the decks through its own crew, which made the voyage. Shown in top picture (left to right) are G. Young, attorney, for Remington-Rand; John Craney, president of American; and W.J. Rand, WJSQ, Columbus, Ohio, and WJJD is the Chicago outlet.

Came! Takes Full Hour

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 25 will discontinue its twelve-weekly CBS half-hour program in favor of an hour series to originate from Hollywood, the new Hollywood program to make its debut over a CBS network Tuesday, June 30, 9:30-10:30 p.m., Sam Moore, director of radio for the agency, William Estis & Co. in Hollywood, announced. The series is in the recording of movie celebrities for the new program. While no publicity is planned, the CBS publicity break on Sunday, July 6, is in preparation. It is expected that the program will have as guest stars as headed by Benny Goodman and Nathanial Shilkret's orchestra with Rupert Hughes as master of ceremonies. Mr. Moore will remain in Hollywood to produce the program.

Symons-Crane Buy XKL

TOM W. SYMONS JR., operator of KFFP, Spokane, and E. B. Crane, operator of KGHR, Butte, Mont., were disclosed as the purchasers of XKL, 100-watt station in Portland, Ore., in applications filed with the FCC June 12. Subject to FCC approval, they have agreed to buy the station in equal parts from H. B. Read at a price of $12,500, with judge John Kendall and several other Portland men as qualifying share holders.

Kellinford Starting

WITH local distributors picking the outlets, Kellinford Corp., Detroit, Mich., will start an extensive spot campaign in all communities in which it has distribution. Geyer, Cornell & Newell Inc., New York, is the agency.

Broadcasts Feature "Queen Mary" Trip

SOME 60 broadcasts from the British superliner Queen Mary during her maiden voyage to New York gave her the Cupid Line even greater radio publicity break than the Normandie got on her first Atlantic crossing. In effect the broadcasts relayed to NBC, CBS and MBS came through with proof of the public's favorable reactions to all the equipment and technical installation of the I. T. & T. and to the engineering work of both the ship and the British Broadcasting Corp. staff.

More broadcasts would have been possible had technicians who were aboard, except for the huge demand for private radio receivers, been able to get quickly crowd off regular schedules. All of the networks had their own representatives on board as guests of the line with the job of handling all engineering phases.

For NBC, John F. Royal, program manager, New York, London, was in charge. The BBC, with A. B. Hill, head of technical department, and R. H. Wood, head of special events, with John Watt as production man and George Blake as recording man, John Kendall headed the group of O. B. (outside broadcast) engineers, who communicated with the ships.

Option For WALR Sale

For $25,000 Is Revealed

At Hearing Before FCC

OPION for the sale of WALR, Zanesville, O., 100-watt station, to the Community Broadcasting Co., Toledo, for a sum in the neighborhood of $25,000 was revealed at a hearing June 10 before FCC Examining Counsel John Neavling who developed the application for removal of WALR to Toledo, as well as the new community broadcasting station. The proposal to move Community Broadcasting Co., for stations in Toledo on 1200 kc. with 100 watts daytime.

By motion of the president of Community, under cross-examination revealed his option for the WALR purchase. The option was procured for $5000; he testified and the purchase was to be conditional upon removal of WALR to Toledo. The $25,000 was advanced, Mr. Rheems said, by the Fort Industry Co. of which George B. Bickford, president and industrialist, is head. Fort Industry is also principal owner of the WALR.

Also participating in the hearing were WJLM, Lansing, Mich., which operates on the 1210 kc. channel, and WILS, which, according to Mr. Rheems, had bid $25,000. The station protested the move on interference grounds. In 1930, the Commission granted the WALR move without hearing and then set it aside. Last month the application of Continental Broadcasting Co., which operates WGLS, a powerhouse, for a new station in Toledo on 1200 kc. was heard, and this applicant also participated in the hearing as a respondent.
Davis Amendment Repeal Lifts Quota Bar
End of Rule of Thumb Saves Way for FCC to Improve Existing Outlets and Possible Network Expansion

THE SO-CALLED Davis Amendment governing distribution of broadcast station facilities was erased from the statutes June 5 by enactment of the bill repealing the clause which for eight years has been the most controversial phase of Federal communications legislation. The House voted June 1 to repeal the Davis Amendment without a dissenting vote. It was reached in the usual course on the consent calendar and was adopted without debate or discussion.

Mutual is known to be interested in such cities as Washington, St. Louis, Cleveland, Kansas City, New Orleans, San Diego, Fort Worth, Dallas, St. Paul, Minneapolis, and Seattle. But it wants outlets with sufficient power to attract national and regional accounts for its "major market" project.

Other regional and state networks might be expanded on the same basis, notably Inter-City Group, keyed from WMCA, New York, and which serves stations along the eastern seaboard. NBC is also working toward expansion of its Blue network as an all-inclusive nationwide undertaking, and probably would be in the field for desirable outlets in the Southwest and South.

The House voted June 1 to repeal the Davis Amendment without a dissenting vote. It was reached in the usual course on the consent calendar and was adopted without debate or discussion.

As a result direct it is expected the FCC Broadcast Division will be ramped up with applications from owners of improved facilities and new stations. The bulk of the petitions, however, will be in the form of affidavit pages, which previously have been denied because of the rigid Davis Amendment and the Commission "quota system" devised pursuant to it.

The Davis Amendment, included in the original radio law as a sort of halfhearted compromise on the old Radio Commission, divided the country into five radio zones, disproportionate in size but approximately equal in population. It specified that broadcasting stations, hours of operation, power and licenses be allocated equally among the fire zones, and equitably among the states in each zone according to population.

As a result, it was impossible of full enforcement because of natural limitations, and violators were not or less consistently by the Radio Commission and the FCC.

Technical Factors
REPEAL of the amendment presumably opens the way at once for the raising up of regional stations whenever consistent with technical limitations. There are desirable outlets in the country where additional stations can be installed without interference.

In the open spaces of the West and Midwest, where suitable sites might be installed, now that the Davis Amendment is out of the way, are generally presented economic factors which would not warrant additional outlets.

It is expected that, as an example, the number of the 100-watt stations in the Midwest will probably be increased to regional status and that some part-time stations in those regions will be increased to full time. Hereofere some of these stations are restricted in the main to education operations and thus go over the quota rather than technical restrictions.

The most significant is the possible augmenting of existing networks and perhaps the development of others through increases in station facilities, national stations, or the acquisition of stations by radio stations. The FCC has been inclined to scorn 100-watters even though the markets they serve are desirable.

With the expiration decreases in status of stations in certain markets from part-time outlets or from reduced power to wholly non-operating status, it is not only a matter of measure, but also of technical and economic considerations. Under this system 400 units were set up for the country, or 80 to the 50 states and territories.

Many States Over the Quota
MORE than a year ago, the FCC revised the old quota system to distinguish between "quota" and "underquota." Each zone was entitled to 36 night quota units and to 65 day quota units. In addition, disparity in allocations under this quota system is the latest tabulation of assignments made by the FCC as of June 1 and represented here.

This table shows that of the 48 states and the District of Columbia, 30 are overquota in night facilities and 19 underquota. In day facilities, 10 are overquota and 18 underquota.

In the event, with the repeal of the Davis Amendment and the scrapping of the quota system, the way is opened for the FCC Broadcast Division to allocate facilities where it can be done without undue technical or economic hardships.

Even though the legal barrier was more imaginary than real in the past, in no cases the FCC has relied upon the condition of a particular state or zone to deny increased facilities. Now it cannot make the restrictions.

At FCC headquarters it was stated there is no intention of doing anything about increased facilities such as might be possible under the new law unless there are conflicting with other provisions of the law. The FCC is open to review during July and August, during which time it would not hold hearings. Moreover, in no case can an operator appeal for more hours or power or the like, which now would be permissible, it is not expected that the FCC will be in a position to put applicants to unnecessary expense through hearings. Only where the issues are so vague or where there is economic or technical protest from competitive stations or from those on adjacent or parallel channels or from the public does it intend to invoke the hearing process.

We hope to use and not abuse the provisions of the law as amended," Chairman Prall declared June 6. "Where there is reasonable assurance of increased facilities which can be awarded without conflicting with engineering requirements the FCC propounds no objections to authorize the improved service. The new law does give the FCC greater freedom in fixing the facilities, it will do its utmost to improve service in the public interest, consistent with the powers granted.

As revised, the law with respect to allocations, now reads:

In considering applications for licenses

### Table: Quota Analysis Expiring June 1, 1936, When Congress Voted to Repeal Davis Amendment

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(Continued on page 40)

June 15, 1936 - Broadcasting
INTRODUCING

George P. Hollingbery

Former Advertising Manager Chicago Herald and Examiner  
now owner of  
George P. Hollingbery Company  
representing Radio Station WREN  
in Chicago  
Telephone State 2898 — 307 North Michigan Avenue.

Only Outlet for NBC Blue Network Programs Between St. Louis and Denver

WREN

New York City Representatives  
Furgason & Aston, Inc.  
234 West 56th Street — Telephone Columbus 5-7973
Merchandising Notes

BUICK MOTOR Co., which will sponsor the broadcast of "Max Schmeling Fight" June 18, has begun a build-up of the event, which headlines the promotional program for the month. Clem McCarthy, and Edwin C. Hill have been scheduled to handle the broadcast. Recalling the favorable impression these two men made at the time of the broadcast on the new Buick, they will be used in small space in all newspaper advertising, calling attention to the time and place of the broadcast, which will be originated in the NBC Blue and Red networks of the NBC.

Thomas H. Colle, director of advertising and merchandising, has announced that "listening posts" will be established in all Buick showrooms throughout the country to which all will be invited at the time of the fight. Posters and displays are being sold to call attention to the feature. District managers of the company are also engaged in a sales contest which will be ring-side at the event.

WMBH, Joliet, Ill., has announced that city with interesting promotion during the recent National Tobacco Association. The manager of the WMBH continuity staff planned a campaign of transcribed programs and spot announcements for the picture which were placed in the station.

So successful was the campaign that city that they will continue it after the event. The Underwriters, who had not planned to use radio at first, wrote their names on the letter that we are very appreciative of the results that are coming in, and we are sure the Joln Life Underwriters Association will not ever be without the assistance of your broadcasting station for Life Insurance in the future.

AS PART of the merchandising program, the General Mills series, "WQAL, San Antonio recently announced the new program series which features "Hymns of All Churches, Betty & Bob and Betty Crocker, before chain grocers at one of their regular meetings for store managers. Another addition will probably be made. Supplementary remarks are also explained to be grocersmen. Letters were sent to all clergy telling them about "Hymns of All Churches. Later on, letters with over 300 copies will be mailed on these types of accounts, to find effects on sales.

CHUCK PACKING Co., Southgate, Cal., through the Charles H. Faye Co., Los Angeles agency, is using a weekly flying circus" for a period on KEHE, Los Angeles, the form of a juvenile revue with Bertie and Goshen, a farce school of the theater. Tickets for the program are given to officers from different establishments and may be secured without evidence of purchase. Prizes, including tickets, are given each week with the prizes winning held for the umbred tickets.

SELFRIDGE ELECTRICAL Co., Boston, broadcasting a Friday 15-minute series on WMEX, Boston, is giving away away either a set of brand standard, an AmerIo broadcast, an Apex washer, or one of 100 household commodities, in a promotional campaign, placed by Torrey & Ryan, Boston. John B. Torrey, program director of WMEX, evolved the idea that, for the best letter received each week telling why the writer would like if he won, and why, the winner would receive his choice. The letter should include the name, year, and model of each of these three household items, which the writers have in mind. From this promotion the sales department can data of items needed in the

THE Kate Smith CBS program, sponsored by A & P, tied-in with the Flower's Telegraph Delivery Association in sending free flowers to every permanent invalid and those who are ill and rarely receive flowers. The flowers were delivered on International Flower Shut-in Day, Sunday, June 14. Posters in all A & P food houses will be used to plan attention to these patrons and to the Kate Smith program for further details. Kate Smith's appearances for this program will be a prominent place in the posters.

WMBG, Hingham, Mass., combines a bright contest idea to build up its audience in nearby Chisholm, Minn., population 8,000. A musical "Surprise" game" with 100-word announcements in which the first person phonse in the "Surprise" gets a car and other gifts from a sponsor. The first program drew about 200 calls. When the number grew to 800, the tele messages are being used on WMAX, Los Angeles, which is used on this area. A "Surprise" game will be continued without the telephone angle.

DOLLAR bills were traded for two tickets to "The Kate Smith Show," when Ken Caroll, manager, sent this message to a subscriber: "If you want to be one of the lucky 2 people, why not send us your DOLLAR bill and we'll give you two tickets to the show. Just copy the following paragraph on your letterhead and mail it to us. In return, we'll send you the dollar for your troubles, in a gift certificate." The paragraph contained data on WMAX coverage, vacation habits, auto radios and a WMAX success story.

WSTY, Syracuse, sends to advertisers trade reports with result holes of each product advertised. Generally no report is sent until a product has been on the air at least two months. A "Result Report" is a printed report sent by the merchandising department, with space for name of advertiser, description of item, copy to prove, how solved, merchandising activities, results, comments.

BRUCE WALLACE, promotion and publicity director of Central States Broadcasting System, has started a special summer sales booklet for salesmen and prospects of KFAB, KOIL and KFOR. The booklet was mailed to advertisers, and grand, and large and small dealers, will be distributed, and other interested parties, in the form a map of Los Angeles, Long Beach, and Glendale. The vans of the firm use streamers to advertise the program.

SOME 50,000 food labels representing more than three carloads of merchandise were received by Aum Bros., Lancaster, operating "American McGee," in a two-month label saving contest open to school children. Extra labels with favorite foods, which were designated Red Star Items. A Monday program was staged on WAGL, Lancaster, with newspapers and circulars also being used. Grand prizes were offered as well as weekly prizes. Each week contests left labels with grocers.

STERLING PRODUCTS Inc., New York (Phillips toothpaste) is dispensing through retail outlets a silv-ed plate lady with every purchase of a 50-cent tube of Phillips toothpaste. The offer will continue until the dealers' supply is exhausted. The program is heard Mondays at 8:00 p.m. over an NBC-blue network.

LUX SPOTLIGHT - Newspaper promotion was used by Lever Bros. Co. to announce the start of the "Sue Meir's" food warehouse and as well as the signing of Cecil DeMille as director.

LYON VAN & STORAGE Co., statewide California van and storage company with headquarters in Los Angeles, which has added FOKO, the Beach, KBC, Glen- dale and KFSD, San Diego, to bring the list of stations on its program to nine, has Charles Mayne Jr., Los Angeles, uses weekly 15-minute transcriptions called "Moving Stories of Life," produced at Religious Broadcasting Network. The closed and open of each disc can be used for announcements by local stations in Los Angeles area it is used to announce a giveaway in the form of a map of Los Angeles, Long Beach, and Glendale. The vans of the firm use streamers to advertise the program.

June 15, 1956 • Broadcasting
Volume For April Well Above 1935 But Below March

Usual Seasonal Decline Noted; Retail Sponsorship Rises

VOLUME of broadcast advertising in April was $8,929,488, the usual seasonal dip being 5.4% dip from the March figure. As is customary, local advertising rose over March by 4.5% conforming to the usual spring rise in retail trade. The April total, however, was 5.4% above the same month in 1935.

Greatest April gains occurred in regional network and national non-network volume, with local advertising being only 0.4% above April a year ago. In the rendition totals, network advertisements showed the best gain over March and over the April, 1935, figure, both in national and local business.

The sponsor category field increases were noted over March in national non-network and local automotive advertising, with gains of 5.8% and 10.5% respectively in March. The trend for non-network and local gasoline and accessory volume; local clothing and food advertising; and advertising and non-network and local household equipment business.

Automotive Increase

AUTOMOTIVE gains were particularly marked in comparison with 1935. Gains also were noted in miscellaneous network sponsorship, regional network and national non-network volume, and the advertising and national non-network food volume. Retail estimates for March show a gain of radio 12.3% above March but fell 1% below the mark for April, 1935.

National network volume dropped 10.6% from March to April; national non-network volume dropped 7.1%; local network volume rose 1% and local advertising 2.4%. Rises in various portions of network radio, non-network, and local volume over the March figures for April of last year were: National network, 9.8%; regional network, 30.7%; non-network, up 7.8%; local advertising, 12.5%.

All media showed increases over the April figure of a year ago, with automotive and non-network magazines 11% and newspapers 8.1%.

Network advertising as a whole increased 1.7% over March, local gains more than offsetting the national non-network decline. Clear channel stations non-network volume declined 2.4% with regional and local volume rising 2.3% and 8.7% respectively. Regional network volume for April increased 21.6% over a year ago, clear channel network advertising gained 4.2% and regional network volume rose 9%. The gain in total non-network advertising was 8.4% over a year ago.

The BOOM IN PIANOS

THE piano industry, long a boomer of radio's advent, has done an about face and at the Annual meeting of the National Piano Mfrs. Association, radio was credited as a major influence in recent growth of the industry. In the 1928 radio was blamed for a slump in demand which by 1932 had reduced sales some 90.

W. A. Mennie, secretary of the association, stated at the recent convention that radio has stimulated musical instruments of all kinds, particularly the piano. "Private and group instruction in the piano has been just as good as, if not better than, in the industry's history," he continued. New styles of pianos and small uprights have been added for stimulating apartment and general demand.

KTHS IS ACQUIRED BY BARTON GROUP

SALE of KTHS, Hot Springs, Ark., to the interests headed by Col. Tom T. Barton, Arkansas oil man and publisher, with whom he is working when an application was filed with the FCC for transfer of the property from the Hot Springs Chamber of Commerce to Barton Enterprises Inc. The purchase price is understood to be between $50,000 and $100,000.

Col. Barton, who is head of the Lion Oil Co. and who also publishes the Arkansas 80% stockholder in Stockholders Enterprises Inc., with R. E. Meinert, of the oil company, as president. Holding the license, owner also owns KARK, Little Rock, and KELD, El Dorado.

Radio Enterprises has been formed to hold the radio properties of Col. Barton, with G. Edward Zimmerman, onetime manager of KETV, Houston, and a member of the NBC station relations department, engaged last April to act as manager and three members of his organization maintain his headquarters at Little Rock but will supervise all three stations.

GOP Drawing Plan of Radio Campaign

Extensive Merchandising Effort Based on Radio Contemplated

RADIO promotional methods are being adapted to the political campaign plans of the Republican National Committee's radio division, with Col. Madison, former camp director, engaged on radio supervising the distribution of tickets and aids intended to help local and state Republican committees maintain "merchandising" the candidates more effectively in connection with the use of radio time, which the radio division has indicated is so far as possible, indicating that the national committee's plans still contain the use of radio to attract listener interest despite the doubtful reception accorded its first series, Liberty at the Crossroads, which the networks refused to carry. The radio division has already issued one promotional "package" on how to advertise and merchandise effectively Republican broadcasts in your community." This suggests such familiar ties as postcards containing listening data, window streamers, newspaper ads calling attention to programs, radio bulletins, and in the case of the new programs, broadcast schedules, etc.

