WELCOME TO A GREAT RADIO CITY!

We're mighty happy here at WGES to join with Chicago's other radio stations in extending a genuine welcome to all in attendance at the NAB Convention!

Chicago is a great radio city — or shall we say a city of great radio stations. WGES is proud to be one of these radio stations, the one that carries more local accounts than any other.

Here, your welcome is sincere indeed!

Cordially,

Gene T. Dyer
General Manager
BY PROTECTING stations on the same and adjacent frequencies, WBNX in New York City covers its most densely settled service area with a four-fold increase in power. This is made possible only through the application of modern methods of radio engineering.

WITH THE USE of a Directional Antenna, properly designed and located, you can concentrate your signal into any given service area, thereby increasing your milivolt strength in centers of population and at the same time materially reducing interference.

We invite your inquiries on interference, antennas, field strength surveys, or any phase of radio engineering.

HERBERT L. WILSON
CONSULTING RADIO ENGINEERS

260 E. 161st St.
New York City

WRITE FOR FREE BOOKLET TODAY
Outstanding Features

1. Two phase filament for AC operation.
2. Improved emission characteristics, giving lower distortion.
3. Filament operates at lower temperature, with resulting longer life.
4. Shielded grid mounting reduces corona.
5. Elements are treated with new process, which eliminates gas flashes.
6. Higher mutual conductance permits lower driving power.

Announcing!

The RCA 892

Developed especially for

AC OPERATED
HIGH FIDELITY

Broadcast Transmitters of 5 KW Power

LONGER LIFE
GREATER RELIABILITY

Standard RCA Water Jackets will accommodate this new Transmitting Tube.

The improved Jacket and insulated mounting shown in the illustration can be furnished at very low cost to those stations not having RCA Jackets.

Write for complete technical information on this tube to determine adaptability to your circuit.

Technical Information

Max. Plate Dissipation ............ 10 Kw.
Fil. Voltage ..................... 22 Volts
Fil. Current ..................... 59.5 Amp.
Amplification Factor ................ 50
Grid-Plate Transconductance .... 7,000 Mmhos
Max. Plate Voltage (Broadcast Frequencies) ................ 15,000 Volts
This Way

for THESAURUS

"the Convention within a Convention"

PRESENTING

- NEW ARTISTS
- NEW FEATURES
- NEW SPECIALTIES

A Bigger and More Salable Thesaurus

NBC THESAURUS Exhibit

Suite 505 — HOTEL STEVENS

BROADCASTING • Broadcast Advertising
Election Year

It comes again ... like a high fever ... to sweep the country and bestir the dullest citizen.

In a blaze of brass bands, oratory, slogans and ballyhoo, it casts a spell over the land more gripping than any stage show or all-star radio program can achieve ... Of course you will broadcast the campaign speeches. But these won’t bring to your audience the news, the color, the excitement and the thrill of the vast spectacle now unfolding from coast to coast.

Transradio will furnish that—in greater measure than was ever offered before—during the big months just ahead.

By leased wire, wireless, teletype or telegraph, TRANSRADIO PRESS SERVICE offers whatever type of news service best suits your needs and your budget—news that is bright, fast, accurate ... By overnight airmail, TRANSRADIO NEWS FEATURES offers (once, twice or thrice weekly) a news-commentator program, “The Political Promenade,” vividly reviewing and interpreting the 1936 election battle.

Transradio Press Service
342 Madison Ave. New York City
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June 6th, 1936.

A LETTER...

Sales Research Dept.,
Columbia Broadcasting System,
485 Madison Avenue,
New York City.

Gentlemen:

We are mightily interested in your three "Best Non-Fiction" books of radio, relative to summer time sales, and respectively titled "Radio in 1936", "Radio Listening in Automobiles", and "A Summary of Summer-1936 Radio Facts".

The writer has long admired the CBS policy of extending the courtesy of results of its sales research work to the out-lying network and independent stations. It is no wonder at all that CBS has always enjoyed in such goodly measure the respect and good-will of most station executives.

May we express our deep appreciation of this service, in advance?

Cordially,

RADIO STATION CKNX

B. Howard Bedford
Commercial Director
AND A PARAGRAPH

One good way of lifting the business of radio to new highs is, we find, to dig deeper and deeper for new facts about the radio audience. In doing this, we feel we serve the industry as much as ourselves; and gladly make available at all times such facts about the audience and its habits as are in our promotion files. The stations of the country should feel free to call on them as much as they wish.

THE COLUMBIA BROADCASTING SYSTEM
Between You and Me and the Fence Post

It's no state secret that WKY is the most listened-to station in Oklahoma. Even fence posts are getting the WKY listening habit... and that makes it just about unanimous. (See story below of the fence post that "listens" to WKY.)

To find the reason for WKY's top preference with Oklahoma listeners you need only to look over WKY's program schedule.

Programs are what people listen to... and WKY has the ones the majority of Oklahoma listeners prefer.

Each week WKY airs 120 solid hours of local and network programs... programs that match every taste and interest of Oklahoma listeners... 120 hours of air entertainment for which hundreds of hours of careful thought and preparation have been expended with many thousands of dollars for production, talent and station time.

And for WKY's continuously superior brand of radio service Oklahoma listeners do not fail to express their appreciation. They repay WKY program sponsors generously with ringing applause at the sales counter.

OKLAHOMA'S "SINGING POST" THAT PICKS UP WKY PROGRAMS

- In Cushing, Oklahoma, 74 miles northeast of Oklahoma City, a very unusual fence post stands in the yard of O. D. Pidcock. It "listens" continuously and exclusively to WKY programs.

This strange and mysterious radio receiver has become a center of attraction in this town of 9,301. Curious listeners have worn the grass thin around its base.

The iron post is attached to others by wires which probably serve as antennas and the volume of sound produced seems to depend upon the velocity of the wind, being loudest when a strong wind blows from the South.

While instances of fence posts, lamp posts and other objects picking up radio broadcasts are not uncommon, the "Singing Post" of Cushing is the first phenomenon of its kind ever reported in Oklahoma. Explanations of these oddities by radio engineers, however, continue to leave the average layman pretty much in the dark.

OKLAHOMA CITY

Affiliated with the Daily Oklahoman the Times and the Farmer-Stockman

Representative - E. Katz Special Adv. Agency
I N V I T A T I O N
to

B R O A D C A S T E R S

You are cordially invited — during the N. A. B. Convention in Chicago—to visit ASSOCIATED and hear the finest, most complete, most flexible and most saleable TRANSCRIPTION LIBRARY ever made available to radio stations and advertisers. Complete audition facilities—at your convenience and in a comfortable setting—will be maintained throughout the convention in

SUITE 2104 • 5 • 6 • 7
HOTEL STEVENS
CHICAGO

M. E. Tompkins, Loren L. Watson and J. M. Hayes, executives of Associated, will be in attendance to welcome you and demonstrate this truly different and distinguished recorded program service.

Come and leisurely listen!

produced by ASSOCIATED MUSIC PUBLISHERS, Inc.
25 West 45th St.
New York City
Maybe you don't realize it, but this Red River Valley [the western part of Minnesota and the eastern part of North Dakota] is one of the most prosperous sections in the nation.

F'rinstance: Minnesota's new car sales for the first quarter were plus 27% over 1935 [national average was plus 22%]... North Dakota's sales on household-refrigerators are up 34%, while the average for West North Central is up only 8%.

Minnesota's farm income is up 12%—North Dakota's up 43%. The national average is a mere plus 7%... Our heavy construction in N. D. is up 271% while the national average is only plus 96%.

Which leads us to believe that we're a pretty durned good medium for manufacturers who want to sell their products.

Let's talk it over!

WDAY, INC.

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

MEET US AT THE CONVENTION
Left to Right, ten Reasons for
BEST PROGRAMS ON THE AIR • DAWN TO MIDNIGHT

ARTHUR B. CHURCH, President—Pioneer broadcaster and outstanding radio station manager and showman. Hobby: "Educational Entertainment."

TED MALONE—year's KMBC Program Director—now in New York broadcasting "Between the Bookends" on CBS Network; and producing "Phenomenon Electrifying History" on transcription.

FRAN HEYSER, Production Director—Versatile actor, announcer and ace producer of stage and radio plays.

LARRY SHERWOOD, Public Events Director and Special Features Announcer—KMBC and CBS listeners like his dynamic delivery.

"JIMMIE" PATT—Even John at WGAR and Ralph at WJR take off their hats to their younger brother when it comes to successfully threading the maze of program traffic problems—KMBC Traffic Manager.

ERLE H. SMITH, KMBC News Editor, war aviator, veteran editor, publicist and fiction writer—and KMBC Newscaster voice.

GOMER COOL, writer "Red Horse Ranch" transcription program—featuring Western drama and music by KMBC's nationally famous "Texas Rangers" group.

EVERETT KEMP, "Uncle Ezra Butternut"—in Happy Hollow since 1929, and writer of Happy Hollow feature on Coast to Coast Columbia Network.

PHIL EVANS, voice of the KMBC "Good Morning" Farm Program, and farm market newscaster.

KENNETH KRAHL, Studio Director—whose technical supervision of KMBC programs has been a major factor in their consistent excellence.

One of America's first stations to specialize in quality of transmission as well as quality of programs, KMBC is today modernizing its studios with the latest acoustical developments by Johns-Manville • • • This will enable the new 5,000-watt Western Electric wide-range high fidelity transmitter installation to radiate as nearly perfect as now possible the outstanding program material for which KMBC has become nationally famous.

KMBC of KANSAS CITY
LISTEN TO THE REST—THEN LISTEN TO THE BEST!

BIG DOIN’S in Suite 500 of the Stevens Hotel...facilities for you to listen "in comfort" to the STANDARD LIBRARY SERVICE and other STANDARD transcription features...Many new commercial angles, and lots of good news...for instance: NO MORE TRANSCRIPTION COPYRIGHT FEES...

and an INCREASE of Library Continuity Programs to TWELVE HOURS Weekly...and psst!...a real "Surprise Package"...come and get it!

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

* CUSTOM-BUILT FEATURES

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

STANDARD RADIO INC
180 North Michigan Avenue, Chicago

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

www.americanradiohistory.com
FOUR LONG YEARS

Results: Business Exceeds National Average by Over 300%

You in Convention assembled look back with pride to accomplishment — forward with plans. Keeping pace with you has been and will be our objective.

Four years ago, when the John Blair Organization was formed, the idea of national "spot" was not a generally accepted one. Its development into real volume has been coincident with the evolution of national representation. These have been hard, pioneering years for us—earnings have been plowed back into facts, equipment, and the best of personnel — men with not only general advertising experience in newspapers and agencies, but, more important, radio — an organization was welded together.

We have worked hard and how well we have succeeded is best shown by the fact that during the last six months period we placed 107% more national business (based upon the same group of 12 stations) than during the corresponding six months period of one year ago. Whereas the N.A.B. figures for the same identical period show a total national increase of only 31% for all stations.

The pioneering is not over, but tempered by experience, we are looking, building to the future. We will continue to keep faith and pace with you.
GENTLE advertiser, if you have a yen to follow the sun southward to the land of rising sales, here's Manna in the wilderness of advertising Claims! The little map above indicates a situation and a chance for you to go the old adage of a “stitch in time”—one better by sewing up the sales prospects of an entire section at one time by using one station, the giant Air Castle of the South—WSM.

Here's the situation. These twenty (count 'em!) stations think so much of WSM programs that they are willing and eager to pick them up and rebroadcast them to their audiences! And that, we point out modestly, tells a story of southern broadcasting leadership which needs no further comment.

The map above not only spots the location of these stations, but should suggest how completely you can sew up the South by originating your campaign over WSM.

A letter of inquiry will bring facts and figures concerning this wireless network.

**WSM 50,000 WATTS**

National Representatives, Edward Petry & Co., Inc.

Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., Nashville, Tennessee
THE NATION'S STATION takes this occasion to pay tribute to the broadcasting industry at the conclusion of a year marked by radio's greatest success as well as some of the industry's greatest problems.

To the individual men who manage and operate the vital industry of radio broadcasting WLW looks with confidence for continued progress and improvement.
WMCA caters to the tastes and interests of cosmopolitan New York with programs such as:

Madison Square Garden Sporting Events — direct from ringside broadcasts from New York's greatest sports arena.

Big League Baseball — thrilling reenactments of games played by the New York Yanks, Giants and Brooklyn Dodgers.

Good Will Court — the spectacular human-interest feature in which judges of New York courts give counsel to the law-bedeviled.

Banquets, Testimonials and Gala Theatrical Benefits — WMCA broadcasts more special events of this type than any other station in the world!
WIP caters to the likes and whims of homey Philadelphia with programs such as:

"The Mayor Speaks" — a civic interest feature broadcast direct from the Mayor's desk in City Hall.

Baseball — daily broadcasts from Shibe Park and Baker Bowl by Dolly Stark, famous National League umpire.

Homemaker's Club — Philadelphia's first Women's Club of the Air.

Remote Orchestras — WIP carries more local dance bands than all other Philadelphia stations combined.

Special Events — in a never ending parade. Recent events include the Davis Cup matches, Democratic National Convention, etc.

No line charges on combination with WMCA "New York's Own Station" or other stations of Inter-City Group.
People don't buy in summer!

NAW — people don't buy anything in summertime! They don't buy summer clothes, or sport-supplies or electric fans, or beer, or boats, or insulation — or next winter's coal, do they? They don't even eat, do they?

And oh yes! — people don't listen to the radio in the summer, either! That's why the Democrats and the Republicans are climbing all over each other to dominate the air!

But enough of the ancient gags. If your customers are planning to sustain life until autumn, they've got to buy. How about asking them to buy your wares? And to issue the invitation, how about using radio? — the low-cost, high-value medium both winter and summer!

We've got some facts, if you want them.

FREE & SLEININGER, INC.
Radio Station Representatives

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

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES
WHO . . . (NBC) . . Des Moines WAVE . (NBC) . . Louisville KSD . . (NBC) . . St. Louis
WHK . . (CBS) . . Cleveland KOIL . (NBC) . . . . Omaha KOIN-KALE (CBS) . . Portland
KMBC . . (CBS) . . Kansas City KOL . . (CBS) . . . . Seattle

Page 18 • July 1, 1936
NAB Faces Show Down at Chicago Conclave

President Launches Session With Encouraging Letter; Net-Independent Issue Seething; Eyes on Baldwin, Levy

WITH THE belief generally prevalent that the NAB has reached the "showdown" stage of a rather stormy existence, an unprecedented number of broadcasters were expected to attend the 14th annual convention of the trade association in Chicago July 6-8 in the hope of composing factional differences.

During the last convention, just a year ago, more feeling and bitterness has been engendered in broadcasting ranks than at any time since organized broadcasting began. The copyright issue was the main reason, and a clash between the major networks and the independently-owned stations is expected to culminate on the convention floor.

Even though time has had a healing effect since the difficulty first erupted early this year, it is evident that it has not subsided to the point where it will not have repercussions on the convention floor and become the chief issue. The networks have been outspoken in their opposition to JAMES W. Baldwin, NAB managing director, who took office last July and who has been the storm center of the internal strife ever since.

Baldwin's Status

INDEPENDENT stations generally have faithfully rallied to the cause of Managing Director Baldwin, and have pronounced themselves determined to "rid" the NAB of "network control and domination". While network spokesmen are not openly demanding or even pouncing Baldwin's replacement, it is known that they still regard him as "temperamentally unfit" for the position he holds, to use the phrase of several network spokesmen.

To those who have been through the NAB convention mill during the last dozen years or so, the independent versus network issue, with Managing Director Baldwin in the middle, is not viewed so importantly. They think it will spend its fury early in the convention and that a united industry will still be represented by NAB, little the number for oratorical pyrotechnics. Baldwin's reappointment is expected.

Turning to things more basic, broadcasters found much solace in the words of President Roosevelt addressed to the industry through Broadcasting Magazine on the occasion of the convention. There was far more than mere greeting and well-wishing to his message. They detected in it a well-grounded knowledge of radio and the work it is doing.

The old specter of government ownership which has arisen annually at NAB conventions to haunt broadcasters, largely has disappeared by virtue of the firm entrenchment of the industry, and the network broadcasters expressed statements by the chief executive that it cannot be in this country. President Roosevelt went a step farther in this year's statement. "There should be no monopoly in the molding of public opinion," he said. "Neither government or private."

Broadcasters also saw in the President's letter a new peg upon which to hang their plea for three-year licenses, as against the six-month authorizations now issued. In his missive he mentioned "increased industrial stability". The industry long has contended that such stability can only come through a longer span of license life, particularly since the law itself permits three-year licenses. Since the old Radio Commission was created in 1927, broadcasters have petitioned for what amounts to a month-to-month basis.

Looking to the future of radio, and development of its visual offshoots, the President expressed his faith in the ability of broadcasters to utilize these new developments in the public interest. If, in one paragraph, he presented a challenge to broadcasters to take advantage of these opportunities, and at the same time dealt a smashing blow to those interlopers who seek to grab these new ultra-high channels for illusory or fantastic pursuits.

Managing Director Baldwin has stripped the convention agenda to the bone, for the avowed purpose of allowing every minute of available time for floor discussion. What develops in the way of industry politics will grow principally out of the results of a series of "rump conventions" contemplated by separate groups in the afternoon of the opening day. Of course, the atti-
tude of the networks, as reflected in the floor discussion by their spokesmen, will also be a governing factor.

The word "copyright" has no place on the agenda. Yet, as always, it will be hot topic because it has never lost the white heat with which it has been im- plated with current cliques first. It was found out that radio was an easy mark for the collection of tributes, and because of the law, which has never been changed, permits them to go almost as far as they like. Even while the copyright question is in the air, there may be big developments on (copyright) (see story elsewhere in this issue).

Almost any day now it is con- dently expected that Warner Bros. publishing houses, which caused a noise that heard even to the last Dec. 31, will return to ASCAP. Talk of a change in formula for payment of royalties to ASCAP, where the same basis of payment would obtain for networks and stations alike, with the cost perhaps passed along directly to the advertiser, has reached serious proportions.

A United Industry

The copyright spark, it is ex- pected, will be touched off by Isaac Levy, a part-owner of WCAU, as well as an important stockholder in CBS, at the opening day's session. He is scheduled for an address. Mr. Levy has been a prominent figure on copyright for the last half-dozen years, and his name has al- ways been in the industry.

In response to an inquiry from BROADCASTING, Mr. Levy said June 20: "You may quote me as saying that at the Convention I will tell the membership what has occurred to me in the last year, that I won't miss anything, nor will I spare anybody."

Variety rules that have permeated the industry about the stand Mr. Levy will take. His views and those of Mr. Baldwin, have been as opposite as the poles. He served notice at the last NAB board meet- ing three months ago he would ad- dress the convention and fill in the copyright methods employed by Mr. Baldwin. On the other hand a group of strong independents have stated they will all stick solid behind Mr. Baldwin on the copy- right issue, holding the view that the sheet music question in the year renewal a year ago on terms identical with those they had dur- ing the preceding three years, acted out of harmony with the indus- try as a whole.

Early this year the networks openly stated that they would fight for why they should remain in the NAB when its methods resulted in attacking the networks. How- ever, the network views appear to be that the NAB should be kept together as representing a united industry. Only time will tell how far Mr. Baldwin is from sympathetic.

Our Headquarters

SUITE 1918-A, 1919-A and 1919-B, Stevens Hotel will be the headquarters of the staff of BROADCASTING Magazine during the NAB convention. Visitors are cordially invited.

Daily Convention Issues of BROADCASTING

DURING the three days of the NAB convention—July 6, 7 and 8—BROADCASTING will publish a regular daily issue covering the convention. The compli- mentary issues will be distributed each morning as a service to those who are in attendance at the convention and no advertising space is being accepted for them.

BULLETIN

EXPANSION of Mutual Broadcasting System into a nation-wide network was definitely announced by Alfred J. McCosker, president of MBS, in a statement June 25 disclosing completion of negotiations with the station group to add its four stations to the hook-up. In addition, it was announced that KFEL-KVOD, Denver, will be given priority in addition to Chicago to the network, and that negotiations were also in progress with stations in San Francisco and Reno.

Mr. McCosker's statement also named Fred Weber as general manager of the expanded network. Mr. Weber has been coordinator of MBS since its formation more than a year ago. It is said that the na- tion-wide hookup of MBS will not be later than Dec. 29, and perhaps earlier, dependent upon approval of CBS purchase of KNX. The Don Lee links will be KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; and KGUN, Tucson.

It is expected that, in addition to KFEL-KVOD, MBS programs may also be taken on KNX, and possibly KSO, Des Moines, with outlets also in Kansas City and St. Louis. (See detailed article on Page 48, which went to press prior to this bulletin.)

The name of Philip G. Loucks, managing director of the NAB for one-half year, who resigned last July to reconeer a law practice, has again been injected in NAB discussions. Mr. Loucks has stated he would not make any proposal to return to the NAB as its executive head. On the other hand, he is said to be desirous of making a specific proposal to any institution that might be advanced for his retention as general counsel of the trade association.

The opening day's session promises to be exciting from several points of view. It will be opened by President Leo J. Fitzpatrick, WJR, Detroit; Chairman E. O. Weber of the FOO, broadcast di- vision, and Treasurer F. K. Levy, Managing Director Baldwin also will de- liver his report. His now famed 2:00-word report on the April 17 issue has caused a party for sure, because of its boldness and its manner of presentation. No other convention has talked this much about this will develop on the floor.

Aside from copyright, Mr. Bal- dwin is expected to make several far-reaching recommendations for future NAB activity. He has been delving deeply into matters affect- ing radio and the nation's welfare, and has entered into the work of the Joint Committee of Fifteen created by the American Association of National Ad- vertisers and the Radio Research Bureau as a method of defining station coverage and listener habits which will be mutually satisfying to the advertiser, agency and medium.

Mr. Baldwin has been giving serious thought to a proposal that such a bureau might be endowed in some way by the Pennsylvania University where specialized studies in business management and research are conducted. There would be no question about the disinterested, unbiased work of such an institution. His idea, roughly, uncompas- sioned, would be for the United States coast to coast, to maintain such a university bureau as a "proving- ground" for radio research.

Technical Problems

IT ALSO may develop that Mr. Baldwin will propose concentration of technical phases of radio research on an industry-wide basis in order to permit the NAB to be maintained by industry con- tribution of the same character.

The proposal advanced in vari- ous quarters has been the tacit approval of Mr. Baldwin, that certain autonomous groups might be established within the industry, each to become a part of the NAB, also is open to consideration. It has no place on the convention agenda but there is something to be said for it later on the preceding day.

A change in the tentative NAB program was made by Mr. Bald- win; and a majority of the new board of directors will take place on the convention, rather than on the preceding day. The tentative program has provided for the report of the com- mittee on engineering directors at the Wednesday morning

(Continued on page 138)

Program, NAB Convention

Stevens Hotel, Chicago — July 6-8

MONDAY, JULY 6

9:30 A. M.
Call to Order.
Address of Welcome: Edward J. Kelly, Mayor of Chicago.

10:00 A. M.
Adjournment.

TUESDAY, JULY 7

9:30 A. M.
Call to Order.

Wednesday, JULY 8

9:30 A. M.
Call to Order.
Registration Desk will be open from 10:00 A. M. until 3:00 P. M. Library also open from 10:00 A. M. until 5:00 P. M. on Monday. June 29, and all day Tuesday, June 30.
Registration fee $10 per person. Banquet tickets may be pur- chased at Registration Desk at $3.50 each.

Sixth Annual NAB Convention and Banquet will be held Sunday for BROADCASTING Maga- zine readers and the radio industry. First fourome will tee off at 10:30 A. M. All general sessions start promptly at 9:30 A. M. All motions and resolutions offered by delegates must be in writing and filed with the President of the Convention at least 48 hours in advance.

GENERAL INFORMATION

Registration Desk will be open from 10:00 A. M. until 3:00 P. M. from 8:00 A. M. until 5:00 P. M. on Mon- day, June 29, and all day Tuesday, June 30.

SUNDAY, JULY 5

7:00 P. M.
Annual National Broadcasters' Trophy to be awarded at lunch during convention. Banquet and entertainment.

WEDNESDAY, JULY 8

9:30 A. M.
Call to Order.
Resolution of Nominating Committee. Election of Officers. 2:00 P. M.
Call to Order.
General Discussion. Nominating Committee.
Registration Desk will be open from 10:00 A. M. until 3:00 P. M. Registration fee $10 per person. Banquet tickets may be pur- chased at Registration Desk at $3.50 each.

SUNDAY, JULY 5

7:00 P. M.
Annual National Broadcasters' Trophy to be awarded at lunch during convention. Banquet and entertainment.

WEDNESDAY, JULY 8

9:30 A. M.
Call to Order.
Resolution of Nominating Committee. Election of Officers. 2:00 P. M.
WHAT DO YOU MEAN "SINGING "SWEET ADÉLINE" WITHOUT PERMISSION??

SINGING "HOME SWEET HOME" IS AGAIN THE LAW!!

COPYRIGHT BILL HEARINGS!

YOUR DIME IS MY DIME

GAG-GAG-SION

2 OF EM-COUNT

BROADCAST STARS

PHOTO LOOSE AND PHANCY PHREE

OH, GOODY FOR YOU AND ME!

TAM GROW IN

A.D. PING

HEY, GLENN, CALL HER, HERE SHE IS - UTERLY BEAUTIFUL

AS CHAIRMAN OF THIS CONVENTION ENTERTAINMENT COMMITTEE, I'VE GOT TO GET ENOUGH JUICE FOR THE BOYS.

WHO WILL BE THE NEXT PRESIDENT?

GLENNY SWEEPS WLS

DECALS

P.D., IT'S SWELL!

CONVENTION ISSUE

IT'S A HONEY

IMMENSE

GEE, IT'S SWELL!

BROADCASTING

July 1, 1936 • Page 21

www.americanradiohistory.com
NAB Forms Copyright Bureau With E. J. Fitzgerald as Head

Index of Active Music to Be Compiled as Well as Public Domain Library; Measured Service Later

CREATION of a "Bureau of Copyrights" within the NAB, under Bon. Fitzgerald, has been announced from the board of directors, was effectuated at a meeting held in New York last week by Mr. Fitzgerald and Edward J. Fitzgerald, formerly general music director of WLW, Cincinnati. Mr. Fitzgerald announced, will begin at once to set up the bureau to undertake two or the projects recommended by the managing director and approved by the board which are designed eventually to rigid the broadcasting industry of its dependence upon ASCAP and other groups of copyright owners. This bureau, as Mr. Baldwin declared, will make available to broadcasters a complete and accurate index of active musical copyrighted material (to) to create a standard library of musical compositions taken, for the most part, from the public domain of music.

Mr. Fitzgerald, Mr. Baldwin announced, has adjourned and "has failed to offer an offer of two broadcasting by amending the ancient and archaic laws." The NAB, he added, has appointed a committee of representatives of Copyrights to "execute the plans contained in the report approved by the board of directors on April 27, 1936."

Measured Service

THE THIRD phase of the Baldwin plan approved by the board creation of a system of making available to the industry copyrighted material in a measured service basis. This obviously must follow completion of the first two phases.

Fitzgerald will begin at once the cataloging of music in the public domain available at the Library of Congress. Subsequently, he will work with E. C. Mills, ASCAP general manager, in copying ASCAP records of active compositions for release to broadcasters on an offer made to the NAB several months ago. There are approximately 50,000 active music compositions in this index, which later will be made available to all stations.

The broad plan for creation of the copyright bureau within the NAB looks also to the possible establishment of a separate corporation to handle copyrighted works for radio. This phase of the project is not envisioned at the NAB convention, under present plans.

Mr. Fitzgerald was selected by Mr. Baldwin for the important post because he was considered a scope of applicants. He was chosen because of his wide experience in publishing, and is considered, besides his musical importance, his practical radio experience at WLW from January 1934, until May of this year.

BROADCASTING • July 1, 1936

NEW DAY PROGRAMS PLANNED BY P & G

PROCTOR & GAMBLE Co., Cincinnati, has added three new programs with NBC for new programs to be heard on the NBC-Blue network. General Manager Neilsen has announced that these will become the leading daytime network advertiser. The new programs are Pepper Young's "Pepper's Circus," a 9:15 a.m. Monday thru Friday, 5:30 p.m. Thursdays and Saturdays and "Ivy and Max," 10:45 a.m. Monday thru Friday, two programs of soap and drama for "Ivy Flakes," 10:45 a.m. Tuesdays and Thursdays.

Mr. Neilsen announces that the soap manufacturer will take these openings if and when the required stations can clear the time. Edward MacHugh, singer, and a big puller of fan mail, is to be signed for one of these spots. Management understood to be planning to spend a major portion of its 1936-1937 advertising budget on radio.$2,105,237 for radio time alone on NBC, which it uses exclusively, The figures, he indicated, that the soap manufacturer uses to a big extent. So far this year P & G has used announcements and pre-recorded spots for "Ivy Flakes," "Fels Naptha soap and flakes," also a big radio user.

The three agencies concerned in the P & G schedules on NBC: Blackett - Sample - Hummert Inc., Chicago; Executive sued by Flick and Frank Inc., Kansas City, and going to WNEW, New York, for Camay soap; Blackman Adv. Inc., New York, for Pepper's Circus; and "Fels-Naptha soap and flakes," an agency.

Selling Beer to Women

CHRISTIAN FEIGENSSPAN Brown, (attorney, Philadelphia, C. O. N. beer) on July 6, 9-9:15 a.m., will start Helen Leighton in a program of interest to women on the "Scriptures Through the Year" program originating at WMCA, New York, and going to WNEW, New York, leading his classes. It will be heard Mondays through Saturdays and is signed for 13 weeks. Bess & Schillinn Inc., New York, placed the account.

Mr. Malone is author of several other well-known programs, including Happy Hollow, a "home-town" script now heard daily over NBC and network, and an other in Between the Book Ends, also on CBS. Phenomenon was sponsored over KMBC by the Kansas City "Tower Light" Co., as a live program.

"Phenomenon" Disc Series to Be Offered Public Utilities for Local Sponsorship

ON THE CREST of an intensive promotion campaign, Phenomenon, script feature which won spontaneous approval when introduced to a Kansas City utility over KMBC, soon will be offered to public utility companies throughout the nation. The campaign is being conducted by Associated Music Publishers Inc., which is recording the series in New York.

The feature, conceived and written by Ted Malone, former program director at KMBC, is recommended by M. E. Tompkins, president of AMP, as a "natural" for public utilities because it "sells by suggestion ... to the average man the notion of entertainment." The story is devoted entirely to electricity but brings in ancient history and inserts the phenomena of modern electricity in those historical incidents. Every episode attempts to bring in unobtrusively the low cost of electricity and the ease with which everything may be done electrically in the modern home. Mr. Tompkins declares it an all family program.

Some weeks ago, when AMP contracted for exclusive rights to Phenomenon, a furor was caused among the public relations directors of the companies. The erroneous report that the North American Co., parent of AMP, intended using the program as an anti-advertisement, anti-government ownership propaganda vehicle. Instead, Mr. Tompkins announced that it would be offered competitively to public utilities for local sponsorship.

As one of its promotion campaign, AMP has published a brochure titled "Switch the Switch," the purpose of which is to show that no program can be completely successful without merchandising. The book goes into plans for "re-broadcast publicity, audience-expansion activities, merchandising plans, contests and other new ideas for bringing the program and its messages to the largest possible audience. All merchandising is to be conducted through appliance stores in the territory of the sponsoring utilities.

Mr. Malone is author of several other well-known programs, including Happy Hollow, a "home-town" script now heard daily over NBC and network, and an other in Between the Book Ends, also on CBS. Phenomenon was sponsored over KMBC by the Kansas City "Tower Light" Co., as a live program.
Census of Radio Homes in the United States by States and Counties

(Radio ownership by families in each of the more than 5,000 counties of the United States, along with the individual states, are published herewith. These estimates as of Jan. 1, 1936, were made by the Joint Committee on Radio Research, which is equally representative of the American Association of Advertising Agencies, American Association of Advertising Agencies and National Association of Broadcasters.

The figures were compiled by the Joint Committee. The research is being undertaken by the offices of the National Broadcasting Company, Inc. They complete the first task undertaken by the Joint Committee since it was started a year ago for the projected purpose of keeping up a constant watch on the habits and size of the radio set audience.

Last April, the Joint Committee made public an estimate of 22,890,000 families in the country owning receivers out of a total of 30,919,300 American families. This figure also was as of Jan. 1, 1936. The totals for the counties and the states, published herewith, equal this original estimate. The county figure compares with the estimate of 21,456,000 radio homes last year, or an increase of 6.8%.)

[Text of Joint Committee's statement covering method of computing county estimates will be found on Page 140.]

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W.H.O TALENT PAYS SALES DIVIDENDS

POWER AND AUDIENCE JUSTIFY BIG-TIME ACTS

In studios, production staff and talent, Station WHO is in position to produce any type of "live" broadcast. Whether the advertiser wants a modest show or big-time talent, WHO can meet his requirements. Here are current examples:

GRAIN BELT BEER—Tunes from the Songfellows, who came to WHO from Chicago NBC, are clicking cash registers for Grain Belt Beer. They cost $400 per week, but the tremendous audience that can tune them in on WHO more than justifies the cost. Evening, three quarter hours weekly.

GINGHAM GIRL—Organ, harp, violin and soprano soloist provide a pleasing yet economical program that is doing an effective sales job for Gingham Girl Flour. Daytime, two quarter hours weekly.

CHEVROLET—"Guardians of the Highway," a dramatic broadcast, written and produced by the WHO program department, has just finished a thirteen-week series for Chevrolet. Daytime, five quarter hours weekly.

KELLOGG PRODUCTS—Since last September, Gene & Glenn broadcasts have originated at WHO. Wholesale grocers report they're doing a sweet sales job for Kellogg. Daytime, six half hours weekly.

The programs mentioned and pictured above do not include any orchestra-and-soloist shows, of which several are running on WHO, including: Barnsdall's "The Old and the New"—Mid-Continent's "Rocking Chair Melodies"—and Des Moines Drug Company's "Hour of Smiles."

We repeat—in studios, production staff and talent, WHO is in position to produce any type of show required by the advertiser. In broad station coverage and listener-loyalty, WHO is in position to make each show pay the advertiser a substantial profit in sales.

CENRAL BROADCASTING CO., Des Moines J. O. Maland, Mgr. Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

Cleared-Channel—50,000 Watts—Full-Time

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 25
New RECORDS
Month after Month

JANUARY
Mail: 216,627 letters—third biggest mail month in WLS history. 50,133 responses from Chicago alone.
Advertising: 10% increase over corresponding month in 1935.

FEBRUARY
Mail: 264,231 letters — all-time WLS mail record for single month. 95,810 letters in one week (single-week record).
Advertising: 42% increase over February, 1935.

MARCH
Mail: 196,245 letters — all-time March response record. 37% above March, 1935.
Advertising: Nine advertisers (spot) renewed or increased schedules during month.

APRIL
Mail: 153,466 letters — all-time April record. 210% above the corresponding month in 1935.
Advertising: 50% increase over April 1935. 81% of advertisers (spot) had used WLS on previous schedules.

MAY
Mail: 108,319 letters — all-time mail record for May. The first time the May total has exceeded the 100,000 mark.
Advertising: 86% increase over May, 1935. Eight advertisers (spot) renewed schedules.

JUNE
Mail: (Incomplete) Nearly 100% over corresponding period in 1935. Looks like another all-time mail record.

ADVERTISING RESULTS follow listener interest! This simple advertising truth never was shown more convincingly than during the first half of 1936. In this period WLS listener interest was greater than ever before. Listener response far exceeded previous records. For example:

- 966,094 letters received at the station (to June 13th) ... 36% above previous corresponding peak period in 1935 ...
- 267,940 from Chicago alone.
- $21,799.79 contributed by 6,900 listeners and 865 organizations for Red Cross Flood Relief.
- 67,319 ballots mailed to station in one week on Chicago time-zone question.
- 56,000 copies of 1936 WLS Family Album and 29,000 copies of new WLS song book purchased by listeners.
- 87,144 paid-in-advance subscriptions to Stand By (WLS-Prairie Farmer Weekly) Magazine.
- Continued capacity audiences at WLS National Barn Dance (479,362 paid admissions in 224 consecutive weeks).
- WLS artists and programs among leaders in three of eleven classifications of Radio Guide’s Third Annual Nationwide Popularity Poll.

And advertising results followed apace. For example:

- 18% increase in advertising revenue over corresponding period in 1935.
- Average of eight renewals or schedule increases per month.
- 186,632 letters received by spot-station food advertisers (95% with proof of purchase).
- Summer business heaviest in station’s history.
- Almost complete time sell-out for Fall.

That’s proof of a good half-year—with an even better one to follow. And that’s reason for you to consider WLS for your summer and fall advertising. Count on WLS for results!

THE PRAIRIE FARMER STATION
CHICAGO, ILLINOIS
Burridge D. Butler, President Glenn Snyder, Manager
National Representatives: John Blair and Co.
IN THE PUBLIC INTEREST

The American Red Cross

By Earp S. Biggar:

We regret that it is impractical for us to thank
by name the thousands of our friends who
have so nobly responded to the Red Cross Blood
Drive Pledge. Among them, however, in particular
we express appreciation for the efforts of the
American Legion Post of Chicago to bring about
this important campaign.

The Chicago Chapter, American Red Cross has
received through WLS a total of 50,000 Pledge
Packets for distribution to local organizations.

We are indebted to the following organizations
for their generous support:

Chicago, Illinois:

1. Chicago Woman's Club
2. Chicago Woman's Press Club
3. Chicago Woman's Exchange Club
4. Chicago Woman's Press Club
5. Chicago Woman's Club
6. Chicago Woman's Exchange Club
7. Chicago Woman's Press Club
8. Chicago Woman's Club
9. Chicago Woman's Exchange Club
10. Chicago Woman's Press Club

The American Red Cross expresses its appreciation
for the efforts of the following organizations:

Chicago, Illinois:

1. Chicago Woman's Club
2. Chicago Woman's Press Club
3. Chicago Woman's Exchange Club
4. Chicago Woman's Press Club
5. Chicago Woman's Club
6. Chicago Woman's Exchange Club
7. Chicago Woman's Press Club
8. Chicago Woman's Club
9. Chicago Woman's Exchange Club
10. Chicago Woman's Press Club

The American Red Cross also wishes to express
its appreciation to the following organizations:

Chicago, Illinois:

1. Chicago Woman's Club
2. Chicago Woman's Press Club
3. Chicago Woman's Exchange Club
4. Chicago Woman's Press Club
5. Chicago Woman's Club
6. Chicago Woman's Exchange Club
7. Chicago Woman's Press Club
8. Chicago Woman's Club
9. Chicago Woman's Exchange Club
10. Chicago Woman's Press Club

The American Red Cross thanks all organizations
for their cooperation in making this campaign
a success.

Again we thank you for your cooperation.

Very sincerely yours,

Earl S. Biggar


Over $400,000 has been contributed
through WLS in the past twelve years
to alleviate human suffering. The most
recent instance is cited above.

(DO YOU FAVOR CHANGE IN TIME FOR CHICAGO?
YES—1,114
NO—62,807)

(Left) Not all the
letters are shown here.
Actually 67,319 ballots
were received. WLS
asked listeners to vote
whether they wanted
Chicago to operate on
year-around Eastern Standard Time.

50,000 Watts
WLS
Clear Channel
### CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 24)

<table>
<thead>
<tr>
<th>State</th>
<th>County</th>
<th>Radio Homes</th>
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<tr>
<td><strong>Louisiana</strong></td>
<td>St. Bernard</td>
<td>5,300</td>
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<td></td>
<td>St. Charles</td>
<td>2,000</td>
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<td></td>
<td>St. James</td>
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<tr>
<td></td>
<td>St. Martin</td>
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</tr>
<tr>
<td></td>
<td>St. Mary</td>
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<td></td>
<td>St. Tammany</td>
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</tr>
<tr>
<td></td>
<td>Tangipahoa</td>
<td>4,200</td>
</tr>
<tr>
<td></td>
<td>Tensas</td>
<td>1,000</td>
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<tr>
<td></td>
<td>Terrebonne</td>
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</tr>
<tr>
<td></td>
<td>Union</td>
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<tr>
<td></td>
<td>Vermilion</td>
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<td></td>
<td>Vernon</td>
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<tr>
<td></td>
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<td></td>
<td>Webster</td>
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<td>Winn</td>
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**Maine**

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<td>Hancock</td>
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<td>Lincoln</td>
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<tr>
<td>Piscataquis</td>
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<tr>
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<td>Waldo</td>
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<td>Washington</td>
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<td>York</td>
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**Maryland**

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**Massachusetts**

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**Michigan**

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<td><strong>Wyoming</strong></td>
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<tr>
<td><strong>District of Columbia</strong></td>
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</table>

(Continued on page 32)
Coming events cast their shadows before. So do elections. That is why there is no more interesting topic today than politics. Discussion of candidates, platforms, administration policies and who will win, can be heard on every side. As the 1936 election casts its shadow over the Capitol, United Press political writers are swinging into action. National surveys are being made; intimate background knowledge is being gathered on political situations in crucial states; interviews with political leaders are being obtained. Every side and phase of the swiftly changing political picture is being covered in the traditionally objective, accurate United Press manner. This is one of the many factors recognized as making the United Press the greatest world-wide news service.

UNITED PRESS
FOR DOMINANT NEWS COVERAGE
Do You Agree

Stations will develop the most from their possibilities in national spot business if they employ a national representative who:

1. Values above all else the respect and confidence of recognized, progressive advertising agencies.

2. Gives prompt and dependable information to be worthy of this respect and confidence.

3. Sells effectively without exaggeration or high pressure.

4. Employs only men with experience of ten or more successful years in selling national advertising.

5. Has enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.

6. Directs its entire energy to selling radio time, and is not dominated by the demands of competing media.

7. Reports to stations not only on business they will get, but in advance on orders that are slated for a competitor.

Paul H. Ray
Radio Station

New York
366 Madison Ave.
Murray Hill 2-8690

Chicago
Tribune Tower
Superior 4473
8. Sells each station individually as a unit, not just as part of a list.

9. Has held consistently to the same policies, without reorganization, refinancing or frequent change of men, over a period of years.

10. Has firmly established a proven record of success.

These are the essential qualities which have accounted for the steady growth and development of this company. We may fall short of one or another from time to time, but are constantly working with these qualities in mind.

We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station's organization rather than the station as "added to our list." We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the seventeen important stations with which we are associated.

E R C O M P A N Y
Representatives

Detroit
General Motors Bldg.
Trinity 2-8060

San Francisco
Russ Building
Douglas 1294
Greatest Day and Night Coverage of any Station in Western Washington

Mail Returns from King County:
32.28 Letters per 1000 Radio Homes

KIRO Primary and Secondary Coverage

Seattle is the leading manufacturing and distributing center in the Pacific Northwest. It stands second in percentage of home ownership among all American cities over 300,000 in population. Tacoma, thirty miles southwest of Seattle, is the second important city within the primary listening area of KIRO. Because of its independence from network obligations, KIRO is the only major station in the Puget Sound area that can maintain regular schedules of time on the air for commercial and sustaining programs.

CASE HISTORY — Diesel Engineering Schools
Original contract consisting of two daytime announcements per day, made for one month—Renewed for second month and at expiration of second month renewed for one year. Sales resulting from KIRO inquiries were approximately 5% of the cost of local newspaper.

5 Minute News Periods Open for Sponsorship
KIRO has spotted INS news periods in five-minute bulletins, hourly on the half hour, from 7:30 to 7:35 A.M. to 5:30 to 5:35 P.M., daily except Sunday. The news is rewritten and broadcast by Peter Mertens, KIRO's news announcer. Approximately half of the periods are now sold. For costs and details and periods available for sponsorship, call John Blair Company.

CASE HISTORY — A Hand Lotion
Original contract for 3 months — Bought a one-minute announcement per day, seven days per week — Offer of a free sample to anyone writing in for one — Drew inquiries at one of the lowest costs of any station used by this sponsor.
<table>
<thead>
<tr>
<th>New Mexico</th>
<th>North Carolina</th>
<th>No. Dakota (Cont'd)</th>
<th>Oklahoma</th>
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(Continued from page 33)
Old Moses Cleaveland certainly would be surprised to see the way things are going these days in the old home town.

More wage earners are at work than since the days of way-back-when. The weekly payroll of the community is up to three and one-half million. Nearly as much building has been done in the first five months of this year as during all of '35. Lakes shippers are having their busiest year since '29. Bank debits are en route to a cool billion increase over last year. The mammoth Great Lakes Exposition is entertaining seven million visitors. Two hundred conventions are scheduled here. Money, and more money, is being put into Cleveland pockets... money to be spent for your goods.

No wonder, even though we still call it Cleveland, that advertisers say it's "Test Town," the place with money to spend, people with the inclination to spend it... and a real radio station to do the selling job!

And the fact that WGAR is first in number of accounts and total dollar volume of all stations in this area is good reason why the "Friendly Station" should be your choice in "Test Town" too.

WGAR

"CLEVELAND'S FRIENDLY STATION"

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

July 1, 1936 • Page 35
Station Operation Management Is Planted by Trans-American

John L. Clark, President; E. J. Rosenberg, Executive V. P.; Officials of Group of Stations to Affiliate

FORMATION of Trans-American Broadcasting & Television Corp., as an entirely new entity in the broadcasting field to devote itself to station operation and commercial, was announced June 17 by John L. Clark, general manager of WLW, Cincinnati, who becomes its president. E. J. Rosenberg, for the last three years general manager of Society of European Stage Authors and Composers (SESAC) has been elected executive vice-president of Trans-American, and has resigned his SESAC post effective July 1.

Mr. Clark asserted the company has financial resources in excess of $2,000,000, and has been incorporated in New York, culminating two years of planning. He declared no announcement beyond the formation of the company is premature, and that no details could be divulged, as to other executive personnel, financial backing and projected plans until other key officials take place next month.

Officers of the new company have been elected at 521 Fifth Ave., New York City.

Mr. Rosenberg has assumed the duties of vice-president in charge of television and network business. The papers were filed by Sol A. Rosenberg, New York attorney, who is identified with Associated Independent Radio Stations, in which Powell Soper and Mr. Clark are vice-president and who is the principal of the Nathan Burkan, general counsel for ASCAP. The association of both Messrs. Evans and Mr. Rosen- blatt, both experts on copyright, with Trans-American, has given rise to speculation as to the part this organization may play in a music licensing and supply source.