May Increase Budget

MR. SABIN through the campaign, for which the Republican committee is expected shortly to allot a radio budget probably exceeding the $500,000 spent in 1932, will divide his time between his Washington headquarters in the Barr Bldg. and his New York headquarters at 1 E. 57th St. Theodore F. Allen, who like Mr. Sabin, was formerly with NBC, has been appointed Washington manager.

Mr. W. Elwood, former NBC vice president, is Eastern manager, with Keith McLeod, formerly with NBC and Sabin as program director, and Claude Bolser working on merchandising and displays. All are at New York headquarters.

With the development of radio to its present effectiveness it is not possible to say whether there has been a previous showing of musically effective radio campaigns that will consist of spot radio. Lacking the cash discount as a result of the "rate" passed on to the client for prompt payment and as stated elsewhere, low discounts merely may be possible for agencies to pay the media owners on schedule.

It is planned to place all radio time in local, temporary, and time only on the nonnetwork. By utilizing the unprogrammed drive is planned via radio, using the stations with known foreign language appeal.

2% Cash Discount By Stations Urged

L. T. Bush, of Blackman, Says It Assures Prompt Payment

ALLOWANCE by broadcasting stations generally of a cash discount for prompt payment of advertising charges may be considered an industry-wide practice at the NAB convention in Chicago this week.

The proposal that such discounts be allowed, as a means of assuring prompt payment of advertising charges, has been advanced to stations by L. T. Bush, secretary-treasurer of Blackman Advertising, New York, who is in direct charge of spot placements for the agency.

In a letter to all stations which have been advertising Cash discount, Mr. Bush called attention to the growing importance of spot radio and the uniform adoption of the practice in the Chicago convention. There is considerable sentiment with the industry to support this policy according to reports, because of the precedent established in other media. Newspaper stations generally are understood to favor the project.

Mr. Bush's Letter

The letter sent to stations by Mr. Bush follows in full text:

Year by year the use of spot radio for our clients is growing in cash discount. However, there is one phase of this which gives us cause for concern. This is the question of the cash discounts that radio stations allow cash discounts.

It has been our belief that we have been assured of prompt payment because in the main they were written into contracts. As a matter of record we have not been assured of prompt payment but we are the ones who are writing the contracts. We are making this to allow for the agency to get its money on a cash discount basis in the same position as the agencies who have been assured of prompt payment because in the main they were written into contracts.

We are satisfied that the policy is fair and just and in turn the media owners' cash discount is conditioned upon it. We have not been assured of prompt payment but we are the ones who are writing the contracts.

We have therefore written into contracts to guarantee prompt payment and as stated elsewhere it is possible we have not been able to make it possible for agencies to pay the media owners on schedule.

With the development of radio to its present effectiveness it is not possible to state whether there has been a previous showing of musically effective radio campaigns that will consist of spot radio. Lacking the cash discount as a result of the "rate" passed on to the client for prompt payment and as stated elsewhere, low discounts merely may be possible for agencies to pay the media owners on schedule.

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Page 16

BROADCASTING • June 15, 1936

www.americanradiohistory.com
IT TAKES these powerful stations to make Grand Slams in Sales! Nine great markets—and these great National Broadcasting Company outlets are always ready to play the sales cards for spot and local advertisers. "Local" stations—yes. But powered with the prestige, popularity and influence of the world's largest radio organization—100 per cent.

These are the stations . . . the pick of the pack:

**NEW YORK**
- WEAF 50,000 watts
- WJZ 50,000 watts

**THE GREAT NORTHEAST**
- WGY 50,000 watts

**NEW ENGLAND**
- WBZ-WBZA 51,000 watts
- NORTHERN OHIO
- WTAM 50,000 watts

**DISTRICT OF COLUMBIA**
- WRC 1000-500 watts
- WMAL 500-250 watts

**PITTSBURGH AND THE TRI-STATE MARKET**
- KDKA 50,000 watts

**CHICAGO**
- WMAQ 50,000 watts
- WENR 50,000 watts

**DENVER AND THE ROCKY MT. REGION**
- KOA 50,000 watts

**SAN FRANCISCO**
- KGO 7,500 watts
- KPO 50,000 watts

Completely Programmed by NBC

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.
Public Television Begun by Don Lee

ON THE HEELS of its brochure on summer listening, titled Good New Summertime, NBC is preparing to cast off, titled A Way to the Road, the result of surveys by Anderson, Nichols Associates. The new booklet will quote figures indicating that listeners listen an average of 65 minutes a day to auto radios.

For the auto listening were obtained by house-to-house personal interviews in Worcester, Newark, Cleveland, South Bend and Kansas City. An NBC Trade News Service release states that "these are really the peak days for auto radio, for with the long strides behind them, they already loom as a big power in advertising." Drivers and passengers of the 3,000,000 radio equipped cars in this country listen an average of 65 minutes per day. And that's just the half-hour extra drive in the sales push for advertisers who are only paying to reach home set radio sets upon which NBC bases its potential circulation figures.

The upcoming line drawn by auto listening pattern is particularly important two years from now when the death knell of the present system, the cathode ray tube unit, two scanning sources, the television receiver proper and power supply.

In Washington for an engineering session on The Future of the Don Lee system, 5.5 and 6.5 kc. is wide open today for experimenting by skilled amateurs, who can construct a receiver at a fraction of the cost. Mr. Lubcke said that, while ready-made television receivers are not yet available for the reception of any American television station, the tube type developed by himself and first used in May, 1932, when television images for the first time were transmitted on an airplane, Mr. Lubcke holds patents on the equipment and says the parts involved are a radical departure from the television investigators. It consists of the cathode-ray tube unit, two scanning sources, the television receiver proper and power supply.

CBS Rate Increase

INCREASES in the network rates of two CBS stations — WNAC, Boston, and KLZ, Denver — were announced June 8 by William C. Gittinger. CBS sales manager, to go into effect July 8. WNAC's night rate goes to $400 an hour, up from $250, a 60% increase from the rate charged for a half-hour, which was $160 a quarter-hour, with day and transition rates increased in proportion. The increase of $200, $120 and $80, with day and transition rates up in proportion. Previously the WNAC rate began at $375 and KLZ at $175.

Sunset Oil Uses Three

SUNSET OIL Co., Los Angeles, has started a weekly 45-minute program, Curtain Calls, on KateWB, Hollywood, which will be heard to KFOX, Long Beach and KFXX, San Bernardino. Talent consists of programs and feature performances of ceremonies, and contestants who placed high on KFWB amateur hours in the last two years.

New Continuity Service Added to WBS Library

FOR its 145 subscribers to World Broadcasting Service on June 1 started a continuity service based on the 1,500 library selections. The service is designed to offer commercial continuity for radio stations throughout the country, and to provide program continuity service.

The rate of first continuities is 20 cents per minute, or 50 cents for a complete continuity, a complete merchandising plan was submitted in pamphlet form. It contains instructions on marketing the program, includes background information on variety of products. In addition two 15-minute transcriptions were offered with sample continuity, designed to demonstrate to prospects. The samples also serve as patterns for programs built with World library materials.

Ford Renews, Shifts Time

FORD MOTOR Co. Detroit (motor cars), have renewed Fred Harris' contract for 26 weeks on both NBC-Blue and CBS. The CBS renewal is effective June 30 for 12 weeks, when the program moves to the 9-9:30 p.m. period, Tuesdays, a half-hour earlier than the NBC renewal. On June 26 the NBC-Blue program moves to 9-9:30 p.m. Fridays, effective July 3. W. N. Jyer & Son Inc., New York, has the account.

Mr. Lubcke of NBC Finds Average AutoRadio Receiver Is in Operation More Than an Hour a Day

PUBLIC TELEVISION in America will be broadcast using receivers, framing 300-line images 24 times per second, were demonstrated by Mary Lee, Los Angeles June 4 by the Don Lee Broadcasting System, whose television director, Harry R. Lubcke, was immediately thereafter assigned to go to Washington to attend the June 8 and June 15 conferences on ultra-shortwave broadcasting.

The transmitting and receiving systems were developed secretly during the last year-and-a-half by Mr. Lubcke, who has been operating experimental station W6XAO since December 1931, starting first with FM and scanning and gradually developing to the present system. It utilizes films as transmitting subjects, broadcasting in the 42 to 56 megacycle band on a 45,000 kc. carrier.

Starting June 5, President Thomas P. N. W. Lubcke of the Don Lee system announced that the public demonstrations were to be on a regular daily schedule from 6:30 to 8 a.m. (PST). During each of these periods the public is invited to see and hear the combination sight and sound of the Don Lee building in Los Angeles.

Field Is Wide Open

THE RECEIVER, Mr. Lubcke stated, is of the self-synchronized, cathode-ray tube type developed by himself and first used in May, 1932, when television images for the first time were transmitted on an airplane. Mr. Lubcke holds patents on the equipment and says the parts involved are a radical departure from the television investigators. It consists of the cathode-ray tube unit, two scanning sources, the television receiver proper and power supply.

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HOWELL SELLS WEBR TO BUFFALO NEWS

SALE of WEBR, Buffalo, to the Buffalo Evening News interests, already operators of WBEN, was disclosed June 2 in applications filed with the FCC asking for voluntary assignment of the WEBR and associated shortwave licenses from the Howell Broadcasting Co. to WEBR Inc. The amount paid Herbert H. Howell for the station is not divulged, although the transfer awaits FCC approval.

The station operates with 100 watts night and 250 watts day on the coast, the newspaper. As owner of the station, with 60% of the preferred stock, the other 40% being held by Ma- jorie Mitchell Baird, who is part owner, will pay the common stock is held by Edward H. Batten Jr. A. H. Kikher, marketing director of the company, and president, and Clayton H. Under- hill, business manager of the newspaper, is assistant treasurer.

Minit Rub Test

BRISTOL-MYERS Co., New York (Minit Rub) will launch a test spot campaign on WDRF, Hartford, beginning Monday, June 7, 7:45-9:15, and on WBOX, Providence, beginning Saturday, June 5, 8-9:15. The network test, six days a week, for 26 weeks. Young & Rubincam Inc., New York, placed the account.

New Continuity Service Added to WBS Library

PLAN BUCKEYE NET; WAIU IS NOW WHKC

Mr. Carpenter became known that it is expected to have lines ready for operation sometime in July. This network was disclosed by the FCC that permission has been granted to change the call letters of WAIU, Columbus, WOCC-Columbus, to identify it more closely as the companion station to WHK, Cleveland, these being the two stations owned outright by a subsidiary of the Plain Dealer. The call letter change is effective July 1.

The Buckeye Network will link K B, WHK and WKB, Youngstown, the latter two stations being 40% owned by the newspaper. It will be headed by H. Tom Garner, publisher and vice-president of WHK and supervisor of the group. WJAY, Cleveland day-time station, whose transfer to the Plain Dealer subsidiary was recently approved by the FCC, will not be part of the network.

Mr. Garner will head the network, which will issue a special rate card to go into effect July 1. Frank Sleeninger Inc. will act as national representatives.

BROADCASTING June 15, 1936
Farewell to Boredom

WOR holds no brief for boredom, and spikes it whenever the opportunity offers. Since its inception this station has been dedicated to the pursuit of sound entertainment and programs that reflect with characteristic brio the spirit of all that is fresh and zestful in the viewpoint of Greater New York. But not by entertainment alone is WOR known to its millions of loyal followers. Rare is the listener who has not thrilled to WOR’s terse, colorful presentation of the day’s news and spot coverage of special events. That such alert programming is appreciated by the majority of 34 million ears in America’s largest listening-buying market is well-proven by the response it provokes. In fact, this station’s total mail received from January 1, 1936, to date now stands at the grand total of 1,181,065 compared with 429,734 for the same period of 1935 and 337,830 ditto for 1934. Such popularity cannot be coincidence. WOR confirms this by smashing each record month after month.
Texas Centennial Invites Broadcasters to Attend AN "open letter" invitation to all broadcasting stations to send members of the NAB to visit the Texas Centennial and enjoy the "courtesy of the Exposition" was extended June 2 by C. Van Young of the radio, and Lewis Lacey, assistant director, in a communication to President Leo J. Fitzpatrick of the NAB. Men of the station staffs, the letter said, are included in the invitation if they can arrange for the trip.

Radio has been provided with $150,000 worth of equipment and studios in Dallas, Home of the Gulf Refining Co. sponsoring the elaborate layout. The Centennial was formally opened June 6. "We should like to have an artist, producer and executive of the first order and been accepted as a major part of the life of a world's fair," said the letter.

Frigidaire Back on Net FRIGIDAIRE SALES CORP., Dayton (Ohio), has announced that the air after lapse of a year with a new weekly series featuring Clara Lee and a program, which will broadcast on a 59 NBC-Blue network stations beginning Friday, June 26 9:30 to 11:00 p.m. The program is signed for 12 weeks. Fred Waring program is currently heard at this time but after the June 26 broadcast the Ford program will move up to the 9-9:30 p.m. period. Lord & Thomas, Chicago, has the Frigidaire account.

BRENNEMANN NAMED MANAGER OF KFRC BRENNEMANN, Tom Breneman as manager of KFRC, Don Lee station in San Francisco, has been announced by Thomas C. Lee, president. Brremen succeeds Mr. Willard, who resigned last month after more than 11 years to become director of KFI and KECO, the Earl O. Anthony stations in Los Angeles.

Mr. Breneman was born and raised in the Philly, which means he has lived in the city since birth. He is the son of Mr. and Mrs. John A. Breneman, Sr.

PEOPLE LIVE IN THE SUMMER And They Listen to the Radio, Too, Assets NBC; Daytime Is a Good Time to Reach Women HAVING glanced over current and past schedules of Procter & Gamble Co., Cincinnati, NBC decided to issue a brochure on the subject and discovered numerous interesting statistics about the world's largest network user and NBC's biggest client. Of the 778 P & G program hours on NBC, 69% are "on and off", that is "are noted for reaching cash customers because weekday daytime audiences include literally millions of women."

Three-fourths of P & G's radio expenditures have gone to daytime hours. Last year, when P & G spent $2,105,257 on network advertising—NBC exclusively—the daytime component was a little more than 91%. And when "the sun tries to knock the top off the thermometer and the parade keeps going," NBC points out. "P & G, with other outstanding NBC advertisers, has ignored the 'dog days' fallacy in the broadcast media. "The audience for available summer radio listener (by hours) closely approximates the same audience of the winter audience. In some hours during August and September, the percentage of available listeners exceeded that of the other nine months. "Why doesn't the record indicate a serious dent for these four or five weeks? Maybe P & G discovered—even back in 1929 (when it entered radio)—that radio is a way of reaching people that somehow continue to act and live quite normally during the summer. They eat. They wash themselves. They wash their clothes. And, they listen to the radio."

Four pertinent NBC facts are pointed out: "During the first four months of 1936 P & G increased their weekday daytime expenditures by 68% week in week out. And in the first four months of 1956, advertisers spent $2,053,154 for NBC weekday daytime hours. Over the corresponding period of 1955—all NBC. In 1955, advertisers invested $5,452,850 in weekday daytime hours. In the first four months of 1956, advertisers spent $2,053,154 for NBC weekday daytime hours.

Washington vice president, and Herbert V. Akerberg, station relations manager, for CBS.

The arrangements, among other things, would presumably bring to end the Paulist crusade and terminate its conflict more particu-
larly in the Los Angeles area, where Loyola University Jesuit station which operates full time on the $500,000 a year grant (a 1941-42) is given. The Paulists have sought to operate simultaneously as a means of getting full time. There has been a bitter fight on this.

Burkan, Counsel For ASCAP, Is Dead NATHAN BURKAN, who with Victor Herbert was responsible for the American Society of Composers, Authors & Publishers in the ASCAP vs. NAB case in 1932, has been a moving spirit in the organization ever since then. He was the one who uncovered and brought to light the notorious summer home at Great Neck, Long Island, June 6. He was 56.

Mr. Burkan was a prominent New York real estate lawyer and was active largely specialized in theatrical and copyright matters. As a representative of ASCAP was an active part in New York poli-

Receivership of ASCAP Is Ordered Dissolved by Washington State Court CONDITIONAL settlement of the receivership proceedings involving receivership of all works in the repertoire of the American Society of Composers, Authors & Publishers was effected June 9 when the Superior Court in Seatle dissolved and reinstated ASCAP properly. This in effect dissolved the receivership ordered by the Court last year when ASCAP was held in violation of the Washington State constitution.

It was reported that ASCAP compromised all cases filed by the 21 stations in the state for alleged over-charges. Moreover it agreed to pay the receivers a total of $14,990 on a basis satisfactory to the state. Judge Wright of the Su-

NBC Releases 30 THIRTY engineers on the staffs on NBC were affected by the termination of a number of reductions were given their notices and two weeks extra pay June 1 as an alternative of a 30% cut in salaries effective April 1 by Lenox R. Lohr, NBC president. Eight of the engineers and three apprentices were from the New York sta-
Is Only ONE Out of THREE Listening to YOU?

IT'S AN AMAZING fact that TWO out of THREE listeners in Chicagoland are of foreign birth or parentage! Read that again, won't you please and you'll realize why WGES devotes so much time to foreign language programs. We talk (in their own language) to those two listeners you are overlooking and bring you 100% coverage in Chicago. We're doing a real job of Americanization and at the same time a swell job of selling. Yes, this is another of the big reasons WGES has more local Chicago business than any other Chicago station!

WGES
"In the Heart of Chicago"

June 15, 1936 * BROADCASTING
Mr. Baldwin protested particularly the rules covering very high frequency assignments on the ground that their adoption would start a veritable land rush for assignments. Then, he said, these rules and allocations might be revised after the June 15 hearings, and after the broadcasting industry generally had become entrenched in heavy investments for equipment for “apex” broadcasting. He insisted he wanted to sound out his members first.

On the other hand, Commander Craven and Mr. Ring brought out that there are some 60 applications pending for new stations in the “apex” field and that they should not be held up unduly. For the last three months the FCC has not considered apex applications while awaiting promulgation of the new regulations which specifically cover such operation. Existing regulations cover only general experimental operations, in which category apex stations are placed.