Beyond the statement that the company would engage in broadcasting and television operations on stations already in the Trans-American operations, the television phase, of course, looks into the future.
Wanted--A Finder for Three Billion Dollars

By JOHN BLACK

Textile Merchandising Specialist, Radio Commentator, Assistant Editor, Textile World

Gigantic Textile Industry All Dressed Up and Ready to Go
As Soon as Radio Gets Busy and Goes After the Business

THE RISE of the broadcasting advertising industry from nothing to a gross revenue of nearly $100,000,000 yearly in the twelve years of its existence is one of the remarkable business developments of our times. Indeed, it may be said that considering such a rapid-fire growth, that broadcasting should have made more or less overlooked certain rich and important markets.

Today, however, things are different. Increasing competition within the broadcasting industry is having a sobering effect. May I suggest then that it is time that broadcasters ceased neglecting prospects that lie right under their noses? The present article will concern itself with one rich vein of gold, one that it just waiting to be tapped.

I refer to a major branch of the American industry--the own field of manufacture. The following thoughts are laid before you because I am convinced that if more of the textile industry helped the broadcasters in the broadcasting field stand to gain mutually by a closer understanding of what is being done to market textiles, there would be more mutual respect and understanding.

Let us consider first the scope of the textile industry. According to the Bureau of the Census, textile products have a total value of nearly $3,000,000,000. Now, the majority of this business has no sales message for the consumer at present.

Not a Handout

THAT must be clearly understood to start with. The radio market in the textile industry is not a handout, not something on the doorstep to be picked up; it has to be dug out carefully and patiently. But remember, the rewards will be worth such patience. The portion of this three billion dollar industry which does promote to the public has a budget selling well worth going after.

Here is our story from the textile side. And it is this that convinces me that textiles could and should broadcast. During the last ten years one of the most significant developments of the textile industry has been the rising importance of the brand name.

It is my business to come in frequent contact with advertising managers from all branches of the textile industry. They all tell me that one of the problem of selling the brand name to be a major issue. Among them, I hear but one thought and that is that the textile industry is being dimmed into my ears constantly.

It is this: "We must get closer to the consumer and we will, you will among textile firms which sell through brands and you will hear the same message. Now, is there not a way that we can accomplish that purpose than by a well-rounded all-media campaign?"

SO, there is the share of the selling job? I'm sure I don't know of any.

But let us ask ourselves another question. Where do textiles stand at present among the total of broadcast advertisers? It is a sad story. The truth is that textile expense for radio is so small that it just does not count. In the broadcasting data compiled by NRC textiles are included in two groups (a) house furnishings and (b) clothing and dry goods. The grand total of both of these groups (including the very considerable total of retail store broadcasting) is only $800,000. It is obvious then that the textile total is quite negligible compared to the textile industry's size and its promotion outlay as a whole.

Now, I am convinced that radio is missing a bet in not going out, hammer and tongs, after textiles. Glance over these figures and see whether I'm right. We will break down the textile industry into fiber and fabric divisions. Of the industry's total value, cotton represents 33.0%; wool 20.6%; knit goods 18.6%; silk and rayon goods 10.5%. Be others--bleaching, dyeing and finishing, miscellaneous and rayon and other minor sizes.

The biggest promise of the whole group is in the knit goods field. The knit goods industry is a business of some $400,000,000 yearly, virtually all of which is sold to the consumer. A substantial part of this business is in branded name merchandise. Thus, even when we subtract the portion represented by unbranded merchandise, the remainder is a sizable market for radio. It is a legitimate market for any medium which can popularize these names with the consumer. And radio's value in that regard is no longer open to question.

Now let us look at the other divisions. Of cotton's $900,000,000 yearly business a substantial though minor part is sold to the consumer. Even making further deductions for the unbranded cotton goods, the remaining branded merchandise leaves us with a sizable market which could tell its story profitably on the air. Likewise in the wool industry the total $570,000,000 output includes some branded merchandise which has a direct consumer message. And similarly, the same may be said even more definitively for the silk and rayon fabric industry.

What does this mean in terms of merchandising? It means, briefly that for the benefit of both, the broadcasting industry and the textile industry should get closer together. The textile industry, even when we deduct the large amount of consumer output, even when we concede every possible "if" and "but," the skeptic may raise--with all the radio industry has to do--the question. The textile industry still has a large business in brand goods which must be sold by brand, goods of manufactures. The simple fact is that the consumer does not want to popularize that name by campaigns which will combine the picture with the radio. He would consider this duplication.

What are textiles doing on the air today? Again the answer is a sad one. They are doing little or nothing. A few firms--hosiery, floor coverings, foundation garments, silk fabrics, suits--have done their thing. But there are the enterprising ones who are now on the air, and the rise in their sales figures are a fitting testimony to the wisdom of the move.

I need only refer you to the amazing success of Real Silk. This firm, in an advertising campaign on broadcasting a few weeks ago. I wonder how many broadcasting people have heard the Real Silk as talk for their salesmen in contacting other branded home firms?

Of course, it must be kept in mind that promotion of radio to the textile industry demands specialized planning. A radio project effective with one mill might be a total failure with another, even in the same field. For instance, Real Silk's success is not a good argument for other brands of hosiery because Real Silk has a sales problem unique and difficulties which they are the only hosiery firm of their type selling door-to-door.

Selling Brands

OUR most conspicuously available market in the textile industry is that of nationally famous textile brand names. Bathing suits, for instance. Outstanding lines of sheets and other domestics. Well known types of underwear, etc., etc. Mention these various garments in an average household and you will get a sizeable list of famous brand names to come to mind. These names are built up over years of effort. The whole success of such firms depends on keeping their names constantly before the public.

Yet these firms to date have done little or no broadcasting. Now, it is no answer to say that they can't afford it. The idea that substantial sums are not spent by some of our firms for advertising is not a true one. They do not spend anything like the sums laid out by such gold-plated industries as the automotive field, for instance. Have you seen those ads? You can see that when you glance through the advertising pages of the class magazines and to a lesser extent the general magazines. And note too that our total for other promotion, including fashion shows, does not equal this.

What do textile firms advertising to the consumer think of broadcasting? My friends are filled with correspondence proving that there exists among certain groups of textile advertisers a very definite interest in radio and that they are only waiting to be approached in a convincing way.

How can we approach them? Recently I made a survey of opinion among textile mills which have not been approached for broadcast advertising. I received answers were enlightening. The main thought expressed went something like this: "Our industry is weak in radio if the broadcasting industry would give us more complete cooperation in planning and digging out the story. They don't help us to a follow-through, and often because of

(Continued on page 182)
Opening of New Radio Frontiers Portrayed

By MARTIN CODEL and SOL TAISHOFF

Billion Dollar Industries Seen in New Broadcast Fields
By Industry Leaders at FCC Ultra-Shortwave Hearing

THE GROUNDWORK for new radio industries ranging into billions of dollars, and encompassing such developments as television, facsimile and radar communications, was laid during a fortnight of hearings before the full FCC which opened on June 30 and adjourned July 15, with some 600 representatives of the best brains and biggest capital present to present to the views of the FCC and engineers present to analyze the demands of about 75 leaders from all branches of the radio arts, industries and science.

From the accumulation of thousands of pages of testimony, the FCC may attempt to work out a coordinated method of allocating the channels in the ultrahigh-frequency range above 30,000 kc. and to convert them into maximum use for the public and the nation. A herculean task that the FCC and its engineers, for the demand for facilities was ten times greater than the supply. Now it is a problem of choosing the channels and pursuits which shall be rewarded with the right to occupy the bands.

The hearing's first phase, regarded as the most important before a government agency since the birth of broadcasting 15 years ago. There was the expected struggle between services, both government and private, for wave lengths in this virgin radio area now to be subdivided by Uncle Sam.

At the Crossroads

THE KEYNOTE for the sessions was sound by Chief Engineer T. E. M. Craven, who was prime mover in calling the FCC, who was prime mover in calling the hearing, when he referred to radio today as being "at the crossroads," a term "that will be picked up by many other witnesses. Of significance was the ruling that television will be made to be a commercial success in the way its sponsors wish, many of the proposed services and operations must be perfect. Conversely, if these other services are to be accommodated, there may be no room for television on a competitive basis.

There was rather general agreement that television, while technically a great achievement, is still several years away from the public. The testimony also seemed to indicate that television must be adjudicated in or out of court before television patents are made possible its popular introduction. Testimony on this score, in several instances, smacked of the old "anti-trust" onslaught RCA, which is also in the forefront of visual radio development. The only way in which such current litigation can be averted, it was generally conceded, would be through arrangements which might be worked out with lessening inventors who have recognized basic claims.

Because the ultra-high range is new radio territory, the International Telecommunications Conference to be held in Cairo in 1938 will consider allocation of these frequencies among the nations. The data gathered at the FCC hearings will presumably be used as a basic for American proposals to the international conference.

Future services on the short and ultra-short waves, with even some suggestion of opening certain long waves below 550 kc. for super-power broadcasting of the order of 1,000,000 watts, were the subjects of testimony which literally held the big gathering spellbound at some junctures of the protracted sessions.

Wide Interest Aroused

FOR THE most part, the hearings were devoted to proposals for uses in the immediate future of the frequencies from 30 to 200,000 kc., with broadcasting interests naturally concerned because television, facsimile, relay, international and very high frequency broadcasting (apex) services apparently are destined to find their places within these limits. General and specific demands for channels and bands ran between five and ten times the number of available space in the spectrum, dispensing the oft-expressed theories that the ultrahighs offer limitless "avenues of the ether" for the prospective future services.

The hearings were conducted under the direction of C o m d r. Craven, who with Chairman Armstrong, S. Prall opened them with discussions of their scope and purpose. [See June 15 Broadcasting.] While many of the demands were specific, the purpose was to review the broad field of uses and needs foreseen by the various services—after which the FCC and its engineers presumably will divide the available spectrum into service allocations, to be followed by further hearings on specific company assignments within the service bands.

So important were the hearings regarded by the FCC, that they have been under discussion at the White House. No service bands will be reserved, it is expected, unless the principles involved has been obtained in view of the broad powers which the FCC will have to allocate by executive order for national and governmental needs.

Starting with the government demands for more than 50% of the channels between 30 and 200,000 kc., the list of witnesses (the testimony of the chief of whom is excerpted or digested in these columns) included such important industry figures as Sarnoff, William S. Paley, President William Green of the A. F. L., Dr. Frank Jewett, S. M. Kintner, James M. Skinner, A. F. Murray, Samuel E. Darby Jr., Maj. Edward Armstrong, Dr. F. A. Kolster, K. B. Warner, Philo T. Farnsworth and many others from such diverse fields as broadcasting, television, facsimile, aviation, marine, amateur radio and a variety of other services.

Dr. J. H. Dellinger, radio chief of the Bureau of Standards, speaking on behalf of the Underdepartment Radio Advisory Committee of the federal government, provoked a furor at the outset of the hearings by presenting allocations for government use in the 30 to 200,000 kc. band that would reserve 1012 of the 1907 frequencies for government use and only 895 for non-government. He based his calculations of the number of frequencies on a 0.1% frequency separation basis, which some engineers insisted was entirely too wide.

Almost with one accord, the representatives of private services, large and small, attacked these demands as too great in view of the fact that the greatest equipment and service developments will come from private rather than governmental sources—all of which can be taken over by the government in time of war or national emergency.

There were fancy flights of imagination during the course of the hearings, such as Mr. Sarnoff's prediction that "private wave lengths for propaganda will someday be discovered on the ultra-shorts;" there were practical demonstrations of new things on "frequency modulation" system for staticless radio demonstrated by Maj. Armstrong, and the first disclosure of amateur findings in the bands below 30,000 kc. by Maj. K. B. Warner, as disclosed elsewhere in American Radio Relay League and there were words of caution, such as Dr. Jewett's admonition not to go too hastily into unknown realms without definite knowledge, and Mr. Paley's plea that television be approached in an evolutionary way.

What of Television?

TELEVISION, naturally, held the center of interest, the consensus being that it is already a remarkable technical achievement, probably acceptable to the public, but that its inauguration as a system is still some years away. For the next few years, as disclosed elsewhere in these columns, such researchers in television as RCA, Farnsworth, Lubeck and others known less generally have the laboratories and what they expect. The broadcasters, represented by Maj. Armstrong, W. Baldwin and Dr. Charles B. Aiken, of Purdue University, and as Special Committee engineers, American Radio Relay League, were somewhat at variance from the radio manufacturers, represented by President James M. Skinner of the RCA, Major Armstrong and Dr. A. F. Murray of the same concern, for the Radio Manufacturers Association, for proposed temporary allocations. But they were together on their request that seven 6,000 kc. bands be reserved with sound tracks in the 42,000 to 50,000 kc.
spectrum for television services; and that liberal experimental bands beyond 120,000 kc. also be available.

Facsimile likewise was seen as a perfected service whose biggest problem was the cost of development and its need for economic considerations. Those attending the conference were particularly impressed by Mr. Armstrong's demonstration of his system of "frequency modulation" by Maj. Armstrong, inventor of television. The interests of radio, as described elsewhere in this issue, were also pointed out by representatives of the broadcasting industry.

The broad claims for ultra-high frequencies were made for this service, it was brought out that it might be particularly adaptable to facsimile in enabling high-speed productions of high-definition pictures to be transmitted and reproduced "free of the "fuzz."" These services were ready and persisted in the present picture.

Broadcasters Ready

ON THE PART of the broadcasters, they urged the use of ordinary broadcast wavelengths from midnight to dawn for facsimile. The broadcasters proceeded on the premise that visual radio—broadcast television and its possible future as well as apex broadcasting—are rightful heritages of those who have developed the sound broadcasting system. Their spokesmen indicated that the industry is ready and willing to accept the huge demands that the services of these services are ready for the public.

It was agreed that safety of life such property services, such as maritime, aviation and police, deserved certain priority—but it was also pointed out that the commercial short waves be allocated for emergencies. Demands by certain minor groups were not regarded as having any great chance of success because of their poor showing of contribution toward the science of radio and the public service needs.

One demand in particular aroused great interest—that of Dr. John W. Studebaker, U. S. Commissioner of Education, that a separate band be made available to him so that each and every one of the 127,000 local school districts in the United States, plus local state and local educational agencies, might have its own broadcasting station devoted to educational needs and to the schools.

Police and forestry services asked for more frequencies for their expanding needs, and so did the amateurs, leaving to the FCC one of the greatest problems of the conference—allocating various services against the other it has ever faced. In the following pages an effort has been made to summarize, so far as possible, the statements and demands presented at the hearings.

Commissioner E. O. Sykes June 24 announced, in a statement read at the conference on behalf of the Interdepartment Radio Advisory Committee, that the government views any potential development and collaborating with the radio industry and the FCC in securing adequate allocations for all worthwhile possibilities. Sykes declared that the original statement for the committee, which was presented June 15 by Dr. J. H. Dellinger, chairman of the Bureau of Standards, was in the form of preliminary estimates of government radio needs and should be considered in that light. The government, he added, fully recognized the efforts of other government agencies in the industry and in its frequency requests did not wish to place any barrier in the path of any private service of value to the public.

TALKING TELEVISION?—Three of the radio notables attending FCC hearings on future uses of ultra-shortwaves confer in lobby. Left to right: William S. Paley, CBS president; FCC Chairman Anning S. Skinner, president of Philadelphia Storage Battery Co. and chairman of RCA television committee.

SARNOFF SEES PROGRESS

Excerpts from statement submitted by David Sarnoff, president, Radio Corporation of America.

IN SUCH a fast moving art as radio, government regulation must have wide powers of discretion. A strait-jacket of rigid rules would cripple its energies. In the Radio Act of 1927 and in the Communications Act of 1934, Congress recognized this fact and wisely re

Billion Hours a Week

America. It is estimated that the radio industry as a whole, is worth $29 billion. The principal source of this money is advertising, with radio-tainment perspectives of usefulness: the promises of further radio possibilities which may well out-weigh all the achievements of the past. These developments must be safeguarded against unnecessary restrictions. Radio progress must not be "frozen" at any point.

Third: We deal in radio with a public treasure—that for the moment, is limited in its extent. The frequencies which make up the radio spectrum constitute one of the nation's most valuable natural resources. Each of them must be made to yield its maximum of service under the stimulation of every new service.

These are the realities of today. But tomorrow, the pioneers in the radio laboratories may open up unlimited reserves of new frequencies and then your Commission must be ready to remodel its rules to take advantage of the new opportunities, so that the public can benefit at once from these achievements.

Broadcasting has made even more remarkable strides. The Harding-Cox election returns were broadcast in 1920, only a few hundred radio amateurs listened in. Toda...
Baldwin asks more bands

Excerpts of statement by James W. Baldwin, NAB managing director:

The broadcasters appreciate this opportunity to appear before hearings designed to develop long term planning for the most effective utilization of American radio broadcasting. A long range view point is particularly necessary now because of the impending development of new services such as facsimile and television broadcasting. In addition to their technical implications, the existence of such services raises important economic and social questions regarding American broadcasting which are far-reaching in scope. They include not only a forward looking evaluation of the general services of broadcasting as a means of mass communication, but in addition, raise highly fundamental considerations such as the safeguarding of the free flow of ideas and information which is the cornerstone of American democracy.

It is my wish to present a concise but comprehensive picture of the social and economic significance of American broadcasting, to indicate the relation of these factors to the problems which the Committee, social welfare, A.A. broadcasting, and to set forth an estimation of the social and economic principles which must underlie any policy of future development; and I shall leave the technical considerations involved to another witness.

The first and most important principle of radio regulation must always be the safeguarding of life and property. However, the highly important and, indeed, unique public service of radio broadcasting as a medium of mass communication must also be given the most careful consideration. This is all the more important because, in the event of a national emergency, a broadcasting system such as the American one, renders service in the way of safeguarding life and property which cannot be duplicated by any other means.

Entertain, Inform, Inspire

The regular day-to-day service of radio broadcasting as a medium of mass communication is three-fold: To entertain, to inform, and to inspire. Broadcasting renders unique services in each of these three fields which cannot be duplicated by any other means.

Broadcasting also fulfills an important economic function. It facilitates the process of distribution through its activities as an advertising medium. Moreover, the service which it renders makes possible the existence of the radio set manufacturing industry and allied fields of business. Again in times of emergency it becomes an irreplaceable means of immediate communication with large masses of people; as evidenced in the banking crisis of 1933 and in the floods of this past spring. It may be said that to entertain is a principal function of radio broadcasting. It is a most worthy one. To take people out of themselves, make them forget their petty annoyances, aid them in relaxing from the strain of modern life—is a social function of first magnitude. For millions of our people radio is the only source of entertainment. Society instinctively recognizes the importance of this function; and it is not without reason that it always has given particular recognition and tribute to those who entertain it.

The information service of radio broadcasting is highly varied. In the past few years it has become one of the services most appreciated by listeners. Broadcasting furnishes purely vocational information such as market reports. It supplements the formal instruction furnished by our school system. It has become a most important agency for the dissemination of news. It adds to our knowledge of the radio broadcasting background of listeners. In the United States, where free competition exists, it has constituted an instrument of civic education unparalleled in the modern world.

Broadcasting has rendered these services to a wide variety of people. It has provided the far-reaching social values which the essential business information which would lose much of its value if disseminated simultaneously upon receipt. Commodity prices, crop, market, weather, irrigation reports are examples to point. It provides the farmer with educational material regarding new developments in agriculture.

The appeal which radio possesses in the use of the human voice and the presentation of this material in a much more persuasive and entertaining manner than possible merely in pamphlet form, and broadcasting helps to heighten the farmer's curiosity in the various developments and tends to increase in so doing further interest. Broadcasting also has increased the interest of the farmer and has made him more aware of the problems which he faces. In a comparable degree it serves all classes of people.

In rendering these services broadcasting has exerted an influence that can be duplicated by no other agency. It serves the people, and with the number of sets available in rural areas, this is accomplished by the gathering of a wide audience. Those sets which are of special interest to them.

The Wire Problem

The question now arises, in the consideration of the commission, as to the "dependence of the service on radio rather than wire lines". There are two kinds of wire lines; those which can be called telephone and telegraph. These two kinds of wire sets which can be called telephone and telegraph.

To divert the service of radio broadcasting from the air to wire lines would be to deny radio service to all who are without telephones or electric lights and to subject those who do have telephones or electric lights to costs which would place radio service beyond the reach of the great majority. This would amount to a denial of what ought to be considered one of the necessities of life.

The Commission considers that the usual monthly telephone service charge is $2.50 or $3.00 per year it is easy to see why radio set ownership exceeds residence telephone to such a great degree. It is also easy to see how radio cannot be expected to render service at a charge which can be met by the great majority of persons desiring electric service even assuming they would be willing to pay it.

Again wire lines are so often interrupted by storms, floods, fires, etc., that radio broadcasting's present value for the protection of life and property would (Continued on page 128)

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BROADCASTING • Broadcast Advertising
NAB SEES LONG WAVES

Summary of testimony of Dr. Charles B. Aiken, special engineering consultant for the National Association of Broadcasters, before the FCC and NAB on the issue of absence from Purdue University.

Dr. Aiken began by pointing out that the existing broadcast band is greatly overcrowded, showing that of the 38 stations not included in the "local" classification 182, or 47.6%, would have to be involved in violating the FCC's own minimum distance separations for night operations to avoid interference to daytime separations. Directive antennas, he said, might modify these figures but only to a slight extent.

For the expanded needs of broadcasting, Dr. Aiken foresaw only two possible avenues of increasing the services: (1) lowering by 75 kc. in the high-frequency range, and (2) in the high-frequency range, for the future he urged a policy of evolution and experimentation, without any early commitments, that would penalize sound engineering principles in an effort to avoid problems that may arise from the expanded use of these channels.

He also suggested that unimportant power transmitters should not be allowed to prevent the use of both power on important channels.

Fascicultely, the speaker said, should the expanded potentialities of the channels set aside for aural broadcasting, including the 550 - 1,000 kc. band. While midnight to morning hours are used for exclusive experimental work on facsimile, he said, it is likely that on some channels, 26,000 kc. would be allowed to alternate with regular broadcasting, or even to constitute a 24-hour service.

Dr. Aiken told the AB technical spokesman, in his introduction, that the following bands be made available for experimental broadcasting subject to certain variations: 180-210, 250-1,000, 25,600-26,600, 36,000-38,000, 62,000-64,000, and 94,000-100,000. Above 215 kc., he suggested that allocations be kept flexible for various experimentation.

Long-wave Stations

GOING into the specific proposals, which led to a severe cross-examination by Prof. L. D. Parry, who asked, Dr. Aiken began by contrasting European and North American uses of the long waves. He asserted that there were not enough longwave broadcasting stations in the world, of which 36 are in Soviet Russia. The first longwave stations of the 180-210 kc. band for superpower of the order of 1,000,000 watts were in use, and contour maps were exhibited, showing that 5 stands 3 millivolts and 1 millivolt lines of such stations which covered the entire of the United States. The such station located about 70 miles east of Cincinnati, it was stated, would serve the service. The 5,000,000 people within its 3 millivolt contour, including such widely separated cities as St. Louis, Milwaukee, Detroit, Pittsburgh, and Nashville. The five stations would serve the whole country and still the stations, an 80% of the service area would have a radius of between 250 and 400 miles.

Dr. Aiken tabulated the stations shown in the map, now operating between 175 and 215 kc., and gave suggestions for accommodating them elsewhere. It was shown that many low power units, such as Pennsylvania's state police code stations, the Ontario hydroelectric power commission's stations, etc., need not occupy these valuable long waves.

Even with substantial power, Dr. Aiken pointed out, the International Ice Patrol in the North Atlantic, operating on 175 does not seem to suffer from an existing 75,000 watt station operating on 174 kc., which would certainly seem to be a greater threat than would a broadcasting station 18 kc. in the Western part of the United States.

It was suggested that Air Communications stations operating below 230 kc. would, with loss of usefulness, be moved to one or more of four frequencies 403 and 432 kc., leaving a clear space between 215 and 230 kc. for use by Army aircraft stations.

Ultra-high Problems

THE QUESTION of broadcasting on 520, 530 and 540 kc. was next taken up and suggestions were made for modern marine apparatus, including the efficiency of marine communication services, and at the same time to make it entirely possible to operate 500 kc. with an increase in the number of those frequencies if the stations were located in the North Central west 500 kc. It was pointed out that there are already 13 broadcasting stations in the world operating on 500 kc., including a 1,000 watt standard in Canada, and that a fourteenth is projected for 520 in Canada. Some of the difficulties of frequency and distance from salt water as to cause further more interference to the service than would 50,000 watt stations in the North Central U. S.

NAB SPOKESMAN—Dr. Charles B. Aiken, Purdue University president, presented long and shortwave technical cases of the broadcasters. Prof. Aiken is on leave of absence from the university to devote his time to the NAB.

REGARDING possible interference to naval units operating between 500 and 550 kc., the speaker concluded that wide of radio interference would be appreciable it would no means be serious.

Concern should be given to some of the technical problems of ultra-high frequency broadcasting. There is variation of coverage with frequency. interferences, interference range of a broadcast station, spacing between stations on the same frequency, distinction of local assignments, and certain features of ultra high frequency receivers.

Skinny Scans Future

Excerpts from testimony of James M. Skinner, president, Philadelphia Storage Battery Co., and representatives of manufacturers Association Special Committee on Television:

RMA will present a logical future extension of radio. A television receiver is not as different from a radio receiver as one might surmise. A properly engineered aerial is required to pick up the signal. Each channel is marked by a distinctive signal, converted into sound through a loud speaker. In a television receiver the amplified signal is converted into a picture through a large glass cathode ray tube.

It is logical to expect that the same companies which have successfully made sound radio receivers will in general be the companies to successfully make television receivers.

Sound broadcasting and television broadcasting will not be competitive, new apparatus will be supplied sound radio. It is wholly unlikely that television will be used anything like the number of hours per day that sound radio is used. Sound radio is used, not only as a primary source of entertainment and education, but as a background for reading, working, or playing bridge. Looking at television requires concentration. In too large a dose the receiver would be tiring. However, the addition of daily television programs at certain hours, covering perhaps news events, sports events, plays, skits, etc., could be a very important and significant addition to the home life of the American people.

Television and the movies should not, in the opinion of RMA, be serious competitors. Television will never supplant the movies. Of course, it may be argued that some people may have time to go to the movies. In the case of radio broadcasting, the stimulation of the public mind to greater interest in the nation's life, be of great benefit. Furthermore, the gregarious instinct of the human race to gather in crowds is fundamental and will continue to be satisfied by television or anything else.

It is likely also that television (Continued on page 128)

Dr. Aiken suggested that spaces of not less than 250 miles be employed between aural broadcast stations operating on the same frequency. It was pointed out that there seems to be no way of obtaining enough channels for purely aural television service, and that consequently a compromise should be made between protection which the need for crowding stations fairly close together. Rather than have too few channels, it would be better to slightly reduce the service range of each station, Dr. Aiken said. It was therefore recommended that the bandings of the order of 150 miles be tentatively adopted and that the Commission should try to work out a procedure with the existing account of antenna heights, elevation of the intervening terrain, and other factors that will vary from one locality to another. The use of directive antennas for television broadcast stations and a careful arrangement of transmitter sites in a given area were also recommended.

Bands for Television

HE RECOMMENDED that television be assigned a band from 64 to 72 mc. between the bands now 56 mc. This latter band might have its high end at 56 and its low end at 38, thereby allowing use of 62 to 72 kc. Dr. Aiken, said, adding that if this were there should be aural broadcasting with television. On the other hand, if the lowest frequency television channel was thought to be undesirable because of interference, then the 2 mc. aural band should be adjacent to the low end of the television band. He recommended that amateurs be also be keep their present bands of 56 to 60 mc. since they have probably made no radio assignments, and in any event the harmonics of amateur transmitters in the 10 mc. interval would cause very serious interference between 56 and 60 mc.

If the amateur band is allowed to remain, the reason why other services requiring relatively narrow bands should not be allowed to occupy the frequencies of the particular properties of the 60 mc. waves, according to Dr. Aiken. He then recommended that 60 to 72 mc. be used for aural broadcast services and that 62 to 64 be assigned to aural broadcasting.

Facsimile broadcast and for frequency modulation was suggested, running from 90,000 to 100 mc. Because of the different requirements of the various frequency bands and of the incomplete information concerning them, the Commission should at least the three bands recommended should be set aside for the development of aural facsimile broadcasting.

He suggested that the interval from 100 to 120 mc. be set aside for an experimental band for television such as ultra-high frequency broadcast pickup, studio-to-station radio links, inter-station program circuits, television facsimile pickup and possibly television pickup, although the latter may have to work at still higher frequencies.

Since it is impossible to obtain an adequate number of television channels below 100 mc. he recommended that the FCC keep in mind

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Special Requests for Assignments Made at FCC Hearings

BAKER URGES OPEN DOOR

Excerpt from the testimony of William S. Baker, president of CBS.

As YOU know, Columbus is not a manufacturing company; not a holding company for patents; not a development laboratory. We are a service organization broadcasting to the public, existing only with the public's approval of the service we give. For this reason we believe there are perhaps justified in thinking that our conclusions have an interest, Dr. Aiken said he presumed that would be the case.

Dr. Aiken saw no conflict between his long wave demands and the growing demands for powers of 500,000 watts on the clear channels. As for the 320, 530 and 540 kc. proposals of the NAB engineering report, Dr. Aiken said he could not suggest at this time that these frequencies should be used for 50,000 watts power or regional powers.

So far as the ultra-high "apex" frequencies are concerned, Dr. Aiken said he thought their present potential power was too low to operate.

If for the government sharing the television frequencies with private services, Dr. Aiken said the results would be disastrous.

advantage of perspective, and are closely allied with the interests, the needs, the desires of the American public.

Specific problems of what frequencies should be assigned to the various services concern us less than a few broad principles, faithfulness to which will do most to assure that the combined application of all radio resources will be of the public benefit.

This is the first principle: If broadcasting, aural, visual, or both is to continue to be a public service, it must be economically sound. It must be kept on a firm business footing. I do not think many of us realize how much of the guiding principle is part of the basic American viewpoint that a service which is to be a public service must be self-supporting. It must be able to pay its own way. This makes it much more responsive to the public will. For it must quickly adjust itself to the public demand, or lose revenue and the support.

It is worth noting, I think, that economic self-sufficiency has made America the leader in the field of broadcasting services in the world. It has certainly made it the most unshackled broadcasting service in the world. This condition of political control is one of the surest guarantees that it will help perpetuate a free and representative political system.

If private capital is going to continue doing the sort of broadcasting that we have in mind, it will have to be done in this country, its past investment must not be ignored. I say this because I must express my earnest encouragement to capital flow if the people of America are to have the benefit of every technical discovery, every creative advance.

For this reason, sudden, revolutionary moves to turn broadcasting planning for the future must be avoided. Capital can adjust itself to orderly progress, it always does. It retires in the face of chaos.

We are on the threshold of a period of adjustment for the next couple of years. We should do everything in this period to advertise the possibilities of broadcasting. We should do nothing to weaken the structure of aural broadcasting in the present band until experimentations in other bands has yielded us new certainties.

For instance, allocations in the present broadcasting band which show that even a few minor changes might upset the whole plan of the structure. The present layout is like a chess game. A single move can have almost infinite ramifications.

I think really immediate question in this connection is whether we should do anything at all to preclude the possibility of broadcasting facilities until we know where broadcasting is ultimately going. There already appears to be a want of opportunity for us to consider, without our voluntary assumption still more at this time, the same consideration would apply to any sudden addition to present aural broadcasting frequencies. Reckless extension at the moment would be one of the pieces of evidence that it would be impossible for many small stations to survive economically.

The same economic forethought should be applied to the proposed change in the power level for stations in the present broadcast band.

Specific Requests for Assignments Made at FCC Hearings

AMATEUR
American Radio Relay League—4,000-4,500, 7,300-7,500, 112,000-120,000, 224,000-240,000, 448,000-480,000, 897,000-960,000 kc.

AVIATION
Radio Technical Committee on Aeronautics—6,210 kc. for Iciferous aircroft, airport isle wave of 278 kc. for a band of frequencies above 30,000 kc.

Broadcasting
Brown Rayphones—San Francisco, Calif. Frequency will be in band from 30,000-150,000 kc. to be allocated by FCC.

BROADCASTING (Farmspecilime)
National Association of Broadcasters—1-20, 250-1600, 35,600-36,600, 35,600-38,000, 62,000-64,000 kc.

Radio Manufacturers Association—500-1600, 25,600-26,600 kc.

GOVERNMENT
Interdepartmental Radio Advisory Committee—4,000-4,500, 50,000-56,000, 60,000-65,000, 72,000-77,000, 89,000-94,000, 106,000-116,000, 128,000-138,000, 150,000-170,000, 180,000-192,000 kc.

HIGH-FREQUENCY (APEX) BROADCASTING
National Association of Broadcasters—36,000-38,000, 62,000-64,000, 94,000-100,000 kc. (In later band frequency modulation service also asks space.)

International Broadcasting
National Association of Broadcasters—1-8,560-10,000 kc., 2,500-5,900, 9,600-9,800, 11,900-12,100, 15,850-15,500, 17,800-18,000, 21,500-24,750 kc.

MARITIME (TELEGRAPH)
Mackay Radio & Telegraph Company—Asks for frequencies in band 40,000-75,000 kc.

MARITIME (TELEPHONE)
Mackay Radio & Telegraph Co.—Asks block assignments in 30,000-50,000 kc. band.

Radio Telegraphy.—Asks for frequencies in band 40,000-75,000 kc.

POINT-TO-POINT TELEPHONE
American Telephone & Telegraph Co.—Asks 9 frequencies between 3,000-6,000 kc. 22 between 6,000-9,950 kc. 9 between 10,000-10,000 kc. 28 between 11,000-11,999 kc. 27 between 11,000-11,999 kc. 27 between 12,000-12,999 kc.

Western Union Telegraph Co.—Asks 31,500-31,525, 35,600-36,525, 100,000-100,100, 165,000-165,100 kc. (Same as under point-to-point telephone.)

POLICE AND FIRE
International Association of Chiefs of Police (Association of Police Communications Officers, L.L.C.)—Edwin W. Demetrius, Detroit Police Department, Chairperson.—30,000-32,000, 33,000-34,000, 35,000-37,000 kc.

New York Police Department—Asks 3 frequencies 2,064, 2,080, 2,118 kc. 35,600-37,000 kc.

Radio Manufacturers Association—56,000-60,000 kc. (except 56,000-60,000 kc.) 120,000-127,000 kc.

Reid & Co.—Asks block assignments for stations in 30,000-60,000 kc. for broadcasting synchronizing mobile telephone and facsimile pickup.

TELEVISION
National Association of Broadcasters—100,000-125,000 kc. for broadcasting synchronization mobile voice and facsimile pickup.

MISCELLANEOUS SERVICES
Edison Electric Institute (electric utilities industry)—Asks for 3,728 and 3,190 kc.; also 4 frequencies between 2,550-3,000 kc.; 4 between 4,500-5,000 kc.; 4 between 6,000-6,500 kc.; 4 between 16,000-20,000 kc.

Southern California Edison Co.—Asks 2 frequencies between 45,000-50,000 kc.

McGraw-Hill Broadcasting Co.—Asks 3 frequencies between 3,600-3,700 kc. to City of New York, Dept. of Plants and Structures—Asks 110 kc. for ship guidance into slips; 600,000 for harbor collision prevention; 650,000 for emergency broadcasting link between offices; 650,000 for emergency broadcasting link between offices.

Rhode Island Dept. of Agriculture and Conservation—Asks frequencies above 30,000 kc.

Western Union Telegraph Co.—Asks block assignments in 30,000-60,000 kc.

20th Century-Fox Film Corp. (motion pictures)—Asks one frequency in each of following bands: 1,000-1,500 kc.; 2,000-2,500 kc.; 2,500-3,000 kc.; 3,000-3,500 kc.

Brown Rayphones—Asks frequencies for safety equipment in 30,000-50,000 kc. band.

International Broadcasting—Asks assignment of frequencies below 30,000 kc. for fundamental scientific research.

*Asks permission to use frequencies of 3,000-5,000 kc. for state police, and other intermediate frequencies for the new 26yr. telegraph network already assigned temporarily subject to the outcome of allocations from the hearing. The ultra-high frequencies are for two radio relay telephone in police cars, on which 224 licensees with 90 stations are already operating.

Robert J. Baker, J. D.

July 1, 1936
Dear Dr. Chase:

The Franklin Institute is particularly gratified to acknowledge the greetings of New York University on this the first public demonstration of RCA's new Ultra-High Frequency Radio Circuit. Since 1853 The Franklin Institute has devoted itself to the promotion of science and the mechanic arts. It is, therefore, appropriate for us to join with New York University in appreciation of this new and important development.

A century ago, the Committee on Science and the Arts of The Franklin Institute in reporting on its FACSIMILES ON THE AIR—Here are reproductions of a schematic and part of a letter transmitted via RCA's new ultra-high frequency "repeater" circuit now in operation between New York and Philadelphia, with booster stations at New Brunswick and Arneys Mount, N. J. The photograph below shows operator preparing to transmit a message on the facsimile sender, giving some idea of the apparatus at both ends. The system operates on about 3 meters and is capable of sending a true letter, picture, map, handwritten message or drawing at the speed of 8½ square inches per minute, or about 6 minutes for a 6 x 8 inch letter. RCA expects this service not only will revolutionize telegraphy by making it a "square inch" service but may also be adaptable to sending pictures into the home on the broadcast waves.

FACSIMILES ON THE AIR—Here are reproductions of a schematic and part of a letter transmitted via RCA's new ultra-high frequency "repeater" circuit now in operation between New York and Philadelphia, with booster stations at New Brunswick and Arneys Mount, N. J. The photograph below shows operator preparing to transmit a message on the facsimile sender, giving some idea of the apparatus at both ends. The system operates on about 3 meters and is capable of sending a true letter, picture, map, handwritten message or drawing at the speed of 8½ square inches per minute, or about 6 minutes for a 6 x 8 inch letter. RCA expects this service not only will revolutionize telegraphy by making it a "square inch" service but may also be adaptable to sending pictures into the home on the broadcast waves.

The Commission is soon to give this subject full consideration. It should do no more now than emphasize the importance of balancing carefully the possibilities of increased service against staggering increases in costs of construction and operation.

Probably the most important economic problem we must face—certainly the one uppermost in everybody's mind—is the approach of television. Perhaps not all of us realize just how important, or how great, this problem will be.

Cost of Television

WE MAY already have accustomed ourselves to think of higher program costs and rapid obsolescence. But I wonder if it would interest anyone to learn that a competent preliminary estimate of the cost of a single television station—neglecting only according to standards of present day experiment—was in excess of $500,000. And this cost, incidently, was only for a station for experimental transmission.

Next in importance, after the principle of economic soundness, is the principle of competition. Adherence to this second principle, also, is essential if the public is to be assured good service—constantly improving service. This is as true in broadcasting as in any other economic undertaking. Our sureness on this point arises from our own experience. The eagerness of broadcasters to compete for the goodwill and interest of the American audience has greatly advanced broadcasting.

The third principle I want to stress has already been developed by the Commission's engineering staff. Your own engineers recommend that the Commission hold fast to a policy of experimentation and evolution. I emphatically agree.

The final principle I want to mention is this: In assigning channels to individuals or to organizations, their demonstrated responsibility should be a fundamental consideration. In some instances this should be a responsibility to the whole American people; in others it should be a responsibility in and to the community the applicant proposes to serve.

In aural broadcasting I think the need for such responsibility has been established beyond argument. The international bands bring this principle of responsibility into sharp relief in a new way. These waves range the world. Many nations are using them in a planned effort to promote their national interests among other peoples. Organized propaganda is distasteful to the American mind. On the other hand, there can be no doubt that many foreign peoples, through various mediums, have gained impressions about America that are as unfair to us as they are untrue. Obviously, all Americans share an American interest in the allocation of these waves. So it seems well to consider allocating frequencies in this band only to broadcasters whose sense of responsibility has been shown beyond question.

This consideration, no less than technical reasons, wholly justifies the Commission's recent rulings applying more rigid requirements to govern the licensing and the operation of such stations.

The importance of this principle of responsibility, when we think of television, is limited only by our imagination as to the social and cultural force in the nation that television may eventually be. If television is to flourish, it must be made a nationwide service vital part of the life of the American people. Whatever the present technical difficulties, the day can hardly be distant when the public and our national interest will demand network television. It will be tremendously costly—that goes without saying. Even the preliminary foundation work must cost millions. This can only be justified if adequate allocations are assured. A sufficient number, and, at least in the beginning, only a sufficient number, of responsible organizations signifying a desire to work toward a nationwide, coordinated service should be given some certainty that—if they meet definite requirements in performance—they will receive the necessary encouragement and allocations to go ahead.

Several of our present broadcasting groups have already shown, by their achievements in the medium of today, their fitness to undertake this work in the medium of tomorrow. They have learned much from their pioneer building. Today they are trained, staffed, and equipped with the necessary background of experience, to render a service of public value. America has much to gain from this experience. If the principles of economic stability and of sturdy responsibility which I have advanced are sound, certainly it would seem well to admit television's development into these practiced hands.

Either too much or too little competition might well make us lag many years. I do not know how many television channels will be necessary to insures healthy competition. I do not see how it is possible to know now. But even under the most favorable condi-

Broadcasting  •  Broadcast Advertising

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CONCURRING in the technical report of the RMA and supporting D. R. Farnsworth's views on television, Dr. Jolliffe nevertheless amplified this report with views of his own. He is one of the pioneer experimenters in this field and is the owner of a number of rather basic patent developments.

A combination for television receivers was advocated by the inventor. Such antennas, he declared, are simple and economical to build, and in a great many instances they will be used anyway to increase the sensitivity of the receiver and improve the service. By making full use of directivity, he contended, it would be entirely feasible to place 50 television transmitters having maximum coverage in the seaboard cities between Boston and Washington.

Asserting that it was doubtful whether the present system of amplitude modulation will be the one that will eventually be used, Mr. Farnsworth said recently his company had devised tubes which have all the characteristics of developing practically any required peak power as long as the receiver is not overloaded to a dissipation rating. "We therefore intend to experiment with frequency distortion at the transmitter and suitable frequency compensation at the receiver. If the system can be worked out practically, as it appears to be, the effectiveness of a given power radiated by the transmitter will be increased in direct proportion to the absorption of the distortion at the high side-band frequencies.

High-frequency Tubes

"WE LOOK to the future with complete confidence that the very high frequencies between 100 and 500 mc. will become practically usable within a very short time. We have under development in our laboratory tubes that may be used as reliable audio-frequency receivers without loss of frequency up to 500 mc. or higher. These tubes will be designed for a number of motor variety. We hope to make tubes of this type available to our licensees for experimental purposes within the next few months.

At the present time we are attempting to develop a tube which will output a constant power of 500 watts or more. By doing this we are learning that we have yet to fix the exact boundary where waves begin to escape optical in nature.

Still another factor, remote within the realm of possibility, is that the television method now most discussed, which is necessarily not to be those in ultimate use here in the United States. But they may be the best method for some other unknown, or larger, and we are learning that we have yet to fix the exact boundary where waves begin to escape optical in nature.

Mr. Farnsworth contended they should not be particularly complicated in adopting a fixed spacing between the tubes. As he declared, it is contemplated that the tuning of sound and vision ultra-high-frequency transmitters will be accomplished with one control. Thus, he added, there would be only one adjustable control, namely that for regulating the intensity of the picture in what is for all practical purposes the present television receiver. "We do not feel that even at the present time the cost of RCA's experience and conclusions regarding television brings that comprehensive agreement with the RMA standards, Dr. C. B. Jolliffe, former FCC chief engineer, who is now chief of the RCA frequency engineering department, said in his paper on television. He presented three papers, the first dealing with the technical relationships and services and needs and the second with facsimile, the latter paying particular attention to the "new" reaper facsimile telegraph system recently installed between New York and Philadelphia.

The discussion on television, disclosing many details of RCA's television for the first time, provoked considerable questioning, in which Commissions Sykes and Stewart and Capt. S. C. Hooper, U. S. N., do not feel that the department radio committee, joined. "Up to the present time," said Dr. Jolliffe, "the engineers and executives of RCA have been working on television ready for presentation to the public." However, the completed arrangements involving huge sums to make it ready for field tests, formally scheduled to get under way from the 8 kw. television receivers will be 274.8 kw."

The Farnsworth receiver, said the inventor, will consist of five components and vision ultrahigh-frequency receiver, (2) a television scanning chassis, (3) a regate phases and (4) high-frequency carrier. The number of tubes required in these three units now is 19. He said he knew of no appreciable limitations of the effect of the number of tubes required for a television receiver in which the signal is processed by frequency modulation.

"We believe, therefore, that the costs estimated for television receivers are entirely too high. We feel that it is far too reasonable to expect that the cost to the public can almost at once be reduced to a figure less than a sound receiver does today.

"As to the cost of television transmitters, we have had many estimates. We feel that the licensee sees a complete television transmitting station and the cost is but a small fraction of the figures which have so far been so widely publicized. Television studios, as in the case with sound studios, can be built at any degree. It would hardly be fair to take as the cost of a sound transmitter as a cost of the plant to Radio City.

Mr. Farnsworth said he believed amateurs can and should be permitted to build television by building their own receivers. He said television probably the only true open receiving set builders than did radio in 1921 and 1922. He took it for granted that television must be produced to be run and that the public learns that a few hundred television receivers, even though under experimental field conditions, "it will be faced with the practical problem of delaying its commercial exploitation."
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New ERPI Recording Studios
In New York Acquired by WBS

Four Former NBC Studios, Modern Equipment Are Included; Chicago, Hollywood Expansion Planned

ACQUISITION of the complete new recording and transcription plant of Electrical Research Products Inc. by World Broadcasting System was announced June 21 by Percy L. Deutsch, WBS president. The studios, located in the National Broadcasting Company building at 711 Fifth Ave., have been completed and will be taken over on July 1. While no statement was made under the terms of the deal, involves an outlay of between $400,000 and $500,000.

The transaction, World becomes the sole proprietor of its transcription and spot business. Heretofore, its transcriptions have been produced in connection with its licensing arrangement. The transcription plant is designed to be the only one of its kind on the country, including not only the former NBC studios but also associated processing and pressing plants developed by Bell Telephone Laboratories.

Simultaneously it was learned that a $250,000 modernization of the building of complete new studios and pressing plants by WBS is in progress in Chicago and Hollywood.

Charles L. Deutsch, chief engineer of World, has been named plant manager in charge of operations.


drapes, while the acoustical treatment of the walls takes into consideration other characteristic living room features. By switching a key on his monitoring table, the recording engineer can change entirely the quality of reception, ranging from the finest wide range quality to typical radio set reception in the home.

The "brain" of the transcription plant is the recording room, on the 14th floor. Here, as part of the straight-line production process, are eight cutting tables, fed through five channels, including the four studios and a separate channel for direct wire recording from other radio stations or remote points.

Processing Equipment

IN ADDITION, off-the-air recording is available by means of a specially designed Western Electric radio recorder designed for that purpose. Through this arrangement it is possible to check wire and off-the-air pickups simultaneously if desired.

Each of the eight cutting tables provides for both vertical and lateral cutting, at speed of 3 3/8 RPM. The machines are driven by controlled-speed motors electrically interlocked to maintain absolute speed and synchronism. Thus all recording cutting tables operating on the same channel produce identical results on the master wax. This is an exclusive feature of WBS transcriptions.

The recording room, like all studios and the entire pressing plant, is air-conditioned, provided with a constant source of clean, filtered air at the right degree of temperature and humidity. The effect of impure, dirt-laden air on delicate instruments or wires, as well as on masters during process, is completely minimized. From wax blanks to finished masters, revolutionary production methods are said to be utilized.

Processing represents an important step in the production of electrical transcriptions. WBS's new galvanometer at 711 Fifth Ave., only recently installed, is designed to obtain highest possible production speed, consistent with quality. The actual interval between the recording and final processing has been steadily reduced, now providing for as little as 24 hours between studio work and station broadcast, as against 72 hours previously.

The results of this three-fold enlargement to provide the ultimate in sound reproduction are cultivated in the three floors at 711 Fifth Ave., facilities, personnel and equipment for every phase of radio recording work are provided in the plant's 50,000 square feet of floor space.

In addition a modern pressing plant has been installed at 660 Avenue New York. Air-conditioning, and automatically timed presses of the latest designs are part of the many features new to pressing transcriptions. Discs are to be furnished in Ace- tate or Vinylite, depending on customers' requirements.

Vacation Profits

VACATION time is a good time to get vacation business, WMEX, Boston, believes. On a tour of New England resorts, 28 hotels were signed for daily announcements on the WMEX Classified Directory. A second trip is bringing in more clients. Marie Mason, WMEX Continuity director and sales promotion writer, is the main victim, having to turn out during but different copy for each client. Torrey & Ryan, Boston agency, handles most of the accounts, which are signed for from 8 to 13 weeks.

Hearst Radio Suit

For WMAL Denied

Court Holds Contract to Sell Station Was Not Complete

DISMISSAL of the suit filed by Hearst against the owners of WMAL, Washington, for specific performance of contract under which the station was to be purchased and which has been advertised for $285,000 was ordered June 15 by the Supreme Court of the District of Columbia. The court, in an opinion by Justice Jennings Beale, held that the reinstatement in the conditional agreement for the sale had never been worked out in complete detail and that there had been and are both made contingent upon an FCC grant of the WOL regional application.
NAMES MAKE NEWS . . . Some of them are also making history—sales history—by using WGR and WKBW in the Buffalo market.

- The national non-network advertisers, whose names appear below, have reported sales increases in our front yard.

- There is more money available for goods and service in the Buffalo market than our present advertisers are taking.

- And . . . there is room for more national advertisers on the popular WGR and WKBW schedule.

Automobiles
Chrysler Motors
DeSoto
Dodge
Plymouth
Ford Motor Company
General Motors
Buick
Chevrolet
Packard Motors

Cigars
Congress Cigar Co.
Bernard Schwartz Cigar Corp.
Waitt & Bond

Cosmetics and Perfumes
Bernard Perfumer
Compagnie Parisienne, Inc.
Armin Varady, Inc.

Drugs and Pharmaceuticals
Carleton and Hovey
Carlsbad Salts
Carter Medicine Company
Ex Lax, Inc.
Knox Company
McKesson & Robbins
Maryland Pharmaceutical Co.
Piso Co.
Sterline Products, Inc.
California Syrup of Figs
United Drug Co.
Wildroot Company
Wyeth Chemical Company

Food Products and Beverages
D’Arrigo Bros.
Bay State Fishing Co.
Bewley’s, Inc.
Bunte Bros.
Virginia Dare Extract
Jacob Dold Packing Co.
Educator Biscuit Co.
General Mills

Wheaties
Robert A. Johnston Co.
Kellogg Sales Company
Land O’Lakes Creameries, Inc.
New York State Bureau of Milk Publicity
Pabst-Ett Corp.
Pier Bros.
Ralston Purina Co.
Reid, Murdock & Co.

C. F. Simonin & Sons
Standard Milling Corp.

Wander Company

Gasoline and Oil
Atlantic Refining Company
Bradford Oil Refining Co.
Crum Lee & Co.
Gulf Refining Co.
Kendall Refining Co.
Pure Oil Co.
Socony-Vacuum Oil Co.

Tidewater Oil Co.

Household Appliances
American Radiator Co.
American Washing Machine Manufacturers Assn.

General Electric Co.

Household Necessities
Fels and Company
Gardiner Mfg. Co.

Gold Dust Corp.
Lever Bros.
Lifebuoy

Spry
McAleer Mfg. Co.
Proctor & Gamble Co.
P & G White Naptha

Insurance
Utica Mutual Insurance Co.

Personal Finance
D & M Finance Corp.
Home & Auto Loan Co.

Household Finance Corp.
Personal Finance Co.

Public Utilities
New York Telephone Company
Niagara-Hudson Power Corp.

Religious
Shrine of the Little Flower
Watchtower Bible & Tract Society

Miscellaneous
Bulova Watch Company
Clark Bros. Chewing Gum
Fred Fear and Company

Gardner Nursery
Hartz Mountain Products, Inc.

ITS Co.
Julian & Kolenge

Justrite Co.

WGR . . . The Ends of the Dial . . . WKBW

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION
Represented by Free & Steininger, Inc.

BROADCASTING . Broadcast Advertising

July 1, 1936 . Page 47
Mutual's Plans to Expand Net May Materialize at NAB Session

Transcontinental Setup by Jan. 1 Now in Prospect; Stations Sought to Break Long Haul From Chicago

PLANS OF Mutual Broadcasting System for a transcontinental network may crystallize in Chicago coincident with the NAB Convention July 6-8, with plans expected that the Pacific Coast will begin by next Jan. 1. Discussions with the Don Lee Broadcasting System, which sever its connection with CBS at the end of the year, have reached a point where there is every likelihood that remains to be done is the signing of the contracts. A wire line haul from Chicago money to approximately $200,000 annually will be involved. This is in addition to some $70,000 spent annually by Don Lee for its California network.

At the Chicago convention the Mutual Broadcasting System will hold a meeting — its first in several months. The basic four-station network has been going strong during the last year and in addition to WOR, WLW, WGN and CKLW, commercial and sustaining program material have been added to six other stations in major markets.

West Coast Situation

DURING the convention, also, it is expected that Mutual executives will have a meeting of heads on other major markets the possibility of aligning them for service to begin by Jan. 1. The effort is to build, it is understood, as much as possible in the major markets enroute.

The four Don Lee stations which are expected to join Mutual next Jan. 1 are KJH, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDR, Santa Barbara. If any other coastal stations are added to the network, it is understood, they will be part of such arrangements with Don Lee.

In addition to the four basic stations currently joining Mutual, the network currently includes WSBAL, Baltimore; WCAE, Pittsburgh; WGR, Buffalo; WGAR, Cleveland; WAAR, Philadelphia; WBZ, Boston. Mutual is interested in procuring outlets, it is believed, in such cities as St. Louis, Des Moines, Omaha, Kansas City, Denver and Salt Lake City. Negotiations have gone forward with sta- tions in these cities, and the acquisition of such stations as WSM, Nashville; KSO, Des Moines; KOIL, Omaha, and WJLA, Washington, DC, has been discussed, but with no definite commitments. Exaggerated reports of some stations dropping out of the network affiliations to join Mutual have been circulated.

In St. Louis there has been mention of the possibility of a new outlet, and in Kansas City some service has been supplied through WHB, limiting time. It is said that WHB has a favorable examiner's report for full-time operation, and should it acquire a full-time status by the line, KOKF, Kansas City, which is viewed as the logical outlet. Conversations also have been had, it is said, between Mutual and KFQ, Kan- sas City, NBC Red outlet.

Expansion of Mutual into a nation-wide network would set it up as a competitor of the three major networks, ABC, CBS, NBC and CBN. Many of the stations already taking Mutual service as well as those expected to join the network place Mutual on a par with the other major networks. This has been a complicating factor that may even- tually lead to the Mutual stations changing the basic structures of the network.

The Mutual policy from its inception has been that of a cooperative endeavor. Stations aligned with it charge their regular commercial rates as part of the network and pay to Mutual whatever it costs to procure the business and to defray wire charges.

Cooperative Plan

THERE has been much speculation as to whether Mutual has a cooperative network plan of this character, but in spite ofdire predictions it has functioned surprisingly well. No few people in broadcasting felt it was virtually impossible for such individuals as Max Schiano, Chicago owner- ship, Hearst and Crosley to work together. It develops, however, that there is an interlocking of ownership of their newspaper and other interests from their radio operations to the extent that the two groups are functioning as a separate enterprise.

Presumably, the effort of Mutual will be to straighten out the basic network in large measure paralleling the coverage of the other basic networks.

KFRU IS ACQUIRED BY ELZEY ROBERTS

SALE of KFRU, Columbia, Mo., to Elzey Roberts, president of the St. Louis, for $105,000 was consummated June 16, and approved by the FCC in record time June 24. The operator of KFRU Inc., negotiated the sales arrangement with Elzey Roberts, president of the St. Louis Star-Times, while both were in Washington.

The station operates full day-time and part nighttime on the 630 kc. channel, using 1,000 watts day and 500 watts night. Mr. Hill, formerly a resident of Alabama and purchaser of the control of the station several months ago.

Elzey Roberts will seek to have the station moved to St. Louis, once FCC approval is procured on the transfer. The St. Louis Times-Star recently hired Elzey Roberts as its executive of the publishing company. Mr. Roberts several years ago was chairman of the executive committee of the American Newspaper Publishers Association. The St. Louis Times-Star recently fired NBC examiner on its application for a new 1,000 watt fulltime station on 125 kc. in St. Louis. This application was opposed by a counter application for the same facility by WIL, St. Louis.

Plan for Broadcast Discount Opposed By Arthur Church

Says 2% Proposal Would Mean Increase in Station Rates

OPPOSITION to the proposal that broadcasting stations be allowed to pay a 2% cash discount for payments by check was pressed in a letter written to the board of the National Broadcasters Association by Arthur B. Church, general manager of KMBK, Kansas City, and chairman of the NAB commercial committee.

In a letter to the board on June 17 in reply to the proposal advanced by L. T. Bush, secretary-treasurer of Blackman Advertising, Mr. Church stated:

'Indicating that the proposition might be discussed at the NAB convention, Mr. Church stated that the 2% discount could be enumerated as follows:

1. The theory of the cash discount is that the discount is a means of assuring prompt payment of bills by advertising agencies. Many broadcasters, however, think that the cash discount is a means of assuring prompt payment of bills by advertisers.

2. The practice of cash discounts by publishers is feeble. Cash discounts in the advertising world have been established but most publications would now like to do away with it. Because a publisher is not taking the cash discount now resulting in an admitted evil practice is reason why broadcasters should not be allowed to subscribe to the evils.

3. Some broadcasters who subscribed to the cash discount theory admit the practice is unsatisfactory because certain buyers insist on taking a cash discount even though payment is not made within the prescribed limit, and take offense if the undeserved cash discount privilege is denied.

4. Cash discounts create increased accounting, and, create erroneous money statements.

5. In my opinion the most important reason why the cash discount practice has not been done away with among broadcasters is that it is unnatural to do away with a thing that is legal rather than subscribe to the evils.'
500,000 Watts (application now before the F.C.C.). The last word in transmission power.

2. A vertical half-wave antenna, furnishing maximum signal strength and minimum fading.


4. These latest developments in efficiency high-power broadcast over 820 kilocycles will furnish advertisers with maximum CLEARED CHANNEL COVERAGE.

5. We pledge to our advertisers a tremendous and responsive audience of buyers—day and night—and programs which keep them tuned in.
TRANSCRIPTION

WORLD BROADCASTING

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES
I

HEADQUARTERS

is now identified exclusively with

WORLD BROADCASTING SYSTEM

- News of the first importance to the world of radio is the announcement that, effective July first, World Broadcasting System takes over the new recording studios and transcription processing plant (recently completed by Electrical Research Products, Inc.) occupying three floors at Transcription Headquarters.

Here are the largest and finest studios in the world, designed and engineered exclusively for radio recording, acoustically perfect, ready for efficient and convenient production of your radio presentation.

Transcription Headquarters contains also an elaborate processing plant for the speedy and precision-built production of the new Wide Range Vertical WBS discs—the only complete plant devoted entirely to radio transcription manufacture.

The skill of sound engineering reaches a new climax of performance in this complete service for recording, processing, pressing and distribution of WBS discs to more than 400 radio stations in America now broadcasting sponsored WBS programs.

You really ought to visit WBS and learn the whole story! Meanwhile, tour Headquarters in just a few minutes by reading the brochure pictured on the opposite page. It’s interesting, informative, and profusely illustrated. Copy of this brochure will be sent to advertising agencies, advertising and sales managers and radio executives on request. Write WBS at Transcription Headquarters, 711 Fifth Avenue, New York City.

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 recordings by the Wide Range Vertical process.
A Nation Turns to Songs--And Luckies Too

The ‘Hit Parade’ Turns Out to Be One of Biggest Hits Of Merchandising History as Contest Sweeps Nation

HARDLY two months ago, after American Tobacco Co. and Lord & Thomas had completed data of a prize contest for the Lucky Strike Hit Parade programs on NBC and CBS, all entry blanks were distributed to the public.

In six weeks the contest was drawing 200,000 entries a week and promised to increase to a rate that would far overshadow any prior contest on any medium.

Orders have been issued to Lucky Strike manufacturers to print and mail the next sweeps contest to meet an already growing demand.

The Hit Parade contest offers radio listeners a chance to pick the three ranking hit tunes (in correct order) to be played on Hit Parade programs and win prizes.

Entry blanks are also distributed through retail outlets and have a business reply card attached for mailing of selections. Non-winning entries may be entered in future sweeps.

Mail by the Ton

SO FAST has the contest grown that on June 15, for example, American Tobacco Co., received 80,350 pieces of mail in the contest. All mail is addressed to the sponsor and sorted out the same day were 10,220 copies of Luckies signed to Sweeps winners, each package insured. The outcome will poll alone that day was $2,650.

Behind the contest is the amazing simple idea that listeners are interested in hit tunes and will readily enter a Sweeps contest that costs them nothing.

The sponsor provides everything necessary to enter the Sweeps contest except the will to write the selections and drop them in a mail box. No proof of purchase or mailing cost is involved on entry blanks, which are printed: “This postcard is free—You need not buy anything to obtain it, nor to enter this contest of skill.”

A contestant submitting more than one entry in any week is disqualified to avoid “ stuffing” the Sweeps. All entrants must certify that they are of legal age to receive the prize.

At the end of six weeks, American Tobacco Co. had distributed 200,000 formal Sweeps entry blanks, using the mail and radio channels. Through the retail channels, alone more than 250,000 per day were being distributed. Promotion is done exclusively through the Hit Parade programs on combined NBC networks Wednesdays, 10-11 p.m., and on CBS, 10-11 p.m. Saturdays. The programs feature straight dance music based on the 15 most popular tunes of the week. To determine the tunes the contest conducts surveys at a cost of $1,500 a week.

Sweeps winners receive new blank with one-cent stamp attached in the East. First class postage in the Midwest and air-mail in West, are provided, the sponsor footing all mailing costs. The mailing plan is to send entrants to get their selections to New York in time for weekly selection of winners.

Blanks Are Changed

ENTRY blanks are changed each week. In the fourth week each card mailed to winners and non-winners contained two extra self-addressed postcards to be given to friends, a sort of modification of the chain letter idea.

For the fifth week the entry card contained a map showing towns in which Sweeps winners reside.

The map was a photographed reproduction, a pin being placed in each town, although one pin might represent a hundred or more winners. The map showed distribution of winners all over the country after five Sweeps weeks.

For the sixth week:

More than 450 men and women given employment in handling the incoming and outgoing mail.

Thirty-nine Civil Service clerks working full time at American Tobacco Co., who ordinarily would be part-time or assistants.

Over 300,000 pounds of card-board used in printing entry blanks.

Printing firm added 39 employees and new equipment.

Nearly 400 persons required to handle mail, working day and night shifts.

Thirty thousand feet of additional book space rented by the company for handling the mailing details.

There are rules for “Your Lucky Strike Sweeps”:

1.—Fill in on a post card the date and print the names of the three songs you select in order of their popularity, as you judge they will rank on the week’s program.

2.—The card must be mailed to the American Tobacco Co., 11 FIFTH AVENUE, New York, N. Y., and must be postmarked not later than Saturday of the week in which the broadcast is made. Wednesday and Saturday that the three leading songs are announced on Your Lucky Strike Hit Parade. If you’re away for an entire person each—more than one entry in any one week disqualifies you.

3.—This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

4.—This contest is not open to employees of The American Tobacco Co., its subsidiaries, or its advertising agents. By affiliated companies is meant any person, form or corporation, however remote, in making the national survey which forms the basis for the tabulation of the songs.

Response to Ford Series Returns It to Net Sept. 20

CONCLUDING the current series of May Revolution evening letter cards announced by CBS June 21, announcement was made by Ford Motor Co. that the program, conducted by Mr. Thomas Curtain, Sept. 20 and would embody historical changes during the 1936-37 season.

Guest conductors will lead the orchestra, in contrast to the year’s policy of having but one conductor, Victor Kolar. Conductors already engaged for the new season’s programs include Fritz Reiner, Alexander Smallens, Jose Iturbi, Eugene Ormandy and others.

Guest artists already engaged include John Charles Thomas, Kirker Flay, Anthony Cherchi, E. E. Condemi, Sadie Swarthout, Lily Pons, Richard Crooks and a number of others. William Cameron will continue his weekly talks. It was announced by Mr. Cameron that the series, which has been presented over the Mutual-to-cbs network of the CBS, has brought letter responses which often ranged as high as 10,000 a day. Next year’s programs will go over CBS from Masonic Temple, whose seating capacity is of about 4,000 will permit more persons to hear the broadcast than in Detroit’s Orchestra Hall, scene of previous broadcasts.

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BROADCASTING • Broadcast Advertising
HAS BUFFALO'S NEW STATION

UPSET THE ENTIRE RADIO PICTURE OF WESTERN NEW YORK?

THE REASONS —

100% RCA high fidelity equipment
Blaw-Knox radiator
Finest tonal quality and reception
Consistent coverage in all directions

Full Transradio Press Service
Independent and aggressive
Programs that please
Maximum of music—minimum of talk

If you really want to get acquainted with the real Buffalo market—get acquainted with

WB NY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street • BUFFALO • Telephone Cleveland 3365

National Representatives
WESTON, FRYKMAN & ALLEN

509 Madison Avenue
New York City

520 N. Michigan Avenue
Chicago

122 S. Benton Way
Los Angeles

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 53
Payment of ASCAP Royalties By Advertisers Again Proposed

Revision Is in Discussion Stage; Networks Opposed; ASCAP Back on Normal Basis in Washington State

POSSIBLE revision of the current five-yearASCAP contracts for personal performances is again being discussed, with the trend currently toward revival of plans for ASCAP-subsidized commercial programs to be paid by the advertiser rather than the medium.

A number of important independent broadcasters have reported, has been discussed with E. C. Mills, ASCAP general manager, broad plans whereby the networks’ contracts can be changed. Stations thus would pay ASCAP a sustaining rate to be negotiated, with their advertisers paying directly to ASCAP, with the broadcasters acting as the ASCAP agents. In other words, the broadcasters would certify to ASCAP the numbers used in given commercial programs and ASCAP then would bill the advertiser.

Two Types of Payment

TWO FORMS of payment are being considered in the current ASCAP convention. One is for the advertiser to pay a pre-determined rate for ASCAP music, related to the percentages of the composition, under a blanket license. The other is upon a per composition, or per use basis for each advertisement.

Mr. Mills is known to have favored such a formula for some time. The original ASCAP-NBC in 1926, he has said, dealt in that way direct with the advertisers.

Revival of the plan, which is simply in the conversation stage, evidently grows out of a combination of several factors.

Many broadcasters from time to time are discussing with Mr. Mills possible new methods to substitute for the present contract form on which they pay 5% of receipts, plus a sustaining fee, and against whom they are being challenged bitterly. Within the industry, some stations favor the advertiser-payment type of plan, and in certain areas stations are being forced by the cost of music to the advertisers.

Major networks from the outset have opposed passing the cost to the advertiser. First, they are satisfied with their five-year contracts with ASCAP, which provide for payment of the 5% royalties only by the network key stations in New York and by their owned and operated stations. Moreover, the networks contend that the music cost always has been absorbed at the source, that it eventually would have been “built into” and higher costs for music; that the tendency then would be to perform “cheap” music to reduce the costs, and deprecate program value, and finally that it would make it impossible to sell radio time against competitive programs.

With the return of ASCAP to Warner Bros. publishing, it has been believed iminent, it is felt in some circles that a change in formula technique could work. Warner steadily has maintained that the networks are not paying a just share of copyright royalties. Under the adver-
siser-payment formula the networks presumably would be taxed on the same basis as individual stations.

It is also known that Mr. Mills has been independent of suggestions to revise the method of payment so that stations would pay a percentage — and a higher one than the 5% — on primary assignment using ASCAP music, and not pay on the basis of all station revenue including that from programs or programs other than ASCAP music.

Mr. Mills is opposed to such a formula, in general, it is indicated. He has expressed himself as believing that this would entail extra expense to stations in furnishing audited records of who is performing the ASCAP music, or ASCAP music played, to differentiate between ASCAP and non-ASCAP, and also would conceivably tend to open the door to admissions of infringements in some cases.

Another factor in the ASCAP plan is the recent passing of Nathan Burkan, general counsel and cofounder of the ASCAP. Mr. Burkan and Mr. Mills have been the strong men of ASCAP. With the former’s death, Mr. Mills is left in the key position.

Selection of Counsel

SO FAR as known the newly created law firm of Schwartz & Frolich will be the ASCAP counsel. Charles Schwartz, youthful assistant to Mr. Burkan, is highly regarded as a copyright lawyer, and Mr. Frolich long has been identified with ASCAP trial work. It is said that Sol A. Rosenblatt, former NIRA division administrator, and Max Showalter, who with an associate of Mr. Burkan, might become chief counsel, but no verification could be procured of this.

The court further found that ASCAP is a convenience and a necessity to the users of music who will be considerably embarrassed, impeded, delayed and put to considerable expense if they had to deal separately with each piece of music performed and with each owner of the performing rights of such music.

WHEREAS it previously had held that ASCAP conducted itself in a fashion that violated the state constitution, the court in discharging the receiver ship said ASCAP “is not violative of any of the law of the state of Washington, or of the Constitution.”

The receiver, Tracy C. Griffin, of Seattle, was ordered to collect all amounts due from contract infringement users up to Dec. 31, 1935, except such users as paid direct to ASCAP, in respect of works of the present membership of ASCAP, and to transfer to ASCAP all properties which came into his possession by virtue of the receivership, except any money on hand and claims for money due on Jan. 1, 1936, less expenses.

SIGNEDFFS for the summer vacation months were authored by June 1, 1936

Page 54 • July 1, 1936
At 12 o'clock noon, Sunday, June 14, WREC began broadcasting with 5,000 watts power.

On the strength of WREC's new improvements . . . the installation of its new wide-range, high-fidelity broadcasting plant—just completed at Radio Center—the Federal Communications Commission, granted WREC permission to increase its Broadcasting power to 5,000 watts.

WREC is the FIRST Memphis broadcasting station to use 5,000 watts power.

Tens of thousands of new listeners will be added to the WREC audience, who will enjoy wide-range, high-fidelity reception for the first time. Advertisers will derive a very definite and immediate benefit thru the wide expansion of WREC's coverage—a plus value—at NO increase in advertising rates.

WREC . . . . The FIRST and Only Memphis Station to use Wide-Range, High-Fidelity Broadcasting.
WREC . . . . The FIRST Memphis Station to use 2,500 Watts Power.
WREC . . . . The FIRST Memphis Station to use 5,000 Watts Power.

WREC TAKES ANOTHER STRIDE AHEAD

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION
Affiliated With COLUMBIA BROADCASTING SYSTEM
NATIONAL REPRESENTATIVES
P. H. RAYMER COMPANY
NEW YORK 336 Madison
CHICAGO 435 Michigan
SAN FRANCISCO Russ Building

A PLUS VALUE FOR ADVERTISERS . . . . AT NO INCREASE IN RATES
WREC OUT IN FRONT and Taking Another BIG Step!
HAVING PHENOMENAL EXPERIENCE WITH YOUNG TRAVELER WHO PURPORTS TO BE PROJECTED BACK BY SOME GOD CALLED ELECTRUS FROM TWENTIETH CENTURY STOP HE TELLS ME OF AN Amazing WONDER OF HIS WORLD CALLED RADIPHIILAE STOP AS HE SLEPT I FOUND ODD HIT OF PAPYRUS IN HIS TUNIC WITH CHARACTERS 'MY STAR GAZER INTERPRETS "ROOM 2104 5 6 7 STEVENS HOTEL CHICAGO" INVESTIGATE AT ONCE STOP HIS CONDUCT MOST AMUSING STOP HAS MY COURT IN UPROAR STOP I CANT MAKE HIM STOP= QUEEN OF SHEBA.
What Happens to Spots--A Mortality Study

By C. E. Midgely Jr.

Radio Department, Batten, Barton, Durstine & Osborn Inc.

Stations Advised to Give Advertisers All That They Buy; Some Suggestions on Servicing National Business

A CLOSE analogy can be drawn between broadcasting and the railroad business—up to a certain point. The average person recognizes the similarity of the "Twentieth Century" train of the "Broadway Limited" to stations about No. 18 or No. 97, fast freights which really produce the revenue for the line. Coast-to-coast network broadcasts make excellent "lead" programs for any radio station but it is the national spot and local programs which pay the freight.

Both industries are subject to the closest government scrutiny from their respective Commissions. Competition of the railroads comes from other forms of transportation. Competition in broadcasting comes from other stations, networks, and from other forms of advertising media.

Time is a vital element in each. On the railroad it is possible for only one train to travel on a given section of track at one time, but in broadcasting—let us here divert from the analogy.

How Low Is Lowest?

IT WOULD seem that only one radio program could be broadcast by a station in a 15-minute period at any one time. Picture the distress of an advertiser who signed a contract with a local station for a series of quarter-hour evening programs and discovered, three days before the start of the series, that another advertiser had been broadcasting in those periods for the past six months and there was no intention of discontinuing. He had been led to believe that the station could handle his business.

He asked his agency "How come?" His agency asked the station representative "How come?" The representative asked the station the same question, perhaps a bit more strongly if he had secured an appreciable amount of business for that station recently. The answer came back from the station "terribly embarrassed—an oversight—suggest the following alternate times." It all sounded so simple but what about the advertiser who had been doing business with distributors, dealers and the listening audience? All of the reasoning back of the selection of the original time periods, competition with periods available on other stations, was thrown out.

Mr. Midgely

The representative asked the station the same question, perhaps a bit more strongly if he had secured an appreciable amount of business for that station recently. The answer came back from the station "terribly embarrassed—an oversight—suggest the following alternate times." It all sounded so simple but what about the advertiser who had been doing business with distributors, dealers and the listening audience? All of the reasoning back of the selection of the original time periods, competition with periods available on other stations, was thrown out.

Spotty Spotting

WITH pardonable pride, he sent announcements of the complete and detailed schedules to his distributors and dealers. He asked his agency to send copies on as many of the announcements as possible. During the first week, one station changed four of the anticipated spots, one station eliminated follow-up spots, another followed a null laxative program. Another station omitted two of the six announcements. Two other stations broadcast the wrong announcements.

All of these occurrences were reported by the district sales managers and not by the individual stations until several weeks later. After the agency had requested, with one station after another making errors and changes in the schedule, this advertiser decided that the gamble in spot broadcasting was just a bust equivalent to the Irish Sweepstakes and abandoned it.

A series of 15-minute transcription programs was bought on an "Eastern" program. Program No. 10 had not arrived on time, with one station broadcasting and the station notified the recording company. The print had never been shipped to the station, without any word to the agency or the advertiser, repeated program No. 8.

Program No. 15 failed to arrive and the recording company was notified. This time the print had been sent by mule train (it is a fact of life that through the mail, the express office and the regular delivery carriers) and it was too late to send a duplicate. The station repeated program No. 1. Quite obviously, this information was transmitted to the station's representative some three weeks later. This was the first indication the agency and the advertiser had that the programs had not been broadcast on schedule. After all, the advertiser was only paying the bills so far as he had agreed for letting him know that he was not getting what he bought.

A small advertiser had looked longingly at broadcasting for many years and been shocked at the station and talent costs that were quoted him every hand. He recognized in broadcasting a medium that would do an admirable job for his product but, with spot broadcasting, he knew that he could not afford a large radio campaign. Finally his agency suggested a series of dramatized, one-minute transcriptions to be broadcast in carefully selected day-time spots for 13 weeks. The cost fitted into his budget nicely and he showed more interest in this effort than in any advertising he had done for years.

The first commandment for a radio station should be to deliver to an advertiser the exact service he orders.

The second, let the agency and the advertiser know in advance if it is necessary to make a change in any detail of his schedule. Advertisers should be fully advised of the problems, results, and the economics of their campaign.

The third, give the advertiser the equivalent of his money's worth. The fourth, only punctual billings should be received by the agency and the advertiser if the campaign is to be run properly and on time.

The fifth, keep the campaign running smoothly by a series of reviews which can make all the difference in the world in the success or failure of a campaign.

Some Commandments

This attitude should not be allowed to continue and grow in the minds of advertisers. Radio stations are not broadcasters for the bulk of their revenue and it should be accorded the attention to detail which it deserves. Many stations are doing an excellent job in handling their spot accounts but some careless stations pay no attention to time, space, and prejudice the whole industry.

Broadcasting has come far in a short time. It has paid too much attention to their new high-fidelity transmitters, television and facsimile experiments, and other problems, and it is especially true with the national spot network developments and publicity efforts to bother with a few of the fundamentals of sound business practice.

Broadcasting • Broadcast Advertising

July 1, 1936 • Page 57
## Census Gives Revenue for 301 Stations

Total Income Last Year of $27,651,196 From Sale Of Time Shown in Summary of Figures to Date

### SUMMARY OF CENSUS DATA FOR SIX REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>Stations</th>
<th>Total</th>
<th>Revenue From Sale of Time</th>
<th>Employment and Payrolls</th>
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<td>36</td>
<td>3,064,687</td>
<td>$1,810,536</td>
<td>$1,962,927</td>
</tr>
<tr>
<td>Texas</td>
<td>30</td>
<td>2,230,821</td>
<td>$968,600</td>
<td>$827,439</td>
</tr>
<tr>
<td>Pacific Coast</td>
<td>13</td>
<td>910,595</td>
<td>$520,121</td>
<td>$269,012</td>
</tr>
<tr>
<td>Mountain</td>
<td>42</td>
<td>1,780,864</td>
<td>$654,101</td>
<td>$573,638</td>
</tr>
<tr>
<td>Atlantic</td>
<td>12</td>
<td>811,406</td>
<td>$451,170</td>
<td>$305,897</td>
</tr>
<tr>
<td>South Central</td>
<td>34</td>
<td>2,143,044</td>
<td>$1,113,563</td>
<td>$675,272</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>10,547,716</td>
<td>$5,356,424</td>
<td>$3,204,176</td>
</tr>
</tbody>
</table>

WITH U. S. Census returns on its tabulation of revenue and employment of broadcast stations already covering six regions and some 301 stations, a recapitulation of this data by broadcast radio stations throughout the 301 stations had income in 1935 of $13,556,424 from national and regional advertisers and $14,094,772 from local advertisers (see table). The regions covered are New England, Middle Atlantic, Mountain, Central, Mountain, Atlantic, and East South Central.

A summary of employment data shows that these stations employed an average of 6,738 persons last year, with total payrolls of $11,390,483. Fulltime employees were paid $10,342,700 and parttime workers received $1,048,983.

### East South Central

TOTAL receipts of the 34 broadcast stations in the East South Central States (Alabama, Kentucky, Louisiana, and Mississippi) from sale of radio time during the year 1935, amounted to $2,140,684, it is revealed June 26 by Director William Austin, Bureau of the Census, Department of Commerce.

The report includes all broadcast stations in the four East South Central States which sold time during 1935. The Alabama Mississippian and regional advertiser, who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations. Alabama's national stations divided their reported time sales of $355,427 as follows: from local advertisers $264,279; from networks and national and regional advertisers, $91,148. Station personnel totaled 110 persons, to whom was paid in 1935 a total of $1,048,563 about 97% of which was paid to fulltime and 3% to parttime employees.

Kentucky's six stations reported that of their $748,336 total revenue from the sale of time, the amount received from local advertisers was $298,708 and the remainder, $479,628 was from network and national advertisers. Station personnel totaled 16 persons, to whom was paid $334,103, about 98% of the total. Of the $1,048,983 total reported time sales in 1935, more than 77% of which was paid to fulltime employees.

Mississippi's seven stations divided their reported time sales of $335,768 as follows: from local advertisers, $166,135; from networks and local nonnetwork advertisers, $69,625. Station personnel totaled 18 persons, to whom was paid $230,274, 70% of which was paid to fulltime employees.

Tennessee's 12 stations reported that of their $901,106 total revenue from the sale of time, the amount received from local advertisers was $430,146, and the remaining, $470,960 was from networks and local and regional nonnetwork advertisers. Station personnel totaled 18 persons, to whom was paid $468,474 in 1935, more than 77% of which was paid to fulltime employees.

### REVENUE FROM SALE OF TIME

<table>
<thead>
<tr>
<th>Region</th>
<th>Stations</th>
<th>Total</th>
<th>Revenue From Sale of Time</th>
<th>Employment and Payrolls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nat.</td>
<td>Ad.</td>
<td>Net. and Loc.</td>
<td>Sta. Payroll</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Loc.</td>
<td>Full-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Part-time</td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic States</td>
<td>24</td>
<td>$3,141,417</td>
<td>$1,841,417</td>
<td>$1,710,916</td>
</tr>
<tr>
<td>New Jersey</td>
<td>14</td>
<td>2,302,066</td>
<td>$1,419,701</td>
<td>$1,262,327</td>
</tr>
<tr>
<td>New York</td>
<td>59</td>
<td>5,546,064</td>
<td>$2,726,289</td>
<td>$1,853,851</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>27</td>
<td>3,814,417</td>
<td>$1,954,417</td>
<td>$1,262,327</td>
</tr>
</tbody>
</table>

1 National and regional network revenue represents the amount received by stations from networks as payment for network commercial programs carried by the stations. National network revenue is defined as revenue derived from networks and national advertisers, including the stations. National spot revenue represents time sold directly by stations to national and regional advertisers rather than through a network. Local advertising on network and nonnetwork time sales are combined to avoid disclosure of individual figures.

### Employment, Pay Rolls—Middle Atlantic States

<table>
<thead>
<tr>
<th>Employment Data</th>
<th>Average No.</th>
<th>Full-time Employees</th>
<th>Part-time Employees</th>
<th>Pay Roll</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Executives</td>
<td>$111,417</td>
<td>1,114</td>
<td>$111,417</td>
</tr>
<tr>
<td></td>
<td>Office and Clerical</td>
<td>$72,617</td>
<td>72,617</td>
<td>72,617</td>
</tr>
<tr>
<td></td>
<td>Station Technicians</td>
<td>$49,146</td>
<td>49,146</td>
<td>49,146</td>
</tr>
<tr>
<td></td>
<td>Artists</td>
<td>$3,713</td>
<td>3,713</td>
<td>3,713</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>$3,638</td>
<td>3,638</td>
<td>3,638</td>
</tr>
</tbody>
</table>

### Employment, Pay Rolls—East South Central States

<table>
<thead>
<tr>
<th>Employment Data</th>
<th>Average No.</th>
<th>Full-time Employees</th>
<th>Part-time Employees</th>
<th>Pay Roll</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Executives</td>
<td>$111,417</td>
<td>1,114</td>
<td>$111,417</td>
</tr>
<tr>
<td></td>
<td>Office and Clerical</td>
<td>$72,617</td>
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<td>72,617</td>
</tr>
<tr>
<td></td>
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<td>$49,146</td>
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<td></td>
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<td>3,713</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>$3,638</td>
<td>3,638</td>
<td>3,638</td>
</tr>
</tbody>
</table>

1 Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given. Other includes employees not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employee's time, and continuity writers, are included here. Salesmen are also listed as "other."
Federal Communication Commission
Grants WCLO Increase in Power
to 250 Watts L.S.

This full time station to put all new high fidelity equipment into operation August 1st.

New modernistic transmitter house located on new site between Janesville and Beloit, Wisconsin, selected after thorough tests made with portable transmitter. Tests show WCLO will have greatly improved signal strength, greater coverage, finest high fidelity quality. Entire installation engineered and supervised intelligently and scientifically by J. A. Burch, New York consulting engineer.

See our new equipment on display at the NAB Convention.

In addition to the finest equipment, we offer our clients the largest audience available by radio throughout southern Wisconsin and northern Illinois.

Daily operating schedule 16 hours. Latest news flashes on the hour throughout day and evening.

Radio Station WCLO
The Janesville Gazette Station
Janesville, Wisconsin

THE LAST WORD
IN
PROGRAMS • POPULARITY • EFFICIENCY • FIDELITY

Sketch showing WCLO's new transmitter house, radiator antenna and ground system, consisting of 5 miles of 1"-28 gauge copper ribbon buried 12" supplemented by 48' square copper net directly beneath tower.

THE MODERN RADIO STATION

1st local station to install 3rd wave Truscon Radiator Antenna. Highest efficiency from 5 acre ground system to capacity crown of 260 foot tower.

1st station to install Western Electric's latest type—High Fidelity 250 watt transmitter. Highest fidelity from new dynamic microphones.

Complete High Fidelity Speech Input installation specially designed for WCLO by Collins.

One of first stations to install the new 70-A RCA High Fidelity 78 and 33-1/3 turntables.

Three modern studios — $10,000 studio organ — NBC Thesaurus Programs — member of Affiliated Broadcasting System—efficient staff—merchandising service—responsive audience.

WCLO serves one of the richest markets in the entire United States.

Write for information.
Cigarette Leaders Stay on Networks During the Summer

Maintain Schedules as Battle For Business Continues

FOUR out of five of the leading cigarette manufacturers are casting regularly scheduled programs on national networks throughout the summer. That is, despite the possibility of missing from the air is P. Lorillard Co. (Old Gold cigarettes, Briggs' smoking tobacco—"United"") which has been off the air since the first of the year.

Chief Gold, however, is using a few spot programs as a means of increasing tobacco.
To Whom It May Concern:

This is to certify that on April 26, 1936, I completed a survey of radio audience listening habits in Spokane, resulting in the following returns:

Names were selected in sequences from the Spokane telephone directory, and to each name was sent a double (return) postcard bearing the following:

"Dear Madam: In your home, which broadcasting station is turned on the greatest number of hours each day--day in and day out?

"Will you please indicate that station by a "1" against the listings on the attached card? And by a "2" the station which is listened to the next greatest time?

"Then detach and mail. No stamp or signature necessary.

Thank you.

RADIO SURVEYS"

The return postcard was addressed to "Radio Surveys, P. O. Box 778, Spokane, Washington," and bore the following spaces for answers:

KFIO  KFPY  WQO  KGA

I hereby certify that I have tabulated the cards returned as above, and that of the cards so returned:

51% gave KFPY as the station most listened to;
36% gave WQO as the station most listened to;
1% gave KFO as the station most listened to; and
4% gave KGA as the station most listened to.

MAAG and PORTER

J. Y. Maag

KFPY-Symons Broadcasting Co.

Broadcasting • Broadcast Advertising

July 1, 1936 • Page 61
With 125 Local Gas Companies Serving Six Million Meters
In Households, Program Is Producing Excellent Results

A FEW DAYS ago, we completed the first six months of our series campaigns throughout the country, and the results have been exciting. We have sold over 60,000 meters of gas, which amounts to almost 40% of the total sales in the first six months. In addition, we have seen a significant increase in the number of calls for service, with more than 60,000 domestic meters and more than 600,000 commercial and industrial meters. The total number of gas sales has increased by more than 20% compared to the previous year.

The successful campaigns have been attributed to the effective use of radio programs, public relations, and other advertising methods. Our strategy has been to promote the benefits of gas for cooking, heating, and other household applications. We have also emphasized the importance of gas safety and efficiency, which has helped to attract more customers. The success of these campaigns has encouraged us to continue our efforts and to expand our outreach to other communities.

In addition to the successful results, we have received positive feedback from our customers. They have been satisfied with the quality of our services and the efficiency of our staff. We are grateful for their support and look forward to继续保持 our efforts to provide excellent service to our customers.

Gas Industry Combines Discs, Programs to Stimulate Demand for Gas

MORE and more, individual industries are gathering together on their own and concentrating on promoting their particular products to the public. This is true in the case of industries serving household needs. The Mystery Chef has been a major factor in this movement, as he has promoted distribution of more than 60,000 recipe books to consumers who have heard him.

The Mystery Chef is a radio personality who has been broadcasting for many years. His program, "The Mystery Chef," has been a major factor in promoting the use of gas for cooking. He has helped to convince people of the advantages of gas cooking, and has encouraged them to use gas in their homes. His program has been broadcast on several radio stations in the country, and has been very successful.

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1. Owned and operated by First National Television, Inc. Full time, 1050 kc., 1000 watts power. Has full commercial privileges—carries advertising the same as any other station.

2. NOT a short-wave station; can be tuned in by all modern radio sets and most older models. A survey of 2997 radio sets (17 makes) in 1935 showed that 91.5% could receive W9XBY.

3. The only true high fidelity station in the middle west. A double-width channel of 20 kc. (Other stations have a 10 kc. channel) guarantees true high fidelity reception with no interference from other stations. A clear, powerful voice.

4. First National Television, Inc. operates a training school for television and commercial radio engineers—practical work and research with the newest developments in radio. So W9XBY has the very best and latest technical equipment; RCA-Victor latest type 1-D receiver and high fidelity studio equipment.

5. More floor space for studios and offices than any other Kansas City station. Three entire two floors in the Power & Light Building—the tallest building in the state and midwest.


7. Night coverage of W9XBY greatly increased due to high frequency and double width clear channel; effective coverage for red. us of 300 miles and valuable secondary coverage.

8. Efficient production and business staff—26 employees. All experienced radio people.

9. Outstanding reputation as sports station and carries all important sports events. An asset to advertisers; Kansas City is a sports city and these broadcasts pull largest audiences of any radio program in Kansas City. Sports announcers receiving national recognition.

10. 80% of local radio time to our baseball broadcasts sponsored by Wheaties. Kansas City office of General Mills has largest quota in this unit (including St. Louis)—176% above 1931. And they are ahead of quota. General Mills using W9XBY exclusively to test new merchandising feature.

11. Kansas City listeners are summer night owls. W9XBY is last Kansas City station to sign off at night; sponsored programs until 1:00 A.M.

12. We have better class of metropolitan listeners—our features attract those with larger buying power. Much fan mail is dictated by professional men and executives of large firms. Large male audience.

13. These listeners acknowledge the advertisers. Most letters express appreciation to sponsor for making possible such outstanding broadcasts.

14. Our rates are too low and will soon advance. The largest audience for many features yet our rates are among the lowest. 15 minutes six times per week for as low as $50.40 per week. $39.60 daytime.

15. W9XBY offers best opportunity for spot broadcasting in this territory. Station tested programs and several choice periods open for sponsorship, both daytime and at night with exceptional coverage. Special sports features available from time to time.
**Merchandising Notes**

**All Over the Town—How to Sell Bread—Summer Booster Bridge for Sales—Movie Merchandising**

KELLOGG Co., Battle Creek (cereal), sponsoring Kellogg Melody Time on WBZ and WBZA, Boston and Springfield, Mass., is undertaking an extensive merchandising campaign which has installed 24-foot billboards atop downtown Boston skyscrapers, and on streets in and around Metropolitan Boston; card advertisements in street car and elevated systems throughout New England; radio programs featuring such popular local and national performers as Elvy Curtberston, bridge expert; and a mobile demonstration unit, a house-to-house canvass in New England.

Prior to this, however, the agency, N. Beyer & Son Inc., New York, ran half-page advertisements with pictures of the program's artists, in all Boston newspapers. The following week ads were published in all Boston and leading New England newspapers. In addition to the public in strategic points was used to good sales advantage. Copy on billboards is large and visible and points them to radio dial in its program with this words:

"Listen to Melody Time on your radio. Every Monday, Wednesday & Friday morning—over WBZ. Kellogg Corn Flakes."

One billboard is in the central location of Boston, the other in the district atop the Regal Shoe Building at the corner of Tremont & Stuart Sts., directly facing the Bradford Hotel. In New York, billboards will be placed in Kellogg colors and show a master of ceremonies before a microphone. In a package, there is a corn flakes package. The program, thrice-weekly, is 15 minutes of musical variety.

WHEN Gordon Baking Co., Detroit (Silvercup bread) decided to switch its advertising to promotion of bread sales, it presented itself with an annual increase in business. To test popularity of its Mutual network program, the Lone Ranger Safety Club was formed, permitting children to join by obtaining membership cards at stores selling Silvercup bread, on which they wrote their name and address of the dealer. More than 45,000 children joined the club.