Mr. Baldwin also raised a question about the television allocations in the 3500 to 3800 mc. band which were to begin June 15. He pointed out that the NAB did not want the FCC to allocate the channel on record as favoring only the ultra-high frequency ranges and that there might be a reasonable chance for preserving the lower band experiments with the result that rural coverage by television can only be accomplished on these lower waves. In that respect the Commission was asked to give them a hearing. (Continued on page 52)

### Text of Texans’ Resolutions

WHEREAS, it is the understanding of this organization that certain applications are now pending before the Federal Communications Commission and others are contemplated, wherein licenses or permits are being sought authorizing the operation of radio broadcasting stations with transmission power of five hundred (500) kilowatts and more;

WHEREAS, such stations on account of their excessive power now cover the entire United States; and,

WHEREAS, on account of the excessive size to establish such stations they can only be established by large accumulations of capital in the numbers compared with the present number of stations of lesser power now being successfully operated; and,

WHEREAS, such powerful stations tend to monopolize the radio broadcast industry to the detriment and injury of the large number of six hundred thirty (630) independent broadcasting stations now established and representing to the owners and operators thereof valuable investments; and,

WHEREAS, there is no necessity for stations of such excessive power as the countries could be properly and efficiently furnished with broadcasting service without the issuance of any further license for such super-power stations.

THEREFORE, BE IT RESOLVED by the Texas Broadcasters Association, in general meeting assembled at Fort Worth, Texas, that in view of the facts stated above and the certainty of the economic injury and ultimate economic destruction of the numerous presently established independent broadcasting stations which will result in the establishment of even a limited number of stations of such tremendous power, that Texas Broadcasters Association earnestly and strenuously objects to the granting of applications for stations of such character and power, to any further station until such time as the Federal Communications Commission of the United States will have the power to grant such licenses.

BE IT FURTHER RESOLVED that the Secretary of this organization is instructed to furnish a copy of this resolution to the Federal Communications Commission with the request that no permits for stations of power in excess of fifty (50) kilowatts be granted to any other or further such permits.

T. FRANK SMITH, Chairman
JAMES R. CURTIS, Secretary

### TEXAS ASSOCIATION—Here is a head-on view of the organization meeting of the Texas Broadcasters Association in Fort Worth May 23, attended by some 50 representatives of broadcast stations...

### Mutual’s May Billings

**May billings of Mutual Broadcast Stations**

<table>
<thead>
<tr>
<th>Network</th>
<th>Average Daily</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual</td>
<td>$129,920</td>
<td>$139,364</td>
</tr>
</tbody>
</table>

The May basic income was $108,029.
Introducing a New Name!

TECHNA CORPORATION

With a rich background of engineering experience in the design and manufacture of high quality broadcast, public address, recording and laboratory equipment.

These Men Will Direct the Activities of Techna

ROBERT B. WALDER
President and Chief Engineer

Widely recognized as a leading authority in the fields of Broadcasting, Public Address and Recording, Robert B. Walder has been associated with the industry since 1921. He built and operated one of the first West Coast radio stations, KJC. Later, he served as Chief Engineer of the Moving Picture and Sound Division of M. R. Martin & Co. He then accepted a position as Chief Engineer of the Remler Co., Ltd., where he established a Broadcast Public Address and Recording Division. Under his guidance this division rapidly attained national recognition.

EARL R. JONES
Factory Superintendent

Designed and developed the tool machinery for production of the Keyboard Marchant Calculator. Designed production equipment for Dean Electric Company, makers of telephones. Served as Plant Superintendent of Lathe Tool Works, Pacific Coast tool concern, manufacturers of motion picture and sound equipment. During the experimental stages of the Bakelite industry, Jones pioneered many important processes now widely used by manufacturers throughout America.

C. E. DOWNEY
Broadcast Research Engineer

C. E. Downey, formerly Chief Engineer with radio stations WAIU, WGCH, KROW, KKFF, KOMA and KETH (one of the first 150 KW stations in Mexico). He was also associated with the RCA Marine Corporation, and brings to Techna a rich background of radio experience. He developed the remote short wave indicator used Hydro-Electric projects. Another of Downey's achievements was the perfection of short wave automatic transmitters and receivers for marine use.

June 15, 1936 • Broadcasting
FROM ONE MILKER TO ANUDDER
Kendrick and Maland Interests Stage Verbal Feud
Over NAB Bovine Extracting Title

AND MILK IS SO CHEAP!!

COW - MILKING rather than account - milking, promises to be a central attraction at the NAB convention in Chicago. Raging within the industry at this time with a group of broadcasters, station representatives and even a couple of agribusinessmen is a controversy over the NAB cow-milking championship. Claimants to the title are J. O. (Squirt) Maland, self - claiming king of the WHO, Des Moines, and D. E. (Unpluggy) Kendrick, debonair impresario of WIRE, Indianapolis, and leading exponent of the "wrist wrench" stroke.

After much wrangling among participants, managers, judges and kibitzers, it was decided to hold the contest at the corner of State and Madison Streets, Chicago, at "high noon" on July 8 - the closing day of the convention. Challenger (or Champion) Kendrick, originally had not planned to attend the contest, but became so incensed over Challenger and/or Champion Maland's contention that he was champion "by default" that he now has altered plans and already is in training at his Indianapolirs ranch.

The principals really haven't had much to say about the event. Practically all of the irresponsible press has been spread by the respective managers of the contenders - Glenn Snyder of WLS, Kendrick's boss, and James L. Free (Free & Steininger) and its twin-brother, Free, Johns & Field), who manages Maland.

Broadcasting Magazine has been severely taken to task by the industry at this time in its "NAB Bovine Extracting" feature. The NAB has been accused of favoritism by many of the claimants. In fact, some have claimed that the NAB is trying to "fix" the competition to favor one of the claimants. However, the NAB has denied any such accusations.

The controversy has caused a great deal of excitement in the industry, with many broadcasters closely watching the outcome. The competition is being held in the heart of Chicago's Radio City, and will feature a large audience of local and national broadcasters.

The contest will be judged by a panel of experienced cow-milking experts, who will be responsible for scoring the competitors based on their performance. The cow-milking skills of each contestant will be assessed, with points awarded for the speed and efficiency of the milking process. The contestant with the highest score will be declared the winner of the competition.

The event is expected to draw a large audience, with many industry professionals attending to witness the exciting competition. The NAB Bovine Extracting title will be awarded to the winner, and the event promises to be a highlight of the convention.

The broadcasting industry is known for its competitive nature, and the cow-milking competition is no exception. The various competing stations and individuals are expected to bring their best performances to the event, in an effort to claim the prestigious title. The competition will be a testament to the skills and expertise of cow-milking professionals, and is sure to provide an entertaining spectacle for all those in attendance.
WALA Shifts Net In Contract Mixup

WALA, Mobile, Ala., returned to the CBS network June 10 after an eight-day “vacation” during which time negotiations were on and then off with NBC. The unusual situation, which is without precedent in network broadcasting, developed from an apparent misunderstanding between the two networks and the station and a misinterpretation of the WALA contract with CBS.

It develops that CBS contract with WALA contained a three-year renewal option, exercisable as of June 2. On that date, however, WALA refused CBS service, after which William Pape, owner of the Mobile station, negotiated with NBC and contracted for its service, to begin June 9. When notice of this went to the trade, CBS brought out that its WALA contract still had three years to run.

When the existence of the CBS-WALA contract became known, NBC did not deliver its contract or begin service. On June 10 Mr. Pape, accompanied by Rep. Frank W. Boykin, (D-Ala.), discussed the matter again in New York with Herbert V. Akerberg, CBS station relations manager. Service was resumed immediately to the station.

The original contract with WALA was signed in 1934 by CBS on a five-year basis with the option clause told it is reported, that WALA was entirely free to negotiate, and at the time did not know of the existence of the contract provision for another three years service.

Gillin Is Honored

ONE of radio’s youngest executives, John J. Gillin Jr., manager of WOW, Omaha, on June 6 was elected director of the National Junior Chamber of Commerce at its Memphis convention. Mr. Gillin, who is 31, has been president of the Omaha Junior Chamber of Commerce and is the youngest member of the NAB board of directors. He started in radio in 1928 and has managed WOW since 1932.

KFPY HELPS OUT Provides Almost Entire Staff For Canadian Event

WHEN CJAT, at Trail, British Columbia, wanted to celebrate its boost to 1,000 watts, KFPY, Spokane, sent two buses to Trail, 25 miles away, with 32 staff members, to help celebrate the event. The program was broadcast transcontinentally.

In the KFPY group were two technicians, two announcers and 28 artists and the program was under the direction of James B. Clark, KFPY musical director. Since they were paid by a local theatre for putting on the program, they were required to pay Canadian income tax before leaving the Dominion.

KFPY had to cancel all local programs except news for the day.

“No Other Advertising So Enthusiastically Received,” Says Prominent Manufacturer

Proof of the effectiveness of an advertising campaign lies in the reception of it by dealers and their customers. But let T. P. Kennedy, Jr., President of O’Bryan Bros., Inc. tell you what happened when his company went on the air over WSM.

“We have found WSM an invaluable medium both in stimulating sales among our old dealers and in securing new accounts. And no advertising we have ever done has been so enthusiastically received by our dealers and their customers.”

T. P. Kennedy, Jr.

Ask your dealers and jobbers about WSM’s sales influence in the South!

WSM

50,000 WATTS

National Representatives, EDWARD PETRY & Co., Inc.
Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
Nashville, Tennessee
Breaks Into Midwest
PACIFIC AMERICAN CANNER-ILES, Terminal Island, Cal. (Shore Dinner fish products), on June 15 switched its weekly five-minute transmitted program in Los Angeles from KHIJ to KPI. Because of the fishermen's strike, the firm has not operated to capacity in recent months. With the cessation of the strike in May, the canneries have increased production and will increase sales territory and radio schedule. KMBC, Kansas City, will be used, starting in July, to open territory in Missouri, Oklahoma and part of Texas. The transmissions are produced at Radio Recorders Inc., Los Angeles, with Charles H. Hayne Co., Los Angeles, as the agency.

NEW
WROK - Rockford

- Full Time Operation
- 240' Vertical Radiator
- New Speech Input Equipment
- Intense Coverage
NORTHERN ILLINOIS
SOUTHERN WISCONSIN

Broadcast Stations in Mountain States Showed $1,760,684 Revenue Last Year

TOTAL receipts of the 42 broadcast stations in the Mountain States, from sale of radio time during the year 1935, amounted to $1,760,684, it was revealed June 13 by Director William L. Austin, Bureau of the Census, Department of Commerce, in the fourth report of the new Census of Business series on broadcasting. The report includes all broadcast stations in the eight Mountain States which sold time during 1935.

About three-fifths (61.1%) of the time sales of stations in the eight states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than three-fifths (62.1%) of the total time sales of stations in the Mountain States was received by Colorado and Utah stations. Colorado led the other states with total time sales $593,226, of which $364,441 (61.4%) was local advertising. Utah was second with $502,268 and 78.5% of its total time sales, of which $218,595 (43.7%) was local advertising.

As was reported by the stations, the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts. The 42 Mountain Stations employed a total of 436 persons (monthly average) with an annual payroll in 1935 of $81,418. More than 91% of this pay roll was paid to full-time employees.

 monthly average of employees apparent in station employment in 1935. The number of persons employed varied from a low of 27 in January to a high of 479 in December. The number of employees was smaller for the first eight months of 1935 partly because of the opening of a new station later in the year. Monthly employment figures for those stations in operation continuously throughout 1935 indicate a gradual increase in numbers rather than a seasonal fluctuation.

During a representative week used for more detailed analysis of employment and pay rolls, a total of 471 full-time and part-time employees was reported. Of this number 375 (or 78.0%) were men and 96 were women. Part-time employees accounted for 25.9% of the number and received 11.8% of the total pay roll.

Station talent, consisting of artists and announcers, totaled 140, or about one-third (31.6%) of total station employes. Of these, however, 72 (or 48.3%) were employed on a part-time basis and the pay roll accounted for 59% of all part-time employees. Artists alone accounted for 42.5% of all full-time employees. Station talent, including both artists and announcers, received 21.9% of the total pay roll for the week.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers, but received a greater portion of the total weekly pay roll. They accounted for 23.8% of all employees and received 27.5% of the total pay roll for the week. Other functional groups reported by the stations included clerical workers, supervisors, and executives. Salesmen, continuity writers, and others persons performing a variety of functions, have been grouped together as "other" employees.

All employment data apply strictly to persons employed and paid by the stations. In addition there are artists and others employed by advertisers and radio networks who contribute to radio programs, but are not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of the broadcasting industry in the United States.

Tabular data on the Mountain States follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>Local</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>MT.</td>
<td>3,570,892</td>
<td>1,250,604</td>
<td>2,320,288</td>
</tr>
<tr>
<td>SD.</td>
<td>468,000</td>
<td>268,000</td>
<td>200,000</td>
</tr>
<tr>
<td>WY.</td>
<td>520,000</td>
<td>200,000</td>
<td>320,000</td>
</tr>
<tr>
<td>ID.</td>
<td>550,000</td>
<td>200,000</td>
<td>350,000</td>
</tr>
<tr>
<td>UT.</td>
<td>250,000</td>
<td>100,000</td>
<td>150,000</td>
</tr>
<tr>
<td>NV.</td>
<td>200,000</td>
<td>80,000</td>
<td>120,000</td>
</tr>
<tr>
<td>CO.</td>
<td>1,000,000</td>
<td>400,000</td>
<td>600,000</td>
</tr>
<tr>
<td>NM.</td>
<td>1,500,000</td>
<td>600,000</td>
<td>900,000</td>
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<td></td>
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<tr>
<td>Full-Time</td>
<td>Part-Time</td>
<td>Total</td>
<td></td>
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<td></td>
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<tr>
<td>MT.</td>
<td>600,000</td>
<td>1,870,000</td>
<td>2,470,000</td>
</tr>
<tr>
<td>SD.</td>
<td>250,000</td>
<td>300,000</td>
<td>550,000</td>
</tr>
<tr>
<td>WY.</td>
<td>200,000</td>
<td>300,000</td>
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<td>700,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>NM.</td>
<td>350,000</td>
<td>750,000</td>
<td>1,100,000</td>
</tr>
</tbody>
</table>

1 National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as sales directed by stations to national and regional advertisers. Data showing the amounts received from network and non-network time sales are compiled to avoid disclosure of individual figures.

2 Local advertising revenue was received from local advertisers who purchased time directly from stations.

3 Data other than number of stations are combined to avoid disclosure of individual figures.

General Mills on WBT
A DAILY total of 30 minutes for a year has been signed on WBT in Charlotte, N. C. by General Mills, Inc., Minneapolis. WBT is not carrying the General Mills hour program heard daily on CBS. On the WBT schedule are two quarter-hour transcriptions, Hymns of All Churches to promote Red Band and Betty B. & Bob for Wheaties. As a merchandising effort, General Mills has sent letters to all Carolina clergymen asking them to listen to the Hymns series and write brief comment. The program carries no commercial material except mention of the sponsor at beginning and end. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Dryden & Palmer on Mutual
DREYDEN & PALMER Inc., Long Island City (Gravy Master) on Sunday, June 14, 10:15-10:30 a.m. both mutual programs, with Bernie Ackerman and Louise Wilcher, over 3 Mutual stations (WOR, WFIL, WNAC). The program originates from WOR and the contract is signed for 13 weeks. Samuel C. Croot Co., Inc., New York, is the agency.

It's Your Dollar . . .
You'll get the most out of it in your next advertising campaign by spending 15 minutes with the dynamic little booklet, "Beyond A Shadow of Doubt."
Write for it now.

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.

Page 26
BROADCASTING • June 15, 1936

Washington's Own
L ocal station
Washington, D. C.

www.americanradiohistory.com
Copyright Measure Has Little Chance

Slight Flurry of Activity in House After Senate Scolding

A FLURRY in the Senate over the failure of the House to report out the Duffy Copyright Bill, which would strip ASCAP of its arbitrary powers and which has already passed the Senate, caused the House copyright subcommittee named to draft the bill to awaken from its lethargy during the week of June 8, but chances for its enactment still look slight.

After Senator Duffy (D-Wis.) assailed the House committee's dilatory tactics and threatened to have the Senate ratify the International Copyright Treaty, upon which his bill hangs, Chairman Sirovich of the House Patents Committee made several moves, but with adjournment of Congress expected by June 19 little chance is held out for passage. Sirovich named Rep. Kramer (D-Cal.) chairman of the subcommittee in lieu of Rep. Lanham (D-Tex.), who is at home to mend political fences. Then Kramer called a couple of meetings but had difficulty in getting together his committee of 10 members.

It was learned that the subcommittee will "attempt" to draft an amendment to existing radio law, rather than enact the Duffy Bill, as a temporary expedient. This amendment would cover such things as taming down of the present $250 statutory minimum damage provision, and would specify that copyright owners must give notice in advance of purported infringements before suing. Thus it would be restricted entirely to the alleged infringements mentioned in the notice, rather than the blanket threat of infringements on all numbers. Stations, and other alleged infringers then would be given opportunity to "cease and desist" from performing the numbers.

The subcommittee apparently is in substantial agreement that the $250 minimum should be reduced, and leave the amount perhaps to the discretion of the courts, except for a minimum of $25 or so. Presumably the plan for temporary legislation includes the reduced statutory damage provision, plus the requirement for notice. As far as is known, the subcommittee has agreed that the proposal for American entry into the International Copyright Union is undesirable.

In the Senate on June 8, Chairman Pittman (D-Nev.) of the Foreign Relations Committee served notice that at the next session he would seek ratification of the treaty whether or not accompanying legislation is enacted. He declared the treaty could not be ratified at this session because of the agreement that the Duffy Bill would not be enacted to make it possible for American entry on a proper basis.

Edgar Bill Becomes Head Of WDZ; Hull Manager

OPERATING under the direct supervision of Edgar L. Bill, owner of WMDB, Peoria, Ill., the WDZ Broadcasting Co., recently incorporated to take over WDZ, Tuscola, Ill., has announced the appointment of Clair Hull, formerly with WMDB. The station, established in March of 1921 and one of the oldest in the country, specializes in rural programs, operating with 250 watts daytime 1020 kc.

WDZ was sold by Mr. Bush, local grain dealer who with his wife established it, to the new corporation, retaining 25% of the stock, with 25% each held by Mr. Bill, Dale Morgan, Peoria attorney, and Horace Lohnes, Washington radio attorney. The purchase price for the 75% stock was $7,500. In addition, $20,000 is to be spent for a new transmitter, for which Jansky & Bailey are surveying for a site.

Here Next Month: 
Tru-Fidelity
by THORDARSON
Most Sensational Audio Development in Radio History

Augusta Local Sold
SALE of the stock in Augusta Broadcasting Co., licensee of WRDW, Augusta, Ga., local to Arthur Lucas, William K. Jenkins and Frank J. Miller, local theater men, was disclosed in an FCC application June 10. The purchase price was not stated. The transfer of stock from J. J. Powell, Louise Powell and A. Groom requires FCC approval. The price was $25,000.
The Bond Bakers selected "network" consists of 9 stations — in 9 active markets of special interest to General Baking Company, where intensive sales promotion is desired . . . Proctor & Gamble (Drene) "networks" its sales message over 5 stations. Drano, on the other hand, uses one! Kroger Grocery sells coffee through 10 stations, while Goetz Beer uses 20. Richfield Oil, on the west coast, lists 15 stations, and the Chevrolet Dealers campaign has 378. And they're all WBS outlets.