ON THE Jay Wesley baseball review, WEEI, Boston, offers a pack of playing cards for ten labels from Kentucky clients, club re-terettes. The sponsor, Penn Tobacco Co., Wilkes-Barre, Pa., has realized sales of as many as 2500 packages a day, judging by labels submitted to the station, many of them submitted by women who serve Kentucky Winners at home clubs and who switch their husbands to the cigarettes.

WCAE, Pittsburgh, has issued a promotion piece based on comparison of its card rates and percent age of listening on the market with the rates and audience of other Pittsburgh stations. Competitive action to join by obtaining industry is presented as an argument for the growing importance of the man. Population data in the signal contour are analyzed.

TO SLAY the "summer slump" bugaboo in Milwaukee, WTMJ has prepared an unusual presentation in the form of an inexpensive brochure designed for use in a co-op of various stores. Short, pithy paragraphs illustrated by thumb nail sketches tell why radio is "working in Wisconsin", and why radio is the medium with which to get this business. Mailed accounts and product find Milwaukee-Wisconsin, the folder has already more than paid for itself in new accounts in addition to several important accounts which expected to drop their radio effort during the summer months.

IN A 12-week contest for string bands, WSPA, Spartanburg, S. C., announces that it received 1336, 350 votes for listener Kansas average of 15,911 a day. The sponsors, H. S. McKeown Co., Spartanburg agency for General Electric Co., claims that since the time the contest was started the program amounted to more than $125,000 in the 12 weeks. The contest has been paid for an indefinite period and the value of prizes has been increased.

TO PROMOTE Breakfast Express, WHIO, Dayton, Ohio, will pass to those writing in—with an official signature and stamp. The pass entitles them to the privileges of getting up between the hours of 6 and 7:30 a.m., dialing WHIO, and getting complete details on the weather, the time after each recording, conditions of the weather outside—and the latest bargains in Dayton merchandise.

WOAI, San Antonio, has its merchandising staff make regular monthly visits to grocery and drug dealers as well as both in wholesale, department and furniture stores to check sales, help dealers in promoting advertised products, and find their reaction to radio programs and what customers say about them and help them in getting. WOAI is advertising WOAI advertised articles.

GENERAL MILLS Inc., Minneapolis, is mailing copies of American Association on Parade to listeners who mail a sales slip for two boxes of Wheaties plus 10 cents. It is broadcasting American Association games for the second successive year. The book contains complete history of the league and regularly sells for 25 cents.

KLZ, Denver, reminds agencies and advertisers that it's cool in the Rockies by sending them desk calendars for the entire year, which become popular, etc. A million calendars will bring $90,000,000 in the national market in the summer months, KLZ claims.

KFWB, Hollywood, on July 1 will start mailing copies of newspaper notes and statistics for agencies. Richard Stannard, newly appointed sales promotion manager, will edit the booklet.

AFTER an article in Broadcasting (June 15) had mentioned that L. H. Martin, advertising manager of Miller's Laundry, Des Moines, was planning as a result of his successful campaign on KBO to syndicate a transcription series of bridge lessons, Mr. Martin contacted Mr. and Mrs. Elvy Curtberston, bridge experts and now in offering a complete series of transcribed bridge lessons by the Curtberstons, with printed copies of them and other merchandising features. The campaign consists of 30 quarter-hour. Bridge lessons were used successfully by Miller's Laundry in acquiring new customers.

IT'S the show place of the Southwest, WKY, Oklahoma City, explains in an eye-capturing promotion piece about its new modernistic studio layout. The six-page folder has a cover showing the building in which the station is located, the cut-out cover folding over to reveal a drawing of the studios. Other pages show photos of the studios and give comments of key radio figures.

A SERIES of 100 photographs of industries and cities in the primary area of KKKH, Shreveport, La., was prepared by the station for display at offices of John Black & Co., national representatives, in New York, Chicago, Detroit and San Francisco. The photographs were transferred to motion picture film for display along with dubbed vocal matter descriptive of the photographs, all for the benefit of advertisers and agencies.

BILTMORE FLORISTS, Los Angeles, the week previous to Shut-Ins Day, June 14, used several Los Angeles stations to ask fans to send in names and addresses of shut-ins. On June 14 the florists delivered free bouquets to them.

SPECK BAKING Co., 50-year-old Cleveland bakers, made their first radio contract about four months ago with WGAR, and may now be added to the list of radio boosters. They present three times weekly, The Adventures of Pan & Ten, child program, with membership for boys and girls in the Pan Ten Club. Less than three weeks after the club was started, they had 20,000 members and new memberships are coming in at the rate of 1200 a day. The plan is to present a picnic at Euclid Beach Park July 16 with free rides for members. Announcement of this picnic doubled daily enrollment. Speck uses wagon signs, and packages inserts to round-out radio promotion. The skit consists of two juveniles, Pan & Ten, and their Uncle Dan, who isplayed Mack, WGAR dramatic director and director of the program which is written by Jerome Speck, sales manager of the Speck Baking Co.

A SUMMER campaign for the dealers of Colderator, air-conditioned ice refrigerator, is being conducted on WDRC, Hartford. The program features a transcribed dance orchestra and a story of unusual interest about ice by the Traveling Iceman. Continuity stations the unusual facts in ice refrigeration, explaining how Colderator features a circulation of moist air to keep food from drying out. Delivery of ice is a minor portion of the continuity, being inserted in the closing announcement. The program is sponsored by the Highland Ice Co. and the Southern New England Ice Co. of Hartford; the L. T. Food Ice Co. of Manger, suburban town nine miles from Hartford, and the ice dealers of South Sub ur b also nine miles away. Many inquiries regarding Coldera tor are being received by these dealers.

**MERCHANDISING DISPLAY**—Here is Tom Breneman, manager of KFRC, San Francisco, and C. W. Saunders, manager of the new KFOG station, looking over one of the many merchandising displays of Durkee Famous Foods Inc. (mayonnaise), tied in with the CBS-Douglas network program "Good Morning America", which started June 26 for 26 weeks. Breneman is featured in a triple role in the twice-weekly quarter-hour program emanating from KFRC. Mayonnaise container, offered as a premium, is an eight-ounce Libby Safedge tumbler colorfully decorated with Mickey Mouse characters. Agency is Botsford, Constantine & Gerkner Inc., San Francisco.
More and More it's . . .
KOIN in Portland, Oregon . . . for Radio Advertising!

On November 1st, 1935, KOIN discontinued the broadcasting of all forms of medical advertising, (other than network), advertising dentists, etc. Notwithstanding this, total local program business since that date has shown a GAIN OF 31 PER CENT, making KOIN more than ever unchallenged first choice in all types of local business.

## LOCAL PROGRAMS

The following figures are for the four-week period from Sunday, March 29, to Saturday, April 25, inclusive. x—indicates accounts that have used KOIN for one year or more.

<table>
<thead>
<tr>
<th>KOIN</th>
<th>Hrs. Min.</th>
<th>Competing Station</th>
<th>Hrs. Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>xBerg, Charles F.; Women’s Clothes</td>
<td>3</td>
<td>Collins &amp; Erwin; Pianos</td>
<td>3</td>
</tr>
<tr>
<td>Blitz-Weinhard; Beer</td>
<td>2.30</td>
<td>Dowmitt Foot Comfort, Inc.; Shoe Store</td>
<td>15</td>
</tr>
<tr>
<td>xColumbian Optical Co; Optometrists</td>
<td>315</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbus Pickle Co; Pickles</td>
<td>1</td>
<td>Gill Bros. Seed Co.; Seeds, etc.</td>
<td>1</td>
</tr>
<tr>
<td>xStaley Brockman; Men’s Clothing</td>
<td>6</td>
<td>Gumbert, Milton L.; Furs</td>
<td>140</td>
</tr>
<tr>
<td>Gadsby Furniture Co; Furniture</td>
<td>3</td>
<td>Horner Radio; Radios, etc.</td>
<td>130</td>
</tr>
<tr>
<td>Gevurtz Furniture Co; Furniture</td>
<td>3145</td>
<td>Jacoby, M.; Jewelers</td>
<td>210</td>
</tr>
<tr>
<td>Holman, Edward, &amp; Son; Mortuary</td>
<td>2</td>
<td>Luke, Tommy; Flowers</td>
<td>2</td>
</tr>
<tr>
<td>xHoneyman Hardware; Hardware</td>
<td>1</td>
<td>Meier &amp; Frank; Department Store</td>
<td>1230</td>
</tr>
<tr>
<td>xMeier &amp; Frank; Department Store</td>
<td>9</td>
<td>Montag Furnace Co.; Furnace Mfrs.</td>
<td>2</td>
</tr>
<tr>
<td>xMeyer, Fred, Inc.; Food</td>
<td>6</td>
<td>Nick’s Flower Home; Flowers</td>
<td>1</td>
</tr>
<tr>
<td>xNorthwestern Electric Co; Electric Power</td>
<td>2</td>
<td>Painless Parker; Dentist</td>
<td>5.45</td>
</tr>
<tr>
<td>xPacific Outfitting Co; Men’s Clothing</td>
<td>130</td>
<td>Samler, Dr. Harry; Dentist</td>
<td>13</td>
</tr>
<tr>
<td>Pendleton Woolen Mills; Clothing</td>
<td>2</td>
<td>Star Furniture Co.; Furniture</td>
<td>20.30</td>
</tr>
<tr>
<td>Portland General Electric Co; Electric Power</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portland Federal Savings &amp; Loan; Financial</td>
<td>1</td>
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<td></td>
</tr>
<tr>
<td>xPortland Public Market; Food</td>
<td>6</td>
<td></td>
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<tr>
<td>Powers Furniture Company; Furniture</td>
<td>7</td>
<td></td>
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</tr>
<tr>
<td>Proctor’s; Women’s Clothing</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>Skipley, W. W.; Automobiles</td>
<td>45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>xWeiner’s Joe; Men’s Clothing</td>
<td>6</td>
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</table>

### TOTAL HOURS

KOIN 77.45

Competing Station 67.20

KOIN 22

Competing Station 14

KOIN is the CBS key station for the Pacific Northwest . . . Its record of preference among Portland advertisers is due to its ability to deliver maximum results per dollar of advertising expenditure.

Exclusive Representatives:
FREE and SLEININGER

New York, Chicago, Detroit, Los Angeles, San Francisco

**PARTICIPATING PROGRAMS—LOCAL**

KOIN carries four daily participating programs sponsored by 28 advertisers with an average of 1.7 announcements per ¼ hour. Total time, 85 hours for 4-week period. Competing station carries no programs of this type.

KOIN—85 HOURS Competing Station NONE

**ANNOUNCEMENT ADVERTISING**

Accurate competitive figures not available, but fair estimates indicate substantial advantage with KOIN. Actual KOIN figures for the 4-week period show 643 announcements, or an average of over 23 daily. In comparison with figures preceding November 1st, 1935, this constitutes a 70% GAIN

**NOTE:** Figures for former period used for purposes of comparison were published in October, 1935, from a check made Aug. 25th to Sept. 21st, 1935.
A THREE-YEAR fight for enactment of food and drugs legislation alongside the line of the Food and Drug Bill was lost with the adjournment of Congress June 20 when the House refused to accede to a division of authority over advertising control between the Agriculture Department and the Federal Trade Commission.

A day before adjournment the House without advance notice consigned the great Mc Cannon Band (S-5) and paved the way for its enactment. There were some two score amendments in the bill as it passed the House but the only one which provoked any discord was that relating to the amendment of the provisions of the Trade Commission rather than its transfer to the Food & Drug Administration. A compromise finally was worked out whereby the Trade Commission would retain control over provisions having to do with drugs and devices while practically all matters relating to labeled commodities would be administered by the Trade Commission.

To Be Revised in 1937

THIS, however, did not suit the House which insisted full control vested in the Trad Commission rather than "Tugwell" administration. After lengthy debate the House, by a vote of 190 to 23, rejected the Senate proposal and the bill died with the end of Congress.

The House, which had passed the Senate last year, was far different than the original Tugwell Bill which would have drastically changed the present jurisdiction of the commodity lines. The House toned down the bill even more and opposition had developed against it from some groups on the ground that it was too weak to do any good.

It is expected that renewed efforts will be made at the next session of Congress, convening in January, to vote Bill 190 to 23, with amendments and legislation enacted. The Federal Trade Commission has vigorously opposed the bill and the question of jurisdiction over advertising provisions to the Food & Drug Administration. But for the disagreement on the question of jurisdiction the bill would have passed, it is believed, early in the session.

A bill involving advertising which died with this Congress was the Wheeler-Ray bill, which would have given the Trade Commission authority to act without proving the element of unfair competition. Organizations representing newspapers and magazines feared this bill on the ground that it would result in more government snooping into business.

NATURE FORGETS, BUT NOT FCC

Pompous Documents Settle Question of How Far an Engineer May Be Stationed From restroom-

AND NOW someone with the qualifications of a "Specialist" is needed in the sanctified field of Federal radio regulation.

If we're a bit late, for there are clear-cut signs that a "Chic Sale" already has joined the FCC staff, falls within the scope of its engineering functions.

Are we trying to be humorous? We were never more serious! There is official correspondence bearing the signature of Herbert L. Pettry, until three months ago secretary of the FCC, to back up our point. And remember! Mr. Pettry's signature as secretary of the FCC was the counterpart of that of the Lord Privy Seal of the British Empire.

"The Commission," wrote Mr. Pettry, "one hot day last July to a station which in this accounting will be identified as Station X, "has received a report from the inspector in charge * * * relative to operating conditions existing at the transmitter of Station X * * * with regard to the convenience available to the operator on watch for personal necessities. It appears that the transmitter is installed in a building in which the transmitter was stationed and not the actual operating room.

"It seems a little incongruous to imagine an operator sitting on the (censored) with the control readily at hand and the meters in view, but we like to think we employ habitually (censored) operators. It has never occurred to us before, as we had interpreted the word 'place' to mean the building in which the transmitter was located and not the actual operating room.

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Big Tonic Campaign

INDO-VIN Inc., Cincinnati (tonic) has all plans made to go on the air, coast-to-coast, with a disc program. Transcriptions have been ordered from the Chicago branch of the Columbia Phonograph Co. and will be made from scripts by Harry Vagelos, attorney for Michael, of Chicago. The program, which is to be called Welcome, will be on the air five minutes five days a week, beginning early in the fall. Cramer-Krasselt Co., Milwaukee, is handling the campaign. The transcriptions will begin within the next ten days, and the distribution will be made through 50 or 40 states. Although this is not the first appearance of the Indo-Vin concern on the air, it is by far the best known and comprehensive one. Indo-Vin has tried radio advertising, sporadically, at several times in recent years. The one attempt at continuous broadcasting was during 1934, when it offered a male singer on a spot program.
ADVERTISERS PIN BOUQUETS ON WTCN FOR ITS PRODUCTIVENESS

...and after all, RESULTS are what count

HERE'S WHAT WTCN ADVERTISERS SAY:

The following are excerpts from letters of WTCN advertisers. They express a satisfaction with results that is typical of the attitude of all WTCN users.

"The results were so gratifying that we signed a year's contract."
Snyder's Family Liquor Store.

"Since our Monday program, we have received 122 dollar bills and sales slips."
Ni-Tone Company.

"Our clients have expressed their complete satisfaction not only with your facilities, but with results obtained through the use of your medium."
Harold S. Chamberlin Advertising Agency.

"Our returns from WTCN have been so satisfactory that we have not only doubled the length of our contract, but have also doubled our time on the air."
Central Furniture & Carpet Company.

"The response to our offer was so extraordinary that we believe the above information would be of genuine interest to your listeners."
Blackett-Sample-Hummert, Inc.

"We have been advertising over your station for a year now and from the beginning have had success."
Foreman and Clark.

FACTS ABOUT WTCN

Owned and operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune.
Located in the Twin Cities... nation's 10th largest market... population 750,000.
Operates on a new 5,000 Watts transmitter.
Population of Primary Area... 1,836,554.
Families in Primary Area... 448,080.
Families with radio in Primary Area... 223,865.
Potential audience in Primary Area... 191,486.
Most local advertisers use WTCN than any other Twin Cities station.
71% of WTCN contracts are renewals.
Broadcasts all important local sport events, such as baseball, football, basketball and hockey games, boxing, wrestling, golf tournaments, etc.
Has the most elaborate news broadcasting service in the Northwest through the combined news-gathering resources of the Minneapolis Tribune, St. Paul Dispatch-Pioneer Press and St. Paul Daily News.
Broadcasts all civic activities and local enterprises of public interest, such as traffic court, council meetings, community singing, dedications.

IN THE TWIN CITIES MARKET IT'S WTCN

Minneapolis Tribune and St. Paul Dispatch-Pioneer Press Station

Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, NATIONAL REPRESENTATIVES

MINNESOTA BLDG., ST. PAUL

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 67
NBC Advertisers

Your West Coast Programs

Whether On

Red or Blue Network

Can Be Scheduled

On

KGIR

BUTTE, MONTANA

Without Adding Another Station
June 23rd,

This page of copper from the mines of Butte is to impress upon you, the fact that the Butte mines are producing over 500,000 pounds of copper each 24 hours. In addition, tons of gold and silver is being mined in and near Butte. This means many men at work with large payrolls. The business is good in Butte, the largest city in Montana, center of population for the State, home of KGIR, the only station heard in Butte’s retail trading area during daylight hours.

KGIR is affiliated with NBO, carrying both Red and Blue network programs. You can not have coverage in Western Montana without KGIR.

Respectfully yours,

KGIR, INCORPORATED

Ed Crancy

Of Montana’s population live within 50 miles of KGIR.

Western Representatives

Walter Hildick
Los Angeles
San Francisco
Seattle

Genuine Copper Products
Originated and Produced
A. H. Hiemstra Co.
Butte

Eastern Representatives

Joseph H. McElhiney
New York
Chicago

www.americanradiohistory.com
Welcome to Chicago, N. A. B.! Come up and see us.

TWO STRINGS TO YOUR BOW

And either one an effective projector for your sales arrows. In America's second market direct your advertising through the facilities of either WMAQ or WENR and earn extra dividends in results.

WMAQ

50,000 WATTS

NBC Red Network

WENR

50,000 WATTS

NBC Blue Network

CHICAGO

Completely programmed by NBC
HERE is an expert’s digest of the technical aspects of the new ultra-shortwave system of frequency modulation developed by the noted Maj. Armstrong, who has been demonstrating it to engineers during the last few months and who detailed it further at the June 15 FCC shortwave hearings. Maj. Armstrong’s system envisages practically perfect broadcast reception if and when the ultra-shorts eventually become used for program services on an everyday basis, and he is convinced that faithful audiences will inevitably tune in those waves.

MODULATION—Here is the driver equipment for a 50 kw. frequency modulation transmitter as devised by Prof. Armstrong.

Prof. Armstrong’s System—What It Means

Frequency Modulation Plan Furnishes Plenty of Format for Thought on Future of the Broadcast Industry

By PAUL F. GODLEY

MAJ. E. H. ARMSTRONG, inven-
tor of the sky-wave, superheterodyne, and superhet-
chodine circuits, and now Professor of Electrical Engi-
neering, Columbia College, New York, has invented a radically new system of broadcasting, which is technically
described in an article by him, now scheduled to appear in our July issue of this TRANSMISSION.

Prof. Armstrong’s system is based on the phenomenon of modulation by waves of radio-frequency arising from the system of modulation by waves of radio-frequency, in the present state of the art, the best evidence to the contrary notwithstanding.

In this art, the eyes are not necessarily sensitive to sound, but they are sensitive to light. In Prof. Armstrong’s system, the ears are not necessarily sensitive to sound, but they are sensitive to the vibrations of the air. In both cases, the sensitivity is due to the nature of the waves, not to the ear.

In the present state of the art, the best evidence to the contrary notwithstanding, the ears are not necessarily sensitive to sound, but they are sensitive to light. In Prof. Armstrong’s system, the ears are not necessarily sensitive to sound, but they are sensitive to the vibrations of the air. In both cases, the sensitivity is due to the nature of the waves, not to the ear.

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Hawaii One of America's Best Mart Outlets

Value of Merchandise Shipped From Mainland Increased More Than $15,000,000 During '35

By R. W. Jimerson
Financial Editor, The Examiner
Figures obtained yesterday through the Federal Department of Commerce affirm the position of the Territory of Hawaii as one of the best markets for the products of continental United States.
Value of merchandise shipped from the mainland to Hawaii increased by more than $15,000,000 during 1935, reaching a total of $78,924,776.

Reprint from San Francisco Examiner March 7th, 1936

Hawaii Broadcasting System Advertising Does Not Cost... It Pays!
Industrial Market Effectively Reached By Equipment Firm

Duff-Norton Finds Disc Series Gives Successful Promotion

DUFF-NORTON MFG. Co., Pittsburgh

(Duff-Norton, the firm that makes the Duff-Norton jacks, and selling to a purely industrial clientele, has found its brief experience in radio advertising successful and is continuing its transcriptions on KDKA, Pittsburgh, as well as expanding to other stations. The company has been an innovation in industrial sales promotion, with its use of a disc program three evenings a week.

To promote its program, Duff-Norton has manufactured an industrial trade an eight-page illustrated folder in colors, inviting comment on its idea. The company deals principally with railroads, oil fields and heavy industries.

NBC Trade News Service has just issued a release covering the broadside as well as the NBC transcription series which the sponsor is now using. The sponsor makes this radio approach:

A Special Market

"AS THE world's oldest and largest manufacturers of jacks we have to our credit 55 years' experience serving the railroads, oil fields, mines and American industry. In addition, we have the plant, the modern equipment, the experienced man power to start where you leave off in the producing - machining and assembling of special or standard jacks and equipment. We stand ready - on call - to go to work for you as part of your organization to do your work quickly, accurately, economically."

That is the theme, verbally addressed to "Mr. Manufacturer," woven into the commercials. Actually, the radio campaign is said to have the unique advantage, not only of delivering a message to the executive, but of reaching beyond him to the unnumbered workers who, in the course of events live close to the functional problems of industry, but far from talking shop.

"To these not so less forgotten men - whether they work with bridges, airplanes, locomotives, in America's rail yards or mines - the name of Duff-Norton now comes more and more frequently to mind - and so our job is to create a demand for something come along at the plant which can't be handled without "help," says NBC.

This plan of extra coverage, of direct salesmanship to everyone concerned, is one that the heavy industry is turning to in increasing numbers since Duff-Norton started their campaign in June."

The agency is Walker & Downey.

Two of the New Studios in Elaborate WNOX Building.

WNOX, Knoxville, recently acquired by Continental Radio Co., Scripps-Howard newspaper affiliate, tried out operating on a 24-hour basis following formal dedication of new studios in its own building at 110 S. Gay St., main Knoxville thoroughfare. Among novel features of the layout are two paneled show-window studios on the first floor, one of which is illustrated above.

Another effective idea, conceived by James C. Hanahan, Continental vice president, is a church-pew type of auditorium studio which eliminates noise of moving chairs and seats an extra hundred persons in the same space. This studio, decorated in aluminum and bright red and blue, seats 500.

With opening of the new studios May 27, R. B. Westergaard was promoted from commercial manager to manager. He was formerly of KSO-KRTN-WMT, Iowa, where he was merchandising manager. John Mayo, formerly of NBC and CBS, is program director and is assisted by Jack Howard, son of Roy W. Howard, Scripps-Howard board chairman.

Salesmen are Bob Anderson, Willard Black, Jack Mims, formerly of Southwest Broadcasting System and WGST, Atlanta, and Darvin Mueller. Announcers are Ray Atkins; Lowell Blackburn, formerly of WXYZ, Detroit, and KYW, Chicago, who also is master of ceremonies; William Johnson, Charles McMahon and H. P. Shelton, Joe B. Epperson, formerly of WIS, Columbus, S. C., is chief engineer. Assistants are John Cole, P. J. Leonard, J. G. Schaefer. Others on the staff are Jack Hart, pianist and organist; Sally Bell, bookkeeper; John Brakebill, secretary; R. L. Hopkins, program department assistant; Charles J. Jones, building superintendent; John Towner, secretary to Mr. Westergaard.

The spectacular opening of the new studios, directed by Mr. Hanahan, brought such crowds to the WNOX building that police were called to save the sidewalk studios and keep gate-crashers out of the big auditorium.

Coast Cookie Series

DAD'S COOKIE Co., Los Angeles, in June placed its account over the Southern California network, Los Angeles, with KFVB as the key station. The contract was for 52 weeks and handled direct. The sponsors are using three evening quarter-hours a week, plus an additional half-hour Saturdays with a juvenile revue. The half-hour program is presented from Warner Bros. sound stage with audience admitted upon presenting five coupons from packages of Dad's cookies or cookie jars.

50 kw. Is Sought By CKLW, Windsor

Newspaper Seeks to Purchase CRCW, Commission Station

CANADA'S two broadcasting stations at Windsor, Ont., just across the river from Detroit, may undergo drastic changes soon if moves under way now are any indication. The changes, however, manifestly rest upon what is done about the Canadian Broadcasting Corp., whose demise in favor of a one-man regulator is planned before the end of the year.

While it is officially announced, it has been learned on reliable authority that Ted Rogers, head of the Rogers-Majestic Corp., is considering a move to radio firm which also operates CFMB in that city, has asked for assistance by the power of CKLW, Windsor, from 5,000 to 50,000 kw. Under pressure from Canadian interests, the Americans formerly operating CKLW, including George Storer and Sam Pickard—recently sold the station to the Rogers-Majestic group.

Would Purchase CRCW

IN ADDITION, it was learned that F. Herman, publisher of the Border Cities Star, Windsor daily newspaper, is seeking to purchase the 1,000-watt CRCW, Windsor, the American concession, its present operator. The station is on the choice 600 kc. frequency.

Another pending deal for a station purchase in Canada is reported from Stratford, Ont., where Radio City Broadcasting, Ltd., owners of CKL, CFCH and CKGB in northern Ontario, is negotiating to take over CJCS, Stratford. In addition, it is reported that Mr. Rogers is contemplating buying CKCO, Ottawa, and to increase its own power.

In the meantime Canadian circles are still buzzing over the prospective appointment to the directorship for all Canadian broadcasting, proposed to parallel the functions in the British Broadcasting Corp., which has Sir John Reith, director general. While the names of Gladstone Murray, Canadian-born executive of the BBC, and Dr. John Elliston, Canadian station relations manager of NBC, are most frequently mentioned, an interesting item is the talk to recruit either M. H. Aylesworth, former NBC president, or the WJBK radio director and ABC announcer, for the job—though informed circles are inclined to discount this as mere rumour. Mr. Aylesworth is Canadian-born, but Mr. Aylesworth was born in Cedar Rapids, Iowa.

American Oil on 33

AMERICAN OIL Co., Baltimore (Amoco, etc.) through its agency, Joseph Katz Co., is broadcasting six weekly RCA transcription assignments in a deal in which the period on 33 stations East of Cleveland. Stations selected for the campaign are WJAI, Indianapolis, WABO, Westfield, WLSB, WTIC, WCBS, WEEL, WTAG, WOKO, WBEN, WHAM, WSyr, WJAI, WOR, WHTO, WHTN, WFBF, WFMU, WNOC, WHTF, WQAR, WHE, WCAU, WCLW, WLVA, WTAR, WRVA, WDBJ.
Field tests verify the calculations of WHK engineers that with its new antenna, WHK will be received in its normal area with a strength approximately equivalent to doubling the present power at the transmitter. We believe it to be the only antenna of its type in the world.

Again WHK LEADS the WORLD . . .

with a New-Type Super-Efficient Antenna

In 1934 the engineering department of WHK under the direction of Edward L. Gove, technical supervisor, set out to develop a better, more efficient antenna system. After more than two years of study and rigorous testing WHK is starting construction of a new 300 foot, vertical "loaded" tower with a "cap" 30 feet in diameter. To the casual observer the new WHK antenna will mean merely a slender column with a huge "bicycle wheel" on top, but to national advertisers it is just so much more assurance that programs over WHK will find their way into more homes than ever before.

This is not the first time WHK has pioneered new radiating equipment. In 1930 WHK erected the first sectionally insulated towers. This step resulted in changes in antenna practice in the entire field of broadcasting.

WHK amply covers one of the country's richest markets . . . over 40% of Ohio's retail sales are made within its primary listening area. Wire or write for complete proof that WHK will do more for you per dollar expended.

H. K. CARPENTER, Vice Pres. & Gen'l Mgr.
C. A. McLAUGHLIN, Sales Manager

Exclusive Representatives: FREE & SLEINGER, Inc.
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO - LOS ANGELES

Basic Station Columbia Broadcasting System
Shifting of Network Outlets
In Boston Expected Soon

SHIFTING of NBC and CBS outlets in Boston in advance of next January's expected following FCC broadcast Division June 20 of the assignment of frequencies. NBC, from the Edison Electric Illuminating Co., to WEEI Broadcasting Corp., a CBS subsidiary, under a lease arrangement amounting to $219,000 annually. WNAC, Boston, present CBS outlet, is contracted for that network's service until the end of the year, but already has made arrangements with NBC to become its basic Red Network outlet when the shift takes place. The WEEI contract with NBC runs until next April, but the parties have agreed that the shifts will take place earlier if worked out to the mutual satisfaction of the parties involved.

Switching of Outlets

AS BROADCASTING went to press, conversations were in progress to set a definite date for the switchings of the three NBC outlets. Simultaneously, it is expected, WICJ, Bridgeport and WEAAN Providence, owned by Shepard Broadcasting Co., will become Blue network as part of the arrangement. It is expected that the switch will take place during the latter part of June.

CBS is also expected to announce the appointment of a new executive WEEI within the next few days. The new executive will be designated from New York or Chicago, with the Boston staff to be augmented with other personnel.

Also pending before the FCC Broadcast Division is the application for transfer of license of KNX, Los Angeles to CBS. A hearing on the KNX transfer, at a salary of $135,000, was held June 29 before the FCC Broadcast Division. No decision is expected before June 30, and may not come until the fall.

CBS has also entered into an arrangement with KSFO, San Francisco, for the operation of that outlet, subject to FCC approval. The lease, to cover a five-year period, provides for an annual rental of $5,000,000, of between $25,000 and $30,000 annually. Should the FCC approve the transfer, the time at which CBS severs its affiliation with KSFO, San Francisco at the end of the year, would not be a regular affiliated station arrangement will be entered into with KSFO.

The lease arrangement covers a period ending on April 1, 1945, at the figure of $219,000 per year, plus an additional expenditure for new equipment and offices. The Weequahic agreement also contains an option by which CBS may purchase the station upon the same terms and conditions which are offered to the Edison Company by any other party visiting which it may be willing to accept.

EMIL POLAK, NBC musical director, died in San Francisco, Calif., on June 22, of natural causes.

Procter & Gamble Plans
Spot Campaign for Dreyf

PROCTOR & GAMBLE Co., Cincinnati, one of the largest of all radio advertisers, is planning to launch a new radio campaign starting July 6, called "Dreyf." It will be a transcription offering and scripts are being prepared under the title "Kitty Keen Inc." The story will be of the dramatic type and will be heard in daytime 15-minute episodes five a week, probably for 13 weeks, although the series may be continued for a much longer period than that. Blackett-Sample-In this inc., Chicago is the agency.

The programs are already being tested over WOC, Des Moines, Iowa, 1:30 to 1:45 p.m. EST, to be a series of spots throughout the Midwest on and after July 6. The sponsor is not yet ready to announce the list of stations.

KCMO Gets Full Time

KCMO, Kansas City, formerly KWCW, was granted a change in operation from specified hours to full time by the FCC Broadcast Division on June 20.

President Speaks Over KBIX Remote

The UNIQUE distinction of an exclusive broadcast by President Roosevelt is claimed by KBIX, new local station in Muskogee, Okla., which put on an announcementgram last month when the Chief Executive's special train stopped at the Oklahoma City en route to Dallas.

Having been advised that the President's train would pass through Muskogee at a given time, Mr. W. L. Waltman, manager of the station, had three remote control pick-ups spaced to make sure the microphones would be ready and audible to the President's car. Although M. H. McIntyre, secretary to the President, informed newspapers that the President would not make a talk, Mr. Waltman contacted Mr. McIntyre when the train stopped and the President consented to address the KBIX audience from the platform, while the train changed cars.

KBIX, owned and operated by the Muskogee Daily Phoenix & Times, June 1 on 1500 kc., with 100 watts unlimited time. Western Electric equipment and a 176-foot Blaw-Knox tower were installed. In addition to Mr. Waltman, the executive staff includes G. W. Hightower, engineering manager; Charles Veil Waltman, program director and chief announcer; Engineers on the staff are C. F. Mahoney, C. R. Dub Everly, and announcers include K. O. Richardson and Jay Crum. Kellie Morgan is commercial representative. Hightower is director of musical features and Franklin Whitehead in charge of continuity.

Duffy Copyright Measure

DIES as Congress Ends: New Effort Will Be Made

THE VICTIM of a successful ASCAP suit, President Duffy plans to press the matter again. Duffy seeks that the law be amended to amend the copyright laws and the adjournment of Congress. He will also seek an amendment to provide a House Patents Committee, majority, which has been car- joned into the position of proposed standards, with the request that the Senate be done the measure because ASCAP opposed it. As passed by the Senate the measure would have eliminated the $250 statutory minimum damage clause of existing law and those groups as ASCAP and other licensing groups of the arbitrary power that they have in the payment of license fees for their works. In several other ways the onslaughts of copyright have been curbed under the Duffy Bill. Notice already has served by the Duffy People that they will be prepared to force action at the next session. The existing law has been in effect for a century and is antiquated and outdated. The NAB, along with hotels, motels, other organizations as ASCAP and other licensing groups of the arbitrary powers that they have in the payment of copyright would have been curbed under the Duffy Bill. Notice already has served by the Duffy People that they will be prepared to force action at the next session. The existing law has been in effect for a century and is antiquated and outdated. The NAB, along with hotels, motels, other organizations as ASCAP and other licensing groups of the arbitrary powers that they have in the payment of copyright would have been curbed under the Duffy Bill.
Four Stations File For 500 kw. Power
WJR, KFI, WSM, KDKA Added To Five Previously Submitted

FOUR additional applications for authority to use superpower of 500,000 watts, bringing the total pending applications to nine, were filed with the FCC during the last week in June. The applicants are WJR, Detroit; KFI, Los Angeles; WSM, Nashville; and KDKA, Pittsburgh.

Already pending are the applications of WHAS, Louisville; WHO, Des Moines; WJZ, New York, and WGN, Chicago. A general hearing on superpower has been scheduled by the Broadcast Division for September 24 and it is expected that all of the applications will be heard at that time.

In addition to the petitions already filed, it is understood WOAI, San Antonio, and WBBM, Chicago, also plan filing. Moreover, about a dozen other clear channel stations, including those of the networks, are understood to be considering applications which, if granted, would make them as powerful as WLW—the world’s largest station.

The KFI application seeks a directional antenna which would be designed to suppress its signal to the West to prevent a passing of its energy over the Pacific Ocean and intensify it up and down the Pacific Coast. KDKA, noted as a pioneer station, for a half dozen years has been experimenting with superpower up to 50,000 watts in after-midnight experiments.

Under present Commission regulations, the maximum power allowed clear channel stations is 50,000 watts. WLW is using 50,000 watts regular and 450,000 watts experimental.

A number of clear channel stations, through counsel, have contended that the Commission should first hold a hearing on the matter of revising its regulations to make 50,000 watts minimum rather than maximum power. They maintain that hearings on the specific applications would be premature if held prior to a declaration of policy by the FCC and, in fact, in violation of the existing regulations.

Whether the FCC will consider these contentions has not been indicated. In any event, it is expected that the issue will be raised at the Sept. 24 hearing unless some action is taken beforehand.

Newspaper Guild Invites Writers of Radio News

FURTHER recognition of the journalistic status of newsmen writing and editing for radio was accorded at the recent New York convention of the American Newspaper Guild, organized by newspaper reporters for the purpose of collective bargaining and better working conditions, when it invited any employee of a radio news service devoting the major part of his time to editorial work to join local guilds. The constitution was amended to include such workers, the phrasing being such as to permit membership of news gatherers and editors attached to broadcasting stations as well as to newspapers, press associations, newsreel companies or news photo agencies.

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IS IT truE

WHAT THEY SAY ABOUT

LANG-WORTH?

SOMETIEMS WE WONDER OURLSES!

We’ve had so many nice things said about our Planned Program Service we’re apt to go “gaga” any minute with embarrassment.

So we’re going to the Convention! Yessir, Cy Langlois and Ralph Wentworth, in person, have decided to turn detective. We’re going to set up headquarters in the Stevens Hotel and meet these subscribers who are doing all the boasting—face to face.

We’re bringing all the evidence—hundreds of tuneful selections, hand-picked from the world’s richest storehouse of musical treasure—Public Domain. Dance music, concert, salon, vocal quartette, chorus, novelty—an inexhaustible supply—free as the air!

And with us go the Lang-Worth Quintuplets—five brand-new radio series, looking for local adoption—yes, there’ll be a christening! If you’re in Chicago, don’t miss it! Let’s get this thing settled once and for all—

IS IT TRUE WHAT THEY SAY ABOUT

LANG-WORTH FEATURE PROGRAMS, Inc.
A DIVISION OF LANGLOIS & WENTWORTH, Inc.
420 Madison Avenue New York
N. A. B. Convention Headquarters
Stevens Hotel Chicago
Symbol of sound engineering and swift flight...Germany's great new zeppelin Hindenburg, which, like RCA's broadcast activities, serves the public in the air.
IN BOUNDLESS SPACE; in all fields of radio, RCA pioneered. For RCA was first to use the airwaves for international communications... domestic communications... broadcasting. Today, America has seen one RCA service of the air grow, from a small beginning to a point where now the words...

"This is the National Broadcasting Company!"
...are heard from early morning until late at night by millions in the United States and Canada... words synonymous with radio's best entertainment.

Thus again RCA comes to the fore. The National Broadcasting Company, one of the Radio Corporation of America's services, operates the largest networks in the world. Stretching from coast to coast, reaching from Canada to Florida, the NBC Blue and Red networks comprise 96 stations, linked together by specially engineered telephone wires.

Through these vast networks, NBC serves millions daily with every type of program. And, in addition to offering a complete broadcast advertising and program building service to advertisers, maintains NBC Artists Service for the provision of radio talent of all kinds. So, through the National Broadcasting Company, RCA performs still another service in radio.

By applying knowledge of the problems of broadcasting to the manufacture of its radio products, RCA assures the buying public of "pre-tested" quality. Some day, the vast store of experience gathered by RCA in sound engineering will lead to the engineering of sight!

Only RCA is active in all branches of the radio industry. That's why RCA merits true confidence. And, since confidence is a mighty sales factor, RCA dealers do a better business!

RCA MANUFACTURING CO., INC. • RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO., INC.
RCA INSTITUTES, INC. • RADIOMARINE CORPORATION OF AMERICA

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P.M., E. D. S. T.

NEW YORK... BROADCASTING... RECEPTION

Master Control Room at Radio City

THESE ARE SOME OF NBC'S BROADCASTING "FIRSTS";

NBC Music Appreciation Hour, with Walter Damrosch conducting, reaching millions of school children throughout the nation, inaugurated on combined WEAF-WJZ networks... 1928.

First to use glass curtain, shutting off audience noises from broadcasting studio stage... 1930.

First round-the-world broadcast by Pope Pius XI on combined networks in 1931.

Light pack set, a foot square and seven inches thick, introduced by NBC... 1933. Used by "roving reporters" at President Roosevelt's inauguration.

First to introduce improved mobile short wave transmitter capable of broadcasting on a national network and maintaining constant two-way communication... 1933.

First to introduce improved short wave relay apparatus for broadcasts from aircraft and similar uses... 1933.

-plus many more outstanding "firsts" that stamp NBC first among the networks of the world.
Roosevelt and Radio

EVER SINCE the present administration took office more than three years ago there have been repeated insinuations that it looked kindly upon having the government enter the field of broadcasting. It was simply waiting for the opportunity to start some sort of system of stations of its own, we have heard. At times these suspicions have been to have some basis of fact, but always it developed that some underlying “brain-truster” had concocted an idea which was promptly squeezed upon being brought to the attention of the higher councils.

If there is any doubt as to how President Roosevelt himself feels about Radio by the American Plan, he has sent to each of us a message to the industry, sent through Broadcast and published in this issue. The language is clear and concise. He expresses his faith not only in American broadcasting but in American broadcasters.

The President’s message is significant not only for what it says but for what it implies. In a few terse paragraphs he covers practically every broad question of government and its relationship to broadcasters, about which there has been concern. We have wondered about government ownership, about monopoly and about future developments. “There should be no monopoly in the moulding of public opinion, either government or private,” states the chief executive.

Today the major problem on the doorstep of the broadcaster is that of future services—television, facsimile and high-frequency broadcasting. There are many interlopers who would grab off these channels for their own private, political or propagandistic pursuits. Even the government departments are seeking more than half of the available spectrum.

The President is in consonant with these impending developments. He gets periodic reports from every government agency and in that manner he has acquired a broad general knowledge of the status of science, art and industry. In his message to the broadcasters he makes clear what the broadcasters themselves have maintained—that these new off-shoots of radio are the logical heritage of the broadcasters of today.

“I have an abiding faith in American inventive genius,” the President wrote, “and in the ability of the broadcasters to utilize these new developments in a way that will improve their service to the nation as a whole.”

As we view it, only one thing was left unsaid by the President. Broadcasters have been pleading for three-year licenses as against the six-month authorizations now issued. The law permits three-year licenses. Without them the broadcasters practically exist on a month-to-month basis. The President talks of “promptly furnished public service and “increased industrial stability” for the broadcasting industry. That stability can only come with a franchise which will allow the progressive, law-abiding station to administer his business without undue dures.

Even without a stated commitment on longer licenses, however, we feel the President gives new courage and incentive to broadcasters in his message. On behalf of the industry, we express appreciation and thanks.

Ready for the Future

VIEWED in retrospect, the FCC hearings on the future uses of the higher frequencies, reported in detail in this issue, bear out our contention from the outset, namely, that these new channels of communication should be allocated to furnish the greatest service to the greatest number of our people. Thus we retain our conviction that, particularly in view of their fine showing at the conference, priority belongs to those now furnishing such services—particularly to broadcasters, who will not be found lacking in capital and enterprise when television, facsimile and local appliance services burst their experimental bounds.

We recognize, of course, the rightful priority of services devoted to safety of life and property, but from what we gathered as close observers at the conferences their demands are irremovable with those of the broadcasting and set manufacturing industries, whose own trivial differences as to wave band allocations for television ought easily to be reconciled.

We regard as untenable such demands as those of the government, which asks for more than half the proposed new spectrum; of the educators, who through Federal Commissioner of Education Studebaker ask for a block of frequencies that (marvelous to contemplate, politically!) will give every one of the 127,000 school systems of the country its own station; and of such nebulous services as radio-type writers for business houses, which are private in character and will occupy far more of the spectrum than they desire. Of course, the government demands—and those of Dr. Studebaker, who even in these days of technological unemployment emphasized that “by a slight increase in the number of classes the cost of a few teachers to serve under the traditional pattern would be saved”—may be further manifestations of the government’s insistence upon entering private fields, but we doubt whether

the administration’s higher officials really know what these men are proposing.

Private operators and experimenters, not the government, are offering and have offered the facilities that will best serve the people at large. The answer to the governmental demands was simply stated at the conference: That all private operations can quickly be commenced or stopped if use be deemed contrary to national or presidential edict in time of stress or emergency. We are all Americans and that means we are all ready to plunge in when need demands, but in peacetime our American credo in radio as in other fields of business is to let private enterprise do the developing. The fact that the administration is cognizant of prices of radio’s great day-by-day service to the American people is evidenced in President Roosevelt’s letter in this issue.

The presence of so many broadcasting executives and engineers at the hearings indicated their keen appreciation that, as Comdr. Craven said, “radio is at the crossroads”. More than that, we can say for the broadcasting industry that it is ready to pursue the proper path for the FCC will direct when it determines what services shall utilize these new avenues of the ether, and how.

It Won’t Happen Here

ONE WOULD conclude from the conversation he hears that the NAB convention in Chicago will be more like a Latin American revolution than a business meeting of a great American industry. To us it seems shameful that factional differences should run to such extremes.

Many harsh words have been uttered during the last year. The trouble centers around copyright. The major networks and a substantial group of independently owned stations have been at issue. The problem is a dollars-and-cents one. The accusation is that the networks, as against the independents, got the better of a business bargain. All that may be true. But it does not seem to be any basis for threatening the unity of an industry that must buck the line together if it is to keep its strength and identity. There has been much unnecessary waving of red flags, in our opinion. Copyright, after all, is just one of many problems which broadcasting faces. It is wrong to allow that one issue to cloud all others and threaten to break up a trade association which otherwise has done a satisfactory job of fighting radio battles on the national front.

After all the tumult and shouting is over, it is our guess that the divergent viewpoints will be reconciled. There are plenty of good brains in the NAB membership, and the preponderance of good sense urges the conviction that only in unity is there strength.

CRITICS of radio can be found abundantly in Congress, particularly when it serves their political ends. Occasionally, however, one hears words of praise, such as the comments of such men as Senators Borah and Dickinson, who figured prominently in the recent Republican convention. Borah informs Broadcasting that he has only "words of commendations" for radio, and that he has "never heard a word of complaint". Dickinson said he regards radio as the most important political medium because the candidate gets "almost immediate reactions".
EVER SEEN a living portrait of the busiest man in the world? If not, just visit Herbert Vestnor Akenberg, at CBS headquarters in New York City. The problems of 103 affiliated CBS stations converge on his desk. Nobody bothers to write. It's the telephone all day long. With one it is the writing of a new contract; with another, the clearing of time for a dedicatory program; and a third wants to know how this assignment shift or that would work out; copyright bothers them, and then there is the constant figuring of new outlets here or there.

At CBS they call his job station relations. A better title would be general utility man, for network operations, including placement of accounts, station markets and coverage, equipment and antenna design, copyright concerns, and in fact everything except actual programming.

When Sam Pickard decided last month to become a gentleman farmer once again, he relinquished his active duties as vice president for station relations, which was only logical that Herb Akenberg should succeed him. Mr. Pickard remains as a CBS vice president by remote control, but the assignment of vice president in charge of station relations falls upon the capable shoulders of Akenberg. For the last two years he has been Pickard's chief assistant, and station relations manager.