This gives you some idea of what you can do by "networking" precisely the markets you want, through the WBS method of selective broadcasting. A lot like setting up your own newspaper list, isn't it? And
your WBS discs are distributed to stations with the greatest of ease . . .

"WBS selective broadcasting" is another way of saying "highly selective marketing—unlimited marketing flexibility—definite marketing economy" . . . There's much more to this than meets the casual eye.

Give it your ear, too—and ask questions!

WBS facilities include: expert production assistance, when desired, for program building; station relations division, an aid in clearing time; shipping division, for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.
Sensing Summer Dollars
LIKE Fido's devoted master, pioneer radio advertising used to put on the muzzle when the first sniff of summer was wafted through the window. Unlike Fido, however, they didn't know what they were missing.

The summer sign-off habit grew as radio grew, with advertisers apparently ignoring the fact that people eat in summer, that they wear somewhat different clothing (a natural opportunity); that they wash their faces with soap; that they powder their noses; that they drive their autos more than ever (and listen to 3,000,000 auto radios); that they still like luxuries and need necessities.

But if any skeptical time buyers or advertisers still have any doubt about radio's efficacy as a summer sales inducer, we recommend to their attention the excellent promotion material that networks and stations are circulating. A few minutes with NBC's Good New Summertime (BROADCASTING May 15) or CBS' A Summary of Summer (June 1), to take two examples, will upset just about all the mildewed fallacies that have managed to survive the years of radio progress.

And if there are any who still are skeptical about both summer and daytime broadcasting, a glance at what Procter & Gamble—one of the biggest of all radio users—is doing in the daytime and in the summer, as described on another page, will prove enlightening.

Crackpot Haven
EVER HEAR of Housewives Inc.? Remember Gov. Talmadge's outpourings about radio—and GOP Chairman Fletchers'? Comes now the "Women Investors of America Inc.", holding a "finance congress of women" in Chicago this month, with the usual outcry against the radio networks, which declined to broadcast their sessions. Their conclaves for the good and sufficient reason that the ladies represent a minority group with no great popular interest.

Result: The usual charges of "red and pink and communist" influences dominating radio—and the usual run of press associations and newspaper stories discrediting radio. America best the prob of joining what would happen to our radio if each and every letterhead organization could command time on the air, if each and every zealot and crackpot was heeded in his demand for radio time? Well, anyone apparently can crack the pages of the newspapers with any outcry against anything pertaining to radio, but happily for radio the public can easily see through these obvious publicity seekers even if the city editors can't—or won't.

Convention Issues
BROADCASTERS have never been faced with a bigger crop of issues of basic importance than will confront them at the forthcoming NAB convention. Aside from such perennial matters as copyright, Audit Bureau and the like, the membership will be confronted with new and far-reaching matters. These embrace the movements afoot to have the government enter directly into the broadcasting field, the use of ultra-high frequencies for broadcasting, television and other new services, and the very existence of the NAB itself.

Ed Craney, operator of KGIR, Butte, has advanced an interesting point in his proposal that 5% of available time be allotted to non-profit organizations. All broadcasters are familiar with the onslaughts of certain groups to chisel station facilities, even though that issue at the moment appears dormant.

In the face of the opposition we know this proposal will arouse, we are inclined to feel that it has merit. Whether it should be in the way Mr. Craney proposes we are not prepared to say, but we do appreciate the necessity of working out a mutually satisfactory arrangement whereby the constant time demands of unqualified groups can be resisted.

One other proposition destined to develop at the Chicago sessions is that of the creation of separate, autonomous organization representing class groups in broadcasting. That, to us, appears to be a weak tack and one that might spell the doom of a strong industry trade association. Factionalism in trade association groups, as far as we know, has never worked efficiently.

Cash Discounts
THERE may be real merit in the proposal of L. T. Bush, secretary-treasurer of Blackman Advertising Inc., that stations generally adopt a 2% cash discount for payment of bills on certain dates. Practically all of the older established media allow cash discounts, which makes it possible for the agency to get its money promptly from its client and then promptly to remit to the medium.

While we like Mr. Bush's general idea and recognize its value, we do not believe that stations should allow the discount out of present rates, which would mean a 2% reduction in net. By and large, we believe, station rates are too low when contrasted to rates of other media and in the light of results achieved for the advertising dollar. Instead, it is our view that stations, in readjusting their rates, might figure in a cash discount so there would be no loss in net. Thus it would not cost the station anything to allow the cash discount. On the other hand, stations would benefit to whatever extent agencies took the NAB offer to take advantage of the cash discount due to slow payment.

With a rate readjustment to absorb the cash discount, the agency then is in the position of showing its client that the net cost is exactly the same as formerly, but that in order to get this net figure the client must pay his bills on a specific date.

We think the NAB would do well at its Chicago convention next month to consider seriously the suggestion advanced by Mr. Bush, but with the provision for absorption of the discount in increased rates.

Good Law or Bad?
FOR better or worse, the restrictive Davis Amendment, which for eight years has been on the statute books as an obstacle to the licensing of additional facilities when the regulatory authority wanted to deny such requests, has been repealed. Last March, when it appeared repeal was imminent, we stated editorially that whether it would serve for good or for evil would depend upon the manner in which it is administered. We said then:

"Now we look with some misgiving upon the impending repeal of the Davis Amendment. It served a good purpose because it prevented the indiscriminate licensing of new stations. It appears now that saturation has just about been reached in the broadcasting band and that few additional stations can be licensed. With the repeal of the Davis Amendment the FCC will find itself with a new power to allocate and license. We hope it will use that power judiciously and with an infinite degree of caution. Failure to do so might undermine the whole broadcasting station as it has grown up during the last 15 years."

"We feel now as we did then. We feel sure that Chairman Prall's statement that the FCC "will work to further the public interest in the development of radio," is just what it says it is. But we know that inevitably there will be pressure, political and otherwise, to ignore technical limitations and sound economics for the licensing of additional stations. Only by turning deaf ears to these entreaties can any great good come from the new law. If improperly administered, repeal of the provision can easily become a Frankenstein that will turn upon broadcasting and reduce it to an impotent, interference-ridden industry."
STEPHEN R. RINTOUL, station relations manager of World Broad- casting System, will leave the company July 16 with Mrs. Rintoul for a three-week vacation to look after the interests of the Canadian Northwest. He planned to conclude the trip in Chicago with the opening of the NAB convention.

SAM PIGGOTT, CBS vice presi- dent, left New York June 13 for his new farm at Flat Rock, N. C., where he plans to remain for the summer with his family. He disposed of his home in Rye, N. Y., prior to his de- parture. C. E. Nelson, has been named general business manager of United Press Associations.

BETHEL M. WEBSTER Jr., former- chief counsel of the old Radio Commission, on June 1 joined in a law partnership with former Municipal Judge Robert Worth Bingham's father, as the partner of the Fort Worth Advertising Club.

R. S. BISHOP, manager of KFJZ, Fort Worth, was named manager of the Fort Worth Advertising Club.

W. R. CLINE on June 1 was named sales manager of WLS, Chicago. Mr. Cline has been with WLS for five years as an announcer, radio program director, program writer, commercial copy writer, and for the last two years with the advertising department as assistant to Glenn Snyder, station manager.

VINCENT F. CALLAHAN, commercial manager of WRC and WMAL, Washington, is recuperating from an operation in Mt. Alto Hospital, Washington.

EUGENE CARR, assistant manager of KLIF, Cleveland, has resigned as ex-officio member of the public speakers group of the Great Lakes Exposition, dur- ing the latter's visit to Cleveland, has been invited to speak before service clubs throughout Northern Ohio on behalf of the Exposition, which is under way in Cleveland June 27.

CESAR SAECHINGER, European representative of CBS at London, and former secretary of the Queen Mary with Mrs. Saechinger, addressed the Overseas Writers Club of Washington June 4. He ex- pects to return to London in later June.

C. W. MYERS, manager of KONI, Portlaid, Ore., is making a tour of the country, combining business and pleasure, and attending the NAB convention at Chicago.

HARRISON HOLLWAY, who recently resigned as manager of KFIR, guards the home guard, is at the Los Angeles Advertising Club June 2 and June 4. He takes up duties as executive head of KFIR-KECA, Los Angeles. He has been a professional executive with em- ployes before leaving San Francisco.

DR. FRANKLIN DUNHAM, NBC educational director, is making a tour of the Chicago region Music Educators National Association at the Federal Congress, and also enhances the Chicago Exposition which is coming June 4. Dun- ham was named manager of the NBC staff two years ago by Edward J. McAndrews, president of the Exposition.

SIDNEY DORAIS, NBC general ac- countant in San Francisco, was named June 1 to Jesse Stevens, former NBC engineer.

PHILIP G. LASKY, manager of KNFL, San Francisco, has been promoted from junior executive in the New York sales office to senior grade in the U. S. Naval Reserve.

CLYDE COOMBS, NBC account executive of the radio department for the San Francisco Advertising Club for the past year, has been named re- porter. module, WJAD, general manager of KJBS, San Francisco Broadcasting Co., by the San Francisco Advertising Club. Members of the departmental commit- tee include Philip G. Lasky, market manager of KNFL; Edward J. McAndrews, vice-president; Tony Y. Aquines, general manager of KJBS, San Francisco Broadcasting Co.; Carlton Coveney, commercial manager of KJBS and KQW; Henry M. Mitchell, manager of KQW; Glenn Tiger, NBC account executive; Elmer J. Harrison, district manager, KPXX; Fred Naumann, manager of Champion Shoe Ma- chine Co.

TRACY MOORE, NBC salesman in San Francisco, has been named manager of KFIR, guards the home guard, is at the Los Angeles Advertising Club June 2 and June 4. He takes up duties as executive head of KFIR-KECA, Los Angeles. He has been a professional executive with em- ployes before leaving San Francisco.

JUNE 15, 1936 * BROADCASTING
GORDON KERR, known to radio as Don Kerr, is now working with Gar- nett G. King on the mainland for WJCA, New York. Until recently he was chief announcer of WTAI, where he has been heard on WOR, WAAM, WHK and WTM.

MARGARET HECKLE, for the last two years dramatic director of WCIO, Janesville, Wis., has joined the headquarters announcing staff of the Affiliated Broadcasting Co., Chicago.

WILLIAM HOLDBROOK, formerly of the Providence Journal and prior to that with the Springfield (Mass.) Republican, has joined the announcing staff of KYW, Philadelphia.

LOUIS SCHEFFER has been named publicity director of WRBC, Cincinnati, succeeding Chuck Wise, who resigned.

STANLEY SCHULTZ, recently in a number of Hollywood musical productions, has joined WPRO, Providence, as musical director.

AMONG announcers who have joined the staff of the Texas Centennial Exposition's Chaparral Network are James Crocker, formerly of WOAI, San Antonio; Daniel Smith, former continuity writer of KNOW, Austin, Tex.; Gertrude Gable, formerly of KMOK, Oklahoma City, who is handling copyright clearance and music; Louis Leavy and David Clark, formerly of Southeast Broadcasting System; Dudley Williamson, formerly of KBZT, Fort Worth, and West Coast stations.

FIRST YEAR — WTMV, East St. Louis, Ill., for the first birthday anniversary programs. Here is Bill West, manager, cutting the cake as Lester E. Cushing president watches. Members of the local Chamber of Commerce paid tribute to the rapid progress made by WTMV during the year.

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PETER de LIMA, associate director of the CBS Artists Bureau Inc., New York, will be transferred to the West Coast in July with headquarters at KNX, Hollywood.

PAGE GILMAN, 18-year-old son of Don Gilman, NBC Pacific division vice president, who is known as “Jack Bows,” who has been elected to Stanford's Hammer & Coffin fraternity made up of men on the concert circuit, has been a member of the radio writer's union. His first year's drawings appear regularly in the Stanford Daily.

LEW STARK, chief announcer of WHAM, Rochester, is taking a leave of absence for the summer due to illness. Tom Murr, known announcer and member of the dramatic staff, is taking his place.

MRS. DAVID TAYLOR, wife of the KGAR, Cleveland, announcer, is confined to an Ohio City, Ohio, hospital following an appendectomy. Mrs. Taylor is the former Alice Abbott (home counselor) of WCAR, Pittsburgh.

HAROLD HUGHES, formerly of WXYZ, Detroit, and recently added to the program staff of KGAR, Cleveland, has been appointed copyright manager.

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SOLVED!

the instantaneous recording
problems of station "A"

Presto Dramatically Tested In Actual Station Emergency

This political campaign is knocking our schedule into a cocked hat—we must have recordings of at least a dozen programs right away. We've got to get the help of a recorder!

Station "A", a midwestern broadcasting station, was in a tight spot—without a recorder at a crucial moment.

"Phone Presto!" the chief ordered. A few minutes later Station "A" was in touch with the Presto Recording Corporation in New York City. A frantic question—could a recorder reach them that same day? No—one half a continent's distance was too great. But Presto engineers offered a suggestion. "Get in touch with Station 'K' in a neighboring city and ask them to lend their Presto Recorder." Another long distance call—Station 'K', they learned, couldn't spare their Recorder—it was in constant use. They in turn, suggested Station 'M'. Station 'M' flashed, "Yes, ours is available!" Within the hour a Presto Instantaneous Recorder was being flown by plane from Station 'M' to Station 'A'.

NOTE—This is a short excerpt from the file of actual occurrences in which Presto has played a part in helping stations solve their instantaneous recording problems.

Presto...As an Onion of Prevention

The possibilities of emergency in your own station must not be overlooked. You, too, can enjoy the convenience and money-saving potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering Department for the most economical equipment. Whether you are considering the purchase of a complete Instantaneous Recorder or of a needle, rely on the carefully coordinated facilities of Presto...and remember the Green Seal Discs!

Manufacturers of Everything for Recording from a Needle to a Complete Studio Installation

Gates Recording Corporation
139 West 19th Street, New York, N. Y.

June 15, 1936 * Broadcasting
Mrs. Belmont Appointed To NBC Advisory Board

MRS. AUGUST BELMONT, New York social leader who before her marriage was prominent on the stage, on June 6 accepted Chairman Owen D. Young’s invitation to become a member of NBC Advisory Council, succeeding the late Mrs. John D. Sherman, former president of the General Federation of Women’s Clubs. Mrs. Belmont becomes chairman of Council’s committee on women’s affairs.


Here Next Month:

Tru-Fidelity

by THORDARSON

Most Sensational
Audio Development
in Radio History

WFBX Power Boost

WFBX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-foot antenna on its rooftop. Boost goes into effect as soon as a new transmitter at 109th St. N.W. can be completed. Programs that had been short- and long-wave will be broadcast in 19 languages.

WFIL ON ITS OWN
To Have Separate Equipment at Democratic Session

WFIL, Philadelphia, will have its own broadcasting setup at the Democratic party convention which convenes June 29 in Philadelphia Municipal Auditorium, according to Donald Wittycomb, manager, and will be the only local station represented by its own equipment. The broadcasts will be fed to Inter-City Group.

With its own booth on the speaker’s platform adjoining NBC and Mutual, WFIL will make all of its own pickups to enable presentation from a local viewpoint. The WFIL remote studio on the second floor of the auditorium building will serve as a liaison for delegates from surrounding states. Studios will be maintained at the Ben Franklin and Bellevue-Stratford hotels, convention headquarters.

Heading the WFIL staff will be Mr. Withycomb, aided by Roger W. Cripp, of the executive staff; Isabelle Hewson, feminine commentator; Al Stevens, chief announcer; Joe Connolly, head of the news bureau. Frank Becker, chief engineer, is supervising technical arrangements.

Mattress Firm Plans

SEALLY MATTRESS Co., Memphis’ (Sealy-rest mattress) will place eight, one-minute WBBM announcements on an unannounced list of stations shortly. Walker & Downey, Pittsburgh, placed the account.

KIRO STEPS UP—Clarence D. Martin (left), governor of Washington, closing the switch that increased the power of KIRO, Seattle from 500 w to 1,000. Others, left to right, are David Whitcomb, Seattle C. of C.; James Scavotto, member of council; Louis K. Lear, president of Queen City Broadcasting Co., owning and operating KIRO.

Budget for Advertising
Is Curtailed by Sunkist

THE California Fruit Growers Exchange, Los Angeles, which was to spend $648,763 for the fiscal year starting Nov. 1 on its advertising appropriation, will curtail its budget, handled through the Los Angeles office of Lord & Thomas. The original estimate of 23,085 cars of oranges has been revised to 21,000 cars for next season. Since the shipments will not amount to the original estimate, the advertising fund will decrease correspondingly.

The association’s share of money for advertising is based on five cents a box for oranges and ten cents for lemons, and not on the basis of the market price. The first of the year the group used the Sunkist Magazine of the Air and Golden Valley, transcriptions, in the East spots for a test campaign with the expectation of using radio to a larger extent next year. While executives of the exchange indicate that they were well satisfied with the radio test, the present plans for November do not call for any money to be spent in radio. Officials say, however, that if the budget becomes more flexible they will use a few spots for another brief test later in the season.

Social Work Conference
Lauds Radio Assistance

THE IMMENSE value of broadcasting in the furtherance of social welfare work was recognized formally by the recent annual convention of the National Conference of Social Work at Atlantic City, which voted its distinctive award for outstanding educational contributions in the field to WBBM, Chicago, for its Saturday With Other People’s Money series.

The programs, presented by WBBM in cooperation with the Council of Social Agencies of Chicago and written by Kaye McLaughlin, each week dramatize the work of a different Chicago charity from actual cases taken from charitable agency files. Production and supervision of the program is under the direction of John D. Fitzgerald, CBS Chicago public events and special features director.

WTQN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives

Covering the Tacoma, Seattle Markets

Sell Tacoma-Seattle at ONE Low Cost

KVI gives strong signal strength and CBS program preference over entire Puget Sound area. KVI’s transmitter, located midway between Tacoma and Seattle, gives ideal reception which results in “mailbag” results. 1000 watts 570 w.

Pioneer CBS Station in Pacific Northwest

WRITE FOR FULL INFORMATION AND RATES

Page 34

Broadcasting • June 15, 1936

www.americanradiohistory.com
State Operation of KOB Rejected and Station Is Sold to T. M. Pepperday

REJECTING the plan for state ownership and operation of KOB, Albuquerque, as a publicly owned vehicle for the State of New Mexico, the New Mexico State College of Agriculture & Mechanic Arts, licensee of the 10,000-watt station, which shares the 1180 kc. clear channel with KEX, Portland, Ore., has entered into an agreement with interests headed by T. M. Pepperday to sell the station for $60,000 cash conditional upon FCC approval.

Mr. Pepperday is publisher of the Albuquerque Journal, which has operated the station for several years under lease, and he is also business manager of the Rocky Mountain division of the Scripps-Howard newspapers. Scripps-Howard publishes the Albuquerque State Tribune and while it has no corporate interest in the Journal, it has a working arrangement with Mr. Pepperday.

Under the deal, the Albuquerque Broadcasting Co. is organized, with Mr. Pepperday as 100% stockholder, and with Reagen E. Brewer, business manager of the Journal, as an officer together with Mr. Pepperday. It is proposed to spend about $30,000 on improvements, and to make it available as a mouthpiece for the state and its educational institutions without cost. The station for some years has been operating at a loss.

Last January state officials were given a report by H. A. Engel, executive secretary of the National Association of Educational Broadcasters, recommending the operation of KOB on a non-commercial basis by a public advisory board with a faculty council and its support by a tax levy on the increased gas receipts derived from the tourist traffic its broadcasts might attract.

Beauty Mist Test

LINDSAY RIPE OLIVE CO., San Francisco, has appointed Doremus & Co., San Francisco, to handle national advertising for its Don Lin Roco Beauty Mist (cosmetic), and along with other media on June 10 started a 13 weeks test campaign on NBC-KGO, using five minutes participation thrice weekly in Hugh Barrett Dobbs' To the Ladies. Lucrezia Kemper is the agency account executive in charge.

Superior California depends upon its crops—the crops depend upon timely weather forecasts and the growers depend upon the weather service of Radio Station KFBK.
WJZ Radiator Plans Approved

Plans for the construction of the new 640-foot vertical steel antenna for WJZ, New York, were recently approved by the F.C.C. and bids for construction of the radiator are now being received by NBC. The single tower will be supported by two sets of steel guys and will be located on the same site as the present type of antenna with its two towers supporting the copper wire antenna.

The new radiator is expected to improve the WJZ signal. It is planned to have the radiator installed and in operation within the next five months. The tower will be painted in alternate strips of white and orange as an aid to aviation and at night it will be brilliantly lighted and topped with a flashing red aviation beacon.

Radio Employment Office Is Started in Cleveland

CLEVELAND Vocational Bureau, located in the Schofield Bldg., Cleveland, an old-line employment agency, has announced the establishment of the first employment agency for the broadcasting industry. This branch of its activities will be directed by Stanley F. Babington, formerly associated with various Cleveland stations.

The agency will act as a clearing house for the employment of radio executives, salesmen, announcers, engineers and artists, charging a fee of 10% for temporary positions or half of one month's salary for placements in permanent jobs. Artists and announcers will be required to file recordings of their work with their applications, these to be made available to station executives.

No More Records

THE Los Angeles Broadcasters Association on June 4 voted to place all arrangements for programs or announcements by civic groups, luncheon clubs, convention publicity and the like under J. Howard Johnson, radio consultant, as a clearing house. Discussion, without being put to a vote, was made on the demands of the American Radio Televisers Society. Discussion also centered around the American Society of Recording Artists. Three Los Angeles stations have signed with the group. It was the consensus among the broadcasters that they should act as a unit—all signing or all not signing—but no official action was taken. The Association voted to broadcast no more phonograph records.

DODGE DEALERS ASSN., Chicago, through Rathrauff & Ryan Inc., Chicago, after an absence from broadcasting, has resumed its Sunday Groom Dodgers trademark program on WBBM, Chicago.
More Freedom in Sponsored Broadcasts Hoped for in Proposed Canadian Change

By JAMES MONTAGNES

"WE AFFIRM the principle of complete nationalization of radio broadcasting in Canada. Pending the accomplishment of this, radio listeners will continue to be dependent on private stations, for much of their entertainment." This is part of Paragraph 7 of the unanimous report of the Parliamentary Committee on Canadian broadcasting tabled in the House of Commons May 26 by Arthur Beaubien, chairman. It apparently leaves little doubt as to the ultimate fate of broadcasting in Canada, but it does not eliminate private broadcasting at once.

The preliminary to the report shows that private broadcasting will have a long time on the Canadian air, for "it has been made evident to your committee that the establishment of national broadcasting in Canada presents many difficulties, for the correction of which time, experience, and large expenditures on a public scale will be necessary." This preliminary to the 1936 report was the conclusion of the 1934 report of another Parliamentary Administrative Change

THIS year's committee recommended the disbanding of the present three-man Radio Commission, to be substituted by a corporation on the lines of the British Broadcasting Corp., with a board of nine governors representing all parts of Canada, who would have the power to turn to the Canadian army a general manager and an assistant general manager. The governor would serve without pay and the general manager "should be an executive of an excellent experience in the field of radio broadcasting." He would be responsible to the board of governors. Possible governorship has been already mentioned but none have been officially named or considered, since the board of governors has not yet been appointed and the necessary legislation to create the commission has not yet been passed before parliament.

Gladstone Murray of the BBC and Reginald Brundy of NBC, have been named as possible holders of the position, simply because they are the only two Canadians outstanding in the broadcasting field with experience in large scale broadcasts. Only a Canadian will be picked for this position, and Murray has already been consulted by the previous government on the broadcasting problem. It may be that the board of governors may recommend a Canadian already in Canadian broadcasting.

The corporation is to have control of all programs, political and advertising, and broadcasting by private or publicly-owned stations, and all wire networks. It will not be part of the Civil Service, since the committee recommends full freedom for the corporation in the hiring and dismissing of employees. The corporation will be enabled to borrow sums up to $500,000 for the establishment from time to time of.

The control of licensing broadcasters, assigning wavelengths and power, collection of license fees, etc., will all be under the radio-telephone branch of the present Department of Marine (shortly to be a new Ministry of Transport). There is to be close cooperation between the Minister of Marine and the corporation.

Legislation is to be provided for the taking over of any private stations not interested in the value of the license or of the channel used by the station. No station has a proprietary right to be paid on compensation of any form will be paid for the cancellation of a channel.

The report mentions cooperation between the corporation and the Canadian Broadcasting Corporation, the government and the Canadian Press Association.

Legislation supplementing the report is expected to be passed at this session of Parliament, and it is recommended by the committee, which means an early operation of the new system.

The present three commissioners in being dismissed are expected to be looked after, especially by Chairman Hector Charlesworth, who has announced that a post will be sought under more "cogential" surroundings. Vice Chairman C. A. Chauveau also left his law practice while Commissioner W. A. Steel is expected to go back to the Signal Corps of the Canadian Army.

Toronto broadcasters are of the opinion that the new setup will not greatly affect broadcasting and perhaps give more freedom in advertising.

The recommendation for nationalized radio was the only solution possible for broadcasting from a political standpoint, it is said, since the Liberal Party first appointed the A.M. Commission to look into broadcasting. This commission recommended nationalization. Before legislation could be enacted the paddy was out of office, and the Conservative Party implemented the report by forming the present Radio Commission and started nationally-owned broadcasting. The present Liberal government was in the majority on the present committee, and other parties in the House of Commons are socially inclined, thus also in favor of public operation of broadcasting. Thus all government parties are recorded in favor of some form of nationalized radio service.

Of special interest is a clause in the report which recommends legislation enabling the radio branch of the Department of Marine to force owners of electrical apparatus interfering with broadcast reception to install equipment to eliminate the interference. It has 34 specially equipped cans throughout the Dominion hunting up this type of radio interference, but to date has no power to force owners of such equipment as oil furnaces, heating pads, flash signs, etc., to eliminate interference caused by the electrical equipment.

Must Have Radio

WHEN WMEX, Boston, moved from the Hotel Manager, the hostelry noted a considerable drop in business. Manager executives that New York advised the Boston management to buy time from WMEX and the hotel now is sponsoring Sportlights With Al Pierroti nightly except Sunday for a quarter-hour.

June 15, 1936 • BROADCASTING

Page 37
The Business of Broadcasting

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

STATION ACCOUNTS

WCAU, Philadelphia
Drug Trade Products Inc., Chicago (F. H. Keen, Koblach), 8 weekly sp., thru Benson & Ball Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly sp., thru Wade Adv. Chicago.
California Fig Syrup Co., Wheeling (proprietary), 4 weekly sp., thru Stack-Goble Adv. Agency, Chicago.

WIXM, St. Louis
Lambert Pharmacal Co., St. Louis (Listerine), 60 sp., thru Lambert & Feinley Inc., New York.
American Soda Baking Co., St. Louis (soft drinks), 150 sp., direct.
L. L. Smith & Co., St. Louis (women's ready-to-wear), 200 sp., direct.
Drug Trade Products Inc., Chicago (Pharmacare), 312 sp., thru Benson & Ball Inc., Chicago.
Frigidaire Corp., St. Louis (refrigerators), 15 sp., direct.
Pen-Jel Co., Kansas City, Mo. (jel, shaves, etc.), 200 sp., thru J. Potts Adv. Co., Kansas City.
Ship-Trade Products Co., Detroit (shoe polish), 100 sp., thru Chas. A. Mason, Detroit.

WXAC, Boston
Norwalk Tire & Rubber Co. Norwalk, Conn. (tires), 100 sp., thru Joseph Katz Co., Baltimore.

WAAB, Boston
Procter & Gamble Co., Cincinnati (Dreax), 5 weekly sp., thru Blackman Adv., New York.

KFRC, San Francisco

WBZ, Charlotte, N. C.

KDKA, Pittsburgh

From Life

"Somebody's been practical joking.

KIME, St. Louis

KEMO, Minneapolis (Red Band flour, Wheaties), 2 weekly sp., thru Ellett-Sample Hummel Inc., Chicago.

WHIO, Dayton
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 6 times, thru Brook, Smith & French Inc., N. Y.

KSFQ, San Francisco
Standard Oil Co. of California. San Francisco (gas and oil), 15 weekly sp., thru McCann-Erickson Inc., San Francisco.

WMAQ, Chicago

KGO, San Francisco
Lindsay Rice Olive Co., San Francisco (cereals), 3 weekly sp., thru Cameron & Co., San Francisco.

WGN, Chicago
General Mills Inc., Minneapolis (flour), 5 weekly sp., thru Blacket, Sample & Hummel Inc., Chicago.

WLS, Chicago
Acme White Lead & Color Works, Detroit (Michigan paints), 15 sp., thru Henri, Hurst and McDonald Inc., Chicago.


Corn Belt Hatcheries, Kanakakee, Ill., 3 weekly sp., thru Campbell-Sanford Adv. Co., Cleveland.
G. E. Conkey, Cleveland (poultry feeders), 24 sp., thru Critchfield Co., Chicago.


MAWU, Chicago

KMN0, San Francisco

KONO, San Francisco
Lindsay Rice Olive Co., San Francisco (cereals), 3 weekly sp., thru Cameron & Co., San Francisco.

KQWB, Chicago
Bulova Band, Chicago (pocket watches), 30 weekly sp., thru Klost Inc., Chicago.

WOR, Newark
Cameil Penn Co., Orange, N. J. (fountain pens), 2 weekly sp., thru Joseph Katz Co., N. Y.

WGN, Chicago
General Mills Inc., Minneapolis (flour), 5 weekly sp., thru Blackett, Sample & Hummel Inc., Chicago.

WGN, Chicago

WGR, Chicago

KQW, San Jose, Cal.
Schwartz Ginger Ale Co., San Francisco (Ginger ale), 2 weekly sp., thru Frank Wright & Associates, San Francisco.

KQVX, San Francisco

WEAN, Providence, R. I.

WGN, Chicago

WEAN, Providence
Sherwin-Williams Co., Cleveland (paint) 6 weekly sp., thru T. J. Maloney Inc., N. Y.

WEAF, New York

BROADCASTING • June 15, 1936

Page 38
New Business
FRIGIDAIRE SALES Corp., Dayton (refrigerator) on June 20 starts for 13 weeks. Clara Lu 'Em and orchestra on 30 NBC-Blue stations. Fridays 9:30-10 p.m. Agency: Lord & Thomas, Chicago.


DRTDEN & PALMER Inc., Long Island City, N. Y., on June 14 started Bernice Ackerman, Louise Wil-\bar{c}her on 3 Mutual stations (WOR, WNAC, WFTIL), Sun., 10-15-10:30 a.m. Agency: Samuel C. Croet Co., N. Y.

GOLDEN GLOW BREWING Co., San Francisco (beer), on June 6 started for 26 weeks The County Fair on 8 CBS-Don Lee stations, Fri., 8-3/90-00 p. m. (EST). Agen-\bar{c}y: Leon Livingston Adv. Agency, San Francisco.


LINCOLN & ULMER Inc., New York (Olive-O) cigarettes and cigars on June 19 starts for 12 weeks Sec-\bar{r}ets of Secret Service, dramatizations withCapt. Don Wilkie, narrator, on 3 NBC-KPO Pacific Red sta-\bar{t}ions, Fridays, 7:45-8:00 p. m. (PST), Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Renewals

RADIO CORP. OF AMERICA., New York (radio sets, etc.) on July 5 renews RCA Magic Key for 13 weeks on 50 NBC-Blue stations. Sundays, 2:30 p.m. Agency: Lord & Thomas, New York.

FORD MOTOR Co., Detroit (motor cars) on July 3 renews Fred Waring and His Pennsylva-nians for 26 weeks on 35 NBC-Blue stations. Fridays, 9:30-10:30 p.m.: Agency: N. W. Ayer & Son Inc., N. Y.

FORD MOTOR Co., Detroit (motor cars) on June 30 renews for 26 weeks Fred Waring and His Pennsylva-nians over 81 CBS stations. Tuesdays, 8-30-90 a.m.: Agency: N. W. Ayer & Son Inc., N. Y.

KAT JEWELRY Co., Oakland, Calif. (jewelry) July 20 renews for 32 weeks in The Key Matinee on NBC-


Network Changes
WASEY PRODUCTS Inc., New York, on June 9 shifted Voice of En-\bar{t}ertainment to 20 NBC network stations. Mon., Wed., Fri., 11:45-12 noon, Tues., Thurs., 7:35-7:30 p.m. Sun-half hour program has been can-\bar{c}elled.

S. C. JOHNSON & SON Inc., on June 20 shifts Fiber Mcgee & Mol-lie on NBC Red network, Mon., 8:30-8:30 p. m.

FREE TIME ASKED
BY ENCYCLOPEDIA
NATIONAL ENCYCLOPEDIA, 250 Park Ave., New York, has in-\bar{v}ited broadcast stations to donate five minutes time every week to a series of advertisements bearing the title Birth of the News. In let-\bar{t}ers to stations it is explained that the advertisements "are being of-\bar{f}ered without charge as an educa-tional feature of unusual listener interest."

A sample continuity contains these opening statements: "To un-\bar{d}erstand today's news, and to guess tomorrow's, you have to know yesterday's news, which is called history. The National En-cylopedia presents the facts of the past, to show the significance of present and the possibilities of the future."

The continuity closes with this: "So there's the background, from the National Encyclopedia, showing the far sources of today's news."

A post card is enclosed, ad-\bar{d}ressed to Edward Anthony, radio service editor, and it contains this provision: "We will be glad to re-\bar{c}eeve free of charge the weekly radio radio material of the News, and will use it with credit to The National Encyclopedia."

AFA Names Mrs. Proetz
EDGAR KOBAK, Vice president of Lord & Thomas and chairman of the board of the Advertising Fed-eration of America, announces the appointment of Miss Ethel Phyllis Proetz, vice president of the Gar-\bar{d}ner Adv. Co., St. Louis, and a member of the board of the Federa-\bar{t}ion who still held the unexpired term of vice president and chairman of the Council of Women's Advertising Clubs, left vacant by the death last month of Miss Josephine Snapp. Mrs. Proetz was elected to the AFA Board of the Federation for 1934-1935, and will assume term at the con-\bar{v}ention in Chicago in 1935. She is a prominent member of the Women's Advertising Club of St. Louis, served the club this past year as program chairman, and is president-elect for the coming year.

R & R Starts on WJZ
RICHARDSON & ROBBINS Co., Wilmington, Del. (boned chicken) on June 15 starts a musical program R & R Entertainers on WJZ, New York, 6:33-6:45 p.m., Mondays, Wednesdays and Fri-\bar{d}ays. The program is signed for 32 weeks. Charles W. Hoyt & Co., New York, is the agency.

CONSIDER-
Mr. Advertiser:
NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty. If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh
all put together.

Now WAAT exclusively caters to that local community pride and fur-nishes the local color that sells . . .

True, WAAT has a large audience in New York City, Brooklyn, West-chester, Long Island and States Is-\bar{r}land, but you can probably discount that if you wish—as we do—and con-sider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this terri-tory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for you.

WE HAVE THE FACTS
For instance, take:

CASE HISTORY #7
Nationally known pokey of Basted Fruit Juice—offered many cents—limited to one a family. Only 2,000 cards were made available for dis-tribution—set eight, two minute "play" toniances. 2,157 letters containing labels from his product.

CASE HISTORY #12
Manufacturer of hair preparation received 1,350 requests for booklet on top of the base—after twelve one minute "play" toniances. Close follow up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet. Followed up on one thousand listeners who received booklet.

CASE HISTORY #19
Local retailer with seven stores, used WAAT exclusively showed $95,000 increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

Page 39
AGENCIES AND REPRESENTATIVES

STANLEY G. ROYTON, advertising and promotion manager of WJR, Detroit, has joined with Frank M. Wurde, formerly with MacManus, Johns & Adams, Detroit agency, and V. L. Poleni, formerly with Detroit financial houses, in forming a new advertising agency in the Stephenson Bldg., Detroit.

BASIL LOUGHRANE, program director of Loll & Thomas, Chicago, went to Hollywood to audition announcers for Amos 'n Andy to fill in for Bill Hay during his vacation.

ROBERT A. SMALLEY, of Pedlar & Ryan Inc., has been named manager of the New York office of Joseph Kats Co.

GEORGE WELLK and Robert Colwell, of the New York office of J. Walter Thompson Co., have been transferred to Los Angeles to aid in the production of their Los Angeles Theatre of the Air, of which Cecil B. DeMille is director. Frank Woodruff, of the Los Angeles office, is production supervisor.

DANIEL H. STOREY-RICHARD F. BELLACK Adv. Agency has been formed at 1111 First St., Wauwan, Wis.

LORE THOMAS has elected the following officers: Albert D. Lanning, president; Sheldon R. Coons, executive vice president in charge of New York office; Dan Francis, executive vice president in charge of Pacific Coast office; David M. Noyes, executive, in charge of Eastern office; L. M. Massin, vice president in charge of European offices; Albert W. Sheer, M. H. Hackett, Thos. M. Kersey, Edgar Kohak, vice presidents; Wm. H. Sachtke, secretary-treasurer.