A sort of born diplomat, Herb Akenberg has a knack of saying the right thing at the right time. His forte is negotiation—and it takes real ability to keep the records straight in that sort of activity.

Herb Akenberg had much to do with “building” CBS, literally, because as an engineer for Bell Telephone Laboratories in 1928 he was assigned the job of installing WABC when that station became the owned-key station of CBS. He never returned to Bell Labs. From an engineering capacity with the young network he was assigned to development and planning, acting as a sort of general assistant to William S. Paley, CBS president. The phenomenal growth of CBS since then is known by everyone interested with radio, but in the background there was always Herb Akenberg, diligently applying himself to technical plans for expansion from the 18-station original network to the “world’s largest” single network. Like so many in radio, Herb Akenberg started out as an amateur operator in his native town of Columbus, O. Although it isn’t generally known, he was one of the first engineers to engage in synchronized broadcasting—that method of simultaneous operation of stations on the same channel which in the early days was looked upon as the panacea of all of radio’s technical ills. With WAJU, Columbus, first as its chief engineer and then as its manager in 1927 and 1928, he synthesized the station experimentally with WPXO and later with WKRC, Cincinnati, under the rigid supervision of the old Radio Commission. These experiments at Columbus, his first contact with radio, have defined as Radio Laboratory. Young Herb Akenberg was called in those days the “radio Bolshevik” because of his efforts toward setting up networks of stations on single frequencies.

On June 24 last, exactly 38 years has been observed since the birth of Herbert Vestnon Akenberg in Columbus. His parents were Swedish and his father had been employed by the Pennsylvania Rail Road. During his early schooling in Columbus he took an amateur radio, and when only 14 built a wireless station in Columbus. Never losing his technical interest in radio, he entered at a Signal Corps of the Army during the World War, and taught code to pilot cadets at the training school at Cincinnati.

The war over, young Akenberg again hopped on the radio bandwagon and sold radio sets. In 1923 he built WPAL in Columbus and operated it until 1928 when he became engineer of WAU, shortly afterward becoming its manager. It was during this period that he made the front pages of many newspapers because of his pioneering synchronization efforts.

He also filled a position with Bell Laboratories in 1928 to further his experimental work and the following year was placed in charge of installing WABC. Even before that job was completed he was named station manager, under Paul A. Greene, and when the latter left CBS a year later, he became chief engineer. The title of chief engineer and development engineer was given Akenberg in 1931 after CBS officials discovered his natural bent for figuring out complicated things. He was made a sort of trouble-shooter for the network.

When the station relations job became more than a one-man undertaking, Akenberg found himself in the form of a Vice President, a job that Pickard held. It soon developed into a full-time assignment and in 1934 he became Mr. Pickard’s assistant and the following year station relations manager. Last month he was promoted to a vice presidency. It was a job about which negotiated the recent affiliation and purchase arrangements with WJR, Detroit; WXYC, New York; KSFO, San Francisco; and WEER, Boston.

No one has ever been able to figure out what hobbies, if any, go with Herb Akenberg aside from his work. He is a 32d degree Mason and a member of the lovely Mrs. Akenberg (formerly Florence Miller of Columbus), he resides in New York close to CBS headquarters.

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CLARENCE PATRICK, in charge of NBC's musical rights department in San Francisco, was married to the Greg-ory Lance of Seattle, at Stevenson, Wash., on May 22, it was revealed when he returned from his vacation. They will make their home in San Francisco where Mrs. Lance will continue her all-time role.

JOHN HUSSELE, 1936 graduate of the College of Emporia, has joined the sales and client service staff of WIIH, Kansas City.

WELEY EDWARDS, manager of KGBU, Honolulu, was honor guest at a luncheon held in the Palace Hotel, San Francisco, June 29, attended by 40 radio and advertising execu- tives. Fred J. Hart, vice-president and gen- eral manager of the Honolulu Broadcast- ing Co., which operates the station, was toastmaster. Edwards, who has been on the mainland since May 21, making a good will tour of the West Coast for KGBU, was to leave San Francisco June 27 for Hon-olulu.

HARRY ANDERSON, NBC sales man- ager in San Francisco, has re- turned to his desk, after a confer- ence with network clients in New Or-lean.

DAV WELDON, formerly the sales staff of KROW in San Francisco, is now with KYA, that city, in a similar capacity.

BEHIND THE MICROPHONE

CARLTON KADEL, West Coast announcer, recently returned from the Strange As It Seems series on CBS, was selected as narrator for the Amon 'n Andy series on NBC while the dialect duo spend the summer in Hollywood.

WILLIAM MCCRATH, formerly of Philadephia stations, has been named production manager of WNEW, New-ark.

JAMES V. MCDONALD, for several years in charge of publicity for WABC, New York, for Edison Electric Illuminatant Co., Boston, has left the station to devote full time to Edison publicity. Lewis S. Whitcomb is handling WEWI publicity.

LEW STEARNS, graduate of the University of California at Los An-geles and a former announcer at KFAC, Los Angeles, Martin Prov- enen has resigned to go to Texas and Burbon Bennett, former program director of the station, returned to become the station's announcer.

LEE HOAGLAND has returned to the announcing staff of KMTR, Hol-wood, after several months absence. He took the post of Fred Graham, who resigned to do transcription work.

HENRY CIESEI, announcer of WEIR, Buffalo, is back at the studios following his honeymoon in Wash-ington.

WALLY WARREN has been trans-ferred from Central States Broadcast- ing System from Omaha to Council Bluffs studios of KOIL.

ALOIS HAVRILLA, NBC announcer, has returned from the direction medal's tour for Europe in July to visit his Czechoslovakian birthplace.

TOM BREEN, formerly with NBC, New York, and KOMA, Seattle, for-mely of KIR-KOMO, Seattle, and KGB, San Diego, in June joined the announcing department of KFWB, Hollywood.

J. E. DOYLE, radio editor of the Southern California Press, has been on the air the last three months and has returned to Los Angeles. His suc-cessor in San Francisco is Herb Caen, formerly radio editor of the Sacramen-to (Cal.) Union.

FEMININE SIDE OF RADIO—Among women radio station managers are: Top row (left to right) Mrs. Edythe Farris, WHN, WJAY, Cleveland; Mrs. Jessica Hargis, KFBE, Great Falls, Mont.; Miss Berice Judis, WNEW, Newark; lower row, Lillian E. Kiefer, WMBQ, Brooklyn; Marie W. Vandergrift, WPAY, Portsmouth, O.; Joy True, KOH, Reno, Nev.; Mrs. R. W. Britton, KGBU, Ketchikan, Alaska.

DEADLIER than the male may be the female of the species—but they do make good radio station man- agers, we are told on competent au-thority. A survey by Broadcast- ing discloses that among the 630-odd stations in the United States there are about a dozen women managers, who in several cases are also station owners. Most of them are married, and happily, ac-cording to our reports.

Modesty may have accounted for the failure of some of them to re- spond to our request for photo-graphs, but the best list we could compile of women top executives of American stations, besides those pictured above, is as follows:

Mrs. Margaret Haymond, KMO, Tacoma, owned by Karl Haymond; Mrs. W. J. Virgin, owner and man-ager of KMEU, Medford, Ore.; Mona J. Pape, WHBL, Sheboygan, Wis.; Bertha Jackson, WCAX, Burt, Britain, Vt.; Scottini and J. Plake- berne, WCWN, Brooklyn; Mary E. Bechler, KGKE, Sterling, Col. There may be a few others we haven't heard about, but if they are they have been appointed since our 1936 Year Book was published.

There are, of course, quite a few wo-men commercial-managers—and mighty good sales executives they are, too, we are told. And there are even more women pro-gram directors, but only a handful of regular announcers are fe-males for the peculiar reason that, ex-cept for specialty programs, they don't seem to click with the American audiences as they do in Europe.

It was with regret that Broadcast- ing learned of the retirement of Mrs. J. L. Bush from the active managemnt of WDIZ, Tuscola, Ill., one of the oldest broadcasting stations in the United States, which recently was sold to a new cor-poporation headed by Edgar Ril, operator of WMDB, Peoria, with Clair Hurl, of WMDB, as the new manager. Mr. and Mrs. Bush, how- ever, retain a 25% interest in the station.

Also, we learned that Elsie L. Bud is no longer a manager of WLNH, Laconia, N. H., a post she held when the former manager died suddenly last year. Miss Bud, however, continues with the sta- tion as its assistant treasurer.

LORNE WILKINSON, program di-rector of WTAQ, Green Bay, Wis., is the father of a baby girl.

C. WHITNEY SHEELEY and Mil-ton Royce, operating a radio agency in Hollywood as Sheeley-Royce, have dissolved the partnership. Mr. Sheeley will continue the business while Mr. Royce will free lance.

DON WILSON, NBC announcer on the Jack Benny program, is the master of ceremonies of the new Jello o program which started June 28 while Benny is in Hollywood on a picture assignment.

EDWIN JAY, announcer and pianist, has joined the staff of WINS, New York.

JACK ZEIGLIN, announcer and pub-licity director of WIBM, Jackson, Mich., has resigned.

LOUIS AIKEN, Jr., formerly with WXYZ, Detroit, has joined the announc- ing staff of WCKY, Cincinnati.

WADE WATSON, formerly of WNEW, Newark, has been named to the production staff of WMGB, Seattle.

RENA TURNER, WOR, Newark, has joined the WRU, Philadelphia.

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Broadcasting Problems
To Feature Program of
West Coast Advertisers

Mr. Dixon, sales manager for
radio and advertising
from all
parts of the West
Coast, will be in
attendance at the
38th annual
convention of the
Pacific Advertising
Clubs Association to be held
in Seattle July 5
to 9. The radio departmental
session July 7 will be presided over
by C. P. MacGregor, president of
MacGregor & Sollie Inc., Holly-
wood transcription producers.
Sydney Dixon, sales manager
for the Hollywood division of NBC,
will be one of the principal speak-
ers at the radio departmental
convention, having for his subject;
"Radio Advertisers' Guest List!"
Nathan Danziger, general sales
promotion and advertising man-
ger of the Golden State Co.
Ltd. (dairy products), who is also
president of the San Francisco
Advertising Club, is to speak on
"The Golden State of the
Morning Air!"
There will also be
Mr. MacGregor
be three talks of five minutes each.
Speakers and their topics are: H.
J. Quilliam, manager, KIRO, Sea-
ttle, "Independent Radio Stations'
Picture"; Herbert Foole, Seattle,
"Selling Radios by Radio"; Ben
Tipp, Seattle, "My Experience in
Selling Diamonds with Radio".
According to plans a special broadcast has been
arranged for the radio departmental
meeting through KOMO. Talks,
transmitted with popular nation-
ally known programs, will be
heard.
On the committee with Mr.
MacGregor are H. M. Feltis, sales
manager of KOMO; H. J. Quilliam,
manager, KIRO; Tom Schafer,
manager, KQOS, Bellingham,
Wash.; Harvey Wixon, manager,
KHQ, Spokane; T. W. Symons, Jr.,
manager, KPBY, Spokane; Nor-
man Storm, commercial manager,
KOL, Seattle.

Stations in Shreveport
To Enter New Quarters

KWKB and KTBS, Shreveport,
La., will move into new studios
and offices, occupying the entire
second floor of the Commercial
Bank Building in Shreveport in
mid-July, according to John C.
McCormack, general manager.
The plans call for three studios
designed by John-Mansfield and
engineers. The floors, walls and
ceilings will be "floating" or "cushion-
ed", so that no shock or sound
can be transmitted to them from
the building or from one studio to
another. The studio equipment will
be RCA high-fidelity. In addition to
three studios and two control
rooms there will be 10 offices, an
audition room, and accommoda-
tions for spectators. The entire
floor will be furnished in modern-
istic style and will be air-condi-
tioned throughout.

The Times Performs a Public Service

In complete harmony with its traditional
policy of service to the people The Scranton
Times was privileged to be the first to offici-
ally announce to the public in this
section of the anthracite region that an
agreement to raise the suspension order at the mines
had been reached. It was news of first
importance to tens of thousands of mine
workers, and hundreds of thousands of others indirectly
affected by the decision.
The Times was able to inform the anthracite
communities and relieve their suspense in spite
of the fact that the news came long after its
hours of publication. That was made possible
through an arrangement with WGBI, Scrant-
on's enterprising local commercial radio
station. Within a moment or two of reception of the
news from its staff writer on the scene,
The Times released the good tidings to WGBI
and they went out into the ether and into radio
receiving sets in thousands of homes up and
down the two valleys. To WGBI The Times
expresses its appreciation for a fine courtesy.

WGBI brought that news to thousands of its listeners saving them tens of thousands of dollars.

Thus Radio scored again!

WGBI is the only regional station serving Northeastern Pennsylvania and adjoining
New York State. Its studios and transmitter are located in Scranton, the third largest
city in Pennsylvania and the heart of the seventeenth largest Metropolitan area in the
United States.

National Advertisers using more than 17 stations cannot afford not to use WGBI.
Those using more than 2 stations in a regional campaign in Pennsylvania must, of
necessity, include WGBI. Practically all National advertisers using spots on a Na-
tional basis are numbered among WGBI's fast-growing clientele.

Recently installed new antenna system, in-
cluding the latest type of vertical radiator, insures maximum signal.

Recent surveys prove conclusively that advertisers desiring
complete coverage in Northeastern Pennsylvania must use
WGBI.
Charles Wakeman Wins Atlantic City Award for Best News Broadcasting

ety recognizing oral journalism along with other news services, the Atlantic City Press Club at its annual dinner meeting on June 30 awarded its gold medal for the best news broadcast of the year to Charles Wakeman, announcer of WJAS, Pittsburgh, for his special events coverage of the station and CBS of an eyewitness account of the recent Johnstonstown floods. Honorably mentioned with Mr. Wakeman were Comdr. Jack C. Glaus, CBS engineer, and Bob Moe, CBS engineer.

Eight other awards for the best newspaper, news reel, news photo and magazine features of the year were made, with a half hour devoted to a broadcast dramatization of the events over CBS. The radio award was accepted on behalf of Mr. Wakeman by Paul White, CBS director of special features.

Winners in the radio division last year were NBC, for its first stratosphere broadcasts, and CBS, for its coverage of the Chicago stockyards fire.

Mr. Wakeman entered radio when he was only 16, having formerly been with American Broadcasting Co. in New York, handling sports annunciations especially of that station's football, track and swimming star at Penn State, and holder of several championships, his specialty has been sports, and he handles all such features for CBS that emanate from Pittsburgh.

In 1935 he was winner of the H. P. Davis Memorial Announcers Award given annually by the widow of the former head of Westinghouse.

Another Free Offer

Sti another "free offer" of continuities from commercial interests came last month to stations from the Save the Surface campaign, directed by Lenore Kent with headquarters at 2201 New York Ave., N. W., Washington, D. C. The campaign is underwritten by the National Paint, Varnish and Lacquer Association. If stations decide to try to sell the continuities to a local paint dealer or manufacturer, Miss Kent suggests she ought to be paid for the script.

Midcontinent Oil Series

Midcontinent Petroleum Co., Tulsa, Okla., has decided on plans to broadcast a spot program, 15 minutes long, three days a week, beginning early this fall. Transcriptions will tell a romance of newspaper life and the transcriptions have been arranged for with the Chicago branch of the Columbia Phonograph Co. The name of the program will be Diamond City News and R. J. Potts & Co., Kansas City, is the agency. The new programs will be on the air early evening hours during a 13-week contract.

Armstrong System

(Continued from page 72)

and receivers are required for this system? And what are their costs? A 1,000 watt transmitter designed for amplitude modulation calls for a peak-power tube capacity of 4,000 watts. Such a transmitter, designed for frequency modulation, would be a 4,000 watt transmitter. In terms of power rating and in terms of dependability, transistors offer the lowest cost for frequency modulation will be lower.

Receivers for the system will require an increase in the number of tubes over present good models which have 12 or 14. Perhaps 16 or 18 additional tubes, but with the "bread-board" receiver used in our recent IRE demonstration had 22 tubes, no effort was made during the development work up to that time to economize. But, there appears no thing which indicates that prices for the new receivers will fall far below the cost of the tubes in the receiver is of wholly second cost of the tubes in the.

Prof. Armstrong hopes that he can complete his 40,000-watt plant late this fall and, thereafter, carry through on plans that have been for an individual —an unusually elaborate, long- drawn out, extensive experimental program. He has expressed it as his desire to provide for everyone in the industry an opportunity to see what his system will do when operated as a full scale model. Since his own money goes into the project one is left in no doubt concerning his own interest in the industry well knows, he has been right several times in the past. If his expectations are realized what then?

He believes that, as with the D.C. and A.C. power systems of days gone by, both the new and the old may with small modification and great advantage work side by side; that therein is sure to lie great admiration for the art and the industry; that thereafter the best system, or the best combination of systems will—as it should—within a few years time prevail.

In its June 15 story on Remington Rand's sponsorship of a new program on a 51-station hookup of the Eastern Region, Broadcasting erred in stating that the company has cancelled its Five Star Final show on WMCA and the Independent. Broadcasting regrets the error.
Celebrates Sixteenth Anniversary....
Opens Fine New Studio Building

Thursday evening, August 20, 1936, WWJ will celebrate its sixteenth birthday. The feature of this program will be the formal opening of its new studio building, one of the finest, most modernly equipped radio broadcasting studio buildings between New York and the Pacific coast.

America's Pioneer Radio Broadcasting Station

Owned and Operated by The Detroit News

SUNDAY, AUGUST 16, The Detroit News will publish a special Rotogravure Section announcing the birthday celebration and presenting features of WWJ's new studio building. Make your space reservations for this special Rotogravure section now!

BROADCASTING • Broadcast Advertising
July 1, 1936 • Page 85
CONTEST IS BEGUN
BY GENERAL MILLS

GENERAL MILLS Inc., Minneapolis, during the week of June 22 staged its first contest on the new CBS daytime hour, five days a week, calling it the Gold Medal Nomination Sweepstakes. The contest was a part of a plan for the program, tentatively titled Gold Medal Hour. The contest closes July 11. The exception of one entry in the American Weekly the contest is being promoted exclusively through the Gold Medal Hour. In addition to submitting a new name for the program the sponsor is also asking that each entry be accompanied by a number of preference the six programs that make up the hour.

A total of 95 prizes will be awarded. Seven Graham Sedans will go to the first seven winners; next 50 will receive a Fairbanks-Morse refrigerator and the next 300 will be given a Fairbanks-Morse table radio. Blackstone-Sample - Hummert Inc., Chicago, has the account.

Coverage in Carolinas Offered by WIS - WPTF

With Combination Rate
CREATION of a combination rate, both day and night, covering WIS, Co. in W, S.C., and WPTF, Raleigh, N. C., when they are to be offered national advertisers for intensive Carolina coverage, was announced June 17 by the stations, effective next month. Both are represented nationally by Free, Jr., of the WPTF Field, who has been Roland. The combination rate was worked out in conferences in New York.

The night 15-minute rate is $5 per minute and the day 10-minute rate is $5 per 15 minutes and the early morning rate (7 to 9 a.m.) $40.

The stations are under separate ownership, WIS being owned by Liberty Life Insurance Co., and WPTF by the Durham Life Insurant. The stations are in agreement to offer combinations, minimum contracts of 8 minutes, and equal use of facilities. The stations will be in the time classifications. Where necessary, wire lines will be provided.

THE BROADCASTING

PICKING A NAME—General Mills is distributing these ballots and entry blanks for the Gold Medal Nomination Sweepstakes.

BRAIN TEASERS AS SALESMEN

WMBD Finds Public and Sponsor Fond of Questions And Answers; Prizes Given Winners

By GOMER BATH

Mr. Bath

UNUSUAL interest in two series of anec-

dotes led to the development of Brain Teasers by WMBD, Peoria, Ill. This half-hour feature, formerly three times a week and now twice weekly, has kept a city audience of 115,000 and the surrounding community talking for nine months. It has been sponsored the entire time by Brooks Apparel Store for Men and Women.

The program is a contest, based on the idea of questioning the ordinary man and woman. The audience is asked to participate in the contest. Actual contestants were selected from those who made application to enter the contest. The announcer has been selected by Brooks management and is in charge of the program.

Each contestant is given a little more than five minutes before the microphone, simply following the directions and answering the questions of the announcer who conducts the contest. At the conclusion of the quiz, the contestant is asked to read a piece of commercial continuity for the advertiser. Contestant has had the opportunity for a half hour so that he may study it and do it full justice. The advertising that appears on the program is practically all that appears on the program.

Audienc Reaction

THE advertiser offers in each contest a $5 merchandise certificate as first prize and a $25 merchandise certificate as second prize. One dollar merchandise certificates are offered to listeners who submit questions which merit use in the contests.

At the conclusion of the contest the announcer reads the list of questions used and gives the correct answers, and gives the names of winners of the previous contest. Judges grade contestants 75% on their correctness in answering questions, 10% on promptness and 15% on clearness of voice and good personality. It was found necessary to stress promptness in order to keep the program running at a good tempo.

Reaction of the audience has been so favorable, no samples have always been more than enough persons volunteering to take part in the contests, probably more for the enjoyment of winning a prize. Any errors broadcast during these hours have been always brought to a great mail and telephone response. Questions have been submitted in such quantity that building the contest has never been a problem.

The Brain Teasers are composed of questions which require quick thought and can be answered as well as "catch questions". The latter are frequently misunderstood by the listeners. Many have required the work of three telephone operators for an hour or two to explain after some of the broadcast. Questions which really test the knowledge of contestants have proved popular.

The Brain Teasers have the element of freshness since each contest brings a new set of questions and six new personalities the microphone. Unpredictable situations develop spontaneously but the announcer is careful not to embar-

Cleveland Media Organize Agency
Recogination Plan

Financial Responsibility and Good Reputation Required

ALL MAJOR Cleveland advertising media have joined together to set up standards for the recognition of advertising agencies in and about Greater Cleveland. This step has been taken to cooperate more fully with established agencies, to protect and advance the interests and to assure the various advertising media of Cleveland that their cooperation and recognition by so-called chiselers, agencies of little experience or fina-

Coverage has been accepted

nancial standing, and the so-called one-time operators.

Participating in this venture, which is known as the Cleveland Media Group, are the four broadcasting stations, WGR, WHK, WTAM and WJAY; the three daily newspapers, The Cleveland Press, The Cleveland Plain Dealer and The Cleveland News, The Central Outdoor Adv. Co. and The Stewart Street Car Adv. Co.

Basic Requirements

A SUCCESION of meetings held during the past three months for the purpose of organization were necessary to outline the requisites for agency membership. These requisites, in the main, are:

1. That the principles of the agency must be of good reputation, with advertising experience and ability.

2. That the financial statement of the agency must be satisfactory and consistently.

3. That the agency assumes full responsibility for payment of all advertising bills.

4. That the agency shall be an independent contractor, without any connection with the station with which his clients and with no financial interest in his agency by any of his clients.

5. That the committee representing each of the four media comprises the executive committee of the Media Group and agency representatives of WGR for radio; P. N. McGee of The Cleveland Press for newspapers; The Central Outdoor Adv. Co. for out-}

Aero Advertising

Star Brews on Four

STAR BREWERY, Vancouver, Wash., has been trying tontag a campaign featuring Bobby Grayson, former Stan- ford All-American football player, in a weekly quarter-hour sports newscast on KOL, Seattle; KV, Tacom a; KFPY, Spokane. The program is keyed from KON.
FCC in Half Year Grants 22 Stations

New Broadcasters This Year In the 100-watt Classification

CONSTRUCTION permits to erect 22 new broadcasting stations, all in the 100 watt or daytime category, have been issued by the FCC during the six months from Jan. 1 to July 1, the records reveal. Some of the grants were made without hearings and some upon recommendation of Commission examiners after hearing. All grants were under the FCC's broad authority to license new locals in communities deemed to require such service under the amended radio law—an authority that has been broadened substantially with the repeal in June of the Davis Amendment, eliminating zones and quota.

Following are the stations authorized for construction (those should be added to the 1936 Broadcasting Year Book listings): U indicates unlimited time, and D daytime:

KEPT, Big Spring, Tex.—Big Spring Herald Broadcasting Co., 100 w. U on 1500 kc.
KPLT, Paris, Tex.—North Texas Broadcasting Co. (Paris News) 100 w. D on 1500 kc.
KRBC, Abilene, Tex.—Reporter Broadcasting Co. (Abilen Reporter), 100 w. U on 1520 kc.
KRRV, Sherman, Tex.—Red River Valley Broadcasting Corp. (Sherman Dem- erort), 100 w. D on 1310 kc.
KURP, Price, Utah.—Utah Broadcasting Co. (Sam Geo. Smith and Grant W. Ball), 100 w. D on 1428 kc.
KUTA, Salt Lake City—Utah Broadcasting Co. (C. W. Lechtenberg, David G. Smith and Grant W. Ball), 100 w. D on 1500 kc.
KANS, Wichita, Kan.—Charles C. Theis, 100 w. U on 1210 kc.
KDKC, Lewiston, Mont.—Democrat-News Co. Inc.—100 w. U on 1290 kc.
KFGV, Redding, Cal.—Golden Empire Broadcasting Co. (William Sch eid, Har- old Smith and Sidney R. Lewis), 100 w. U on 1290 kc.
WAYX, Waycross, Ga.—Waycross Broad- casting Co. (E. E. and F. S. Soapy), 100 w. U on 1290 kc.
WFOY, St. Augustine, Fla.—Fountain of Youth Properties Inc., 100 w. U on 1210 kc.
WJNO, West Palm Beach, Fla.—Hasle- wood Inc., 100 w. U on 1390 kc.
WRGC, New Albion, Ind.—Northside Broadcast- ing Corp., 100 w. D on 1370 kc.
WJBD, Tuscaloosa, Ala.—James R. Due Jr., 100 w. D on 1390 kc.
WLIN, Middlebury, Ky.—Lincoln Memorial University, Harrington, Tenn., 100 w. U on 1230 kc.
WMIN, St. Paul, Minn.—Edward Hoff- man, 100 w. U on 1370 kc.
WNLC, New London, Conn.— Monson Broad- casting Corp., 100 w. D on 1500 kc.
WBLY, Lima, O.—Herbert Lee Byle, 100 w. D on 1310 kc.
WDWS, Champaign, Ill.—Ch amp ai- na News-Gazette Inc. 100 w. D on 1370 kc.
WABO, Chattanooga, Tenn.—W. A. Pat- terson, 100 w. D on 1420 kc.
WSWG, Portland, Me.—Portland Broad- casting System Inc. (Portland Press-Herald), 500 w. to local setex on 640 kc.
NEW, Valley City, N. D. (call letters un- assigned) — George H. Bailey, 100 w. U on 1500 kc. (Granted June 26).

Now King-Trendle Corp.

JOHN H. KUNSKY, vice pres- ident of the Kunsky-Trendle Broad- casting Corp., having recently changed its name legally to John II. King, the company's name is now the King-Trendle Broadcast- ing Corp. King-Trendle operates WXYZ, Detroit; WOOD-WASH, Grand Rapids, and the Michigan Network, as well as various Mich- igan theaters. H. Allen Campbell is general manager.

BROADCASTING • Broadcast Advertising

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Towering above the Mid-South

WMC

Radio Station of the Commercial Appeal

Most efficient station in the Mid-South

FIRST CHOICE OF THE NATIONAL ADVERTISER

Portions of the six states covered by this newer, finer service are estimated to have a population of 3,410,499 and a consumer income for the next six months 26% greater than the average for the past three years. Entirely new plant ready for operation on September 1.

WMC - MEMPHIS

"Down in Dixie"

Studio and Executive Offices: Hotel Gayoso

Cover the ENTIRE territory for less than half of the cost of spotting the area on smaller stations.

Through its affiliation with the Commercial Appeal (the South's Greatest Newspaper) WMC has established a reputation for interesting features, news scoops, and balanced entertainment that has built its program preference to more than 4 times as great as its nearest rival.

For high fidelity, uniform dependability, daily publicity and showmanship.

WMC GIVES YOU MORE FOR YOUR ADVERTISING DOLLAR

RADIO MARKET MASTER OF THE MID-SOUTH

Now King-Trendle Corp.

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E. KATZ.
Special Representative

Wider Mid-South Coverage

Now King-Trendle Corp.

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BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 87

E. KATZ.
Special Representative

Wider Mid-South Coverage

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<table>
<thead>
<tr>
<th>State</th>
<th>Type</th>
<th>Prev. Spns.</th>
<th>Title</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>Yes</td>
<td>Sky Pilots</td>
<td>Eve. 11 a.m., 6 p.m.</td>
<td>Time</td>
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<tr>
<td>ARKANSAS</td>
<td>Yes</td>
<td>News From Everywhere</td>
<td>7:15 a.m., 6:30 p.m.</td>
<td>Time</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>Yes</td>
<td>Baby Welcome</td>
<td>Wel., Sun. 6 p.m.</td>
<td>Time</td>
</tr>
<tr>
<td>OAKLAND</td>
<td>Yes</td>
<td>Al &amp; Molly</td>
<td>Tues. 8:45 p.m.</td>
<td>Time</td>
</tr>
<tr>
<td>SACRAMENTO</td>
<td>No</td>
<td>No</td>
<td>1:30 p.m., 6:45 p.m.</td>
<td>Time</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>No</td>
<td>No</td>
<td>Wed., 6-6:15 p.m.</td>
<td>Time</td>
</tr>
<tr>
<td>COLORADO</td>
<td>Yes</td>
<td>Lolo &amp; Joe</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
<tr>
<td>BRIDGPORT</td>
<td>Yes</td>
<td>Yes</td>
<td>On the Hour</td>
<td>Time</td>
</tr>
<tr>
<td>NORFOLK</td>
<td>Yes</td>
<td>Yes</td>
<td>12:15-12:30 p.m.</td>
<td>Time</td>
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<tr>
<td>CONNECTICUT</td>
<td>Yes</td>
<td>Yes</td>
<td>12:15-12:30 p.m.</td>
<td>Time</td>
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<tr>
<td>WASHINGTON</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
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<tr>
<td>FLORIDA</td>
<td>Yes</td>
<td>Yes</td>
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<td>Time</td>
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<tr>
<td>JACKSONVILLE</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
<tr>
<td>MIAMI</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
<tr>
<td>TAMPA</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
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<td>DALLAS</td>
<td>Yes</td>
<td>Yes</td>
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<td>Time</td>
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<td>HOUSTON</td>
<td>Yes</td>
<td>Yes</td>
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<td>Time</td>
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<td>CHICAGO</td>
<td>Yes</td>
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<td>Time</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
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<tr>
<td>CINCINNATI</td>
<td>Yes</td>
<td>Yes</td>
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<td>DETROIT</td>
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<td>Time</td>
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<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Yes</td>
<td>Yes</td>
<td>10:45 a.m.</td>
<td>Time</td>
</tr>
</tbody>
</table>

**DISTRICT OF COLUMBIA**

- **Washington, D.C.**
  - WTOP: News Director
  - WAMB: Sports Director
  - WTOP: News Director
- **Philadelphia, PA**
  - WCAU: News Director
  - WCAU: News Director
  - WCAU: News Director
- **Boston, MA**
  - WBZ: News Director
  - WBZ: News Director
  - WBZ: News Director
- **New York, NY**
  - WINS: News Director
  - WINS: News Director
  - WINS: News Director
- **Los Angeles, CA**
  - KLOS: News Director
  - KLOS: News Director
  - KLOS: News Director
- **San Francisco, CA**
  - KPIX: News Director
  - KPIX: News Director
  - KPIX: News Director
- **Chicago, IL**
  - WGN: News Director
  - WGN: News Director
  - WGN: News Director
- **St. Louis, MO**
  - KMOX: News Director
  - KMOX: News Director
  - KMOX: News Director
- **Minneapolis, MN**
  - WCCO: News Director
  - WCCO: News Director
  - WCCO: News Director

**BROADCASTING * Broadcast Advertising**

(Continued on page 90)

*www.americanradiohistory.com*
WASHINGTON THREW A DOLLAR

And quite a feat, too, when it spanned the Potomac—but it brought no returns. Today, local and spot advertisers get the most value per dollar when they use the services of WRC or WMAL. They cover not only Washington, but the thriving suburbs of Virginia and Maryland.

WRC  WMAL
1000-500 WATTS  500-250 WATTS
NBC Red Network  NBC Blue Network

WASHINGTON, D. C.
Completely programmed by NBC
<table>
<thead>
<tr>
<th>MARYLAND</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>WBAL</td>
<td>Drama</td>
<td>No at The O'Days</td>
<td>6:20 p.m.</td>
</tr>
<tr>
<td></td>
<td>WCAO</td>
<td>Musical</td>
<td>No at the Grants</td>
<td>Fri. 7:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>WOFR</td>
<td>Song, Talk Duo</td>
<td>No at Circle</td>
<td>Sun., Wed., p.m.</td>
</tr>
<tr>
<td></td>
<td>WYBC</td>
<td>Ballads</td>
<td>No at Phil Riner</td>
<td>Tues. 12:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>WYBC</td>
<td>Popular Music</td>
<td>Yes at Valley</td>
<td>9 a.m.</td>
</tr>
<tr>
<td></td>
<td>WYBC</td>
<td>Pop Music</td>
<td>Yes at Sullivan</td>
<td>To Suit</td>
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<table>
<thead>
<tr>
<th>MASSACHUSETTS</th>
<th>TYPE</th>
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<th>TIME</th>
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</thead>
<tbody>
<tr>
<td>Boston</td>
<td>WEIR</td>
<td>Variety</td>
<td>No at the Goals</td>
<td>Sat. Noon</td>
</tr>
<tr>
<td></td>
<td>WHEX</td>
<td>Variety</td>
<td>No at Get-Together</td>
<td>Wed. 7:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>WYAC</td>
<td>Sports</td>
<td>Yes at Varsity</td>
<td>Sun. 11 a.m.</td>
</tr>
<tr>
<td></td>
<td>WYAC</td>
<td>Network</td>
<td>No at the News</td>
<td>6:30 p.m.</td>
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<tr>
<td></td>
<td>WYAC</td>
<td>Script</td>
<td>No at the Tellings</td>
<td>Weekly Half-hour</td>
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<tr>
<td></td>
<td>WYAC</td>
<td>Script</td>
<td>No at Marriage Club</td>
<td></td>
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<tr>
<td></td>
<td>WYAC</td>
<td>French</td>
<td>Yes at Franco-American Hour</td>
<td>Fri. 7 p.m.</td>
</tr>
<tr>
<td></td>
<td>WYAC</td>
<td>Portuguese</td>
<td>Yes at Aorean Hour</td>
<td>Sun. 6 p.m.</td>
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<table>
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<tr>
<th>MICHIGAN</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
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<tbody>
<tr>
<td>Battle Creek</td>
<td>WOOD</td>
<td>Reminiscences</td>
<td>Yes at News One Was</td>
<td>8:15 p.m.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Lost &amp; Found</td>
<td>7 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No at Home Beautiful</td>
<td>9:30 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Happy Joe Frolic</td>
<td>8 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Billard's News Comment</td>
<td>7:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Chandy</td>
<td>Daily</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No at Uncle Noah's Safety Club</td>
<td>4:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Michigan Mountaineers</td>
<td>5 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No at Wandering Vagabonds</td>
<td>Any Time</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No at Novel Games</td>
<td>Any Time</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No at Talent Quest</td>
<td>Tues. 7:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Hollywood Reporter</td>
<td>5:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Log Cabin Four</td>
<td>Morn. or Night</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Kroger Presents</td>
<td>Morn. or Night</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>MINNESOTA</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>Variety</td>
<td>Yes at Cross-Roads Party</td>
<td>9 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Male Quartet, Inst.</td>
<td>Yes at Four Homemen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>News</td>
<td>Yes at Newsroom</td>
<td>6:15 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trio, Solo, M.C.</td>
<td>No at Amanda Snow's Revue</td>
<td>8:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Rochester</td>
<td>KROC</td>
<td>Quartet, String Trio</td>
<td>Yes at Musical Mom. in History</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MISSISSIPPI</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Jackson</td>
<td>WJDX</td>
<td>Minstrel</td>
<td>Yes at Sunshine Minstrel</td>
<td>Sat. 7 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Choir, Sermon</td>
<td>Yes at Radio Gospel Voice</td>
<td>Sun. 3 p.m.</td>
</tr>
<tr>
<td></td>
<td>Kasaure</td>
<td>WHEF</td>
<td>Barn Dance</td>
<td>Yes at WHFP Barn Dance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Amateur</td>
<td>Yes at Radio Talent Discovery</td>
<td>Sun. 3 p.m.</td>
</tr>
<tr>
<td></td>
<td>Laurel</td>
<td>WAML</td>
<td>Organ</td>
<td>Yes at Organ Melodies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Teddy Jones Orch.</td>
<td>No at Danceable Melodies</td>
<td>Sun. 3:00 p.m.</td>
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<table>
<thead>
<tr>
<th>MISSOURI</th>
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<tbody>
<tr>
<td>Columbia</td>
<td>KFRO</td>
<td>Rural Comedy</td>
<td>Yes at General Store</td>
<td>1 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baseball</td>
<td>Yes at Baseball Games</td>
<td>Thurs., Sun.</td>
</tr>
<tr>
<td>Joplin</td>
<td>WMIB</td>
<td>Music, Prizes</td>
<td>Yes at Mystical Medals</td>
<td>11:45 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sports Roundup</td>
<td>Yes at Sports Flashers</td>
<td>5:06 a.m.</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WBB</td>
<td>Variety</td>
<td>Yes at WBB Staff Folks</td>
<td>3 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News</td>
<td>Yes at John Cameron Swayze</td>
<td>3 Daily</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Old-time Music, Dialec</td>
<td>No at Colorado Pals</td>
<td>12 noon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&amp; Log Cabin Cowboy</td>
<td>Yes at Colorado Pals</td>
<td>12:15 p.m.</td>
</tr>
<tr>
<td></td>
<td>St. Joseph</td>
<td>KFQ</td>
<td>Hawaiian Minstrel</td>
<td>No at Dishes' Hawaiians</td>
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<td></td>
<td></td>
<td>Minstrel</td>
<td>Yes at Minstrel</td>
<td>Opt.</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>St. Louis</td>
<td>KMOX</td>
<td>Dramatic</td>
<td>No at True Detective Stories</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Music, Narrator</td>
<td>Yes at Dream Avenue</td>
<td>Day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Musical</td>
<td>Yes at Where to Go Tonight</td>
<td>12 noon</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Cameo of Modern Song</td>
<td>9:38 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Birthday Bell</td>
<td>8 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Today's Special</td>
<td>3:30 p.m.</td>
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<thead>
<tr>
<th>MONTANA</th>
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<tbody>
<tr>
<td>Great Falls</td>
<td>KFBR</td>
<td>Genuine Hillbilly</td>
<td>Yes at Breakfast Club</td>
<td>8:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>KGVO</td>
<td>Amateur</td>
<td>No at KGVO Amateur Hour</td>
<td>Tues., 5 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Drama</td>
<td>No at Treasure Trails</td>
<td>Mon. 5 p.m.</td>
</tr>
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<table>
<thead>
<tr>
<th>NEBRASKA</th>
<th>TYPE</th>
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<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Forks</td>
<td>KFJN</td>
<td>Drama Thriller</td>
<td>No at Story Man</td>
<td>11:15 a.m.</td>
</tr>
<tr>
<td></td>
<td>KGOF</td>
<td>Variety</td>
<td>No at Miles Griris's Birth, Club</td>
<td>8:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>KFAB</td>
<td>Variety</td>
<td>Yes at Neighborhood Folks</td>
<td>Sun. 2:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kids, Dogs</td>
<td>No at Kennel Club</td>
<td>4:5 p.m.</td>
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<table>
<thead>
<tr>
<th>NEW JERSEY</th>
<th>TYPE</th>
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<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic City</td>
<td>WPG</td>
<td>Child Amateur</td>
<td>Yes at WPG Kiddies Reveal</td>
<td>Sun. 2 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sketch</td>
<td>No at Home Sweet Home</td>
<td>6 p.m.</td>
</tr>
<tr>
<td></td>
<td>Newark</td>
<td>WNEW</td>
<td>Boys</td>
<td>Yes at Junior G-Men</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Variety</td>
<td>Yes at Alan Courtney's Joymakers</td>
<td>11:30 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Public Speaks</td>
<td>Sat. 4:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Enchanting Momen</td>
<td>9:15 a.m.</td>
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<thead>
<tr>
<th>NEW YORK</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
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<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo</td>
<td>WENY</td>
<td>German Music</td>
<td>No at Little German Band</td>
<td>Sat. 10 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Drama</td>
<td>Yes at Nine O'Clock Show</td>
<td>Sun. 9 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Variety</td>
<td>No at Baseball</td>
<td>3-6, 9-11 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Sports Highlights, Races</td>
<td>4-6 p.m.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NORTH CAROLINA</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte</td>
<td>WBT</td>
<td>Informal song, talk</td>
<td>Yes at Sing, It's Good for You</td>
<td>No at Meditation Hour</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WHBG</td>
<td>String Band Contest</td>
<td>Yes at Carolina Jamboree</td>
<td>Sat. Night</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WFCT</td>
<td>Women's</td>
<td>Yes at Women's Mag. of Air</td>
<td>3 weeky a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Politics</td>
<td>Yes at Political Promenade</td>
<td>Sat. night</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yes at Sports Revue</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NORTH DAKOTA</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bismarck</td>
<td>KFYR</td>
<td>German Band</td>
<td>Yes at Prof. Sauerstend Band</td>
<td>Noon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Radio Stars Info.</td>
<td>No at Studio Reporters</td>
<td>10:30 a.m.</td>
</tr>
<tr>
<td>Fargo</td>
<td>WDAY</td>
<td>Poetry, Organ</td>
<td>No at Memory Lane</td>
<td>9:30 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Barn Dance</td>
<td>Yes at WDAY Barn Dance</td>
<td>Sat. 8:30 p.m.</td>
</tr>
<tr>
<td>Minot</td>
<td>KLSP</td>
<td>Poema, Organ</td>
<td>No at Song Goes</td>
<td>6:15 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foreign Lang.</td>
<td>Yes at Norse Hour</td>
<td>6:15 p.m.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>OHIO</th>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
<td>WJW</td>
<td>Loan, Borrow, Give</td>
<td>No at WJW Trading Post</td>
<td>11:45 a.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Music, Poetry</td>
<td>No at When It's Done</td>
<td>10 p.m.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCGO</td>
<td>Interviews</td>
<td>Yes at Man on the Street</td>
<td>On Req.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Legal</td>
<td>Unusual Lawsuits</td>
<td>On Req.</td>
</tr>
</tbody>
</table>
NATIONAL ASSOCIATION OF BROADCASTERS’ CONVENTION AT THE STEVENS • JULY 6-7-8

THE STEVENS WELCOMES THE NATIONAL ASSOCIATION OF BROADCASTERS to its delightful air-conditioned convention quarters—air-conditioned meeting rooms and Grand Ballroom, dining rooms, lounges and lobby. Its private rooms—all outside rooms—swept by cool Lake Michigan breezes, offer perfect rest, day and night. On Michigan Boulevard at Grant Park, The Stevens is in the center of downtown Chicago. A friendly management and staff welcomes you during the convention and at all times.

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(Based on questionnaire returns from broadcasting stations)

(Continued from page 90)

OHIO—(Continued)

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PREV. SPONS.</th>
<th>TITLE</th>
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</thead>
<tbody>
<tr>
<td>WKRC</td>
<td>Boy, Girl Song</td>
<td>1 p.m.</td>
</tr>
<tr>
<td>WLW</td>
<td>Dramatic Music Drama</td>
<td>6:16 p.m.</td>
</tr>
<tr>
<td>WJAY</td>
<td>News</td>
<td>12:15 p.m.</td>
</tr>
<tr>
<td>WHK</td>
<td>Musical Variety</td>
<td>On Rev.</td>
</tr>
<tr>
<td>WTV</td>
<td>Variety</td>
<td>Eve.</td>
</tr>
<tr>
<td>WDAY</td>
<td>Drama</td>
<td>9 a.m.</td>
</tr>
<tr>
<td>WPAY</td>
<td>News &amp; Views</td>
<td>6:30 p.m.</td>
</tr>
<tr>
<td>KBOO</td>
<td>Amateur Variety</td>
<td>7:30 a.m.</td>
</tr>
<tr>
<td>KXK</td>
<td>Dramatized News</td>
<td>6:30 p.m.</td>
</tr>
<tr>
<td>KJKN</td>
<td>Comedy Drama Health</td>
<td>6:15 p.m.</td>
</tr>
<tr>
<td>WHEU</td>
<td>Transcribed Voice, Music</td>
<td>9:30-9:45 p.m.</td>
</tr>
<tr>
<td>WJAC</td>
<td>Hymns</td>
<td>9:15 a.m.</td>
</tr>
<tr>
<td>WCAU</td>
<td>Daily Hymns Revue</td>
<td>7:15 a.m.</td>
</tr>
<tr>
<td>WIP</td>
<td>Minstrel</td>
<td>10:30 a.m.</td>
</tr>
<tr>
<td>WTEL</td>
<td>Minstrel Variety</td>
<td>On Rev.</td>
</tr>
<tr>
<td>KHQ</td>
<td>Rhythm, Song</td>
<td>9:15 a.m.</td>
</tr>
<tr>
<td>WJAS</td>
<td>Variety Gospel</td>
<td>5:15 a.m.</td>
</tr>
<tr>
<td>WPRO</td>
<td>Sports</td>
<td>6:45 p.m.</td>
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OKLAHOMA

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<tbody>
<tr>
<td>KOMA</td>
<td>Classical</td>
<td>6:15 a.m.</td>
</tr>
<tr>
<td>KALC</td>
<td>Classical</td>
<td>3:45 p.m.</td>
</tr>
<tr>
<td>KJAC</td>
<td>Classical</td>
<td>1:45 p.m.</td>
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OREGON

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<tbody>
<tr>
<td>KKOI</td>
<td>Classical</td>
<td>7:15 a.m.</td>
</tr>
<tr>
<td>KPBK</td>
<td>Classical</td>
<td>9:45 a.m.</td>
</tr>
<tr>
<td>KGW</td>
<td>Classical</td>
<td>10:45 a.m.</td>
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<tr>
<td>KQJ</td>
<td>Classical</td>
<td>11:45 a.m.</td>
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<tr>
<td>KGIM</td>
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RHODE ISLAND

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<tbody>
<tr>
<td>WDK</td>
<td>Classical</td>
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<tr>
<td>WDA</td>
<td>Classical</td>
<td>1:45 p.m.</td>
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<tr>
<td>WEB</td>
<td>Classical</td>
<td>2:45 p.m.</td>
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SOUTH CAROLINA

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<tr>
<th>TYPE</th>
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<tbody>
<tr>
<td>WOCN</td>
<td>Women's Feature Musical</td>
<td>10:45 a.m.</td>
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<tr>
<td>WISU</td>
<td>Women's Feature Musical</td>
<td>11:45 a.m.</td>
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<tr>
<td>WANO</td>
<td>Women's Feature Musical</td>
<td>12:45 p.m.</td>
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SOUTH DAKOTA

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<td>KCGC</td>
<td>Classical</td>
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<tr>
<td>KSDS</td>
<td>Classical</td>
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<td>KXST</td>
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TENNESSEE

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<tbody>
<tr>
<td>WNOX</td>
<td>Classical</td>
<td>10:45 a.m.</td>
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<tr>
<td>WRMU</td>
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<td>WZBI</td>
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<td>12:45 p.m.</td>
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TEXAS

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<td>WFAA</td>
<td>Classical</td>
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<tr>
<td>WTLS</td>
<td>Classical</td>
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<td>WOAI</td>
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UTAH

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<tbody>
<tr>
<td>KGLC</td>
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VERMONT

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<tbody>
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<td>WVEA</td>
<td>Classical</td>
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</tr>
<tr>
<td>WRLJ</td>
<td>Classical</td>
<td>11:45 a.m.</td>
</tr>
<tr>
<td>WRLR</td>
<td>Classical</td>
<td>12:45 p.m.</td>
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VIRGINIA

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<tr>
<th>TYPE</th>
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<tr>
<td>WTVN</td>
<td>Classical</td>
<td>11:45 a.m.</td>
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<tr>
<td>WJWV</td>
<td>Classical</td>
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WASHINGTON

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<td>11:45 a.m.</td>
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<td>WAFM</td>
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WEST VIRGINIA

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<td>WNOX</td>
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WYOMING

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<td>WYHS</td>
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<td>WYTH</td>
<td>Classical</td>
<td>12:45 p.m.</td>
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Page 92 • July 1, 1936

BROADCASTING • Broadcast Advertising
Western business and community leaders know that KSL leads in coverage, popularity and prestige, so it is no wonder that they come to KSL first when there's an advertising or news job to be done. Another reason why this great 50,000 watt station is truly "The Voice of the West."