WIFE SAVER—That’s the role Allen Prescott plays in a new NBC-Red series sponsored by Manhattan Soap Co., New York, for Sweetheart toilet soap and soap flakes. For more than three years Prescott has played his role of kidding housewives into engaging household duties and showing them detours around drudgery. He got his start on WINS, New York. Peck Adv. Agency, New York, has the Manhattan Soap Co. account.

W. C. BEAMONT, of Beaumont & Hohnan Inc., San Francisco, is in Alaska combining business and pleasure and will return to his desk in June.

ROGERS PORTER, recently added to the radio production department of the Siegal-Girfenbek Adv. Agency, San Francisco, is in charge of his connections with the organization.

WALTER BIDDICK Co, station representatives with offices in Los Angeles, San Francisco, Seattle and Denver, has been appointed Pacific Coast representative for the new Chatley Newspaper stations, KOL, Reno, Nev., and KGW, Portland, in addition to KFRC, Sacramento, and KFJ, Fresno.

DONALD A. PREYER, radio advertising executive of Suburban General Adv. Agency, San Francisco, has announced his engagement to Miriam Jane Labin of Fort Worth. The wedding will take place in August.

TOM HICKMORE, formerly publicity director of KFJ, San Francisco, and KQW, San Jose, Calif., is doing freelance research work for various San Francisco advertising agencies.

DAVE STREICH, staff pianist at KYW, San Francisco, has resigned to join Blakett-Semple-Hummer Inc., Chicago.

WIND, Gary, Ill., announces appointment of Steininger Inc. as Eastern representatives.

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Form Script Service
HEADED by Charles S. Maxwell as sales manager and Burke Boyce, formerly NBC continuity editor, as production manager, a new script service has been formed in New York to offer a regular syndicate service of programmes. It is called Radio Production Programs, 250 Park Ave., and its first copyright offerings are Saturday Highlights and Good Morning Neighbor! The Voice of Science. Prices are graduated according to station power and plans are under foot for group station sales to national advertisers.

New Houston Agency
STEELE ADVERTISING AGENCY Inc. is a newly organized concern at Houston, Tex., which not only handles the Duncan Coffee Co. and Coby-Ost Theatre Cereals Inc. accounts but also has installed a recording service. It will also produce programs and handle talent. Officers of the new firm are W. Wirt Steele, president; W. M. Rid- dick, vice president, and Samuel H. Peak, secretary-treasurer.

Davis Amendment
(Continued from page 13)

censes and modifications and renewals thereof, when and as far as there is demand for the same, the Commis- sion shall act upon the distribution of licenses, frequencies, hours of opera- tion, and payment of fees. They have gone on to point out that States and communities as to provide a fair, efficient, and equitable distribu- tion of radio service to each of the

This provision replaces not only the Davis Amendment but also the provision added in the Communications Act of 1934 authorizing the licensing of 100-watt stations without regard to the Cota provisions. This provision was designed to place stations in areas not having service. However, it is now apparent that there are not enough number of stations to go into淘汰. The result of the Cota provisions, or a total of 645 licensed outlets. This compares to 555 when the Communications Act was approved in 1934 with its 100-watt station provis- sion. In addition, however, there are approximately 360 applications pending for new stations, many of them from newspapers or local news agencies. Most of these obviously will go into淘汰 because of conflicts with regulations, improper financial responsibility, lack of need for additional facili- ties and the like.

KEHE, Los Angeles, has tenta- tively adopted a ruling of handling small local accounts only through a recognized agency. It will be tried several weeks on an experimental basis.

You can’t win with 6 OARS.
You’ve simply gotta have Balanced Coverage...

...and that’s just one of the important things you get from KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO -OAKLAND

WE can talk a lot more than we do about audience, because we’ve just got to talk about. But here’s the big point. From all over Northern California, mail comes in proportion to the distribution of radio homes. KSFO covers the area like a size eight hat on a size six head.

KSFO—Russ Building, San Francisco
Philip G. Lasky, General Manager
National Representatives:
JOHN BLAIR & CO.

YOU’LL GET CLEAR THROAT COVERAGE ON WHAS

YOU’LL SELL A TREMENDOUS MARKET OVER 50,000 WATTS.

Every Broadcast Almost National

Owned and Operated by The Courier-Journal and The Louisville Times

BROADCASTING • June 15, 1936

Form Script Service
HEADED by Charles S. Maxwell as sales manager and Burke Boyce, formerly NBC continuity editor, as production manager, a new script service has been formed in New York to offer a regular syndicate service of programmes. It is called Radio Production Programs, 250 Park Ave., and its first copyright offerings are Saturday Highlights and Good Morning Neighbor! The Voice of Science. Prices are graduated according to station power and plans are under foot for group station sales to national advertisers.

New Houston Agency
STEELE ADVERTISING AGENCY Inc. is a newly organized concern at Houston, Tex., which not only handles the Duncan Coffee Co. and Coby-Ost Theatre Cereals Inc. accounts but also has installed a recording service. It will also produce programs and handle talent. Officers of the new firm are W. Wirt Steele, president; W. M. Rid- dick, vice president, and Samuel H. Peak, secretary-treasurer.

Davis Amendment
(Continued from page 13)

censes and modifications and renewals thereof, when and as far as there is demand for the same, the Commis- sion shall act upon the distribution of licenses, frequencies, hours of opera- tion, and payment of fees. They have gone on to point out that States and communities as to provide a fair, efficient, and equitable distribu- tion of radio service to each of the

This provision replaces not only the Davis Amendment but also the provision added in the Communications Act of 1934 authorizing the licensing of 100-watt stations without regard to the Cota provisions. This provision was designed to place stations in areas not having service. However, it is now apparent that there are not enough number of stations to go into淘汰. The result of the Cota provisions, or a total of 645 licensed outlets. This compares to 555 when the Communications Act was approved in 1934 with its 100-watt station provis- sion. In addition, however, there are approximately 360 applications pending for new stations, many of them from newspapers or local news agencies. Most of these obviously will go into淘汰 because of conflicts with regulations, improper financial responsibility, lack of need for additional facili- ties and the like.

KEHE, Los Angeles, has tenta- tively adopted a ruling of handling small local accounts only through a recognized agency. It will be tried several weeks on an experimental basis.

You can’t win with 6 OARS.
You’ve simply gotta have Balanced Coverage...

...and that’s just one of the important things you get from KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO -OAKLAND

WE can talk a lot more than we do about audience, because we’ve just got to talk about. But here’s the big point. From all over Northern California, mail comes in proportion to the distribution of radio homes. KSFO covers the area like a size eight hat on a size six head.

KSFO—Russ Building, San Francisco
Philip G. Lasky, General Manager
National Representatives:
JOHN BLAIR & CO.
UNIVERSAL BRANDS, New York (Vita-Comb toothpaste) has named Monroe F. Doane Inc., Newark, as its agency and is planning a radio campaign.

MALTEX CEREAL Co., Burlington, Vt. (Maltex) has named J. M. Mathes Inc., New York, to service its account.

H. D. LEE MERCANTILE Co., Kansas City (McManus) has transferred its account to J. Stirling Getchell Inc., Kansas City.


HUBBARD MILLING Co., Manhattan, Minn., radio user, is placing advertising through Addison Lewis & Associates, Minneapolis.

FIDELIO BREWERY, New York, has named Street & Finney Inc., New York, as its agency.

EKARIT & BECKER BREWING Co. Inc., Detroit (beer), has named C. F. McIntyre & Associates, Detroit, to handle its account.

ATLASS BREWING Co., Chicago, has shifted its account to Sellers Service Inc., Chicago.


SAMAUEL P. FASS Co., New York, distributor of Fryer's British tobaccos, is planning a radio campaign to be placed by Le Poer Trench Inc., 3112 Fifth Ave., New York. Newspapers also are to be used.

PRESCRIPTION LABS Inc., Detroit (K-R-Fen tablets, etc.), using radio, is advertising through Charles A. Mason Adv. Agency, Detroit.

LOFT Inc., Long Island City (candy) has appointed Erwin, Wasey & Co., Inc., New York, to handle their advertising account. The Shirley Wyman Public Health Laboratories radio program on Inter-City and WEP is being serviced by Neft-Rowe, Inc., New York.

ANGOSTURA WUPPERMAN CORP., Norwalk, Conn. (bitters), has appointed the Long Advertising Agency, San Francisco, to direct its advertising in the California advertising. Radio is being considered along with other media.

VOIGT PROST BREWING Co. (beers) has placed its advertising account with C. E. Rickard Adv. Agency of Detroit. A widespread introductory campaign for the new Voigt-Prost's beer is contemplated.

Conover Starts Rep Firm

H. K. CONOVER Co., a new firm of station representatives, has been started in Chicago with offices at 360 N. Michigan Ave. H. K. Conover, head of the firm, was formerly with Ferguson & Ashton, Chicago, and was associated with WIND, Gary Ind., and WDZ, Tuscola, Ill. With him in the new firm are E. H. Conover and associates.

Collect Pickups

THE Collins Carpet Cleaning Co., Cleveland, used an announcement campaign on WGAR to advertise its collection service on rugs to be cleaned. A WGAR announcer unwittingly read "pickup" instead of "collection" and the next day the company drivers collected plenty of overdue dollars because housewives referred to the radio announcement and demanded that the drivers take up the rugs and deliver them to the cleaning establishment. Strangely enough, the rug company didn't seem to mind because the volume of business warranted the overtime costs.

FTC Stipulations

STIPULATIONS to cease from certain advertising practices have been signed with the Federal Trade Commission by Wyeth Chemical Co., Jersey City, agreeing to revise claims for Freszone corn remover; E. L. Knowles Inc., Springfield, Mass., agreeing to limit claims for Rubine; Pino Co., Warren, Pa., agreeing to limit claims for cough medicine. The Commission charged Plough Inc., Memphis, with violating the law in its advertising of St. Joseph Aspirin; Soap Lake Products Corp., Soap Lake, Wash., with exaggerated claims for Mother Nature Soap Lake Salts.

Thad Brown Gets Degree; Lincoln U. Receives CP

A NEW broadcasting station for the university and an honorary law degree for the commencement speaker were exchanged at commencement ceremonies June 1 at the Lincoln Memorial University, Harrogate, Tenn. FCC Commissioner Thad H. Brown delivered the address and had conferred upon him the honorary degree of Doctor of Laws. At the same time he was made a member of the board of directors. At the conclusion of his address, Col. Brown presented to the University a construction permit for a new 100-watt full time station authorized by the FCC on 1210 kc. channel at its meeting May 28. Col. Brown paid tribute to the university for its foresight and initiative in keeping pace with modern scientific achievements by application for the station, which was granted without a hearing. Present at the commencement exercises were Former Gov. Myers V. Cooper, of Ohio, Senator Bone (D-Wash.), and Maj. A. V. Dalrymple, FCC legal staff.

SINCLAIR REFINING Co., relinquished the Southwest group from its June 8 NBC-Red network program to permit A & P, holding the opposite spot on NBC-Blue, to salute the Texas Centennial.

* * *

KEX—Oregon's most powerful Radio Station—operates on 5000 watts both day and night, covering the Oregon market like a "circus tent". It is the Bus of Boys because it reaches a potential audience of 1,142,251 listeners, in an area where buying power is one-third more than the national average—and at one of the lowest time rates in America! KEX 5000 WATTS—1180 K.C.

KANSAS CITY, MO.

KCMO

WMTV E. ST. LOUIS

KCAW KANSAS CITY, MO.

KWTO SPRINGFIELD, MO.

YOU NEED THESE THREE

... TO SATURATE THE MISSOURI MARKET

National and Regional accounts are finding the "Missouri Triangle" a profitable investment—It increases turnover for their products and services, and creates new outlets.

Write any station listed below for rates and time available.

KWTO - KGBX SPRINGFIELD, MO.

KCMO KANSAS CITY, MO.

WMTV E. ST. LOUIS

June 15, 1936 • BROADCASTING
A SERIES of programs arranged to salute 14 cities in 14 states—Carter, poetry, brighter WMCA. softball programs. These weekly broadcasts have been arranged with mayors and Chambers of Commerce in each city. The first program, May 31, was dedicated to Harrisburg, Pa., and Mayor John A. F. Hall delivered a short address. EDITORIAL comment on civic affairs is a new feature started on a sustaining basis as the Editorial Voice of WMCA over the Washington local, which has engaged Charles Ben- tol, capital newspaperman, for the nightly five-minute program. The program is an opinionated commentary distinguished from a news feature. A STATE softball tournament for both male and female teams will be staged in Fort Worth in September by WRAP, Fort Worth, and the Fort Worth Star-Telegram. At present WRAP is broadcasting a series of softball programs.

THE Early Risers Club, 7:30 a.m., on WJSA, New York, includes the brighter side of the news, homey poetry, dance transcription and programs interpretive. Bob Carter, sports announcer, handles the program. Anniversaries of historical dates, birth anniversaries and important events in history, and similar facts are given.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Now—Double Business in the WWNC area!

From now to September, tourists and summer folk will flock to cool Asheville and Western North Carolina. Double population—double business! Get your share—by using WWNC.

SPECIAL PROGRAM—WHAT Philadelphia, on May 25 celebrated the 100th anniversary of the Dorottay Orchestral Broadcast. C. Warren Kett has announced nearly all of the programs. Participating are, left to right, back row, C. Warren Oelsby, Chester a' Beckett, Ralph Minton (director); middle row, Howard Brown, Edith Goodman, Edythe Roday, Ruth Sheehan, Ann Mary Lawler (script writer), Millie Mackenzie (production manager); front row, Paula Markmann, Doris Sagendorph, Jeanette L. Vertner and Dixie Lee (script writers), Alma Mackenzie.

KFAC, Los Angeles, has invited five Los Angeles orchestras for guest periods of one week each. Listeners will be asked to register their preference, with the winning group being appointed as the regular orchestra in July.

KBEQ, St. Joseph, Mo., received 43,319 votes in a recent 13-week amateur contest sponsored by Coates Loan & Investment Co. St. Joseph. Votes were in the form of cards and letters. The hour program has been renewed by the sponsor for 52 weeks.

WFBL, Syracuse, has completed a series of seven broadcasts in the form of a contest for schools. Each week a series of 25 questions were asked of four teams of students each representing a different high school. The team winning at the end of the series received a trophy from the station. The individual who scored the highest in each test was awarded a separate prize. Ann Mary Lawler, a winner of the contest, was also honored with a plaque of appreciation.

WTMY, E. St. Louis, has started Everybody Sing, patterned on the lines of old community sing. It is carried by remote from the Majestic Theater and station both promoting it.

LEE WILEY, songstress, on June 10 made her CBS debut with a week-long quarter-hour sustaining program. She is also heard on the Tuesday night Nocturne programs on CBS.

A NEW program on KNX, Hollywood, titled On the Dog, is used to sample skits and drama material that have been filed. The series will also show the KNX audience's program preferences.

ARTHUR R. LINDBURG, Westinghouse dealer in St. Louis, is sponsoring a 15-minute tie-in program with the Muny Opera productions over KMOX every Sunday evening. The program is devoted to telling the story of the forthcoming opera which opens the following evening.

THE Tent Listening broadcasts of WBBM, Chicago, which is being conducted by the station's "man on the street" introduced a new wrinkle. John Harrington, the announcer, is stationed under the grandstand of the Chicago Field and immediately after the last out of each game he will interview the fans. Questions of general baseball knowledge and incidents of the day's play will feature the broadcast. Programs are sponsored by Nelson Brothers Storage & Furniture Co., Chicago.

A NEW program on WFBL, Syracuse, broadcasts religious news. Titled Religious Signs of the Times, half of the program covers "religion in the news"; the other half consists of an interview with a Syracuse pastor who tells the interesting anecdotes in his experience. Programs are conducted by Rev. Henry Harrison Hadley, of the New Berlin Episcopal Church.

THE True Stories of the New York State Police as presented by the Rochester Gas & Electric Corp. on WHAM, Rochester, are to continue through the summer months. Arthur P. Kelly, public relations manager of the Corporation, announced that the weekly presentations will continue on WHAM during the summer months. WHAM's audience expresses a desire for this dramatic type of program.

COMPLEMENTS casting, costume, and production of the sketch in Reddog, a kiddie revue which opened at the Minnesota Theatre in Minneapolis for an entire week starting June 12. The program was provided by the WCCO Artists Bureau. It was announced this week by Al Sheehan, director. Assisted by two former theatrical production men, John Kenney, managing director, and Jack Kilmartin, stage manager, both members of the WCCO Artists Bureau staff, the lending theme is exemplified in the stage show by means of a stage sketch which appears as a giant radio receiver. Child performers will enter the stage through the loud speaker, giving the effect of a television performance.

EIGHT graduates voted "the most likely to succeed" from eight universities and colleges in the metropolitan New York area, were interviewed on WNEW, Newark, June 10, by one of the station's announcers, John Kenney, elected "The most likely to succeed" a few years ago. According to Al Sheehan, he is a radio announcer.

KMTF, Hollywood, for the summer months will stage its programs from the transmitter at Cahuenga & Santa Monica Blvd. and will temporarily close its studios on the United Artists lot in Hollywood.

BECAUSE of the increased cast employed on Fire Star Final and other dramatic programs, radio station WMCA, New York, the quarters allotted to the dramatic department on the 12th floor of the WMCA Building have been enlarged. In addition to larger space for script writers and reference library, a new rehearsal studio is being equipped for the department.

KNX, Hollywood, has started Re- wailing of the Sirens, a weekly program in the form of a radio salute to each State in the Union. Edward L. Mann will write scripts with the cooperation of the Federation of the State Societies of California, Van Nuys Memorial Park Association sponsors the series with the Dan R. Miner Co., as

ROBERT G. SOULE, vice president of WFBF, Syracuse, lectured to the radio class at Syracuse University. During his talk he told the students of the Program Builders series planned for WFBF in which listeners were asked to build good radio programs and vie for prizes. Mimeographed sheets prepared for distribution during this contest were distributed in the classroom and the students went to work on building programs. The sheets listed transcription numbers, themes features, advertising opportunities, etc. Each student was asked to build a 25-minute program of continuity and music and send two copies besides the announcer's card could be used if the student wished to include short dramatic segments in the script. The free program; the professor kept the programs for grading, and, included the market in the year's grade.

A NEW program, Speaking of Women, on WINS, New York, features prominent women in interviews by Grace von Hoffman.

Business doubled over last year

Reason—Results "ASK GEORGE ROESLER"

WLBC—Muncie
Payne Reappointed

PRESIDENT Roosevelt on June 3 sent to the Senate the nomination of George H. Payne, New York Republican, for a seven-year term as a member of the National Broadcasting Company.

Mr. Payne

Payne's original two-year term was to expire July 1. His nomination was confirmed by the Senate June 8. Mr. Payne, who is a member of the Telegraph Division, last month published a book titled The Fourth Estate and Radio and Other Addresses, which included his recent speeches before university groups in which he severely criticized certain practices in the broadcasting field.

Federal Radio Activity Expanded as Two More Programs Are Launched

IN PROMOTING educational broadcasting, the U. S. Office of Education, already on the air with five network programs, will cooperate with New York University in September in a six-week experiment, culminating in script writing, production, music and directing technique which will be given during the course, which lasts from July 8 to Aug. 10.

The Federal radio activities, financed by a $75,000 allotment from the Works Progress Administration, are budgeted through the summer and employ some 75 persons, most of them celled from relief rolls. Production has been shifted from Washington to New York because of talent availability but administrative details still are handled in Washington under the direction of William D. Boutwell, who handles the Office of Education's radio demonstration projects.

If further funds are obtained in the autumn, plans for audience research and group instruction by radio probably will be carried cut, perhaps augmented with visual instructions.

Five programs are now being broadcast on networks by the Office of Education. They are:

NBA-Red—Have You Heard, Tues. 2:45 p.m. (EST).
NBA-Red—Answer Me This, Thurs. 4:30 p.m.
NBA-Red—Education in the News, Mon. 6:30 A.M.
CBS—Safety Musicians, 5 p.m. The program is just a month old.

NBA-Blue — The World Is Yours, newest of the productions, Sundays 10:30-11 a.m., 12-noon, in cooperation with Smithsonian Institution.

Mr. & Mrs. F. M. Lindley, of 244 Oak St., East Montebello, Cal., became the parents of a 6½ pound boy late in May and have named him Don Lee Lindley in honor of the Don Lee Broadcasting System.

Five Newcasts Daily
Amateur Hour—Radio Plays
Carnivals
Showmanship in Broadcast-
ning make

1000 Watts
KGVO MISSOULA
1250 Kc.
A Popular Radio Station

W - I - N - D

560 Kc. — 5,000 Watts Day — 1,000 Nites

"The Tip-Top Spot on the Dial"

ANNOUNCES

the appointment of

SLEININGER, INC.

as eastern representatives
at 350 Madison Ave., New York City

Hibbard Ayer, Mgr.
Telephone Murray Hill 2-2046

National Advertising Office
201 North Wells St., Chicago
Telephone State 5472

Studios—504 Broadway, Gary, Ind.

Ford Billings in West

TO ADVISE on the plans for the new KEHE, Hearst Radio station in Los Angeles, Ford Billings, manager of Hearst's W.A.E., Pittsburgh, spent latter May and was to spend most of June in and around Los Angeles and San Francisco, where Hearst operates K.YA. Mr. Billings' assignment was largely in the nature of "trouble shooting", according to official sources, and he will return to Pittsburgh late in June.

N.B.C. is organizing an All-American orchestra to encourage music-making in the home and in groups, with Ernest La Prade synchronizing performances all over the country by radio.

Voice of Longview, Tex.
waves for broadcasting — namely from 180 to 210 kc., and also the long-wave channels of 520, 550 and 540 kc. On these frequencies are operating government, ship and other non-broadcasting services. While it is well recognized that these channels are ideal for broadcasting purposes, the services on them are so well entrenched as to give little possibility of their assignment for broadcasting.

In the high range, the NAB recommendation seeks assignments in the bands from 25.6 to 28.6 megacycles for aural and facsimile services; from 38 to 38 for aural and facsimile; from 38 to 56 for television; from 62 to 64 for aural and facsimile; from 64 to 94 for television, from 94 to 100 for aural, facsimile and frequency modulation services, and from 100 to 120 megacycles for auxiliary broadcast service such as point-to-point relay for broadcasting, synchronization, mobile voice and facsimile pickup. In the bands ranging from 180 to 1600 kc., the NAB recommendation is that they be used both for aural and for facsimile transmission. This evidently envisages the day when facsimile will be made available to conventional receivers will pick up photographic material during the early morning hours or when the aural or sound transmissions are silent.

Mr. Baldwin further specifies that a minimum of 25 experimental television channels of 6 megacycles width be set aside in a manner consistent with the needs of other services, beginning at about 130 megacycles. These are to be used for the testing of internationally agreed broadcasting bands be enlarged with the objective of eliminating or reducing interference.

The Baldwin recommendations were so devised as not to interfere with the amateur band now in use from 50 to 60 megacycles, and with the Army and Navy channels now in use between 56 and 62 megacycles.

In a letter to his board members on June 2, Mr. Baldwin explained that since it was necessary to file the FCC hearing notice by June 1, he had "precluded for obtaining prior board approval".

RMA vs. NAB Demands

The recommendations of the Radio Manufacturers Association, representing set manufacturers, originally were in sharp conflict with those of the NAB. Originally, the RMA sought a continuous band ranging from 36 to 90 megacycles, with the objective of developing a "channel" television and ultra-high receiver. At a meeting of RMA executives called by Mr. Baldwin, the RMA recommendations were modified to specify a band from 30 to 42 megacycles, and from 42 to 60 megacycles for television with the amateur band from 56 to 60 left undisturbed. In the service areas, RMA recommended that the standard broadcast band range from .5 mc. (500 kc.) to 1.6 mc. (1,600 kc.) as against the present range from 550 to 1,600 kc. Then it proposed that there be a continuous band for ultra-high frequency broadcasting and facsimile ranging from 37 mc. to 42 mc.

"It is recommended, continued the RMA exhibit, "that all assignments to aurals broadcasting be made eligible for commercial facsimile broadcasting as an adjunct service (midnight to morning operation)." It also recommended that the band from 37 mc. to 42 mc. be allocated to aurals broadcasting and facsimile broadcasting as a primary service, assignments to aurals broadcasting to be made at the higher end of the frequency band, and the division of the band between aurals and facsimile broadcasting to be made as the future needs of these services will indicate."

In opening the hearing, Mr. Prall said the general purpose is: (1) To determine the present and future needs of the various classes of service for frequencies above 30,000 kc., with a view toward ultimately allocating such frequencies to services; (2) To secure for the public and the Commission a deeper insight into the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the service of the public; (3) To guide experimentation along more definite lines as may be justified from the evidence presented at the hearing.

(4) To review present frequency allocations to services in the radio spectrum below 30,000 kc., and (5) To assist the government in its preparation for the International Telecommunication Conference at Cairo in 1938.

"Neither individual application of individual assignments within service bands are relevant at this hearing," he declared. "For example, the detailed question of the relation of high power or cleared channel broadcast stations versus lower power regional stations is not relevant at this hearing. Such matters may more properly be taken up at hearings which the Commission proposes to hold at a later date, on more detailed matters such as frequency assignments to stations within the broadcast frequency bands."

This hearing will deal with development trends, general procedure and frequency allocations to services. At this hearing the Commission is interested in the relationship between frequency allocation, and the design, manufacture and sale of radio equipment.

"We are, and we believe everyone else is, tremendously interested in intelligent estimates of the future trends of radio. For example, will the trend of practical application of radio to the general public be confined to the greater and more effective use of ultra high frequencies by extensions of the use of such frequencies be confined naturally to new services such as television, facsimile broadcasting, two-way police communication, aids for blind landing of aircraft, etc.? In estimating trends, it seems that we should also take into consideration the possible effect a new service may have upon an established service.

"For instance, assuming that television ultimately will be practical, what indirect effect would it have upon broadcasting, and would this effect be as such as to result in the use by regular broadcast stations of the ultra-high frequencies for urban service rather than the existing medium frequency broadcasting band? In this connection it must be remembered that we must safeguard the public's investment in receivers, and give consideration to the investment of the industry in existing facilities for the production and transmission of programs. Hence, we are particularly interested in information relative to this phase of the problem."

Some feel that, ultimately, through the progressive development of facsimile transmitters and receivers, it will be entirely

**WAY OUT IN FRONT**

When it comes to giving large sales returns for the money invested, KWK is way out in front and just breezing along. Through definite concentration on the St. Louis market, we are able to show extremely satisfying results....
practicable from a technical standpoint to print a newspaper in the home. I do not think it entirely feasible to anticipate such an application of radio to the service of the public in the future, because news as it is primarily upon speedy communications for the collection and dissemination of news to the public. In other words, time-saving is an absolute necessity and news loses its value as a marketable product immediately after it has become known to the public. Therefore, if there should be developed a practical facsimile receiver for home use at a reasonable cost, newspapers might desire to make use of this system to distribute news to the public, and if such news distribution system proved to be practical from both technical and economic standpoints, provided such a service proved to be of sufficient importance, demands might be made on the government to endeavor to provide space in the ether for this service to the public. On the other hand, to the day it is the consensus of opinion that such a development is unlikely to occur, there would be no great need for extra space.

"As is well known, there is a physical limitation on the number of frequencies in the region which are available for assignment at a given time for use in one area, depending on the existing state of the art.

Crowded Traffic

"IN ADDITION to this physical limitation, this Commission has placed upon its administrative limitations in making allocations of frequencies to commercial and private agencies. For example, the Interdepartment Radio Advisory Committee must determine the needs of the various government departments or portions of the radio spectrum, and in the construction we hope that the evidence presented here by commercial enterprises will be of assistance to the I. R. A. C. in arriving at a just balance between government and commercial uses of the radio spectrum, and that as a result thereof the I. R. A. C. will present a constructive recommendation to the public for the distribution of frequencies with respect to allocation of frequencies to the various government services.

"Likewise, in so far as international communications and interference are concerned, we are bound by Article 7 of the Regulations of the Telecommunications Convention of 1932, held at Madrid. The Regulations will be in effect until superseded by international agreement to be made at the coming Conference at Cairo in 1938."

Mr. Prall explained that in addition to securing agreements among nations on the distribution of frequencies, it is necessary to work out amicable agreements within the various American nations, on use of frequencies. These regional agreements, he said, will have a specific bearing upon ultimate allocation of frequencies.

Commander Craven called the hearings a "crossroads", where the government and the radio industry are meeting to consider the radio problems of the immediate future. He sketched briefly past radio development and experience in the hope that it may be useful information to use in our present planning for the future radio technique and its application to the service of the public."

Arriving at conditions today, he said that the developed portion of the radio highway "is badly congested from 10 to 20,000 kc. and rapidly becoming so between 20,000 and 30,000 kc., as well as in each portion allocated to individual classes of service."

"We also find that there are demands for new services such as television and facsimile for both ordinary communications and broadcasting. We find also that aviation is requiring more frequencies to afford better navigation in the air, and hence greater safety of life in the aeronautical industry. With the increasing use of modern developments by criminals of today, we find police departments all over the country feel that they need radio in order to facilitate the detection and prevention of crime. Demands are increasing for public service telephone service both in marine and overseas circuits. We also know that the government must keep abreast of progress in its direct use of radio by the various departments and bureaus.

"Fortunately the scientists at this time have shown us that the useful portion of the radio frequency spectrum can be increased, so that we may soon have available frequencies from 10 to about 100,000 kc. The band from 100,000 kc. to 200,000 kc. while still in the laboratory, shows signs of soon being valuable for practical applications, and in the band from 200,000 to 500,000 kc., we can see probabilities of future practical application to the service of the public. The spectrum from 500,000 to 10,000,000 kc. lies before us in the dim future, and I am unable to say anything about it, except to express faith that science can conquer it ultimately."

"The vacuum tube is useful today on frequencies up to about 100,000 kc., although improvements must be made in the efficiency of its operation thereon. Vacuum tubes for use on higher frequencies are in the process of development, and while there are extreme difficulties which may make permanent accomplishment a matter of slow progress, I see no reason why the engineering talent of this country, as well as of the world, cannot also solve that problem ultimately."

Government Needs

"AMONG the important obstacles to be overcome is that of man-made interference, such as created by automobile ignition systems, X-ray machines, diathermy apparatus, and other industrial electrical apparatus. These can be overcome by effective cooperation between engineering scientists, all industry, and the government, and if the public demand for satisfactory radio is sufficiently great, I have no doubt of the successful solution of this phase of future radio problems."

"So brings us to today, when there are about to take place three important events which might affect the radio industry as a whole. The first is the fact that certain government departments feel that they have sufficient information with respect to the efficiency of the new portion of the spectrum to invest large sums of money in equipment to be used therein, and are desirous of obtaining allocation of certain frequencies for their exclusive use."

"It has been suggested that the Interdepartment Radio Advisory Committee, which is a committee consisting of representatives from various government departments and is charged with making recommendations on frequency allocation to the President, be called together this summer for the purpose of ascertaining what allocations of frequencies in the new portion of the spectrum should be made to the government services. Their conclusions will form

CONVENTION—The NBC radio facilities at the Cleveland GOP convention, with 53 microphones, were assembled as shown in the chart (upper left). The NBC nerve center at the GOP session was in the master control booth (upper right), where (left to right) Bob Trout, announcer, Ben Trago, control engineer, and Henry Grossman, chief engineer, were on the job. With them in the booth is a big "demonstragraph" developed by CBS to show the amount of noise on the floor. Edwin K. Cohan, CBS engineering director (lower left), with a portable transmitter and candid camera combined in a Graflex chassis. Lower right is Robert Morris, NBC development engineer, with a tiny NBC microwave transmitter.
To Give Greater Value! A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID (Your Name in Gold 25c Extra)

National Press Bldg.,
Washington, D. C.

BROADCASTING

In BALTIMORE they listen to MARYLAND'S PIONEER BROADCAST STATION WFBR

In BALTIMORE they listen to MARYLAND'S PIONEER BROADCAST STATION WFBR

The Story of the Ambitious Soup-Maker

PHILLIPS DELICIOUS is good soup... and Colonel Phillips wants to tell the world about it.

In Baltimore he picked Station WFBR to do the job. Every week day at 8 A.M. "Phillips Delicious" sponsors the morning broadcast of Trans-Radio Press News.

Started on February 28, 1935. By February 28, 1936, over 10,000 housewives had joined the Phillips Jingle Parade. Today Phillips is still on the air, and still going strong... to continue for many years to come in a new building.

BROADCASTING • June 15, 1936

P. LORILLARD Co., New York (Briggs tobacco) on June 1 started its second five-minute show. It will resume the nights a week on WFBM, Indianapolis, with Ben Riley of the station as announcer. It will continue for the remainder of the baseball season. Lennen & Mitchell, Inc., New York, placed the account.

To Completely Control the Puget Sound Market

Use Both of Seattle's Pioneer Radio Stations

KOMO | KJR

NBC-Red | NBC-Blue

National Representatives — EDWARD PETRY, CO.

Page 46

www.americanradiohistory.com
### Appeals Is Filed by KNX To Reversal of Decision Awarding Libel Damages

An appeal from the decision of the Los Angeles district court of appeal, which on June 2 reversed the decision of the lower court awarding libel damages to KNX, Hollywood, from the Los Angeles Times, has been filed by Lawrence Bellenson, counsel for KNX. The appeal is being carried to the state supreme court.

KNX last fall was awarded $2,500 compensatory and $1 punitive damages by a jury in superior court after a trial in which the station sued the newspaper for $500,000. This judgment was reversed on the newspaper's appeal, the appellate court holding that the mere fact that an article is unpleasant or hostile does not make it defamatory.

The suit grew out of an editorial in the Times aimed at KNX in connection with the newspaper-radio controversy over the broadcasting of news, in which KNX took a leading part in the early days of the radio-news squabble. The Times had eliminated KNX program schedules, later reinstated.

### Nebraska

- outstanding in income from live stock and grain crops
- FIRST in "farm income per capita"
- whose towns and cities, backed by exceptional farm wealth, offer one of the richest markets for your products
- is unusually easy to cover—all or any section.

**WRITE for Nebraska Facts**

May we mail you complete data about the rich Nebraska market—and prove of radio's remarkable pulling power in this state? Write the association office or any individual station shown below.

### MISSOURI VALLEY BROADCASTING ASSN.

**Omaha, Nebraska**

- **KOW** Omaha, Neb.
- **KOLI** Omaha, Neb. and 150 km.
- **KFOR** Lincoln, Neb.
- **KMBZ** York, Neb.
- **KFG** Kansas City, Mo.
- **KGW** North Platte, Neb.

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For THE first time within the recollection of practitioners before the FCC, an examiner of that agency has taken cognizance of the "network commitments" of affiliated stations in clearance of time, using that as the primary basis for a favorable recommendation for allocation of full time to an "independent" station which might better serve local needs.

Examiner Melvin H. Dalberg, of the FCC, in a report made public June 1 on the application of WHB, Kansas City, for full time on 1120 kc. in lieu of its present daytime assignment on 850 kc., discussed at length the use of time by networks over the principal outlets in Kansas City. In his conclusions, he said:

"In order to render a local service to listeners in Kansas City and the surrounding area, a regional station such as proposed by the applicant operated upon an independent basis, would be to the interest and advantage of the community involved. The record in this case clearly shows that the other stations now broadcasting stations now serving Kansas City, which are of the highest excellence in their respective spheres, cannot satisfactorily render a local service at daytime by reason of their network commitments.

**Room for Independent**

"BECAUSE of these commitments and the use of their time at night in this connection, it is not believed that the other stations now operating in the Kansas City area would be adversely affected from an economic standpoint by the granting of this application inasmuch as it is obvious that a large percentage of evening broadcasts on the two regional stations now operating at night consists of network programs."

Mr. Dalberg brought out that the respondents' opposition to the WHB application, with one exception, "predicate their opposition largely upon the fact that the granting of WHB's application would result in increasing competition to their stations, a curtailing of their business and a consequent reduction in their incomes." He added that an analysis of the typical week's programs broadcast by these stations "indicates that such condition is not entirely correct." Further, he said, it appears that should the application be granted WHB would be in a position to offer Kansas City advertisers desirable nighttime hours "which are not available to them from other regional stations because of network commitments."

WHB for several years has sought full-time operation, but has been blocked by quota and other technical barriers. The case on the new application was heard April 9 by Examiner Dalberg, with KMBC, WDAF, W9XBY WJBO and WLB opposing.

J. H. McGILLYRA, 485 Madison Ave., New York

**Representatives:**

JOHN KETTLEWELL, Palomino Bldg., Chicago

**Columbia Station**

**5000 WATTS**

**WWVA**

**1160 Kilocycles**

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*MISSOURI VALLEY BROADCASTING ASSN.*

**Omaha, Nebraska**

- **KOW** Omaha, Neb.
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- **KGW** North Platte, Neb.
Sound Effects (From Life)

Extensive Library—Approximately 500 effects

Custom-Built Transcriptions

Commercial Plating

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Write Us Your Needs

Gennett Records (Div. of The Starr Co.)

Richmond, Ind.

The Good Old Summer Time

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

THE GOOD OLD SUMMER TIME is also transcription time.