Above—Governor Blood Addresses the People of Utah...KSL is there.

Left—The Utah Open Golf Champion gets in trouble...KSL is there.

Below—Salt Lake City goes on parade...KSL is there.

Above—Sir Malcolm Campbell drives 301 miles per hour on the Bonneville Salt Flats...KSL is there.

Above—I'm The U. S. Army christens a new war bird...KSL is there!
AN IDEALIST will define democracy as a government of the people, for the people and by the people... a pessimist wonder whether it is a government at all.

DEMOCRACY is principally a government of kinks, says the skeptic... where everyone sits quietly by, reaping benefits, until his next privilege is interfered with... when he cries to high heaven about his rights as a citizen.

* * *

WE SELDOM think of civic matters until they become personal matters. To paraphrase that stereotyping, broadcaster, William Hard... even the great political parties hibernate between conventions, and then, in a few brief, hysterical, fatigue-drunk days, select the leaders and policies by which they hope the nation will be run.

A TRADE association, such as the NAB, is a business democracy... with all of the failings of democracy in the large.

ITS FAILINGS? Last year at Colorado Springs, copyright was allowed completely to usurp the interests of an industry, which, in addition to this admittedly pressing problem, had many other important matters which should have received its most careful attention. But democracy never acts until its personal interest is threatened. It never looks ahead.

AND WHEN copyright was discussed... it was debated in an atmosphere of frenzied personalivities which completely clouded the real economic and legal issues involved... issues concerning which few indeed seemed to have done any constructive thinking prior to attending the convention.

WHILE this was occurring, the membership listened with scant attention to the proposal for the creation of an agency recognition system by the broadcasting industry... a system which would protect the efficiency and integrity of the agency, upon which radio depends so greatly... and which would have put the broadcasters on a par with other major advertising media.

THIS SCANT attention was later turned into no action, when the system, cursorily adopted, failed of establishment by lack of station interest and cooperation.

SIMILAR attention was given to the creation of a cooperative bureau of radio research... which the NAB, ANA, and 4-A's are now attempting to bring into being... a project which will give radio a general counterpart to the ABC of publishing, a field which will furnish sorely needed fundamental information regarding broadcasting, save stations and networks hundreds of thousands of dollars annually in defensive competitive research necessitated by the extreme claims of someone else, and which will improve the great public confidence in the medium as a whole... in other words a project of major importance.

THERE was a report which mentioned the standard accounting system developed during the year of 1935... but to date a mere handful... some time in the future, this project is in line, have adopted this system or even shown much interest in it.

FROM what he has seen, STATION BREAK is utterly certain how the average radio station has any idea of its specific costs of operation or therefore, of its operating efficiency.

TYPICAL failings of a democracy. Some day there may be a governmental requirement of standard accounting. Without such regulations, stations will scramble... completely in a dither... to have a system satisfactory to them adopted. How much easier would it be... to apply a sound system of accounting with a more such a contingency... and to prove the desirability of its continuance by the soundness and comprehensiveness of the data which it reveals.

PARDON our jaundiced vein. Believe it or not... broadcasters are little wiser than just wiser than just the men. But we do have a message... (You must always have a message when you sound the trumpet of reform so loudly). Our message is:

LESS than a week from now the broadcasting industry will have another convention. Some of these matters will come up again, while some are dead beyond revival. Certainly there will be more problems than copyright to be considered. Now democracy succeeds to the extent to which it is based upon an intelligent, informed public opinion. The business democracy of the NAB must remain successful to the extent to which the broadcasters have familiarized themselves with the problems of the industry sufficiently to act intelligently regarding them.

Webster-Eisenlohr Uses Two More on Inter-City SPONSORED by Webster-Eisenlohr, Inc., New York (Girard and Hood), the Today's Winner show carried on a hookup of WMCA, New York, and WPRO, Providence, on June 22 was extended to two other stations of the Inter-City Group—WIP, Philadelphia, and WCBM, Baltimore. The feature is a 15-minute late racing result program six nights weekly.

WMCA also announces the signing of Detroit-Bolby Co., New York, for 26 weeks starting Sept. 22 for The Dentist Says, 15 minutes on Tuesdays and Thursdays, featuring Dr. Edgar Woodruff, and piped from WMCA to WIP and WMEX, Boston. The account placed by WCBM also. The Agency, New York, General Foods Co., New York, through Advertisers Boulevard, New York, on Sept. 17 will start The Folk Singer over WMCA, for Diamond Crystal Salt, Mondays, 9:30-9:45 p.m.

NBC Awards Deferred NBC Music Guild Awards for new and original chamber music by American composers will be made early in the summer, according to Frank Black, NBC music director and chairman of the award committee. Of more than 600 manuscripts submitted, 287 met requirements and the committee will consider these during the summer. Awards will be $1,000, $750 and $500.
To eliminate service and maintenance difficulties found in present-day designs which provide either tube or circuit accessibility, Techna Corporation announces a new development in broadcast equipment combining the major advantages of both.

In the new assembly, both circuit wiring and tubes are instantly accessible from the front of the rack. No addition to panel size has been made. Automatic spring locks with plunger release allow instant removal of the panel for necessary servicing. Push buttons are provided for testing plate currents and voltages of tubes.

Techna invites you to write for full information concerning this, and other broadcast, public address and recording equipment.

TECHNA CORPORATION
926 HOWARD STREET • SAN FRANCISCO

FULLY EQUIPPED BRANCH OFFICES NOW BEING ESTABLISHED IN CHICAGO AND NEW YORK
The Business of Broadcasting

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

STATION ACCOUNTS

WFAA, Dallas
P&F Wagnalls Co., New York (Literary Digest), 3 sa, thru Aus-
in & Rossetter Co., N. Y.
Magna Steel Co., Dallas (Chiger Chaser), 19 sa, thru Dieklow Adv. Age-
cy, Dallas.
WAFS, White Plains, N. Y.

WGN, Chicago
Golf Ball Inc., Milwaukee (golf balls), 20 sp, thru Auspitz & Lee, Chicago.

WABC, New York
Lever Bros. Co., Cambridge, Mass. (Spivy), 3 weekly sp, thru Ruthra-
uff & Ryan Inc., N. Y.
Pompeian Co., Bloomfield, N. J. (cosmetics), weekly sp, thru Topping & Lloyd Inc., N. Y.

KMIJ, Fresno, Cal.

WJAS, Pittsburgh
Griffin Mfg. Co., Brooklyn (shoe polish), 4 daily sa, thru Ber-
mingham, Castleman & Pierce Inc., N. Y.

WEIL, Boston
General Baking Co., New York (Bend Brew), 5 weekly, thru Batten, Burton, Durstine & Osborn Inc., N. Y.
Lever Bros. Co., Cambridge (Spivy), 5 weekly se, thru Ruthrauff & Ryan Inc., N. Y.
McAlco Mfg. Co., Detroit (auto pol-
ishes), 3 weekly se, thru Holland, Graham & Clark Inc., Detroit.
Lever Bros. Co., Cambridge (life-
buoy soap), 5 weekly, thru Ruth-
rauff & Ryan Inc., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 24 weekly sa, thru Birmingham, Castleman & Pierce Inc., N. Y.

WBW, Kansas City
Grayson Co., New York (women's apparel), weekly 1 ft, thru Simon & Grayan Inc., Memphis.

KDKA, Pittsburgh
Gold Dust Corp. New York (Shin-
ola), 50 se, thru Batten, Burton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati, 90 se, thru Blackman Adv. Inc., N. Y.

KXN, Hollywood
Gold Dust Corp., New York (Shin-
ola), 5 weekly sa, thru Batten, Burton, Durstine & Osborn Inc., N. Y.
Bulova Watch Co., New York, 3 daily se, thru Blow Co., Inc., N. Y.
Standard Oil Co. of Cal., San Fran-
cisco, 3 daily se, thru McCann- Erickson Inc., San Francisco.
Ironized Yeast Co., Atlanta, 2 weekly thru Ruthrauff & Ryan Inc., N. Y.
Sears Roebuck & Co., Los Angeles (retailer), 2 sa, thru Dona Jones Co., Los Angeles.

WICC, Bridgeport
Lever Bros. Co., Cambridge, (Life-
buoy), 30 tsp, thru Ruthrauff & Ryan Inc., N. Y.
Ironized Yeast Co., Atlanta (propri-
ety), 1 tsp, thru Ruthrauff & Ryan Inc., N. Y.
Gulf Products Co., Pittsburgh (oil gasoline), weekly sa, thru Young & Rubenstein Inc., N. Y.

KSFO, San Francisco
Pine Co., Fort Wayne, Ind. (cold remedy), 12 weekly sa, thru Sel-
ers Service, Chicago.
Standard Oil Co. of California (gas-
oline), 7 week sa, thru McCunn- Erickson Inc., San Francisco.

KFOX, Long Beach, Cal.

The Tutts Do Their Bit for Summer Radio

The Tutts Do Their Bit for Summer Radio

No Sooner Are They In Their New Summer Cottage Than Dad Puts Up An Aerial For The Radio

NEVER MIND IT,
HENRY WELL-GET A PORTABLE SET

Copyright, 1926, by Central Press Association, Inc.

From the Schenectady Gazette

KGO, San Francisco
Reliance Mfg. Co., Chicago (work clothes), 7 weekly sa, thru Mitch-

Bulova Watch Co., New York (watches), 14 weekly sa, thru The Bow Co., N. Y.

Brooke's Chocolate Inc., Alameda, Cal. (candy), 2 weekly sp, thru Deoren & Co., Inc., Chicago.
Saylor's Chocolates Inc., Alameda, Cal. (candy), 2 weekly sa, thru Deoren & Co., Inc., Chicago.

WTMJ, Milwaukee
Webster - Eisenlohr Inc., New York (Tom Moore cigars), daily sp, thru John "Y" Miller Inc., N. Y.
Lever Bros. Co., Cambridge (Life-
buoy), 5 weekly, thru Ruthrauff & Ryan Inc., N. Y.

General Mills Inc., Minneapolis, 4 weekly sa, thru Blackett-Sample-
Hummert Inc., Chicago.

Chrysler Corp., Detroit (auto-
mobiles), 2 sa, thru J. Stirling Gettel Inc., N. Y.

Griffin Mfg. Co., Brooklyn (shoe pol-
ish), 18 weekly sa, thru Berming-
ham, Castleman & Pierce Inc., N. Y.

Mississippi Steamboat Line, Vicks-
burg, Miss. (orange beverage), 6 weekly sa, thru McCarty Co., Los Angeles.

WNAC, Boston
Ironized Yeast Co., Atlanta (proprie-
ty), 7 weekly sa, thru Ruthrauff & Ryan Inc., N. Y.

Gulf Refining Co., Pittsburgh (gas-
oline), 7 weekly sa, thru Young & Rubenstein Inc., N. Y.

General Mills Inc., Minneapolis, 50 se, thru Ruthrauff & Ryan Inc., N. Y.

Lever Bros. Co., Cambridge (Life-
buoy), 3 weekly, thru Ruthrauff & Ryan Inc., N. Y.

May Oil Burner Corp., Baltimore, 55 sa, thru Joseph Katz Co., Balti-
more.

WHIO, Dayton
Lever Bros. Co., Cambridge (Life-
buoy), 5 weekly, thru Ruthrauff & Ryan Inc., N. Y.

Lykoeuea Co., Kansas City (tooth-
paste), 2 daily sa, thru H. W. Kastor & Sons Adv. Co., Inc., Chi-
icago.

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

General Mills Inc., Min-

WKRC, Cincinnati


WLS, Chicago
Griffin Mfg. Co., Brooklyn, (All White Shoe Cleaner), 312 sa, thru Ber-
mingham, Castleman & Pierce Inc.

CKNN, Wingham, Ont.

KGGC, San Francisco
Carter Medicine Co., New York (liver pills), 6 weekly sa, thru Street & Finney Inc., N. Y.

WAAB, Boston
May Oil Burner Corp., Baltimore, 42 sa, thru Joseph Katz Co., Balti-
more.
MUTUAL PLATFORM—After the nominating speech for Gov. Landon, which had been completed at the Cleveland GOP convention, Mutual Broadcasting System distributed 100 copies of its "platform" to "big shot" delegates. The four-page position piece, of which this is the inside, was also delivered to the regular agency-advertiser mailing list.

NATHAN BURKAN, cofounder and general counsel of the American Society of Composers, Authors & Publishers, who died June 29 at 80, left an estate estimated at $1,500,000 to his widow and a five-year-old son, Nathan Jr., who will be assisted in New York Surrogate's Court June 22, 1936, by the will directed that all his books and works pertaining to copyright be left to ASCAP.

Cable for Tower Lights

A NEW concentric cable to supply power to lights atop radio towers, first applied at WJL, Detroit, has been announced by Western Electric Co. The cable is composed of an outer metallic tube which is at ground potential over its entire length, and an inner metallic tube insulated from the outer shell except at the end away from the tower where it is bonded to the outer sheath. Within the inner tube are two insulated conductors which carry the frequency voltage on the conductors builds up until, at the point where the conductors commence to rise in the tower, they are at the same potential with respect to the ground as the tower itself. The new cable is declared to be practical for stations up to 50 kw.

KWK is doing very unusual things in the way of building up greater sales returns for their clients.

If you haven’t a magic lamp to rub, just telephone or drop us a line and we will be there immediately.

THOMAS PATRICK INC., HOTEL CHASE ST. LOUIS, MO.
PAUL H. RAYMER CO., Representatives New York Chicago San Francisco

GRID RIVALS SEEK ANN ARBOR STATION

With John Fetzer, operator of WJKZ, Kalamazoo, voluntarily dropping his application for a new station in Ann Arbor, home of the University of Michigan, two rival applicants were headed by two noted football coaches who were left in the field. Harry Rick, Michigan grid coach, is one of the applicants, seeking 500 watts daytime on 900 kc.

The other application, shortly to be filed with the FCC, will name a group headed by Fielding Yost, Michigan athletic director and former grid coach, with other backers being Charles Fielder, president, International Radio Co., Ann Arbor (Kadette); Prof. Walden Abbott, U. of M. director of broadcasting; Al McDonald, president, McDonald Ice Cream Co.; Lewis G. Christman, vice president First National Bank; Harry Haywood, Advertisers Publishing Co.; George Langford, Economy Baler Co., John Hunter, head of a local dairy, and Phil Pack, local attorney and member of the legislature.

The company would be known as Ann Arbor Broadcasting Co., with $500,000 paid in capital. Lloyd Weisinger has been chosen as manager of the proposed new station, which may also have the backing of the Ann Arbor Times-News, published by the Booth syndicate of Michigan dailies.

INTER-CITY GROUP covered the Democratic convention with WIP, Philadelphia, as key station.

THE MUTUAL BROADCASTING SYSTEM PLATFORM

for Tower Lights

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CONTRARY to published reports, Bess Johnson continues as radio executive of the Stack-Goble Adv. Agency, Chicago, with Al Shebel continuing as salesman on radio accounts, according to an official statement from that agency. Miss Johnson, who also plays the role of Frances ("Frans") Mathews in "Today's Children," has been on vacation for five weeks and went from June 29 to July 5 broadcast from NBC in New York. Another Stack-Goble Chicago account, the "Singing Lady," transferred its origination to New York June 29 when Irene Wicker, who plays the lead, moved with her two children and secretary to a suburban New York home for the summer.

CHESTER H. MCGILL, special assistant to the Secretary of Commerce, on July 1 becomes vice president of United States Adv. Corp., New York. The New York branch has been moved to 30 Rockefeller Plaza.

Allen Co., in Chicago, has transferred to Detroit and Baltimore.

BEN BOWDEN, formerly of the sales staff of WIP, Philadelphia, has joined Hancock-Payne Adv. Agency, that city.

WESTCO Adv. Agency, San Francisco, has appointed Michael Raffetto, production manager in charge of all radio programs sponsored by the Sperry Flour Co. Raffetto, an NBC actor and producer, takes over his new position July 1, which he is to play the role of Paul in the NBC ABC Family serial sponsored by Standard Brands Inc., in which he has appeared since it's invention four years ago.

BENSON & DALL, Inc., Chicago agency, has moved to 300 N. Michigan Ave.

BIG EVENT—Buick Motor Co. displays cards like this to promote its fight broadcast. Among other merchandising ideas were outlines of signs to be painted on several windows and colored cards for show room display.

CHARLES MARTIN, formerly of the March of Time scriptwriting department, has joined Bow Co. Inc., New York, to head the production department and write the "Thrillies" broadcast on the Philip Morris NBC program.

BRUCE MORGAN, of the radio production department of N. W. Ayer & Son Inc., New York, has resigned. He formerly handled the CBS Atlantic Family and the NBC Kellogg College Prom programs.

A. W. SCOTT, account executive of Liebmann & Hohman Inc., San Francisco, has been appointed manager of the radio department in that city.

RUTH Pritchard, in the office of the V. G. Freitag radio agency, Los Angeles, transferred from Colorado late in June to rejoin the firm.

DONALD STAUFFER, of the radio dept. of Young & Rubicam Inc., New York, arrived in Hollywood in June in connection with production and talent activities for sponsors.

ROY V. CROWDER, formerly passenger traffic manager of the Grace Line Shipping Co., has been appointed a vice-president of Kelly, Nason & Roosevelt Inc., and is to be stationed at the company's San Francisco office. Malcolm Dewees remains as Pacific Coast manager for the national agency with headquarters in San Francisco.

WALTER J. HELD, Standard Oil Co. advertising executive in San Francisco, has resigned. He recently resigned as advertising manager of a radio station in San Francisco for an Advertising Campaign for a Major Product.

CURT PETERSON, radio director of Marshalcamp & Pratt Inc. Inc., New York, spent two days in Charlotte, N. C., as the guest of the New York Advertising Club, Charlotte chapter.

EDITH M. ABBOTT, radio account executive for Botsford, Constantine & Gardner Inc., New York, was recently transferred to Hollywood in June to work on the Lux program.

MICHAEL F. MAYGER, formerly with the CBS, is now associated with the S. Adv. Corp., has joined Ford. Brown & Mathews, Chicago, as radio program director.

C. J. SCHULTZ, of the Detroit publicity staff working on the Chevrolet Motor Co. account for Campbell-Ewald Co., has been transferred to Chicago, where he will service the account. R. K. Edmonds, manager of the Chicago Campbell-Ewald office, has resigned.

EDWARD H. GARDNER, formerly executive secretary of the advisory committee on advertising of the Program Directors Convention, has been appointed vice president of Morse International Inc., New York, to work on the Victory Motor Co. account.

AN INCREASE of 25% in the sale of milk in Chicago has been noted since WFCF, Chicago, started to drive to utilize dairy employees. In charge of R. Calvert Haws, WFCF, program director, the campaign, which was launched in the city as the ultimate consumers of milk.

The program theme was based on Buffalo Bill's early childhood in the West and it was titled Pioneer's Trading Post. The Pioneer Trading Post Club was formed, a requisite for membership being that applications be made on letterhead as evidence that the applicant is not a dairy driver. More than 20,000 joined the club and at the end of ten weeks 162 dairymen had voluntarily signed with the union. Percentage of milk handled by union employes was boosted from 80% to 92% and more than 700 union men were put back to work.

ROBERT T. VINCENT, of the A. D. Wier Advertising Agency, has been appointed manager of the Ford account.

WALTER L. CAMPBELL has resigned as advertising manager of the Kellogg account.

WALTER J. HELD, Standard Oil Co. advertising executive in San Francisco, has resigned. He recently resigned as advertising manager of a radio station in San Francisco for a Major Product.

CURT PETERSON, radio director of Marshalcamp & Pratt Inc. Inc., New York, spent two days in Charlotte, N. C., as the guest of the New York Advertising Club, Charlotte chapter.

EDITH M. ABBOTT, radio account executive for Botsford, Constantine & Gardner Inc., New York, was recently transferred to Hollywood in June to work on the Lux program.

MICHAEL F. MAYGER, formerly with the CBS, is now associated with the S. Adv. Corp., has joined Ford. Brown & Mathews, Chicago, as radio program director.

C. J. SCHULTZ, of the Detroit publicity staff working on the Chevrolet Motor Co. account for Campbell-Ewald Co., has been transferred to Chicago, where he will service the account. R. K. Edmonds, manager of the Chicago Campbell-Ewald office, has resigned.

EDWARD H. GARDNER, formerly executive secretary of the advisory committee on advertising of the Program Directors Convention, has been appointed vice president of Morse International Inc., New York, to work on the Victory Motor Co. account.

Milk in Chicago
WFCF Program Brings Boost in Cities Distribution

Kelvinator Corp.
Asks Local Rates
Rep's Claim National Rates Are
Proper; May Go Before NAB

A NEW controversy over national rates locally handled has been exploded in connection with placement of a Kelvinator Corp. (refrigerator) representative in New York. On the other hand, Kelvinator officials maintain that the business actually is national and the copy is prepared on a national basis. A similar controversy arose recently in connection with placement of the Ford spot transcription circle through McCann-Erickson Inc. and many stations held out for and procured their national rates.

The Kelvinator series has been auditioned and accepted, with the transcriptions to be made by World Broadcasting System. The program features Donald Novis and dramatized commercials.

Because of the furor provoked recently by the Ford account and the Kelvinator schedule, it is known that several of the larger representatives will urge their stations to cut all sentiment at the NAB convention in Chicago July 6-8 against allowing local stations to accept rates other than national.

Tide Water Adds Two

TIDE WATER OIL Co., New York (Veedol, Tydol) on June 22 began a new series of Transradio news breaks broadcast twice daily, 8:15-8:30 a.m. and 9:45-10 p.m., six days a week on WORK, York, Pa. The program is slated for 18 weeks and WDRG, Hartford, is being used by Tidewater for UP news reports Monday through Saturday at 7:30 a.m. The series is also signed for 18 weeks and began June 15. The sponsor is employing two announce clerical reports, each announcer reading alternate items. Effective June 29 Tidewater renewed its news broadcasts on WOR, New York, for another 18 weeks. Lemen & Mitchell Inc., New York, has the account.
RADIO ADVERTISERS

MARIAN R. GRAY Co, Los Angeles
Grayco shirts, crevatas) which last year had to withdraw an offer of silk smants suitable for gurls in a national spot campaign, because of the large demand, is repeating the offer this season on KNX, Los Angeles. No evidence of sale is required.

H. R. FLETCHER, formerly active in radio, has joined Bromley-Ross Inc., outdoor advertising, as vice president.

A. SIEGEL & SONS Inc, New York (Carabana cigar) has appointed Austin & Rossetti Co, New York, to handle its account. Radio will be used in the fall.

HINTS SALES Inc, New York (Hints laxative mints) has placed its advertising account with W. I. Tracy Inc, New York. Radio is on the media list but no definite schedule has been arranged. Hints Sales is a newly organized firm to market the above product. George A. Stevens recently vice-president and general manager of Elizabeth Arden, New York (cosmetics) is head of Hints Sales.

NATIONAL BREWING Co, Baltimore, has appointed D. Stuart Welsh Adv. Services, Baltimore, as its agency.

REPUBLICAN National Committee in June produced a series of 20 quarter-hour transcriptions under the auspices of The Great American Tragedy at the Hollywood studios of Associated Cinema.

The General Mills Inc. campaign for Wheaties, on WCAU, Philadelphia, consisting of six weekly baseball games, is placed by Knox Reeves Adv. Inc, Minneapolis.

E. W. BENNETT & Co, San Francisco (silver polish) for the first time is including radio in its advertising and on June 10 started for 15 weeks, five-minute participation, Wednesdays, 10:45-11 a.m. (PST), in Morning Hours, woman's program, with Elma Latta Hackett, on KFRC, that city. Emil Brincher & Staff, San Francisco, is the agency.

Dr. Dafoe, Quint Doctor, On Carnation Broadcasts

DR. ALLAN DAFOE, personal physician of the Dionne Quintuplets, on June 22 started a series of radio talks as guest speaker of the Carnation Contested Hour, a Monday night (10:00 p.m.) broadcast on an NBC-Red network. It was Dr. Dafoe's first commercial appearance on the air. His talks are from CRCT, Toronto.

Dr. Dafoe describes his five little charges, Cecile, Annette, Emilie, Marie and Yvonne and tells anecdotes of their training, their diets, their attempts to master walking and talking, the personal characteristics of each child. He will also give information valuable to the thousands of Americans and Canadians who plan to visit the little settlement of Callander this summer. Erwin Wasey & Co., Ltd., Chicago, is the agency for Carnation Milk Co, Milwaukee, sponsors of the program.

CITIES SERVICE Co, New York (petroleum products) on June 26 added the entire NBC Southeastern group, permanently, to its NBC-Red network program, Fridays, 9-9 p.m. Lord & Thomas, New York, is the agency.

LUX DIRECTOR—Cecil B. DeMille, movie director, who is now conducting the Lux Radio Theatre programs on a CBS network.

Bireley's Coop. Discs

BIRELEY'S Inc, Los Angeles (Bireley's California Fruit Products) through the Philip J. Meany Co, Los Angeles advertising agency, is to record a comic strip of the air, Dalt & Zumba, at the Hollywood studios of Radio Recorders Inc. Script is by Jerry Cady. They will be placed by the Meany agency on nearly 30 stations to advertise Bireley orange juice, bottled by local dairies and delivered to homes. The deal will be a cooperative one between the sponsors and their local dealers.

KFBB, at Great Falls, Plans New Equipment, Gets CBS Affiliation

KFBB, Great Falls, Mont., will blossom forth with a new CBS affiliation and completely new equipment along with increased power about Aug. 15, according to announcement June 20 by Mrs. Jessie Jacobsen, station manager. The station, along with KGVO, Missoula, Mont., recently signed CBS contracts, and service is awaiting installation of adequate telephone lines by A. T. & T.

A new high-fidelity Western Electric 5,000-watt transmitter, and a 420-foot Blaw-Knox vertical uniform cross-section radiator have been contracted for, Mrs. Jacobsen announced. In addition a forty-acre tract, four and one-half miles west of Great Falls, has been purchased as the transmitter site. Upon it will be built a modern fireproof structure. John Parker, KFBB chief engineer, will reside on the premises and also follow his hobby of farming.

KFBB is owned by Buttry Broadcast Inc, and is one of the country's oldest stations. It was first licensed in Havre, Mont., in 1922, to Mr. Buttry. He operated it without direct revenue until 1929 when he moved it to Great Falls and made it commercial. Mrs. Jacobsen has been its manager for the last eight years, during which time it has devoted from a 50-watt station to its present status with 1,000 watts in the daytime and 2,500 watts at night.

EXCUSE OUR DUST
but we go places!

WJAY
CARNEGIE HALL
CLEVELAND
OHIO

SEND FOR WJAY'S RATE CARD

EDYTHE FERN MELROSE, GEN. MGR. • REPRESENTATIVES: AERIAL PUBLICISING, INC., NEW YORK, CHICAGO

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 99
J. C. Eggleston Named Sales Manager of WMC

With the resignation of Norwood H. Guynn as commercial manager and Milton Simon as production manager to form the new Simon & Guynn Adv. Agency, Memphis, Henry W. Slavick, general manager of WMC, announces the appointment of J. C. Eggleston as sales manager, with various other staff additions. Mr. Eggleston, who transfers from the advertising staff of the Memphis Commercial Appeal, operator of WMC, formerly was with the Atlanta Journal, and the Brannah Co., publisher's representatives.

Other appointments announced by Mr. Slavick: G. Neil Ferguson, formerly with the Memphis Press-Scimitar, to the sales staff; W. H. Bowden, transferred from the Commercial Appeal to the advertising department; Tony Bender, producer of Byr's Juvenile Hour, to the production department.


gangicide Spot Series

MOUNTAIN COPPER Co., Ltd., San Francisco, manufacturers of Mountain Copper Carbonate, a fungicide for the treating of seed wheat, has added KQW, San Jose, Calif., and KXHS, Chico, Calif., to the list of stations that will carry 50-word announcements and time signal announcements daily to wheat farmers in a 13-week summer campaign which started July 1. Other stations listed are KPPY, KUL, KRLC, KTTR, KFBB, KTAR, KFH and KPSI. Kelsa Norman Organization, San Francisco, is the agency.

AN AUTOMOBILE dealer in a village of less than 500 population has discovered that a high power broadcasting station can be used very profitably at 7:30 o'clock of a week-day morning to sell used cars and new cars.

The dealer firm is A. L. Parsons & Son of Central Bridge, N. Y., salesman for Ford cars. Through the newly organized advertising agency of Leighton & Nelson, the Parsons concern engaged 7:30 a.m. to 7:45 a.m. daily, except Sunday from March 9 to May 16, on WGY, Schenectady.

Through WGY, the client reached a concentrated coverage over a 100-mile radius. His advertising on the air was directed entirely to the used car buyer. During a three-months period, A. L. Parsons & Son sold 823 units, of which 262 were new cars. During week-ends alone—that is, over a two-day period—the company sold between 60 and 70 cars. On every program one or more used car values were described as "today's special at Parsons" and almost without exception these cars were sold the same day they were announced. Customers often came from beyond the 100-mile radius area guaranteed by the station.

Naturally the advertising alone did not sell the cars. Back of the advertising was an established business and a reputation for reliability, fair dealing, excellent facilities and service. This is not a new experience for the Parsons organization. Aided by WGY last year, the little village did nearly $1,000,000 worth of business in new Fords, used cars, parts and service.

Clear Channel Stations Hold Another Meeting

A MEETING of the Clear Channel broadcast station managers operating on clear channels which seek to safeguard them from further encroachment was held in Washington June 14 at the call of Edwin M. Craig, WSM, Nashville, its chairman. The group was formed more than a year ago at a time when strenuous efforts were being made to bring about East-West duplication on clear channels.

Present at the meeting were KNX, Los Angeles, represented by Earle C. Anthony, president, Harrison Holliwai, general manager, P. Casson and Kelly Anthony; WFA, Fort Worth, vice president, Martin Campbell, general manager, Ray Collins, talent director; WLW, Cincinnati, president, Anthony, John Lindsey, talent director; WXYZ, Detroit, president, John Ford, station manager; WXYZ, Toledo, president, John Ford, station manager; WHAM, Rochester, president, E. A. Hanover, vice president, W. J. C. Fay, general manager; WEAN, Westport, president, H. M. Lander, vice president and chief engineer; WHAS, Louisville, head engineer, H. H. Bingham, president, Lee Coulson, general manager; WHO, Des Moines, Joseph Maland, vice president, Brantzman, secretary, P. A. Lloy, chief engineer; WLS, Chicago, Burridge D. Butler, president, Emmitt, chief engineer; WLW, Cincinnati, R. J. Rockwell, technical supervjsor, J. E. Whitehouse, chief transcription engineer and C. L. Ledorf, radiation engineer; WOAI, San Antonio, Hugo A. L. Half, manager; WMJ, chief engineer; WSB, Atlanta, Lambkin Kay, general manager, C. G. Daugherty, chief engineer and WSM, Mr. Craig, vice president and J. H. DeWitt, chief engineer.

Also in attendance were Louise G. Calkin, studio manager, Swagar Sherley, attorneys, and Harold B. Rothrock, radio engineer retained by the Clear Channel Group. Mr. Caldwell is counsel for the Group.

Kwik-On Expands List

Mccloskey Varnish Co., Philadelphia, Chicago and Los Angeles, is enlarging its radio program nationally. Starting with 15 WMCs in the East, the program will be expanded to 50 in the Midwest and West and will double the number in the fall. The beginning program will be extended from the original spot announcements, are placed on station participating programs at the rate of on day's production. The radio portion of McCloskey advertising is handled by A. A. Butterworth Agency, and the firm manufactures and distributes several products, its radio activity is confined to its Kwik-On line of finish, a varnish product for roofs.

Safeway Meat Spots

SAFEWAY STORES Inc., Oakland, Calif. (chain grocery and market), to call attention to its fresh meat delivery service in Los Angeles, on June 25 started a ten-day campaign using one-minute dramatized transmission announcements daily on four stations in that territory. The campaign is a continuation of that successfully started in N. Y. and now is also on ten groups to announce inauguration of the delivery service. Disks made by MacGregor & Session Inc., and radio transcription producers, were placed on KNX and KFBB, Hollywood; KFWB, Los Angeles and the Chicago office of Walter Thompson Co., San Francisco, is the agency.

WMEX, Boston 100-watt, has applied to the FCC for authority to turn on directional antenna on 1470 ke.
ANPA Media Data
Full of Omissions

IGNORING national spot and local radio advertising entirely, the Bureau of Advertising of the American Newspaper Publishers Association in latter June issued its 1935 report on national advertiser budgets. The report showed that of a combined total of $231,107,948 spent by 387 national advertisers covered by the study, $134,440,000 or 58% went to newspapers, $61,943,228 or 26.8% went to magazines and $34,724,720 or 15% went to chain broadcasting.

That the figures are entirely inadequate so far as radio is concerned, even considering major advertisers, is disclosed by comparisons with National Advertising Records' own compilation, that being the source given for the radio figures. NAR shows expenditures for radio time on the major networks as $49,283,879 for the year, these figures being furnished to NAR by the networks. Moreover, according to the 1936 Broadcasting Year Book, national non-network advertising in 1935 amounted to $17,063,688, local time to $19,281,735 and regional networks to $1,110,738.

Among the major network radio advertisers not listed in the ANPA study were Wasey Products Inc. (Mustoole); Bathbasol Co.; William R. Warner Co. (Vince and Sloan's Liniment); Cities Service Co.; Lady Esther Co., and Lever Bros. (Lux soap); International Cellucotton Products Co. (Kleenex). Considering the ANPA's own list of 387 advertisers, further analysis shows that 275, or 71.1%, carry no radio; 112 are radio advertisers. Of these 112, analysis reveals that 42 spend more for radio than magazines, 12 more for radio than newspapers and 23 use radio as a major medium.


The breakdowns naturally give newspapers the best showing generally, which they would have had in any case in view of their larger number and scope. Even with the hand-picked group of companies selected they show a rise in chain broadcasting from 1930 through 1935. Whereas in 1930 network radio claimed 5.3 cents of the ANPA selected group's advertising dollar, in 1931 the figure was 8.1 cents, in 1932 11.3 cents, in 1933 10.7 cents, in 1934 12.2 cents, and in 1935 13.4 cents.

WWVA's Trial

A FEATURE of the recent celebration by WWVA, Wheeling, of its fifth year as a CBS station was the "trial" of the station before the court of public opinion. The station was asked to give evidence of its right to observe the anniversary, the proceedings being staged in a court room setting and conducted by staff members.

ANNOUNCING

Mr. and Mrs.

Ely Culbertson

BROADCAST
LATEST
1936-1937

CONTRACT BRIDGE
WITH
NEW TIE-UP Between
Radio and Direct Sales

OFFICIAL

Only radio presentation of Culbertson System, authorized and presented by Culbertson himself. With copyrighted printed reproductions for weekly distribution to listeners. Service covers all the broad new developments of Contract Bridge. Transcriptions prepared worldwide.

NEW Campaign of 40 quarter-hours, easily sold to Laundries, Dairies, etc.

Equally effective day or night. Includes unique merchandising methods and material that have been proved in actual practice. Test campaigns show Contract Bridge appeals to substantial income groups. Exclusive tie-up plan produces direct sales contacts for advertisers. Write for full particulars.

RADIO BRIDGE AD SERVICE
1339 42nd Street
Des Moines, Iowa

YANKTON, S. DAK.

WNTAK

— for a better coverage of South Dakota plus a wide listening audience in North Dakota, Minnesota, Iowa and Nebraska

REPRESENTATIVES

New York - Chicago
Wilson-Dalton-Robertson
Kansas City
Howard Wilson

"The Best Daytime Station in the Land"

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www.americanradiohistory.com
Not always the "biggest", but the greatest man . . . the man with Punch! Character! Personality! The man with "Color", as we call it today.

Since the beginning of time, mankind has followed the winner . . . the man who showed consistent ability to thwart the common enemy — to bag the most game — to promote the welfare of the tribe.

So, too, with radio stations! It isn’t Power in watts or frequency, but "Color" that attracts the biggest audience . . . that produces, and holds, "Box-Office" results!

That’s why KSTP holds the Big National as well as the Big Local Accounts year after year!

KSTP’s Dominant Position in the 8th U. S. Retail Market — that metropolitan area in and around Minneapolis and St. Paul where 1,250,000 residents spend 74.6 cents out of every retail dollar in the entire State of Minnesota — is due to its Personality! Its Character! Its "Color"!

KSTP is the exclusive outlet in Minnesota for N. B. C. Red and Blue Networks
nsive Coverage of 8 MAJOR MARKETS

AS EASY TO BUY ALL EIGHT STATIONS AS ONE SERVICE FROM SALE TO BROADCAST THROUGH ONE ORGANIZATION

RADIO

WCAE • PITTSBURGH
WBAL • BALTIMORE
KTSA • SAN ANTONIO
WISN • MILWAUKEE
KYA • SAN FRANCISCO
WINS • NEW YORK
KEHE • LOS ANGELES
KNOW • • • AUSTIN

Hearst Radio National Representatives
959 Eighth Ave, New York 386 W. Madison St., Chicago-Hearst Bldg., San Francisco

www.americanradiohistory.com
During the 10th Anniversary of the National Broadcasting Co. W. E. B. C. recalls with genuine pleasure the past eight years of bringing the finest N.B.C. Network Programs to its listeners.

I. W. Dutcher, '36

HEAD OF THE LAKES BROADCASTING CO.

SUPEIOR

DULUTH
**UTAH**
KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.
KLO, Ogden—Affiliated (interlocking control) with Ogden Standard-Examiner.

**VERMONT**
WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record (weekly) and Stowe Journal.

**VIRGINIA**
WDBJ, Roanoke—Owned by Roanoke Times and World-News.
WTAR, Norfolk—Owned by Norfolk Ledger-Dispatch and Virginian Pilot.
WPHR, Petersburg—Owned by publishers of Richmond News-Leader.

**WEST VIRGINIA**
WHIS, Bluefield—Owned by Bluefield Daily Telegraph and Sunset News.
WSAZ, Huntington—Owned by the Huntington Advertiser and Herald Dispatch.
WCHS, Charleston—Owned by the Huntington Advertiser and Herald Dispatch.

**WISCONSIN**
WTMJ, Milwaukee—Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by Hearst Radio Inc.; affiliated with Milwaukee Sentinel and Wisconsin News.
WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.
WIBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram (See Minnesota).
WCLG, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WKBH, La Crosse—Affiliated (interlocking) with La Crosse Tribune and Leader-Press.
WRJN, Racine—Owned by Racine Journal-Times.
WDLH, Sheboygan—Owned by Sheboygan Press.

**HAWAII**
KGU, Honolulu—Owned by Honolulu Advertiser.

**CANADA**
CHNS, Halifax, N. S.—Owned by Halifax Herald and Mail.
CHLP, Montreal—Owned by Montreal La Patrie.
CKQ, Regina, Sask.—Owned by Regina Leader-Post.
CFAC, Calgary, Alta.—Owned by Calgary Herald.
CJCB, Calgary, Alta.—Owned by Calgary Herald.
CJCA, Edmonton, Alta.—Owned by Edmonton Journal.
CRKD, Vancouver, B. C.—Owned by Vancouver Sun.
CFJC, Kamloops, B. C.—Owned by Kamloops Sentinel.
CGLK, Kirkland Lake, Ont.—Affiliated (interlocking control) with Timmins, Ont. Press.
CKQB, Timmins, Ont.—Affiliated (corporate) with Timmins Press.
CKCO, Sudbury, Ont.—Owned by Sudbury Star.
CKOV, Kenora, B. C.—Affiliated (corporate) with Kenora Courier, Vernon News and Penticton Herald (weeklies).
A DETAILED technical report on television frequency allocations as recommended by the R.A. was given by Mr. Murray, formerly with RCA in television research. He enumerated the basic television requirements as follows:

1. A single set of television standards for the U. S. A.

2. Replacement of the present channel widths of 6 mc. necessary for the transmission of the high-definition pictures—pictures which are continuously shown—possess sufficient detail to afford sustaintaneous value to pictures which will approach the quality of home movies.

A channel of 6 mc. wide, from the viewpoint of possible home television engineering, seems very broad, broad enough to say, 300 telephone conversations, but the record does not indicate satisfactory detail this is the minimum channel width the Federal Communications Commission can assign.

3. Television, with its accompanying sound, should be in that portion of the ultra-high frequency spectrum best suited to this service (the 42-50 mc. region). This band must be wide enough for a sufficient number of channels to permit the simultaneous broadcasting of a reasonable number of programs in a given territory.

4. The television frequency band, or bands, should have the frequency characteristics to permit the design of simpler, cheaper home television receivers.

5. A space in that experimental region above 120 mc. for television receiving, pick-up work and exploration. This space is to be shared with other services until that time arrives when, in the opinion of the Commission, definite assignments should be made. There will be required the allocation of a continuous band wide enough for a sufficient number of channels for future television service.

Mr. Murray also defined television in the laboratory "a reality". Television, he predicted, will be supplemented by sound, and take the place of sound broadcasting, and some day will win a place of importance in our national life approaching that of present day musical broadcasting. When it reaches the commercial stage, he declared, it will form the basis of a new industry, producing television equipment in factories and producing programs to fill the air, thereby establishing the hiring of thousands of workers.

A summary of ten items contained in the RMA recommended standards, which were listed in their order of importance, was given by Mr. Murray, as follows:

1. Lower limit-24 mc.; upper limit-90 mc.; an expanding band starting at 120 mc.


3. Spacing between television and sound channels-156 mc. (approach.)

4. Relation of sound carrier to television carrier—Sound carrier higher in frequency.

5. Polarity of transmission—Negative.

6. Number of lines—440-450.

7. Frame frequency-30 per second; field frequency, 60 per second, interlaced.

8. Aspect ratio, 4:3.

9. Harmonic rating—No requirement for a television signal deviated to synchronizing signals—Not less than 20%.

10. Harmonic distortion—No requirement for a television signal deviated to synchronizing signals—Not less than 20%.

Mr. Murray stated that congestion was now so severe that amateur stations were "six deep" throughout their bandwidths, demonstrating that in their most popular bands the amateur transmitters sometimes were as close packed as 200 to 400 stations per FCC telegraph channel of 0.14 width. Despite the use of most selective equipment, the interference is now so great, he said, that they are being seriously handicapped in playing their side in the art and the public. To make the most effective contribution to American AM, he asserted, it was desirable that two things be expanded: Their "30-meter band" to the figures 5000-4500 kc. and their "6-meter band" to 7000-7500 kc.

Mr. Handy made it plain that his organization recognized that this heard need of better television frequency allocations in this part of the spectrum and said he was not prepared to make a further specific request for these frequencies, but rather was reporting upon their situation and disclosing that there was a need for more frequencies allocated.

Space for Amateurs

HE SAID that the amateur organization had surveyed the commercial activity in the region of 7500-7000 mc. and concluded that more space for amateurs was available there from the engineer's point of view. Allowing the existing commercial and military applications and the prospective difficulties to such expansion, he said that amateurs nevertheless had quite as firmly established the conclusion that questionable engineering practice was being followed by the commercial commission to allocate space for the "hams" without injury to other services.

Mr. Hull has been a prominent worker in the ultra-high frequency research in recent years and reported for the Commission's information that amateurs were agitating in this field. He described the results of a two-year program at the Hills Observatory of Harvard University to W. Hartford, Conn. a demonstration of how some of the amateurs could be accommodated within four "artificial horizons". It was commonly believed, he asserted, that little communication over such a path was impossible at such frequencies, but he had found only five days in two years in which atmospheric conditions were such as to preclude this possibility. The transmission took place, he asserted, by virtue of a little-recognized rule of the radio plasma, namely, bending of the waves in the lower atmosphere. He called these "bent-over waves", as contrasted with the well-understood sky wave and ground wave.