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

BILL, MACK AND JIMMY 100 episodes
ADVENTURE BOUND 65 "
HOLD THE PRESS 65 "
*REPORTER OF ODD FACTS 100 "
*YESTERDAY BRINGS YOU TOMORROW 39 "
CONTRACT BRIDGE SERIES 78 "

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

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Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

BROADCASTING • June 15, 1936
WARNER BROS. music publishing houses, which have indulged in an orgy of infringement suits against broadcasting stations, have instructed their counsel to discontinue 40 actions against CBS affiliates alleging infringement of That Old-Fashioned Mother Motion Picture, which Warner Bros. had been broadcast as a part of a network program.

This action seemed to lend credence to repeatedly published reports that Warner would return to ASCAP, from which it withdrew Jan. 1 and caused a furor of unprecedented proportions on copyright performance. In some quarters it is openly stated that Warner will be back in ASCAP by July 1.

Motions to discontinue the actions, it was learned June 12, now being made in the various jurisdictions in which the suits were filed. Counsel for the Broadway stations in the various suits is continuing to apply to the court for payment of costs and counsel fees to them by ASCAP. Time is running short and, it is anticipated, Warner will pay not only the expenses of their own attorneys, but also the defendants court costs and lawyers' bills.

Based on Wrong Tips

IT IS GENERALLY felt that a proportionate amount of the infringement suits filed by Warner houses, asking upwards of $250,000 in damages, are based on erroneous information. It is anticipated that Warners will have to follow the same course as many of the similar suits in large number of the pending cases. Many of the infringement suits were filed haphazardly and without any investigation.

Thus far it is known how much the Old-Fashioned Mother blunder will cost Warners. It is anticipated, based on previous experience, that the cost to Warners will be at least $250 per case. The amount has been based on the costs, and the highest is in a case where Warner local counsel is of the opinion that 50 cases is too many and will not go to court at all. The amounts granted will depend upon the local judges. There also must be taken into account payments by Warners to its own counsel and the costs. The Old-Fashioned Mother motion picture costs Warner between $15,000 and $20,000.

The actions involved in the Old-Fashioned Mother action were KSKO, KNOX, KOMA, KSCF, KQY, KRYQ, WADC, WBNS, WBRC, WBT, WBBM, WCAU, WDAE, WDBO, WDNW, WGN, WLS, WOR.

Four Programs Sign Off In Latter Part of June

BOTH the General Motors Concerts and the Ford Sunday Evening Hour are signing off for the summer this month, although it had previously been announced that the former at least would remain on the air through the year. The General Motors concerts were originally scheduled on the NBC Reds-net programs Sundays 10-11 p.m. terminate with the June 21 program, but on July 12 in September, The Ford programs on CBS sign off with the June 21 program, although both Fred Waring programs on the network through through the summer.

Harold F. Ritchie & Co.'s Eno Crime Cues, on NBC-Blue since January, 1935, quits with the June 21 program. The new Berman and Remakoff evening program with Jack Hylton on NBC-Blue terminates June 28. The Josie Goldberg Mothers on CBS Monday nights with Guy Lombardo's orchestra ends with the June 29 program.

Cigar Features News

EXTENSION of its radio campaign to a list of 19 stations has been disclosed by Webster-Eisenlohr Inc., New York (Tim Moore, Henrietta, Girard and Cinco cigars). Among new programs managed by Webster-Eisenlohr Inc. are: A. K. KLZ, Denver, three daily 15-minute night news reports from June 6, 8 and 10; KSO, Des Moines, and WMT, weeknight 15-minute INS news reports from June 15; WOAI, San Antonio, Sunday night 15-minute Transcontinental news reports from June 7; KRLD, Dallas, six weekly night 15-minute INS news reports from June 8; WTMJ, Milwaukee, Monday through Friday night 15-minute UP reports from June 1; WGN, Chicago, Quin Ryan's Sunday night 15-minute special from June 28; WOR, New York, May 31. In addition, for Cinco cigars, the company started May 1 its Up to You Hour on WBZ, New York. The company is handled by Cecil, Warwick & Cecil, New York.

1,000 Watts for WFIL

WFIL, Philadelphia, on June 12 was authorized by the FCC to increase its power from 500 w. to 1,000 unlimited time, provision being made on installation of a vertical antenna, removal of transmitter locally and installation of new equipment. The station has been receiving full power since May 1.

Minit-Rub Placing

BRISTOL-MYERS Co., New York (Minit-Rub) is planning a series of 6 weekly spot announcements to be placed in Louisville and Des Moines. The campaign is handled by Young & Rubicam Inc., New York.

Schrafft Takes Muzak

THE Schrafft store on E. 57th St., New York, is the latest commercial client of Muzak Inc. wire radio service.

AMERICAN OIL Co., Baltimore (Amoco) is starting a series of six weekly RCA transcriptions in some 20 stations in its Eastern territory.

FCC Sets Hearing On 500 kw. Pleas

Will Consider Applications at Special Session Sept. 24

A GENERAL hearing before the FCC Broadcast Division on applications for authority to use super-power of 500,000 watts was ordered set for Sept. 24 by the FCC Broadcast Division at its meeting June 12.

Now pending are five applications for authority to use super-power of 500,000 watts, that KLYW, Cincinnati, world's most powerful station. The applicants are: KXK, Los Angeles; WGN, Chicago; WHOL, Des Moines, and WJZ, New York. It is expected that other applications for this power will be filed prior to the hearing.

Rule Change Involved

IN DESIGNATING the September date the Broadcast Division is presumably pending, applications procedure similar to that followed in 1930 when it heard applications for what are now the two clear channel station power of 5,000 to 50,000 watts. The present regulations authorize the use of super-power to be used on clear channel regulation is but 50,000 watts. To permit these other applications to be heard will have to be a revision of the provision raising the power limit.

The Broadcast Division has during the last two years has proved the efficiency of super-power operations to be successful, although for 50,000 watts and uses the additional 450,000 watts on an experimental basis. The experience of the latter has shown the range of coverage of the station increased more than three to one with the tenfold increase in power.

The Broadcast Division paved the way for consideration of super-power applications in May when it denied pending, and the procedure for the breakdown of three additional clear channels. Definitely involved in these cases are proposals for realignment of the broadcast structure through regions where there are several channels and horizontal increases in the powers of stations on both regional and local channels.

NBC Salute to Press

NBC on June 29 will join with Mergenthaler Linotype Co. in a Salute to the Modern Newspaper on its Blue Network, broad cast during the winning script of Charles A. Wright, in journalist Lincoln Steffens, in the $500 prize contest conducted by the Mergenthaler Co. The judges were: Dr. Johnson Smith, T. Nelson, Kenyon & Eckhardt Inc.; William S. Rainey, NBC production manager, and Marion E. Perry, managing editor of The Editor & Publisher.

Mail School Tests

A TEST campaign of two quarter-hour spots, 40 to 60 stations and 10,000 test listeners through six weekly RCA transcriptions in some 20 stations in its Eastern territory.

www.americanradiohistory.com
A NEW GIANT master control desk and new studio control panels have been installed and placed in operation in the NBC Chicago studios.

This is believed to be the first time such a comprehensive substi-
tute, NEW, has been carried on at a vital point in the networks without interruption to normal operations.

**Giant New Control Desk** in NBC Chicago Studios
Bull for Prize
A PEDIGREEED bull from the prize Wisconsin State Reformatory herd is the prize in the limierick contest sponsored on WTAQ, Green Bay, Wis., by T. S. Streeter enter in the contest in large numbers, knowing the ranking of the reformatory’s famous Holstein herd.

Gillette Renews Renuw

Gillette SAFETY RAZOR Co., Rochester (electric fans) has renewed for an extensive series of participation on Yankee Network News Service over the entire Yankee Network. The contract calls for 219 participations, 10 announcements weekly, twice daily on Mondays, Wednesdays and Fridays in the morning and once daily on Tuesdays, Thursdays, Saturdays and Sundays in the evening. The announcements are heard over the entire Yankee Network including WNAC and WAAB in Boston; WEAN, Providence; WORC, Worcester; WMCA, Springfield; W J.C., Bridgeport, and New Haven; WATR, Waterbury, Conn.; KSWB, Dundalk; KGW, Portland; WBZ, Boston; WKBW, Buffalo; WOR, Newark, N. J., and WORC, Worcester; W ORS, Providence, and WAAB, New York.

Big Samson-United Series

SAMSON-UNITED Series Corp., Rochester (electric fans) is planning a WBS transcription announcement campaign on 100 stations, including 2 daily announcements with 3 minutes use for Donahue & Co. Inc., Rochester, has the account.

British Broadcasting Corp., which unlike the U. S. network places no restrictions on the broadcasting of transcriptions and recordings, has a gramophone library of about 25,000 tiftles in duplicate, reports Radio Times.

Kellogg Co., Battle Creek, Mich. (cereals) on June 29 shifts The Singing Lady with Irene Wicker on an NBC-Blue network from Chicago studios to Radio City.

Maj. Armstrong Granted CP for 40 kw. Apex Test

MAJ. EDWIN H. ARMSTRONG, New York inventor of the superheterodyne circuit and other important contributions to radio, on June 12 was granted a construction permit by the FCC to build a 40 kw. station, peak power, using the 86,500 and 111,000 kc bands for experimental work.

Major Armstrong has developed a new ultra-shortwave system of frequency modulation which he has been demonstrating to engineers and will explain at the FCC June 15 hearing on apex allocations. The Armstrong system is said to permit operation of a large number of apex broadcast stations up and down the nation and eliminate interference to a hitherto impossible degree.

Agency Men Resist

Two important agency resignations were announced during the last fortnight—Bennett Larsson resigning as radio director of J. Sterling Getchell & Co., New York, and W. L. Chesman resigning as vice president in charge of radio for Donahue & Co. Inc., New York. Successors were not announced.

Lava Soap Testing

PROCTOR & GAMBLE Co., Cincinnati (Lava soap) is staging a test campaign on WEAN and WJAR, Providence, R. I., using WBS transcription announcements. Blackman Adv. Inc., New York, is the agency.

ExACT FREQUENCIES

are easier to get
are easier to hold with

Scientific Crystals

Scientific Radio Service Crystals are ground to an accuracy of BETTER THAN 0.1% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

The Best costs No More—So Insist Upon SCIENTIFIC RADIO SERVICE CRYSTALS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Doped in tantalum all the harder in 650-1000 KC. band. Frequency drift is limited to 1 in 130,000,000 cycles per degree centigrade change in temperature.

50.00

Two Crystals, 500

Approved by F.C.C.

Write to Dept. B-662
for price list.

Scientific

Radio

124 Jackson Ave., University Park, Hyattsville, Md.
Extra-Broadcast Rules Approved
(Continued from page 22)

respects he reflected the arguments advanced by Prof. George.

After Mr. Baldwin's original opposition to promulgation of the regulations on "so short notice", Comdr. Craven said he thought the best procedure was to place them in effect tentatively, and that if they proved too harsh there would be plenty of opportunity to modify them. He explained that the June 15 hearings might produce evidence which would make it advisable to revise the rules, but that it was deemed most desirable to have the new allocations and the tentative rules on the books at this time.

The apex rules precipitated the main discussion. Mr. Ring brought out that there are already 28 stations licensed while 60 new applications are pending. Mr. Baldwin contended that extreme caution should be exercised and he questioned the writing of very temporary or indefinite rules. He said he felt there would be definite regulations preceding entrenchment of stations in apex broadcasting. Heavy competition among stations immediately would result from the promulgation of the rules.

The requirement for dual announcement of call letters over all experimental stations operated in conjunction with regular stations was a subject of discussion. It was contended that in many cases this would mean the hiring of additional men at stations simply to make station identification announcements over the experimental outlets. The rules as written specify that separate announcements shall be made over each facility, Mr. Ring declaring this is necessary to enable monitoring stations to identify the experimental outlets. The objections were taken under advisement.

There was much discussion over phraseology of regulations. P. J. Hennessy Jr., NBC Washington counsel, contended that certain of the rules specifying that licenses shall receive no compensations either directly or indirectly for experimental operations, might because of phraseology, become serious since indirectly all regular stations profit from use of experimental stations.

There was discussion of the possibility of limiting the number of apex licenses to be allocated to particular cities in order to bring about an "equitable distribution". This developed after Mr. Baldwin had observed that there probably would not be enough apex assignments to go around. Mr. Ring declared that a proposal on limitation of allocations would be made to the Broadcast Division.

In pointing out the lack of licenses, Mr. Ring announced that one change already had been decided upon as a deviation from the rules as written. He said the FCC would not specify the aural and visual channels which would be assigned licensees under the rules until after the June 15 hearings. It was then that Dr. George protested the scrapping of television station assignments on the lower band. He argued that while the picture is not so good, rural coverage is afforded. The day might come, he said, when two or three superheterodyne television stations on these low bands might cover the country. When this claim was challenged by George, he said that possibly one way of procuring the service would be that of establishing government-owned television stations in the rural field. While at present it appears that the ultra-high service will be purge, he said, of all operations which may come which will make possible rural service also.

Economic Angles

The QUESTION of economics in television also was raised. The FCC defined its policy toward rural coverage, it was brought out, probably would not be able to attract any attention. Mr. Ring, however, announced that either government service, or possibly the sponsorship of national advertising, would be the answer.

When Mr. Baldwin asked whether there would be enough television channels to go around, Chairman Ring asserted there would be a period of experiment. He said it was determined that the television station would be prepared for new applications, and that the FCC would be prepared to consider this and other possible situations that might arise.

After a round of discussion on Dr. Jolliffe's formal motion to postpone the effective date for 90 days, on the ground that "no harm" could come from the postponement, Chairman Ring announced the matter would be submitted to the FCC Broadcast Division. Simultaneously, he said, the other suggested changes would be taken up by the Division. He explained that all licensees who oppose the rules have the recourse of protesting them and thereby bringing about formal hearings before the Division.

The text of the new rules was published in the June 1 issue of BROADCASTING. At present 277 stations licensed in the various services are affected, but Mr. Ring estimated that eventually 600 to 700 stations will be assigned in these bands.

At the close of the June 8 hearing the following:


Dr. L. B. Jolliffe, RCA Visor Co.

E. K. Coban, CBE.

Charles Colman, NBC.

T. Purcell, General Electric Co.

E. Gregory and W. F. Darrell.


James W. Baldwin.

N. Peary and Harry R. Lubeke, Don Lee Broadcasting System.

John V. V. Hogan, W2XK, Long Island City.

Philip T. Farnsworth and Frank J. Sponsler, National Television Inc.

A. F. Murray and John R. Holland.

Philo Farnsworth & Television Corp.

Dwight Skaggs, Short Wave Institute of America.

William Kelly and A. Q. Rantf, WFBF, Baltimore.

Frank H. Bedell, W2FF, Philadelphia.


S. E. Warner, W2XY, Waterbury, Conn.

I. R. Hewlett, W2XY, Baltimore.

H. C. Scott Jr., W2XK.

Markard Marquart, W2CFL, Chicago.

John Fetter, W2XZ, Kalamazoo, Mich.

E. E. Johnson, W2ML, Martin Loue, Junee.

WCAQ, Baltimore.


Paul A. DeMar, Yankee Network.

D. W. Wellerup, W2WCM, Milwaukee.

F. W. Redway, W2WL-S2AI, Cincinnati.

W. G. Scripps and C. H. Bessey, W3JY, Detroit.

Prof. E. H. George, W3XG, Purdue Uni. West Lafayette.

Harvey Harvey, KFAB, Omaha.

R. L. Jacobson, W2KAT, Minneapolis.

Ray B. Hamilton, St. Louis Star-Time, Mo.

E. J. Kees, W2HG, Spring City, Tenn.

WBEN, Buffalo.


From an unsolicited letter by Jay P. Board of Radio Station KBTM, Jonesboro, Arkansas

"We are thoroughly pleased with the operation of our new Truscon Vertical Radiator. We conducted a test program on our regular broadcast schedule and switched from our old aerial system to our new tower...at the same time making an announcement of the switch-over and asking our listeners to let us know of any difference in reception they noticed on their receivers.

"Listeners reported they noticed interference from other stations before the new tower was put into operation but that our station is now perfectly clear and our signal drowns out the other stations completely.

"Naturally, we are very much gratified with these results. We feel that a Truscon Vertical Radiator is a valuable investment for any station regardless of its power."

Truscon Self-Supporting Vertical Radiators utilize assigned power with maximum efficiency. Night fading is eliminated. Truscon offers expert co-operation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design of a Truscon Vertical Radiator to meet YOUR station's requirements.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO
If you are unfamiliar with the location of the Truscon sales offices in your locality, write to Truscon Steel Company, Youngstown, Ohio.
Anniversary Programs, Contests Arranged for NBC Tenth Anniversary

SPECIAL programs, contests and prize awards, with all of its affiliated stations participating, are being planned for the six months leading up to Nov. 15 when NBC will celebrate the tenth anniversary of its founding. Each of the 97 NBC stations will be asked to display the NBC tenth anniversary plaque, with most of the celebration being done by broadcasts.

More than 200 special programs, including salutes from all countries of the world, and additional days, are being planned. Prizes will be awarded for the best children's program scripts submitted, and each prize will be paid to the local radio stations.

This contest, first of a planned series of various contests, closes Sept. 1. The winners will be announced Oct. 19.

It was on the night of Nov. 15, 1926, that NBC first got under way with a hookup of 23 stations from Boston to Kansas City. The network was formed, according to the statements of Chairman Earle D. Young at the time, primarily to stimulate the sale of radio receiving sets, and with hardly a thought that program sponsorship would develop it to the point of being a lucrative enterprise on its own. Yet from the date of opening through the year 1932 it grossed $3,760,010—a figure which grows to $31,149,931 for the year 1936.

YOU and I

........ both know there are always openings for good radio men who know what "it is all about".

I have a very successful record both as sales manager and general manager. Have excellent reasons for wanting to make change. Will be glad to discuss it with you at the Chicago Convention in July. Let's get together.

Box 496

BROADCASTING
A FULL 25% of the broadcasting time of THE NATION'S STATION is devoted to non-commercial features of an educational, religious, or service nature.

The preparation and selection of these WLW service programs receive the careful attention commensurate with their wide importance.

WLW has every evidence that these service features are of tremendous value in building and retaining the vast audience tuned to THE NATION'S STATION.
LIKE many other modern stations, WFBM has increased its power, and now offers a high fidelity signal to a greater number of listeners than ever before.

WFBM originally used a 1 KW RCA Transmitter. Later, finding that increased power would be a distinct asset, WFBM took advantage of RCA's basic plan of coordinated transmitter design, and added a 5 KW RCA Power Amplifier without scrapping its original equipment.

This typifies the great flexibility and maximum economy offered by the RCA plan of coordinated design. Whenever you desire to expand, RCA Transmitters can be added to like a sectional bookcase. Thus, RCA protects your station against obsolescence and costly replacement. Furthermore, these units are matched to produce a signal of the highest fidelity at all times. Each is backed by unlimited research, unsurpassed engineering skill ... and—by the greatest organization in the entire field of radio—RCA.