It was Mr. Hull's point that, while his work was with ultra-high frequency research, the fact that it was made of the coverage that can be secured by "apex broadcasting" work in the ultra-high frequencies, inadequate capacity of this region had been given the interference possibilities of these waves. The commission, he therefore, recommended that the interference occasions were investigated under the auspices of the FCC and that special rules be made for conditions when the signals of Boston stations of low power were not quite strong enough to drown out the signals of local Hartford amateurs within a mile or two of the receiving location.

He also reported that, on several occasions,
Dr. Frank Jewett
President, Bell Laboratories

BY CONTRAST with the decidedly bullish attitude toward radio's future opportunities expressed by Mr. Sarnoff, Dr. Jewett, speaking extemporaneously, frankly asserted that he "leaned to the side of conservatism". He urged extreme caution in drawing up new rules and regulations, declaring that the shortwave radio art is still uncertain and embryonic.

Dr. Jewett declared that, so far as knowledge of the lower end of the spectrum is concerned, we can proceed with a fair degree of certainty, but that the high spectrum gets us into "uncertain and highly speculative realms". If we fix hard and fast rules now, he cautioned, we may find ourselves entirely wrong, may run into factors completely unknown or so sketchily known as to be risky.

Dr. Jewett said he was "shocked" by Dr. Dilling's statement as to the needs of the government as against commercial interests. Any such rigid allocations as the government proposes, he said, would be very questionable in value to American society unless the greatest possible use by the government could be shown.

The Bell Laboratories chief saw a threefold need for radio services beyond what the wires already offer, namely (1) linking distributing systems over great stretches such as oceans, (2) extension of services to mobile carriers, such as ships and airplanes, and (3) emergency or temporary uses to cover difficult stretches of terrain.

A CSBS ANNOUNCEMENT
OF PROGRESS

The Mountain
Goes
To
Mahomet

The Studio
Goes
To
The Scene

THE MIKE TAKES TO WHEELS
Once again, The Central States Broadcasting System—KFAB, KOIL, KFOR—pioneers with the FIRST Mobile Broadcasting Unit in Nebraska and Iowa. Another FIRST for stations that have always been leaders in radio broadcasting in the midwest.

CENTRAL STATES BROADCASTING SYSTEM

KFAB—KOIL—KFOR

Omaha — Council Bluffs — Lincoln
"Rule of 3" for Radio Space Buyers Found by Station WTAR

New "Copy Angle" Will Prove Big Help in Planning Effective Radio Sales Campaign

STATION WTAR, NBC Outlet in Norfolk, Va., completely satisfies all requirements of the radio space buyer for insuring complete money's worth of every dollar spent for time on a station. Set forth as the "life preservers" of the time buyer are three major factors in choice of stations.

Majority Listener Preference
THE FIRST RULE is a sure sign of sales receptivity ... and so rare it makes WTAR a "must" for any well coordinated campaign. Recent Ross Federal coincidental survey gave WTAR 54.2% of total listeners at all hours on all stations reaching into the rich Tidewater Virginia market of Norfolk, Portsmouth and Newport News.

High Per Cent of Contract Renewals
CERTAIN SALES SATISFACTION makes WTAR just as highly prized as an integral unity in the sales campaign as does majority listener preference. 86% of contracts for the products using WTAR during last twelve months have been renewed and many of the advertisers have come back time after time.

Compact Metropolitan Market
300,000 POPULATION within 20 miles of transmitter gives WTAR a responsive market that is easily and quickly merchandised. Balanced industrial activities coupled with surrounding agricultural region give an unusual opportunity for year round sales in the Greater Norfolk market. Most of population is urban and 97.3% of homes have radios.

EDWARD PETRY & CO.
National Representatives

A. H. Kirchhofer
WHEN and WFXH, Buffalo Evening News

A VALUABLE field in the ultra-high frequency range was seen by Mr. Kirchhofer, vice president of WFXH, managing editor of the Buffalo Evening News, for localized broadcasting either to supplement the present broadcast service or to allow smaller communities now without their own service to enjoy local radio facilities and for facsimile broadcasting of news reports to especially interested classes, somewhat similar to stock ticker service. Mr. Kirchhofer stated that his station had been conducting ultra-high experimentation since 1932, first on 51,400 kc. and recently on 41,000 kc. and, while the tests have not completely solved all problems, the most useful data is the clarity and generally satisfactory reception throughout a local territory without skip distance effect. He suggested 41 megacycles as a good point for this localized high-frequency broadcasting.

There is no danger that facsimile transmission of news will replace newspapers, he stated. He thought, however, that it has a place as a special limited and selective service, preferably functioning simultaneously with broadcasting so the listener could tune to both facsimile and broadcasting. He suggested facsimile could be placed on a scheduled basis for transmission of broadcast news reports received too late for the morning newspaper and too late for the afternoon newspaper, as a supplementary news report for the newspaper. He urged that the FCC grant channels for continued experimentation, but that if the experimenters prove themselves able and have a qualified service of public benefit they be given an opportunity to launch the service commercially on the ultra-highs.

ON BEHALF of Mr. Scripps, who had to leave the conference before called upon, Stuart Bailey, of the consulting engineering firm of Janusky & Bailey, Washington, described the progress made by the Detroit News in its experiments with an "apex" station. Because measuring instruments are unavailable, it is difficult to take exact field measurements of signal intensity, it was brought out, but the newspaper's experimenters have determined that 5,630 receiving sets have been sold in Detroit since WFXWJ went on the air that are capable of tuning in its signals, and he estimated at least several thousand more are being used that were homemade.

Mr. Scripps' paper expressed the hope that allocations above 1500 kc. would be made for radio-telephone services to be used in news gathering, for facsimile and for relay broadcasting or pickup services—all of which, it was stated, would greatly aid in the functioning of a newspaper. The Scripps paper was in the nature of one of the first reports on "apex" operations submitted to the FCC since these frequencies began to attract such widespread interest.

The Right Approach

Whether you're selling a product, soliciting funds for a community chest, or just trying to join a golf club, the right approach is essential.

There is only one "right approach" to Savannah's radio listeners. It's the station they regard as their own. It's the one they listen to consistently. It's the one that gives them best reception.

That station is

WTOC
SAVANNAH, GA.
COLUMBIA SOUTHEASTERN GROUP
National Representatives
THE PAUL H. RAYMER CO.
Chicago New York San Francisco Detroit

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www.americanradiohistory.com
THE REVOLUTIONARY frequency modulation system of broadcasting, as opposed to amplitude modulation now used, was demonstrated by Prof. Armstrong, inventor of the superheterodyne, regenerative and super-regenerative circuits. Asking that facilities be left open in the ultra-high bands for frequency modulation, he had performed a number of recordings which revealed the difference in quality between amplitude and frequency modulation emissions, the results of which were quite amazing.

Prof. Armstrong said his experiments with a station in New York disclosed reception far beyond the line of sight. While his frequency modulation method demands band-widths ten times the width used for amplitude modulation, he said that not only the increased quality but the greatly increased primary coverage of stations justifies its use in the ultra-high bands.

Of significance, he brought out in reply to a question by Horace L. Lohnes, Washington attorney, is the fact that stations can be placed on the same wavelength with greatly reduced separations. Whereas a 1,000 mile separation now is required for stations of 1,000 watts on the same channel, he said he would not hesitate reducing this separation to 100 miles or even less.

Questioned by Chief Engineer Craven, Prof. Armstrong said his system is not proposed for the regular broadcast band since it would mean that perhaps only 10 stations could be accommodated in the entire range from 550 to 1600 kc. In the ultra-highs, however, he asserted, there is ample space available for the high-quality service which frequency modulation would render.

It is thought by some engineers that frequency modulation may prove greatly beneficial to facsimile as well as sound broadcasting. First, by eliminating background noises and other interferences, distortion in picture transmission would be greatly reduced and the "fuzz" that appears to bother facsimile would be remedied. Moreover, the Armstrong method overcomes atmospheres which have proved troublesome on the ultra-highs, and would make for greater reliability of transmission.

The recordings demonstrated by Prof. Armstrong indicated a reduction in background noises and interference with frequency modulation to a degree of 100 to 1, it was estimated, whereas in amplitude modulation the ratio is about 2 to 1 on the ultra-highs. Spark plug emissions and other man-made disturbances appeared to be entirely absent.

Prof. Armstrong agreed under questioning by Chief Engineer Craven that his system raises an economic problem of severe consequence, because of the wide band of frequencies required. He maintained, however, that the "superior" service, in his opinion, justified the wider bands.

[An article by Paul Godley, radio editor, describing the Armstrong frequency modulation method, is published on page 72 in this issue.]

LIKE a HEN with ONE CHICK

You'll think that your account is the only one we have!

- Whether you use spot announcements or an hour's program, WIBW watches over your account with all the anxiety of a hen with just one chick, because it must produce results.

- A station executive immediately assumes full responsibility for such satisfactory results. He personally supervises the selection of the best time and audience for your message... the proper announcer... music or entertainment with proven appeal to those you wish to reach... checking response... always seeking improvement. Assisting him are WIBW's experienced merchandising staff, program and publicity departments.

- We know our market! WIBW serves Kansas in the Kansas manner. We're "home folks" and are welcomed into every family circle in the state. That's why you must use WIBW to reach Kansas.

- Let us carry your message into these same homes and earn a permanent place on your sales force. We'll begin with a daily message, six times a week for a whole month, at a cost of only $150. Phone, write or wire our nearest office for details of this low-cost, productive, "personalized" sales plan.

WIBW — Topeka — "The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco
Here Is A "SISTER ACT" that will knock you cold!

USE KFYO, Lubbock, in combination with its sister station KGNC, Amarillo, and Get 75% DISCOUNT ON KFYO RATES

For Two More Months Only!
This startling, try-out offer is made to demonstrate the tremendous pulling power of KFYO in the rich Lubbock market.

KGNC, Amarillo - KFYO, Lubbock BLANKET Northwest Texas!

In record time, KGNC at Amarillo has achieved remarkable results for Amarillo market radio advertisers! Now KFYO at Lubbock, Texas is under the same ownership and management — and blankets thoroughly and almost exclusively the fertile, prosperous market immediately south of the Amarillo market. The two stations together provide complete coverage of Northwest Texas.

We want to prove by results what these two stations in combination will do for advertisers — so, for a limited time, we offer them in combination at the KGNC Amarillo card rate, plus 25% of the KFYO Lubbock card rate. Here is a bargain and an opportunity! Cotton crop prospects in the Lubbock market are the best in four years, even though last year's crop totaled $15,000,000. Conditions in the Amarillo market are likewise excellent. So act quickly — while desirable time is yet available! Complete market analysis on request.

John V. L. Hogan
W2XE, Long Island City, N. Y.

CONSTRUCTIVE suggestions on the future regulation and supervision by the FCC came from Mr. Hogan, ranked as one of the great inventors of American radio, who gave his views on high-fidelity broadcasting, television and facsimile in the ultra-high-frequency spectrum. High-fidelity broadcasting has become an accepted and satisfactory medium for the public, Mr. Hogan declared in urging that the FCC consider the necessity in the public interest of continuing high-fidelity stations in 20 kc. channels with higher power and greater separation. He proposed that five bands be made available in the 42 megacycle range for high-fidelity broadcasting but noted that more work and research should be concentrated on propagation and noise problems. These stations would become the basis for high-power stations which would blanket the rural sections of the nation. He cited new plant of WOR as an example of high-fidelity broadcasting to produce greater realism in this field.

On television, Mr. Hogan, whose testimony was heard with close interest by FCC engineers, brought out three points. First, he agreed with elimination of the medium frequencies for television experimentation not only to give a place for other services but because high-definition can be obtained only by using the higher frequencies. He did not feel that the argument of rural coverage through the medium frequencies would be a practical service when the art was really being developed on the ultra-highs. Second, he urged standardization and concentration by the FCC of any standards agreed to by the industry. But he believed that the FCC should not set force rules on the industry without the latter's acceptance because it would restrict television.

Avoiding Expense

MR. HOGAN said that detail in development itself was too major a role and that the ambition should not be to equal the motion picture screen. He suggested that closeups could be used frequently and that the program makers for television could not plan their work for too expensive a technical system. Too much detail, he added, involves waste of channel space and is costly for terminal apparatus. He proposed two types of television service — one of moderate definition and less expensive and the other of high definition.

For facsimile, he believed that the goal now should be a cheaper apparatus and speed of transmission. Facsimile was classified as an associate of sound broadcasting with its reproductions accompanying broadcast programs in the form of speeches, texts, songs, music, scores and educational matter or it can be an independent or self-contained system. On point-to-point facsimile, he said he was cooperating with Press Wireless and this field could use any channel capable of continuous waves such as telephone modulation at high speed. For facsimile broadcasting he thought the FCC could accompany high-fidelity broadcasting and the 37 to 42 megacycle bands available for both with segregation between the two services. He did view facsimile as possibly growing more rapidly in the ultra-highs than sound broadcasting. The new services of the ultra-highs must be fostered, he urged.

The FCC might also provide a number of 4 kc. bands for facsimile in the 15,000-30,000 kc. range, he said, as there was no limitation on the quality of those bands for this field but there could not be coordinated sound broadcasting and facsimile in the lower frequencies. He pictured a facsimile producer of $50 which could be added to the sound broadcast receiver and besides aid in rural coverage. He said that he was projecting a field demonstration soon in this service and predicted that facsimile would be a new industrial development in information dissemination rather than entertainment.

Donald K. Lippincott
Patent Counsel.
Farnsworth Television Inc.

THE cathode ray method of television has won recognition as the best present-day medium of visual broadcasting, not only in the United States but in the leading European nations, according to Mr. Lippincott. Besides RCA and Farnsworth in this country, England, Germany, France and Holland all have probed other media and found the cathode ray the most practical. "A trend supported by so much evidence is rarely reversed as the art progresses," was a significant remark of Mr. Lippincott.

Television will never be controlled by one group, he continued, as is the case with patents where the control of the major patents is divided awaiting decisions of the U. S. Patent Office. He discredited the "idea of monopoly" and stressed that royalties would have to be paid to any inventor. He concurred in the RMA standards and thought the FCC should establish such standards, but warned that a certain flexibility in any system would be needed. "Any art or the art of television might have to be returned to the laboratories to meet any excessively rigid requirements."

Farnsworth has endeavored to adopt a broad licensing policy so the broadcasting stations could inaugurate television where the art primarily belonged, he stated. Several broadcast stations were ready to launch commercial television service and Farnsworth has a number of such applications, he said. "The audience is now ready and the public is getting impatient," he claimed. "The size of the audience depends on the quality and future developments but the art should meet their anticipations."

REVENUES totaling around $15,750,000 are now shown by the British Broadcasting Corp., with something like 8,000,000 radio licenses issued at the $2.50 annual fee.
Joseph Pierson
President, Press Wireless, Inc.

The strides of Press Wireless, Inc., a cooperative radio news distributing organization which was organized in 1929, was described by Mr. Pierson. "Almost phenomenal progress has been made," he said, "in the use of radio for handling of press dispatches from any countries."

"Much remains to be done to complete the press-radio program," he said. He indicated that Press Wireless may ask for a few more frequencies, probably in the 2700 kc. band and between 5,000 and 4,000 kc. as well as some in the ultra-high frequency range. "Im. pending news services being developed," he said, "include radio tele- phone systems which will surpass speed and definition existing usable and radio telephoto systems, facsimile, and television."

"Within the next few years, we expect to implement the newspaper and other news distributing agencies of America with special television service of public information and educational nature," he proposed of facsimile. Mr. Pierson said:

"With our facsimile system we propose to widen the field of news distribution through economy, to seed up news delivery beyond the andarls of the prevailing wire center system, and to make such delivery more accurate since the wss appears at point of delivery without intervening human relay. "We propose to provide the news profession in its various localities throughout the country with a method to supplement their present forms of publication which will deliver a record news or educational report for them direct to their public. Our telephoto system will be linked in closely with our facsimile system as developed and also will be employed to improve the speed and economy of domestic photo delivery."

Mr. Pierson urged that the FCC, in considering ultra-high allocations, go slowly. He said he was strongly in favor of a year's limitation being placed on the time a license may be held before delivery of the licensed service to the public. He criticized the government demand for more than half of the ultra-high channels. "It seems to us," he said, "that the trees in the forest should be made to wait until human society has been serviced." Referring to the government demands, Mr. Pierson proposed that the President be invoked to give the FCC complete control of the ultra-high frequencies "so that people will get something out of it before it is frittered away either on chain regimentation or on trees and the love-life of the bull frog." He asked for for a television channel six megacycles wide for Press Wireless, leaving the specific assignment to the FCC. He estimated the Press Wireless need for ultra-high frequency channels for telegraph, telephone and facsimile at 11, each 100 kc. wide, distributed between 42 and 110 mc. Throughout his statement he referred to alleged monopolistic tendencies of RCA.

Lawrence C. F. Horle
Engineer for
Radio Manufacturers Assn.

An explanation of the RMA recommendations for ultra-high frequency broadcasting and for facsimile, was covered by Mr. Horle, who emphasized the need for additional frequencies for broadcasting use. Specifically, he recommended the allocation of the band between 37 and 42 mc. for additional broadcasting assignments, both aural and facsimile, with a frequency separation of 40 kc. Moreover, he suggested that the assignments in this band in the same geographical area be made with frequency separations of 200 kc. to avoid interference.

As to facsimile, Mr. Horle recommended transmission be eligible on all frequencies on which aural broadcasting is permitted, with facsimile as an "adjunct" service. He referred particularly to midnight-to-morning service on all regular broadcast assignments. In addition, the RMA recommends that assignments to a "primary service" be made in the 37 to 42 mc. band, but in the lower end of the band, possibly between 37 and 38 mc., and that the remainder of the band be devoted exclusively to aural broadcasting. If the bands recommended were allocated for ultra-high broadcasting, Mr. Horle declared under questioning by T. A. M. Craven, FCC chief engineer, there conceivably could be 125 ultra-high frequency assignments in a single area.

Mr. Colston said that television would permit use of "master teachers" and bring "master blackboards" into the 700-odd schools of the largest city and before more than a million students simultaneously. He urged that one television channel be reserved for his school, when such should be authorized by the FCC.

Isaac Brinberg
New York City Administration

"Blind docking" of watercraft by radio beams similar to those now used by aircraft was favored. Mr. Brinberg said that fog and low visibility cripple the immense water traffic at New York City and asserted that millions of dollars could be saved by operating with radio beams.

H. L. Cornell
American Steamship Owners Assn.

A plea for the recognition of the "grand daddy" of radio—the marine service—was made by Mr. Cornell, who stressed the growing importance of shortwave communication for ships and asked the reservation of channels in the 30 mc. bands for future use aboard ships. He felt that particularly the ultra-highs were feasible for short-distance radiotelephone in harbor activities.

SUCH COMMENTS MUST BE DESERVED!
Here's What The Advertising Agencies Say About The Newspaper Promotion Given Their Clients!!

"Very fine type of co-operation which should help to enlarge our listening audience."

N. W. AYER & SON, New York.

"Splendid promotion on your part, we appreciate your co-operation."

CAMPBELL-EWALD COMPANY, Detroit.

"Let us congratulate you and say we think this is excellent co-operation."

WILLIAM ESTY and COMPANY, New York.

"This type of co-operation on your part is very constructive."

MATHASON ADVERTISING CO., Philadelphia.

"The Sponsor and this office will see that WFIL gets full credit for this co-operation."

JOSEPH KATZ COMPANY, Baltimore-New York.

"We want to compliment you on behalf of our client for this excellent service and co-operation."

DONAHUE & COMPANY, New York.

The Fastest Growing Station in PHILADELPHIA

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 113

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SALT LAKE CITY

TOPS
... in SHOWMANSHIP
... in RESULTS IN SALES

That's Why Advertisers Say:
"KDYL brings 'em in to buy!"

Representatives
JOHN BLAIR & COMPANY
CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

Page 114 • July 1, 1936

That State called North Carolina

Recognized as the South's premier market place... with "above-the-average" demand for practically all classes of merchandise... with "above-the-average" buying power... North Carolina deserves your closest advertising and sales attention.

National advertisers, and local as well, have simplified the problem of gaining and maintaining acceptance for their products in North Carolina by using WPTF, the popular, far reaching NBC station.

Located in the Capital City between the famous Piedmont section and the rich agricultural East WPTF serves over 150,000 North Carolina homes, with a liberal listener bonus in surrounding areas.

Write Free, Johns & Field, Inc., or direct for booklet and coverage map.

WPTF
RALEIGH NORTH CAROLINA

BROADCASTING • Broadcast Advertising

Oswald Schuette
President,
Short Wave Institute of America

THE FCC was urged by Mr. Schuette to give the international shortwave situation careful consideration in the preparations for the Cairo Conference. He thought that in future ultra-high assignments the Commission should give precedence to "mass communication" broadcasting services, including television, above the individual point-to-point services because of their greater public interest. He opposed the allotment of over half the ultra-highs to the government and urged the FCC to put pressure on the services for multiple use of the separate frequencies. He viewed television as "a promise of the future" while the immediate need for expansion was in shortwave broadcasting.

Mr. Schuette also felt that shortwave could serve an excellent purpose in the United States in broadcasting daytime programs to rural sections where standard broadcast programs were not well received. He advocated the doubling of American international programs to present the true picture of this nation to foreign countries, stating that many leading European powers were sending excellent news and educational programs throughout the world and the United States should enter this field to a greater extent. He felt that the FCC should waive its rule about banning commercial programs on American international broadcasting to stimulate this field. FCC Counsel Bauer asked Mr. Schuette what the membership of the Institute was, but the Institute head said that since he was giving his own views, not those of the Institute's membership, such information was not pertinent in the case.

Another shortwave spokesman, Walter S. Lemmon of the Worldwide Broadcasting Corp., Boston, urged the extension of shortwave broadcasting by educators.

Emile Gough
Vice President,
Hearst Radio Inc.

MR. GOUGH, reading a paper originally prepared for delivery by T. J. White, head of all the Hearst enterprises, urged the FCC to give careful consideration to those who have already done pioneering experimental and developmental work in radio, particularly in the field of news distribution. He cited in detail the widespread uses of radio by the Hearst organization, which he asserted has invested at least $1,000,000 in radio communications services other than broadcasting.

Besides the eight broadcasting stations owned by Hearst interests, Mr. Gough told of the "multiple address" long and shortwave printer radiotelegraph service to newspapers being developed under Hearst auspices, his company's shortwave experimental already carrying tens of thousands of words between various cities; and various other radio enterprises of the organization.

Allocations, said Mr. Gough, should be made first to those with adequate experience and those prepared for further development.
FIRST PUBLIC TELEVISION—Thomas S. Lee, left, president of Don Lee Broadcasting Co., congratulates Harry R. Lubeke, Don Lee television director, on the occasion last month of the first demonstrations to be public of the new 300-line high-definition cathode ray system via KXAXO in Los Angeles. The television image is projected on the fluorescent oval screen on the set, which is illustrated here.

Harry R. Lubeke
Director of Television,
Don Lee Broadcasting System

Elisha Hanson
Counsel, American Newspaper Publishers Ass'n

MR. HANSON contended that specific periods during a day should be set aside by the FCC for the "news programs which are furnished stations by the newspapers and press associations to be broadcast without any connection whatsoever with an advertising program." He asserted that the Supreme Court had ruled on the property right of news and that the newspapers therefore had the right to have their news bulletins distinguished from advertising news broadcasts. After stating that newspapers were not fearing television and facsimile competition, he declared that the Commission should allocate channels on their merits and public interest, and if newspapers were the qualified agencies they should be given the facilities. He added that the ANPA had no specific recommendations on facsimile allocations as it felt that service was still experimental.

S. M. Kintner
Vice President,
Westinghouse E. & M. Co.

ONE of the pioneers in radio engineering, Dr. Kintner traced the steps of radio development up to the time KDKA took the air in 1920 as the first regularly scheduled broadcasting station. He predicted that if the air is left open science will find more wave lengths in the upper reaches of the ether.

He urged the FCC not to fix allocations so solidly that they cannot be changed. The request of the Interdepartment Radio Advisory Committee that 80% of the available channels between 30 and 300 mc. be allocated for government use was opposed by Dr. Kintner on the ground that it would not be in the interest either of the government or the public.

He said he thought the government would benefit more by leaving the development in the hands of private services so that in times of stress it could take over completely organized and developed services.

Southern California
KFOX Competes!

No greater proof of the pulling power of a station could be obtained than that shown by the number of continuous, consecutive programs broadcast for the same clients. The remarkable records listed at the left are more convincing than any claims which could be made for the ability of KFOX to compete with any programs directed to one of the richest, most productive markets in the Nation.
ONE OF the "public interest" services, peculiarly adapted to radio, which has been to a large extent nurtured to its present high efficiency through the aid of the FCC engineering staff—radio police—was described by Capt. Leonard, of the Michigan State Police. He credited radio with being a weapon of immense value to law enforcement authorities in their battle against the nation's 20 billion dollar crime losses. The present state of police assignments with the growing traffic and the new intercity nationwide radiotelegraph network was said to be far from satisfactory and the FCC was urged to set aside 8 fixed transmitter channels, 10 mobile channels, 4 fixed for simplex and one special mobile for car-to-car work in the ultra-highs.

The American Medical Assn.

TWO SPOKESMEN for the medical profession, Dr. H. B. Williams, of Columbia University, speaking for the American Medical Association, and Howard A. Carlson, secretary of the Council on Physical Therapy, pledged cooperation with the FCC in eliminating interference with the radio spectrum by the sporadic oscillations of electric diathermy and X-Ray machines. These medical devices have been transmitting harsh emissions which have been particularly disturbing to the upper bands.

Dr. Williams declared that the Medical Association has called upon all manufacturers of the machines to aid in shielding them from radio interference through filtering and shielding and anticipates good results. He asserted that the worst interference came from small communities where the power passes through pole lines as contrasted with underground.

American Medical Assn.

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Capt. D. S. Leonard
Communications Chairman
Int'l Assn. of Police Chiefs

Paul Goldsborough
President,
Aeronautical Radio Inc.

REVIEWING the service of radio in aviation, he emphasized the needs, present and future of commercial aviation for additional frequency in the ultra-high bands being thrown open. Assignment of long waves being used by aviation for broadcasting or other services was opposed.

Eugene Vidal
Director,
Bureau of Air Commerce,
Department of Commerce

AVIATION, more than any other form of transportation, is dependent upon radio for safety of life and property. The future of aviation commercially depends upon a radio network for car-to-car work in the ultra-highs.

J. D. Durkee
Western Radio Telegraph

FOUR ultra-high frequency channels for radiotelephone to serve "outer fringes of society" in Oklahoma and Texas oil fields where Phillips Oil Co. drills wells and explores oil-bearing region, all sparsely settled, were asked. The company handles communications until the companies step in after communities are settled in oil well towns.

Walter C. Evans
Westinghouse E. & M. Co.

Mr. Evans felt the FCC should relax a portion of the international broadcast rules to permit greater shortwave broadcasting in the United States. He claimed westerners liked to listen to eastern shortwave stations.

Frank W. Wozencraft
General Solicitor
Radio Corporation of America

THE ATTACK by Mr. Darby upon RCA as a patent pool and as potential owner of television in a patent way elicited from Mr. Wozencraft a brief statement in which he asserted that, since Mr. Sarnoff did not delve into private business matters, he saw no reason for argument before the FCC on private controversies in such a conference. He asserted that Mr. Darby's statement was "inaccurate and unfair." He said that what Mr. Darby asks is free or unlimited licenses to use RCA patents, or a reduction for his clients in their royalty rates, and he insisted that this was no place to bring up the subject.

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The problems before the FCC in opening up the new frequency range from 300 to 200 megacycles were delineated by Dr. Kolster, speaking for Mackay Radio. He urged that the ultra-high frequency spectrum for some time to come be viewed as a great national laboratory, "restricted to none and governed in the spirit of guidance and encouragement to all. He felt that many new services are adaptable for the ultra-highs, those with the purpose of safety of life and property at sea and in the air being of especial importance.

Ben S. Fisher, Washington radio attorney, submitted engineering studies on ultra-high experimentation in facsimile by KONO and KJR, Seattle, as well as KSL, Salt Lake City; WTMJ, Milwaukee; WBAP, Fort Worth. R. V. Hamilton of the St. Louis StarTimes did not take the stand but presented a statement on the high-frequency tests of W9XOK.

R. D. Wyckoff
Gall Research & Development Co.

The ultra-high frequencies were described as peculiarly adapted to the reflection seismograph method of geophysical radio with transmissions of very short distances of ¼ to ½ miles. He stated geophysical exploration has become a vital part of the oil industry, adding that 140 units are now in use in Texas and Louisiana alone.

Bell System

STIMULATED requirements of the Bell System for radiotelephone circuits on a basis of growth of a number of new frequencies were set at 98 new frequencies the present assigned spectrum to 30,000 kc., including 46 transmission circuits with 45 new paths across the Atlantic, and in the new 1,000 to 200,000 kc. range 16 frequencies were deemed feasible for mobile service and a dozen channels for public fixed service with 40 circuits held free from location in the upper portions waiting further marches of the

These estimates were prepared by Dr. Harold S. Osborne, transmission engineer of the American Telephone and Telegraph Co., for the present assignment of frequency bands for the ultra-high range. Edward L. Nelson, radio development engineer the Bell Laboratories, outlined the nature and performance characteristics of transmitting and receiving apparatus for use in the upper part of the spectrum.

Walter S. Lemmon
International
Business Machines Corp.

The business world's radio weapon— the Radiotype—was described by Mr. Lemmon who said operation typewriters by remote control through one stenographer at the radiotype is peculiarly fitted to the ultra-high frequencies. A large number of machines could be operated within a single megacycle, he held. After the Radiotype, he predicted, will come remote control results for tabulating and electric bookkeeping machines, all under control from a central point so that at a group of stores can have its inventories and sales and orders at a central point each day every hour. He thought these inventions would play a prominent part in American commerce and industry and should receive the serious consideration of the FCC.

C. D. Haigis
Haigis Laboratories Inc.

R. HAIGIS described the New Jersey Forestry fire fighting radio network, while E. J. Vanderwall advocated ultra-high frequencies for radio services in Wisconsin. Mr. Haigis felt FCC should temporarily assign frequencies for revision and caution and flexibility should rule in allocations.

Elmer L. Brown
Brown Radiophones, San Francisco

SPECIALIST on police radio, depicted interference in California from eucalyptus trees and evaporative electrical machines as serious to ultra-highs. The disturbance devices affected seriously cities 30 to 100 megacycles. The noisy lies in filtering and shielding so emission only traveled a few hundred feet, he said.

Don Lee Broadcasting System

Box-tops — over fifty thousand of them — poured back to the sponsor, impelled by the dynamic force of a brief, powerful, well-executed radio campaign released over the Don Lee California network. Put your next campaign in California on DLBS and expect better results.
SEND THAT IOWA NET CROWD DOWN TO OPEN OUR NEW STORE IN TULSA, OKLAHOMA -- THEY KNOW HOW TO SELL!

550 miles is no obstacle to a satisfied customer. That is why Gately’s clothing store insisted that the entire cast, continuity editor and production staff of their Iowa Network show travel from Des Moines to Tulsa to inaugurate the opening of their Oklahoma store. Gately’s like the way we sell. That’s why the account has grown from one spot announcement to two one-quarter hour shows daily.

The three stars of the Gately show: (from top to bottom)
The characters: Wayne, Little Miss Gately and Smilin’ Dan

John Atkisson Jr., WADC, Akron.
Frank V. Albertson, attorney, Washington.
Edward C. Anthony, KFI, Los Angeles.
Issac D. Borker, Mason-Dixon Group, Philadelphia.
I. R. Baker, RCA Victor Co., Camden, N. J.
Thomas Balzer, Press Wireless Inc., Hicksville, N. Y.
John H. Barron, consulting engineer, Washington, D. C.
Frank V. Becker, WFIL, Philadelphia.
H. R. Blomquist, United Electric Railways, from Providence, Edison Electric Institute, New York.
H. L. Blatterman, KFI, Los Angeles.
Ralph Bird, Bell Laboratories, New York.
John B. Brady, attorney, Washington.
William M. Brandon, Davenport, Ia.
F. B. Brooks, Pennsylvania Railroad, Philadelphia.
I. Breyer, City of New York.
Carl H. Butman, radio consultant, Washington.
Harry Butcher, CBS, Washington.
Burridge Radio, WLS, Chicago.
Martin Campbell, WFAA, Dallas, Tex.
E. C. Cargill, WHK, Columbus, O.
H. K. Carpenter, Cleveland, (WHK, WHN, WATF).
Lloyd L. Cather, police department, Cleveland.
Ralph Clark, Television Corp. of America, New York.
Robert L. Cox, KSD, St. Louis.
J. G. Coleman, Edison Electric Institute, New York.
F. B. Coleman, Canadian Pacific Ry., Montreal.
Ray Collins, WFAA, Dallas.
A. L. Colton, New York Board of Education.
H. P. Corwin, Western Union, Watermill, Long Island.
A. J. Costick, Radiologic Corp. of America, New York.
Andrew W. Cruse, Department of Commerce, Washington.
 Homer B. Crouse, WLS, Chicago.
E. P. Coffee, Dept. of Justice, Washington.
L. G. Cumming, Boston.
Raymond Dalus, WDBC, Durham, N. C.
Robert D. Damm, WTMJ, Milwaukee.
Carl L. Darby, WBW, Atlanta.
James F. Davenport, supt. of hydro generation, Los Angeles.
C. E. Davies, Western Union.
S. E. Darby, Jr., patent attorney, New York.
Paul A. DeMar, Yankee Network, Boston.
E. C. Denstaedt, Detroit police department.
J. D. Denroche, Police Station WBBF, Groton, Pte., Mich.
C. C. Dill, attorney, Washington.
Everett L. Dillard, Commercial Radio Station KFW, Kansas City.
F. M. Doolittle, WDRB, Hartford.
J. D. Dorvaldke, chief of police, Groton Pte., Park, Mich.
J. D. Durkee, Western Telegraph Co., New York.
H. W. Eales, Edison Electric Institute.

Washington's Local station
Washington, D. C.

Lloyd Espenschied, Bell Laboratories, New York.
Frank Falknor, CBS, Chicago.
Capt. Charles D. Farmer, state highway patrol, Raleigh, N. C.
John E. Fetter, WZKO, Kalamazoo.
Donald Flamm, WMCA, New York.
William S. Foster, consulting engineer, Washington.
D. O. Gallup, WTMJ, Milwaukee.
E. J. Girard, Mackay Radio, Washington.
William N. Greer, WPNF, San Juan, P. R.
Dr. D. Gattel, Davison Electric, Detroit.
P. F. Godley, consulting engineer, Montclair, N. J.
G. F. Goethe, Telecommunications Research Corp., Brooklyn, N. Y.
Dr. S. Gordon, CBS, New York.
V. Ford Greaves, FCC Inspector, San Francisco.
James W. Gubala, WJAY, New York.
C. D. Haljeit, Haljeit Laboratories and New York Forest Fire Service, Maple Shade, N. J.
Hugh B. Halver, Inc., San Antonio.
J. H. Halver, KALH, San Antonio.
Ray H. Halver, WXXO, St. Louis Star-Times.
Harry Harvey, Lincoln, Neb. (KFAB, KFOR, KOIL).
Herman Haverkamp, New York.
Volney R. Hurd, Christian Science Monitor, Boston.
J. G. Hayes, Haljeit Laboratories, Maple Shade, N. J.
Ala Hazlett, Hazeline Corp., Hoboken, N. J.
Ralph Heinl, Globe Wireless Ltd., San Francisco.
P. J. Hennessey Jr., NBC, Washington.
James M. Herring, University of Pennsylvania.
Walter E. Hofman, WWJ, Detroit.
Hamilton Hoke, Television Corp. of America, New York.
Harrison Holliday, KFIL, Los Angeles.
A. F. Hopkins, Jr., U. S. Coast Guard, Washington.
C. W. Horn, NBC, New York.
Earl C. Hull, WKY, Oklahoma City.
G. Porter Houston, WCBM, Baltimore.
George K. Jacobsen, WDGY, Minneapolis.
W. P. Jayne, Jr., WDNC, Durham, N. C.
Dr. Frank E. W. K. Bell Laboratories, New York.
E. E. Johnson, WIP, Philadelphia.
Dr. C. B. Jolliffe, RCA, New York.
Ralph S. Johnson, Reading, Pa.
Alexander Kolow, WEFV, New York.
Lambdin Kay, WBB, Atlanta.
William D. Kelly, WYRE, Baltimore.
B. H. Kendrick, WIRE, Indianapolis.
Bruno W. Kern, Newark.
Ralph H. Kimmel, Western Union, New York.
Fred W. Knue, University of Wisconsin.
Charles C. Kolster, FCC inspector, Boston.
Emery H. I. Lee, FCC Inspector, Detroit.
Harold D. Lands, WENW-WRAW, Reading, Pa.
Glen G. Langdon, American Gas & Electric Co., Danville, N. J.
C. L. Leighton, State Road Dept., Jacksonville, Fla.

Washington's Local station
Washington, D. C.

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BROADCASTING • Broadcast Advertising

Official Registration
FCC Ultra-High Frequency Hearings

Radio Stations of The Des Moines Register and Tribune
Flowers that bloom in the summer TRA-LA!

ABOUT August 15th KFBB in Great Falls, Montana will blossom out in a complete new ensemble consisting of a new high fidelity 5 kilowatt Western Electric transmitter, housed in a modern new fireproof building, and a 420 ft. vertical Blaw-Knox tower.

With this new equipment the coverage area of Radio Station KFBB will be greatly increased and the thousands of Montana listeners who depend upon KFBB for the only reception available in this part of the country will be greatly benefited, not only by an increase of this station's signal strength but also in the quality of programs due to the fact that an affiliation with the Columbia network has recently been announced.

GREAT FALLS • MONTANA

National Representatives:

JOSEPH HERBERT MACILVRA
WALTER BOSHER

BROADCASTING • Broadcast Advertising

July 1, 1936 • Page 119

www.americanradiohistory.com
Sarnoff Foresees Great Progress
(Continued from page 39)

paying license fees, but they are buying the finest radio receivers in the world at the lowest prices. No wonder, as Prof. Allport of Harvard has declared, we spend a billion hours a week listening to the radio!

During 1935 it is estimated that the people of the United States spent 700 million dollars on radio—truly a figure which demonstrates the magnitude of the industry and its importance to the prosperity of the nation.

Probably the most striking figure in all the columns of radio statistics is the estimate that the American public has invested more than three billion dollars in broadcast receiving apparatus. This is more than ten times the investment in broadcasting stations and radio manufacturing plants. From this you will realize the extent of the general public's interest in the healthy development of radio.

No statistics, however, can suggest the magnitude of the future of the radio art. Each advance made by the laboratories into unexplored domains of the ether carries with it the possibility of creating even greater services. A few, such as television and high-speed facsimile communication, are already ready for field demonstrations. Others are on the way, although further laboratory experimentation will be necessary before they are ready for practical use.

This research represents an immense investment of capital and an incalculable investment in human genius. It is fascinating as a conquest of the unknown, and thrilling because of its promise of increased human power, knowledge and happiness. Yet, considered coldly as an economic element, it is particularly significant at this time when the country is emerging from the depths of an economic depression.

The new instrumentality of radio holds the promise of new industries, new services productive of new wealth and new employment.

Where Television Stands
OF THE FUTURE industries now visible on the horizon, television has the greatest possibilities of far-reaching effect. Technically, television is an accomplished fact, although it is not yet ready commercially. In this field American research holds the lead and America's supremacy, as in other fields of radio, is universally recognized.

To bring television to the perfection needed for public service our work proceeds under high assurance at great cost and with encouraging technical results. Other nations are accepting the standards and methods of RCA engineers and applying them to the solution of their own television problems.

Most of these foreign nations have been working with public funds. No such government subsidies of course have been available in the United States. None has been needed. But more than a decade in years of plenty and in years of depression, a corps of RCA research engineers has been working unremittingly to give the art of television to the public. We are now entering advanced stages of that effort and will open an experimental television transmitting station in New York within the week. We believe that we have demonstrated again that private initiative can accomplish more in America than government subsidy has been able to accomplish elsewhere.

The television which is assuming shape in our laboratories will not, as many persons assume without warrant, replace sound broadcasting or make sound receiving sets obsolete. The present sound broadcasting services will proceed without interruption. Television must find new functions and new entertainment and new programs.

As soon as television has been brought to a point of practical service it will be made available to the American people. But to protect the public interest, television should proceed only on the same basis that proper standards have been fixed. Television reception as we now know it differs from sound reception in at least one decisive technical aspect. In sound broadcastin every receiver is built to pick up a universe of sound in its range of reception. On the other hand, television represents an integrated system in which sending and receiving equipment must be fitted one to the other, as lock and key. We must avoid the danger of costly research expenditure and commercialization might inflict upon the public.

We ask the Commission and the various government department interested in radio to consider carefully the needs of this new industry. Frequencies should be made available only for the research, experimental and field demonstration work, but for the fuller measure of development toward a practical television service.

A Free Service
RADIO broadcasting differs from all the other arts in that the service which it renders to the public is rendered free. There is no license tax. Furthermore, the use of receiving sets in the United States is free and, although the expense of its far more complicated program productions, there will still be no need for a license charge.

Side by side with television, although in many respects nearer to final achievement, is the progress being made in the field of radio experimentation high speed facsimile communication. By means of this new development, written, printed, photographic and other visual matter can be sent by radio over long distances, and brought into receiving and understanding at the receiving end with amazing exactness.

It is difficult to imagine limits of the use of such an invention. It should make the dot-and-dash system of telegraphy as obsolescent as the potter's wheel. Pictures, photographs, sketches, handwriting, typewriting and every form of visual communication will be transmitted as easily as today's radio and television use graph wire.

Even in its earlier stages facsimile will be a medium for the instantaneous dissemination of information of a hundred different types, from weather maps to statistics, from educational data to comic strips. Far from displacing the existing media of information—public and private newspapers—facsimile should contribute to their progress, providing them with swifter and more effective facilities.

In this new facsimile service we have also reached an advanced stage. RCA Communications Inc. has built an experimental facsimile transmission circuit between New York City and Philadelphia, demonstrated publicly for the first time last Thursday. It uses high and low frequencies linked into instantaneous transmission by automatic relays. This circuit will demonstrate the possibilities of a system of instantaneous telecommunication and should also contribute to solving the difficult problems of relaying television programs on these ultra-high frequencies.

One of the triumphs of this demonstration circuit has been its successful inauguration, for the first time in radio history, the simultaneous transmission of visual material with automatic typewriter telegraphic operation on the same radio channels. This ability to carry separate serially simultaneously on a single frequency is of great importance.

To make possible the greatest public use of this new development, radio channels should be provided which will make room for educational research as well as in service, and the "public interest, convenience and necessity" of this new achievement should be recognized in the allocation of

Business doubled over last year

Reason — Results

"ASK GEORGE ROESLER"

WLBC - Muncie

IT TAKES GREAT POWER to service the Nation's largest State effectively and TQN, combining the 105,000 watts of all the NBC affiliates in Texas, is the only medium that can possibly deliver your sales message into every radio home in this great State. Additionally, TQN provides a potent coverage of Oklahoma and portions of five other states. The TQN combination of power and favor provide a network that is productive, yet economical. This year it offers the plus value of a huge Cenotex Market.


WFAA • WBAP • KPRC • WOAI

Dallas • Fort Worth • Houston • San Antonio

Texas Only Complete State Wide Radio Service

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
vigorouus encouragement. International broadcasting should promote better understanding among nations and—from our own national standpoint—better understanding of the United States among the nations of the world.

Rapid Progress

The growth of international broadcasting should increase all other forms of international communications and promote our international commerce. To make such an achievement possible, America's international broadcasting should be organized as a definitely functioning service and the available international frequencies should be utilized to their fullest extent.

From time to time there are suggestions that it is the duty of the FCC to protect the wireless services of the country against the encroachment of radio. Even if the Communications Act which created your Commission had not prohibited such an attempt, by saying that your Commission shall "generally encourage the larger and more effective use of radio in the public interest," such an effort would be futile. Any effort to stop the progress of a new art in order to protect an existing art is bound to be futile.

Such a step would be contrary to the spirit of the country, contrary to the modern spirit of progress, and contrary to the content and purpose of radio. For radio itself deliberately obsolete today what it built yesterday. But for that fact, we would still be signallign with long waves from great alternators instead of spanning the earth with short waves from vacuum tubes.

So long as there is an insufficiency of frequencies, it is proper for your Commission to conserve those frequencies by not using them needlessly to compete with wires. However, the policy which underlies such a decision should never have for its object the protection of wire services. It should always have for its object the protection of radio frequencies.

Your Commission will not be afraid of progress. Millions of dollars are being spent by the radio industry to invent new equipment and erect new stations which are made obsolete by the very things we learn in building them.

The facsimile and television stations which the RCA has just built, for instance, may be made obsolete by the lessons they will teach us. We set up new systems and then we encourage our research workers to continue their experiments even if they supplant what we have created. Why? Because it is the only way to make progress. Such experiments call for enormous capital investments. They call also for imagination of the highest order and for courage to follow where that imagination leads. It is in this spirit that our laboratories and our radio science...

---

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comprehensive data about the size and location of the audience of radio programs.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

ROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
tists are diligently and devotedly engaged in a task of the highest service to humanity.

Radio research is so closely linked to the manufacture of apparatus that I feel warranted in explaining to your Commission the basic patent policy of the RCA, and particularizing how it has been the practice of the company to grant licenses to its competitors engaged in the manufacture of radio broadcast receivers and tubes, and at the present time there are outstanding 89 such licenses for receivers and 13 for tubes. These licenses include the right to make and sell not only sound broadcast receivers and tubes, but also receivers and tubes for television and facsimile for the home, thus making available the results of our research in these fields to licensed manufacturers of the industry. In manufacturing and selling this apparatus the RCA licensees may utilize all of the inventions made or owned by the Radio Corporation, and all patents under which it has the right to grant licenses to others.

Measured by the advances made in other fields, radio in the last ten years has lived a century. Perhaps it may crown a thousand years. Whatever its ultimate fate I am proud to be one of those who have participated in this development almost from the beginning. Next September I shall have been in the service of radio for 30 years. That is a long time in so young a science, and during those years I have watched, naturally with the keenest interest, the unfolding of the radio art and the changes in the technical revolutions in radio communication, radio broadcasting and radio entertainment, but I can say to you that never before have I seen so many developments emerging into practical achievement as the laboratories promise at this moment.

Offers Suggestions OUT OF this experience I should like to say before you a number of suggested improvements on the industry which I believe will be helpful to your Commission, and to the Government, in the task of formulating a comprehensive radio policy. Such a policy is needed to maintain America's supremacy in radio and to fortify the nation against the growing competition from other nations in this field. My suggestions, summarized, are as follows:

1. Because of the rapid strides of the radio art, advance reservation

POPELE'S LATEST—Jack Pop-pele, WOR chief engineer, recently elected to the board of directors as well as secretary of Hammerberg Broadcasting Company, developed this midget microphone preamplifier for the Democratic convention. It weighs less than three pounds, measures less than 6 inches long, has a net gain of 50 db, provides a linear response from 2 to 20,000 cycles and features a two-circuit mixer with a three-stage, audio-frequency amplifier. It incorporates new Amertran midget audio transformers and RCA acorn tubes.

ations of frequencies should be made by the FCC to meet the needs of future services, such as television, facsimile and high-frequency broadcasting. This will enable these achievements of radio to give their greatest possible public service as soon as developed, instead of compelling them to content with older services for adequate space in the spectrum.

5. In time of war, or other emergency, all the equipment and resources of the radio industry, are at the disposal of the Government. The government departments interested in our national defense should cooperate in making possible the greatest development of radio by limiting the number of frequencies required for exclusive government use.

6. A fundamental and comprehensive policy should be formulated, not only for the guidance of the Commission, but of all government departments, to safeguard the independence of America's communication system in international relations. This is important in the field of international and domestic communication are at a disadvantage in dealing with monopolistic state-owned foreign communication systems.

7. In determining the attitude of the United States in the forthcoming conference to be held in Cairo in 1938, the FCC should recommend a policy which will promote the greatest possible use of the public service for the broadcasting of sight as well as sound, nationally and internationally.

Gulf States Steel Plants and the
Goodyear Rubber Plants are operating 24 hours a day in Gadsden, Ala.

WJBY GADSDEN, ALA.

POPELE'S LATEST—Jack Popele, WOR chief engineer, recently elected to the board of directors as well as secretary of Hammerberg Broadcasting Company, developed this midget microphone preamplifier for the Democratic convention. It weighs less than three pounds, measures less than 6 inches long, has a net gain of 50 db, provides a linear response from 2 to 20,000 cycles and features a two-circuit mixer with a three-stage, audio-frequency amplifier. It incorporates new Amertran midget audio transformers and RCA acorn tubes.

Board in Canada To Name Manager Of Radio System

Public-Operated Corporation To Replace the Former CRC

By JAMES MONTAGNES

A BILL to create a government broadcasting corporation modeled on the British Broadcasting Corporation was introduced in the Senate at Ottawa before Parliament prorogued last month, leaving them to the Government the summer months to name the nine directors who will pick the general manager and assistant general managers for its new staff and to replace the Radio Commission. Meanwhile the present emergency communication commission mission carried on, a mission which the new corporation inherits and which includes emission activities which feed basic and essential private stations from coast to coast.

THE NINE directors will be appointed, three for one year, three for two years, and three for three years, with subsequent appointments. The re-tiring directors being eligible for reappointment. The positions carry an annual salary of $500 for the chairman and a maximum of $500 for other directors based on $50 for each meeting attended. Should an executive committee be appointed each member will receive $1,000 a year. In addition each director is to be allowed a mileage fee to the nearest station he will serve. There will be no salary assigned for the general manager and his assistant, allowances to be determined by the board of directors. No salaried executive will be required.

In the matter of finance the corporation will be able to make expediences up to $10,000 without approval of the government, order-in-council, will be allotted by the government for capital expenses up to $109,000 and for capital works up to $500,000. The government advances to the corporation are to be financed by the sale of licenses and other sources. Minister C. F. Howe stated there would be an increase in the $2 annual license fee, and a modest rate would be charged on the traffic which passes through the Department of Marine's radio branch. Licenses will be sold in a 10-year plan.

Last minute changes included the necessity of an order-in-council for the issuance of any new private radio licenses. The Minister having charge of radio will not have authority to renew such licenses. In this subject ex-premier Bennett stated in Parliament that if the granting of private station licences were in the hands of the general manager, there would be difficulties; if left in the hands of the government it was hoped to allow the end of public ownership, since pressure on a government from private interests in Canada and from the United States channels would mean the creation of more private stations and the end of public broadcasting. He believed the British system would work in Canada.

THE Canadian Performing Rights Society came in for sharp criticism during the Parliamentary debate on the Copyright Act which provides that statistical returns of the lectures charged by the Society, Conservative Hamilton member, Mr. Elsing, said that the copyright society "should not be allowed ever to operate in Canada, being a racket and a monopoly, and a giant monopoly. It was not safe to whistle a tune or play a mouth organ for fear it infringed the "copyright." The Conservative member for Kootenay, W. K. Elsing, charged the Society with making secret agreements with the broadcasting companies it did not control, citing the Toronto arrangement which wanted "on the Pirates of Penzance" in a broadcast seven minutes of it. The broadcast station officials were told the fee for the license would be $100. Then it was found the Society had no right of ownership on the operatic field. Mr. Elsing asked if this happened once, how many more times did it occur. The Society claims control of 2,800,000 musical compositions.

KVI and KOL Increased

TWO STATIONS in the Seattle-Tacoma area — KVI and KOL — were granted by the FCC in the Broadcast Division June 20, to increase their day power to 5,000 watts. KVI, operating on the channel 6, was permitted to increase its five-fold power boost effective July 7. It will continue operating at night for 2,000 watts. In KOL, the FCC reconsidered and granted its application for a day power increase to 5,000 watts, or 1,270 kw, with 1,000 watt night.
Baldwin Asks More Wave Bands
(Continued from page 40)

destroyed. Moreover, the utilization of wire lines for broadcast-
ing into the homes would in all probability result in the loss of local color. This would be the natural and logical result of minimizing competition. Also, we would place in the hands of two or three the responsibilities which accompany the rendition of a service of such great social value as the broadcasting.

This brings us to the problem of providing additional radio broadcasting facilities which I believe should be divided into three parts: (1) broadcasting; (2) facsimile and television broadcasting.

Aural Broadcasting

RAL broadcasting is today re-
tected to those channels available in the frequency band of 550 and ending with 650 kc. A total of 654 stations (including approx. 30 con-
connection permits) have been pro-
provide for in this band. Notwith-
standing this number of stations there is a large popula-
tion area of the United States; a smaller percentage of the popula-
tion which is without efficient and reliable daily and night service.

New improvements can be made in the allocation of frequencies and in the location and con-
uction of stations so as to ex-
clude areas of greater efficiency. But any such en-
couraged service must be balanced against possible demands by Mex-
ica for the exclusive use of chan-
ncreted primarily for adcasts in the United States.

Proposal: For the exclusive use of frequencies and such needs are certain grow with an expansion of broadcasting on the North Amer-
continent.

In our proposals we have named certain frequencies below 550 kc broadcasting. Such use is in agreement with the policy of other nations of the world. The propagation characteristics of these waves are such as would enable broadcasters to greatly improve the service in rural areas. Will be discussed in detail as we present our technical arguments.

Also, in our proposals we have favored to provide for sound adcasting on certain of the frequencies. We need to know more about them before stating final conclusions on all characteristics. Based on the information we have, it is believed that this may be used for local adcasting.

The specific frequencies have been selected with the view of making maximum use of receiving sets which may be manufactured for high-frequency reception, with a minimum of interference with other services and consistently

with your expressed ideas of "ex-
perimentation and evolution".

There is one difference between the proposals of the Radio Man-
facturers Association and our own in this regard. We proposed that the frequencies in 30 bands 36 to 38 mc and 38 to 40 mc be allocated for adural and facsimile broadcasting. Agreement with the change which has been made in the RMA proposals, as first sub-
mitted, we will discuss when we offer our technical testimony on the feasibility of modifying our pro-
posal so as to ask for 40 to 42 mc instead of 36 to 38 mc. The RMA proposal that the frequencies 37 to 42 mc be allocated for adural broadcasting and they have ob-
jected to our proposal in respect of 62 to 64 mc because it would interrupt a continuous band for television.

Interference Problems

OUR PURPOSE in asking for the two bands is twofold: First, we do not know where long distance interference ends. We do know, however, that the troublesome long distance inter-
ference, now or in the future, is very much less likely to be with the United States.

Secondly, we do not consider it should be objectionable to anyone to pro-
vide for sound broadcasting in the television band.

We know of no reason why the purchaser of a television set should be limited to the sound broadcasting service receivable on the television channels. Moreover, we know from experience that in the manufacture of receiving sets, quality of reception is often sacri-
ficed at either end of the receiver.

International Broadcasting

WE HAVE proposed a widening of the international bands with but one view in mind. The existing conditions are chaotic. It would seem that this country either should make provision for an international broadcasting service such as point-to-point relay for broadcasting, synchroniza-
tion, mobile voice and facsimile picture services, which will be discussed in detail by another witness.

Facsimile Broadcasting

FACSIMILE broadcasting is an impending new service. It is a method of record broadcasting. It is true, a service that can be supplied through the utilization of existing broadcast frequencies and broad-
(Continued on page 192)

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.

New WAAT exclusively caters to that local community pride and furnishes the local color that sells! ...

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—we do—and consider 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 territory 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 partner of Hustled Fruit Juices—offered menu chart—limited one to a family. Only 2,800 charts were made available for distribution—yet eight, two minutes "plug" brought 2,187 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,800 requests for booklet on care of the hair—after twelve one minute "plug"—Close follow up on one thousand listeners who received booklet, another 335 had written his product—220 of these 335 intended to purchase—20 couldn't afford it—it did not come free.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed 130,000 gross increase in sales in the first six months 1933 over the same period in 1932.

Specific details on request.

GANDY BRIDGE 6 MILES LONG CONNECTS ST. PETERSBURG and TAMPA THE BRIDGE BETWEEN ADVERTISER AND A SUCCESSFUL RADIO CAMPAIGN IS FLORIDA'S FAVORITE WSUN Covering Florida Like the Sunshine Represented by FURGASON & ASTON Mgr. HAROLD MEYER

July 1, 1936 • Page 123

Wsun
ST. PETERSBURG, FLORIDA
5000 W. DAY 620 KC. 1000 W. NIGHT
Affiliated With National Broadcasting Co.
Western Electric
BROADCASTING EQUIPMENT
at the
N.A.B. CONVENTION

New Broadcast Transmitter
The Doherty High Efficiency Amplifier
See an actual working model

Vacuum Tube Display
Everything from a peanut to a powerhouse

New low priced Speech-Input Equipment
HOTEL STEVENS
11th FLOOR

Get your new issue of "PICK-UPS."

New Speech-Input Panels

New portable Speech-Input Equipment

Audio Amplifier using stabilized feedback circuit

Etc. Etc. Etc.
Baldwin Asks Waves

(Continued from page 123)

FOUR-FOLD
POWER
INCREASE

New Plant
Now Under
Construction

Fastest Growing
Medium
in
SYRACUSE

Member Station, Columbia Broadcasting System

IN
NASHVILLE

WLAC
5,000 WATTS

J. T. WARD
President

Paul H. Raymer Co., National Representatives

Show Goes On

ELMA LATT A HACKETT, KFRC, San Francisco, economized, fractured her right ankle when she slipped and fell in her Berkeley (Cal.) home recently and is doing her broadcasting over the CBS-Dan Lee network from a wheelchair. Mrs. Hackett has not missed a broadcast in more than two years, and despite her injury, she was at the studio the following morning to do her Morning Hostess program. She will be confined to the wheelchair several weeks.

if any, between patentees, will permit competition in the construction of television transmitters and receiving sets.

We should also know in advance what relationship, if any, may be established between the sending and receiving apparatus, or there be freedom in the selection of receiving sets or will the use of a terminal facility be controlled in a manner comparable to the telephone? Surely everyone agrees that those who own television patents are entitled to a reward for their creative work because of the public service inherent in the television patents should be denied the right to control it. Keep it free from the hands of monopoly and allow it to develop only on a national competitive basis.

Connelly Criticizes FCC

And Promises to Revise

Plan for Investigating

NOTICE was served on the Hol June 16 by Rep. Con
nery (D-Mass.) mandating a "thorough investigation of the FCC at the next session Congress to protect the American people from the Radio Trust and American Broadcasting Corporation"

In a biting address, Rep. Con
nery attacked the FCC for its p
להל attraction to take ac

tion against stations broadcasting legedly obscene material. He pleaded that for 16 weeks his resolution for an investigation of FCC has been pending with outation and there was little hope during the waning days of this session.

Mr. Connery referred particularly to a program which declared was broadcast over a station that was so obscene that could not be reproduced in it and found that the FCC investigated it. Rep. Connery got copies of it to interested Congressmen, however. In introducing resolution of investigation, Rep. Conneryattack particularly an allgrof

Spanish poem broad cast over an NBC network early this year sponsored by the Mexi

cTours Bureau.

The Massachusetts Congress has been strongly advocating the cause of WLWL Paulist Fall station in New York. The Pa list, it is understood, recently complained to the FCC about alleg ely profane plays broad cast by WOR, New York, in Italian. It is involved in sales negotiations with WLWL. It is presumed matter to which Rep. Connery referred was a script of these profane plays.

DR. KAHLER SHOE SHOP, 1 Angeles correctional shoe company is using KGER, Long Beach, four evening hours a week in form of an all-Jewish musical holida free foot analysis, via Machi is offered to listeners who visit store and mention the radio gram.

BASEBALL SCORES!

End Each 3 Innings
Each Major League Game

KFEL-KVOD
DENVER

BROADCASTING  *  Broadcast Advertisi
A COMPLETE BROADCAST STATION installation will be on display at the NAB convention in Chicago July 6, 7 and 8. A cordial invitation is extended to broadcasters to inspect the equipment and to discuss their requirements with members of the company's staff.

COLLINS RADIO COMPANY

EDAR RAPIDS, IOWA

NEW YORK, 11 West Forty-Second Street
will depend to a very large degree on the movie and talkie producers for the production of films for television broadcasting. The required technique is the same.

Five-point Plan

RMA has tried to crystallize the basic needs of television in a five-point plan. The five points are given below in brief and will be developed in more detail later in this report.

1—One single set of television standards for the United States, so that all receivers can receive the signals of all transmitters within range.

2—A high definition picture approaching ultimately the definition obtainable in home movies.

3—A service giving as near nationwide coverage as possible.

4—A selection of programs, that is, simultaneous broadcasting of more than one television program in as many localities as possible.

5—The lowest possible receiver cost and the easiest possible tuning, both of which are best achieved by allocating for television as nearly a continuous band in the radio spectrum as possible.

In Europe, television is being directly sponsored by governments, which have committed themselves to establishing a service for their citizens. In the United States, there is little talk of government sponsorship of television. Development costs here have to date been borne entirely by private American industry. RMA believes that this potentially great new force in public life should develop along the sound lines of private enterprise and offer a healthy competition to the public interest, and with only such regulation by the government as is necessary to connect and stimulate.

Although we already have spent millions of dollars in research and made much progress, television is still not ready for the public. A commercial service is probably several years off—for reasons that need not be gone into now. However, the time has come to stake out the space in the radio spectrum to give television room to develop and to establish basic technical standards as a guide for further research and development.

We believe our technical progress to date in television is at least as great as in any country in the world. However, due to the large area of the United States and the lower density of our population, the problems of providing a nationwide service are greater here than in Europe. Perhaps no space in the spectrum must be allocated to television in the United States. Certainly more stations must be provided to cover the United States than to cover one European country. But RMA believes that the problems can and will be solved and that American public can look forward to a regular television broadcast service, in the future, with the same confidence as the public of Europe.

RMA has, of course a selfish interest in television. With the addition of television, the radio market should be greatly enlarged. We must plan a lot more money into television before there is any hope of taking any out. We realize that it may be years before anyone makes any money in television and that in the meantime we must continue to spend a great deal of money in research and development.

But beyond the profit which television will ultimately come from television, what is the opportunity to make a big contribution to the prosperity of this whole country, an opportunity do our share toward the elimination of unemployment. RMA views television as a businees which will employ millions of people in the production and operation of broadcasting equipment, in the production receiving sets, in the production of programs, and in the field of distribution and service. Television, we believe, is one of the new businesses the country needs to create new jobs.

RMA is going to take a lot of pride, also, in helping to build service which promises so great a enrichment of the life of the American people. Radio today, is a great source of entertainment and education. Television will be an important addition to the service of radio.

Gradual Growth

From the economic standpoint it is probable that the spread of commercial television broadcasting over the United States will gradual, extending over many years. Obviously, the higher the density of population, the better the chance of supporting the cost of a broadcasting station and of operating it. Both costs are probably high. We may expect to see television broadcasting at first in only the larger cities with expansion into the small centers taking place gradually.

Speaking of averages of 5,000 households—50 radios were in use. Of the 53, the 53 were tuned to 1,000 watts.

KGO, Missouri, 1260 Kc., A Popular Radio Station.
The technique of operation is perfected. With the service range of the range transmitter limited to 25 miles, it is going to be difficult to bring television to all rural areas. Nationwide coverage for the purpose of connecting coverage of towns of 10,000 population or over.

However, it is possible, as evidenced by the chain of transmitters installed, crossing and criss-crossing the country in all directions, that in a year or two, commercial television must be born "full grown". The tremendous cost of construction and the limited capacity of the wide frequency range necessary for high definition pictures would seem to eliminate the possibility of a television service to homes over wires.

However, the groundwires cables may prove to be of great use, along with the radio television relay stations, in connecting television broadcasting stations for chain programs.

Basic Standards

RETURNING to the RMA five-point plan:

Uniform Standards—The engineers of the radio industry have held many meetings under the auspices of RMA and have arrived at practically complete agreement on basic television standards. Nine basic items have been covered, laying the groundwork for future television developments, all pointing to the same goal, namely, one system of television for the whole of the United States, with every receiver capable of receiving every broadcast reaching its locality.

High Definition Picture—RMA recognizes the necessity of a high definition picture as the basis for sustained public interest and approval. The American public is familiar with home movies. It will expect television pictures to at least the same quality as these. This is a difficult requirement to meet. At best it will take 400 and 450 lines per picture, necessitating a channel width of 6 mc.

It is somewhat startling to find that, for the quality of picture the American public will demand, each television channel must thus be 600 times as wide as the ordinary sound broadcast channel of 10 kilocycle width, or expressing it in perhaps still more startling fashion, that a single television channel must be approximately six times as wide as the whole present standard sound broadcast band of 1600 kilocycles and 1000 channels.

3—Nationwide Coverage—It is not easy to find sufficient space in the radio spectrum for enough television channels to provide nationwide coverage, especially since consideration has to be given to what are believed to be the necessities of services other than television.

The most valuable part of the spectrum for television starts at 42 mc. At this frequency a given amount of broadcasting power provides the greatest signal intensity in the surrounding territory. The RMA Television Committee report will request that a television band extending from 42 to 90 mc.

From 56 to 60 mc, there is a band allocated to amateurs. RMA recognizes the service the amateurs have contributed to radio development and their importance to the nation in providing a reserve of trained radio operators in times of emergency. RMA will therefore not request these frequencies for television unless it is found by the Commission that this band is not urgently needed by the amateurs, or is not especially well suited for amateur use. If so, and if this band should be allocated for television, the television channel could be provided from 54 to 60 mc. and a highly desirable continuous television band would result.

Frequency and Power

TELEVISION has had its greatest development to date at frequencies toward the 42 mc. end of the spectrum. In the United States, the frequency increases the amount of power required to provide a given intensity of signal increases tremendously. Much more power is required at 90 mc. than at 42 mc. Moreover, poor reception areas, in the so-called shadows produced by tall buildings, increase greatly as the frequency increases.

It is confidently believed, however, that the upper channels toward 90 mc. will be very useful in establishing broadcasting in localities where the area to be covered is not too great, and where not too many tall buildings are present, whereas the channels toward 42 megacycles will provide the greater signal strength and penetration necessary to cover larger metropolitan areas.

Without the Amateur band, the space from 42 to 90 mc. provides seven television broadcasting channels. This is probably not enough for a nationwide television service, but it is doubtful whether stations on the same frequencies can be located closer than several hundred miles without interference.

It is definitely known that a useful signal may be received at any point where an unobstructed line of sight exists between the receiving antenna and the transmitting antenna. It seems probable that the service range may extend some what beyond this visual horizon. But the signals have an interference range much larger than this.

A. A. U. BASKETBALL TOURNAMENT

Broadcast Exclusively By
KFEL - KVOD

— Denver —
(Sponsored by Chevrolet)

THERE IS NO SUBSTITUTE FOR EXPERIENCE

We Were the Pioneers—
IN — Field strength surveys — Site location studies and tests — Synchronization developments.

We Prepare—
Coverage reports and surveys that are modern and embody present standards.

We Design and Install—
Directive antennae to increase coverage and reduce interference.

We Make—
Interference measurements with special and patented equipment.

GLENN D. GILLETT
Consulting Radio Engineer
National Press Bldg. Washington, D. C.
greater than their service range. At many times the signals persist for considerable distances beyond the useful service range. They must be reckoned with over a much greater area from the standpoint of interference. In the absence of practical experience to date on any large scale, it will be necessary to assume that signals from any station may cause interference with another station on the same channel several hundred miles away, the distance varying with the power output of the respective stations, the topography of the intervening country and the height of the transmitters.

It must be assumed that if a given channel is assigned in Boston, that channel cannot be assigned to any other center nearer than Philadelphia, and any channel assigned in New York cannot be assigned again any nearer than in Baltimore or in Buffalo. Similarly, any channel assigned in Cleveland probably cannot be assigned in Toledo, Akron, Youngstown, Buffalo or Detroit.

Separating Stations
IT IS NOT LIKELY, at least in the early days of broadcasting, that adjacent television channels can be assigned in the same city, because of probable interference. Only field tests on a large scale and over a long period of time will finally determine the necessary separation of frequency assignments in the same locality.

Seven television channels may prove insufficient to provide television service to all the urban centers in the United States.

But, however idealistic it may seem, we must make nationwide television service our ultimate goal. Perhaps nationwide service can never be 100% achieved, but to keep the possibility of it open, much additional space in the spectrum above 90 megacycles must be reserved for experimental purposes.

RMA should prefer that the additional space be continuous from 90 megacycles, but we recognize that other services probably have legitimate needs in that part of the spectrum.

RMA therefore will ask for an experimental television band starting at 120 mc. This is required to provide space for television relay and television stations, this added space is needed for the field of the transmitter, as well as much needed space for additional broadcasting channels in the future. But it is practically virgin territory and a vast amount of research must be done before television broadcasting becomes a reality at these frequencies.

RMA believes, however, that the technical problems must and will be solved and it asks for the full right to experiment from 120 mc upwards. Unless these frequencies are held open, we are afraid that the door to adequate nationwide television might be forever closed.

4—Selection of Programs.—The public should have a selection of television programs. To maintain competition and avoid monopolies two or more simultaneous programs in most localities would seem to be a prime requisite. It will be difficult enough to provide nationwide coverage on a single program basis. It will be much more difficult to provide two or more simultaneous programs in a locality.

The evident desirability of such multiple program service further emphasizes the necessity for more than seven channels and the necessity of providing space for further experimentation above 120 mc.

Two Receivers in One
5—Low Cost and Ease of Tuning.—It cannot be expected that the cost of modern television receivers will ever approach the low cost of a sound radio receiver. In the first place, a television receiver is inherently very much more complicated. In the second place, it must receive not only the picture, but also the accompanying sound, so that a television receiver must be two receivers in one.

Neither can it be expected that a television receiver can ever have as simple tuning controls as a sound radio receiver. A television receiver must have all the controls necessary for a sound radio receiver plus an additional set of controls required for television.

However, both cost and ease of tuning are aided materially when it comes to television receivers in continuous or nearly continuous bands in the spectrum to allotted to television.

Cost of Receivers
IT IS too early to state very definitely the cost of the public's television receiver. In England it is predicted that receivers, which are ultimately available to the public will sell for about $500. Whatever the initial cost, it should come down as the art progresses, just as it did for sound radio receivers. It is hoped that our new television receivers may come down anywhere near the cost of sound radio receivers.

TV receivers will always be very much more complicated and correspondingly more costly.

However, RMA is convinced that it can be done even at the fair high prices which will be necessary, television receivers will be bought in large numbers. The standard of living of the American people will continue to steadily increase. It is not expected that visual coverage will ever be the same as today to visualize millions of television receivers ultimately in use than it was 1950, it is expected that visual millions of television receivers in use.

But just as it took ten years more for the automobile to come into general use, and nearly thirty years for sound radio, RMA believes that at least ten years will be necessary to establish new stations, we have complete data on investment and economic needs of stations.

Inquiries invited. References furnished on request.

ALEXANDER SHERWOOD
Business Consultant in Broadcasting
320 N. 50th Street
Omaha, Nebraska
KLZ's BIG PICNIC
Thousands Frolic in Park and — Get Free Amusement

NEARLY 5,000 people responded to the invitation of KLZ, Denver, to attend a Radio Picnic on Sunday, June 14. The only promotion given the picnic was a series of brief announcements informing the public that tickets were available at KLZ's studios and at a number of stores throughout the city. Each person requesting the tickets was given as many as he desired. The ticket contained a free admission stub, one which entitled the guest to free ice cream, free merry-go-round ride, and three hours of dancing. In addition to these, were half-rate stubs to any ride in the park.

Highlight of the affair was a 45 minute Meet-the-Artists program which was also broadcast. A number of KLZ artists were introduced and each performed. The announcing staff was introduced and interviewed by Wesley Battersby, a large number of the guests, attracted by free picnic grounds, brought their own lunches which they supplemented with the free ice cream. About 6,000 packages of ice cream were distributed to adults and children.

Trade Commission Actions
THE Federal Trade Commission has filed complaints alleging unfair claims for products of these advertisers: Bourjom Inc., and Barbara Gould Sales Corp. (Eveining in Paris cosmetics etc.); No-Doz Laboratories Inc., San Francisco (No-Doz Awakeners); Federal Enameling & Stamping Co., McKees Rocks, Pa. (kitchenware). Stipulations to revise claims have been signed by the following advertisers: Pompeian Co., Bloomfield, N. J. (cosmetics); Chocolate Products Co., Chicago (Stilllicious).

AMERICAN missionaries in Shanghai have asked and secured permission from the Kellogg Co. and Irene Wicker to present Miss Wicker's Singing Lady scripts in both Chinese and English.

Linton Expands Service
RAY LINTON, Chicago representative, has been appointed branch manager in Chicago and the Midwest for WIP, Philadelphia, in connection with similar responsibilities for station WMCA, New York City; also the Inter-City Group. The Inter-City Group, according to Mr. Linton, is now carrying 18 hours daily of sponsored chain programs, including its latest acquisition, True Story's The Good Will Court which came on the air early in June and which is also carried by Mutual. Before he opened his own office as station representative a year ago, Mr. Linton was a salesman for WBBM, Chicago, and later vice president of Greig, Blair & Spight, Chicago.

EWAY ONTDAY AVEHAY OTAY EEKSPAY IGPAY ATINLAY!
Whether we're talking to a local merchant or to a national advertiser, we don't have to stutter! With Station WAVE you get 100% potential coverage of the richest market in Kentucky, plus a good coverage of secondary markets. You don't have to pay for sending a high-powered signal into remote reaches and fastnesses. You get all the benefits of being on the only near-by station that carries N.B.C. features. And the cost is low.

If you're judging stations by results per dollar of expenditure, we believe we can prove to you that WAVE ought to be 'way up near the top of your list.

National Representatives:
FREE & SLEININGER, INC.

NAB Conventionees . . .
Universal's new professional RECORDING MACHINE, DISCS and ACCESSORIES and MICROPHONES will be DEMONSTRATED by staff engineers at The Stevens during the NAB Convention.
See Dr. Ralph L. Power, advertising manager of Universal, at The Stevens.
Or L.G. Cushing, Chicago representative, room 513, 540 No. Michigan Ave., phone Delaware 1561

UNIVERSAL MICROPHONE CO., Ltd.
24 Warren Lane
Inglewood, Cal.

OADCasting • Broadcast Advertising

July 1, 1936 • Page 131
Jolliffe Discusses RCA's Television
(Continued from page 44)

continued, "that to obtain a satisfactory television picture a signal strength of 1 millivolt or more is necessary and, as in every other case of radio reception, a small percentage of interference can be tolerated. It appears that above 40,000 kc. this interference will be occasional and will probably occur during the time of day when television programs are of the least interest."

Today, Dr. Jolliffe said, the limit of commercial vacuum tubes capable of radiating high-power television signals is something of the order of 60,000 kc. but it is expected that research will increase this limit. He suggested a continuous band up to 90,000 kc. as RMA proposes, so that an efficient single dial receiver can be manufactured to cover the entire band with tubes of current design. He also concurred in the RMA recommendation that additional bands above 120,000 kc. be allocated for television research, to be used during the early stages of development of the 42,000-90,000 kc. band and for short distance relaying of programs such as is done in sound broadcasting.

"We realize," Dr. Jolliffe concluded, "that this presentation is sketchy and full of estimates and approximations. However, we just haven't advanced far enough to do anything else. RCA expects to be able to answer further technical questions more definitely within the next few months. We ask now that sufficient space be reserved in the frequencies which we believe to be suitable for television, that television may be made available in the United States. When and if television is far enough along to receive a really general acceptance, its development should not be hampered by the necessity of displacing other services."

Replies to Questioning

THE Jolliffe television presentation occupied an entire afternoon session, with Comdr. Craven starting the questioning by asking whether, if television occupies such a huge chunk of the spectrum with its 6 mc. bands, other services could also be accommodated in those bands. Dr. Jolliffe replied that if they are sufficiently remote, such as extremely low power ship or forestry stations at least 200 miles away from a transmitter, they might be—but he thought it would be poor policy to permit any such services. Asked whether any other methods than cathode ray scanning were available, Dr. Jolliffe asserted that mechanical scanning is available but that, along with the high scanning frequency, it would be more standard for all systems.

Asked regarding rural coverage, Dr. Jolliffe admitted that the proposed setup above 100,000 kc. is not the optimal. Comdr. Craven wanted the speaker's opinion on utilizing the intermediate bands around 2,000 kc. (which under pending regulations are to be abandoned by their present television experimental occupants) and Dr. Jolliffe replied that the band widths there available are not enough for high-definition television movies, which he said will alone be adequate to the public.

"If we do not allocate anything to television below 100,000 kc.," Comdr. Craven asked, "what will be the effect on the art?"

"We'll have to start all over again," Dr. Jolliffe replied.

Commissioner Sykes wanted to know why the proposed system offered no rural coverage, and Dr. Jolliffe replied that it was due to the extremely limited area of reception of any one transmitter. Since transmission is limited to the horizon, he said, it would mean that stations would be required every 40 miles or so and this would entail enormous costs. He frankly asserted that television's service at the outset may be confined to the big cities.

Commissioner Stewart pointed out that the RMA and RCA were asked to give an outline of all the channels under consideration, and Dr. Jolliffe agreed that this was done but they did not know what the channels are.

Capt. Hooper pointed out that the seven available 6 mc. bands would be quickly used up by any system, and that "honest stations since one band was needed to receive and another to transmit. Dr. Jolliffe admitted this, too, was the case but he insisted that "we must have reception that is good." Pressed by Capt. Hooper, Dr. Jolliffe represented the government committee which is itself seeking something like 53% of the frequencies below 200,000 kc. Dr. Jolliffe agreed that television asks a great share of the bands and added that developments beyond 120,000 kc. might expand the service in the future.

Caldwell Elected by Radio Lawyers

LOUIS G. CALD- WEL, Washington attorney, was elected president of the Federal Communications Bar Association at a dinner-meeting held in Washington June 7. Mr. Caldwell has served as chairman of the organization committee for the last several months. He was the first general counsel of the Federal Communications Commission in 1927.

Sixty - nine lawyers regularly practicing before the FCC and its agencies organized following the dinner meeting. The purpose is to "promote the proper administration of the Communications Act of 1934 and related Acts, to uphold the honor of practice before the FCC and to encourage cordial intercourse among those practicing before the FCC."

In addition to Mr. Caldwell officials elected to serve for the year were Ralph Kimball, Western Union attorney, vice president and George O. Sutton, Fannie Co., secretary-treasurer. The executive committee elected comprises Duke M. Patrick, former FCC general counsel, for two years, and Philip Hennessey, NBC Washington counsel, and Ben S. Fisher, attorney, for one year.

The dinner was addressed by Walter M. Bastian, president of the District of Columbia Bar Association, and Frank Roberson, assistant general counsel of the FCC.

Barbasol on NBC

WASEY PRODUCTS Inc., New York (Barbasol) will begin its fall radio schedule Sept. 4, using an NBC-Blue network, Fridays, 8:15-8:30 p.m. The basic network program will be broadcast at this time, with repeats to KDQ, Ogden, and the Pacific Blue network at 11:30-11:45 p.m. Singing Sam will be heard as in the past.

It is the first time Barbasol has used NBC. The program will originate from WLW, Cincinnati, and is signed for one week. Erwin, Wasey & Co. Inc., New York, has the account.

Eddie and Fannie Cavanaugh, broadcasting the pork-shoulder Meats Co. program over WBBM, Chicago, have earned for themselves the prestige of being the oldest man and woman on radio, in years of radio service, west of the Alle- genies.

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BROADCASTING • Broadcasting Advertising
Department Stores to Expand Radio Schedules, AFA Is Told

Public Utilities Can No Longer Get Along Without Broadcasts, Official of Utility Company Says

(Special to Broadcasting)

BOSTON, June 30—More department stores will increase their radio advertising budgets during the latter half of the current year than will add to their expenditures in any other major medium, it was revealed by Mr. Herman S. Hettinger, Assistant Professor of Marketing of the University of Pennsylvania in an address before the Sales Promotion Division of the National Retail Dry Goods Association held here in connection with the Advertising Federation of America convention.

Of approximately 100 stores questioned by the association, 35% planned to increase their radio advertising appropriation, 17% to reduce and 48% to leave it unchanged.

Utility Radio Session

A RADIO feature of the AFA convention was the Public Utilities Advertising Association conference, June 30, at which Will C. Grant, advertising director, Lone Star Gas Co., Dallas, was slated to lead a discussion on the use of broadcasting.

Speaking for American Gas Association, and its Regional Advertisers Inc., Charles W. Person, secretary of Regional, was to describe cooperation of local utilities with the General Electric Co.'s Melody Monsters series last winter on an NBC network, using the 11 p.m. hour on Sundays. The program attracted wide attention of advertising circles because it was broadcast at such a late hour.

Public utilities can no longer afford to overlook radio as an advertising medium, in the opinion of Mr. McCarthy, manager of the advertising department, Philadelphia Co., Pittsburgh. Mr. McCarthy was to explain how the Philadelphia Co. merchandised its broadcast series. Others scheduled to speak were

H. A. Obermeyer, Consolidated Edison Co. of New York, and Arthur P. Corly, Rochester Gas & Electric Co.

Inter-City Group carried a number of stories from the main convention session, keyed from WMEX, Boston.

A pie was made by Dr. Hettinger for a greater understanding on the part of retailers and broadcasters alike of each other problems, which it was stated constituted the greatest problem in the retail radio advertising field today. Dr. Hettinger also pointed out that department stores had lagged behind the general retail field in adopting radio, and said that during the first four months of the current year increases in radio advertising over the corresponding period of 1935 by various types of retail outlets had been as follows: Automotive retailers 102%; clothing and apparel stores 73%; furniture dealers 52.6%; foodstuffs 27% and department stores 21%.

"We believe that the effect sales for retail stores or also these smaller stores, with limited budgets and needing to strain every dollar to the utmost, have not employed the medium to the degree and with the consistency which they have done," said Dr. Hettinger.

A Versatile Medium

RADIO was described as a highly versatile medium, able to be applied in the retail field for a variety of purposes. It was stated that the advertising of merchandise in the regular price lines, the promotion of special sales, advertising designed to bring people to the store, the building up of specific departments and portions of the store, the store's own automation of customer's viability and personality through the dramatization of store policies, services, merchandise, or distinguishing in the advertising of manufacturers, and stimulating the morale of the sales force were among the uses cited by Dr. Hettinger. These, he claimed, already had been used by enterprising retailers scattered throughout the country.

The ability of small stores to begin with radio advertising and to increase as their business expanded was stressed particularly by Dr. Hettinger. One instance of success cited was a Michie food store which began radio advertising less than two years ago. At this time the store's weekly business of $500. With no other medium than radio, it succeeded in building up its revenues to an average of about $6,000 weekly.

Several rules were set forth by Dr. Hettinger as guides to successful radio advertising.

1. Please visualize radio in relation to the entire store promotion problem. Too much retail radio advertising is done piecemeal.

2. Be certain to coordinate radio advertising with other promotion.

3. Educate your buyers and merchandising executives as to the value of radio advertising. Since most of them are limited in their knowledge of newspaper advertising it is only natural that they should prefer to spend their money in a medium which they know. Unless you break down buyer resistance you cannot expect to get the most out of radio.

4. Do not abandon specific departments with your radio advertising costs at the outset. Consider it as a portion of the general store budget until it has proven itself.

5. Either spend enough money and broadcast regularly enough to do a thorough job or stay out of the medium. It would be best for both radio and retailing if the half-hearted broadcaster advertiser would stay away.

6. If you get into radio see to it that you have adequate organization to do so.

"Finally, approach radio experimentally and open-mindedly. As Mr. Oreck told the AFA convention in Chicago last year, I do not believe the most optimistic broadc aster or retailer has any conception of the value of radio as a retail advertising medium."

PRAISE FROM PRALL

ALFRED J. MCCOSKER, chairman of the board of Mutual network and WOR president, opened radio proceedings at the Democratic convention in Philadelphia by introducing Alm. Prall, FCC chairman, from the Mutual convention studio. Mr. Prall congratulated networks on their elaborate pickup arrangements and said "the marvel of radio will enable millions who could not otherwise be present to attend this marvelous event. My observations of the radio facilities which have been set up lead one to believe your listening facilities will be perfect."

WANTED

Radio Director

By Advertising Agency

To a Radio Director controlling some billings of his own, a well-financed first-rate small New York Agency offers the opportunity of heading and building up its Radio Department. Some of present accounts provide opportunity for radio development and other those contacts in similar possibilities.

Thorough knowledge of program building, time, talent, etc. necessary.

The Agency offering this opportunity will be found a congenial, cooperative place in which to materialize your own possibilities. For interview, address in confidence.

BROAD CASTING

Box 508

ENCEPHALITIS LETHARGICA

Does Radio suffer from it at certain times of the year? Not at KFNF in Shenandoah, Iowa!

The Tom Mix Circus played Shenandoah on June 11th, this year. Arrangements were completed just 24 hours ahead of the show, for a radio interview with Tom Mix himself. Using just six "station break" announcements to plug the event found the spacious KFNF main auditorium with all seats taken an hour ahead of the program. Thirty minutes before Mix was to appear, the SRO sign was hung out. When Mix made his appearance, the main studio (with hold 60 people) was jammed and an overflow crowd was waiting in the street. A conservative estimate placed the number of children at between 800 and 1000, besides the grown folks who, "came to bring the children."

KFNF is a "12 months, year-round" station and in all its life has never had to contend with SLEEPING SICKNESS. summer or winter. The advertiser on KFNF gets full attention of the KFNF audience at any and all times of the year.

KENF INCORPORATED, SHENANDOAH, IOWA

"The Friendly Farmer Station"

July 1, 1936 • Page 133
Earle Tyler
EARLE TYLER, 30, NBC engineer assigned to the GOP convention at Cleveland, was drowned June 14. He was cruising on Lake Erie with friends on the Dolphin, falling from it into the lake. With him on the cruise were George McElrath, NBC operations engineer and wife; Dale Disbrow, WTAM operations supervisor and wife; Edward Leonard, WTAM engineer in charge and wife; Mr. & Mrs. Clarence Davis, owners of the boat. Tyler fell off the boat in choppy water and failed to keep his hold on a life preserver thrown by McElrath. Members of the group dove repeatedly but failed to find him. The body was recovered later. He is survived by his wife, parents and two sisters. Recently he had been transferred from Hollywood to Radio City.

JUST THE SPOT!
FOR THOSE
ONE-MINUTE TRANSCRIPTIONS
KFEL-KVOD
NEWS SERVICE

NEWS WHILE IT IS NEWS
ON THE HOUR—EVERY HOUR!
7 A.M. TO MIDNIGHT

Vocal Dexterity
DON MIHAN, NBC sound effects expert, Chicago, had a tough assignment June 20 during the NBC-Red Sate- day Jamboree. It was his duty to perform the multiple role of baby-bear-lion-tiger-d, etc., and general musical dramatization. The role was required for a network dramatization titled, "Baby at the Zoo". Mihan served as baby and zoo. He often frequents the Chicago zoo to learn how to imitate animals.

THE Minnesota State Tourist Bureau in cooperation with WCCO, Minnesota summer resorts and summer hotels. The Gopher State is expecting a record-breaking tourist season for 1936, and many resorts are experiencing the heaviest reservations in their history. Many of these Minnesota summer vacation resorts are in isolated spots reached by daily newspapers 6 to 24 hours after they are published. Last year, WCCO sent out a schedule of its news broadcasts to several resorts and they were received with such enthusiasm that this year, in conjunction with the State Tourist Bureau, a special bulletin was provided for every resort and summer hotel in the state.

WCCO has also cooperated with the Tourist Bureau for the last 3 years in presenting weekly broadcasts concerning the attractions of the 100 lakes as a vacation land. In issuing the news broadcasts, the Minnesota Broadcasters Association sent the following to all resort owners:

"Here with is the new time schedule of radio station WCCO for posting at your resort or in your lounges for the convenience of your guests and visitors. You are also invited to listen in every Saturday at 5:30 p.m. to the broadcast of the Minnesota Tourist Bureau over the same station. As host of you know WCCO has cooperated wholeheartedly for the past three years in giving its time in behalf of Marvelous Minnesota through the Bureau. If you have any news worthy items which will fit into the Tourist Bureau program, send them in. And I hope you appreciate this generous gesture on the part of WCCO, please drop a line to Earl Gammons, general manager of WCCO, Hotel Nicollet, Minneapolis, Minn. Thank you—and don't forget to post the new time schedule of this cooperative station."

First World-Wide Series Of Broadcasts Arranged
JOINING for the first of a series of world broadcasts planned by the International Broadcasting Union, Switzerland, NBC and CBS announced June 22 that on Sept. 22 they will short wave a half-hour program ably between 2 and 3 p.m., for direct pickup or for relay in all countries of the world. Announcements will be in English, French and German, and the program will also be carried on the combined networks.

Arrangements for the program are being completed by Davidson Taylor, of the CBS program department, and Ernest LaPrade, of the NBC program department, in collaboration with Dr. Max Jordan and Fred Bate, NBC European representatives, and Cesar Saerchinger, CBS European representatives. It is planned to open the program with a salute to the radio of the roaring '20s, followed by native spirituals and jazz.

Textile Industry Ready
(Continued from page 87)
that we fail to complete the actual contact with the customer.

I know one important knit goods firm that has just completed a radio drive involving a considerable outlay. This firm is 100% sold on radio. The sales results were satisfactory beyond the company's most optimistic hopes. Indeed, they say that the advertising executive refuses to let me quote him on the results. He says it would just bring all other competing firms to their knees. So far he is the only one in his line on the air. And he wants it to stay that way!

Another thought arises on this score. It seems to me that there is room for a specialized advertising radio service catering to the textile industry alone. Such a service could function as a link between radio and the mill. At present the advertising industry is pretty much at loose ends in servicing mills on radio.

Get the Brand Names!
The possibilities of textile broadcast advertising are far exceed any reasonable predictions based on radio this year, to the time salesman I would say this: Hit out first and foremost for the brand names. Go ahead and get them if you know WCCO and the advertising cooperative will follow you. They need advertising just as much as you need them. But try to get their views. Get the mill right into radio. They have a big problem on their end. Be textile-minded as far as possible.

You know, we in textiles have a glorious story to tell on the air. We have the biggest things—widths—should talk about them. The problem is—how to tell that story so that it will bring sales results. And radio can help us very materially to accomplish that end. The big essential is that you shall come to us with a plan fitted to our needs. Don't do that, and you may be sure that considerably more than just a few straws dollars from this $3,000,000,000 industry will come your way!

ARE YOU GETTING YOUR SHARE OF WESTERN BUSINESS?
Six full-time salesmen calling regularly on all advertising agencies in the Pacific and Mountain states will give you dependable and thorough representation in the West.

WALTER BIDDICK COMPANY
Station Representatives
LOUISIANA ALABAMA ARKANSAS MISSISSIPPI
ARIZONA CALIFORNIA COLORADO IDAHO MONTANA NEW MEXICO NEVADA OREGON UTAH WASHINGTON WYOMING

BROADCASTING * Broadcast Advertising

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WNOX
Knoxville, Tenn.

WCPO
Cincinnati, Ohio

Continental Radio Company

230 Park Avenue, New York City

Affiliated with Scripps-Howard Newspapers

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EXHIBITORS PLANS DISPLAYS AT NAB
MORE THAN a score of exhibits are planned at the Stevens Hotel during the NAB convention July 6-8 by broadcasting manufacturers, transcription companies and others identified with the broadcasting industry, it is indicated by ad
ervations lists at the hotel. Ten organizations have re-
served sample rooms on the fifth floor of the hotel, in regular exhi-
bits space, while other organi-
sations plan exhibits in their suits.

Definite reservations made for sample rooms include NBC Theo-
saurus; World Broadcasting Sys-
tem, Inc; Standard Radio Inc.; RCA Mfg. Co.; Presto Recording
Corp.; Radiatis Inc.; Trans-Radio Press Service; and Taylor Tubes.
In addition, other companies which plan exhibits include West-
ern Electric; Screen; W.S. Stevens Hotel

FOOTBALL BROADCASTS AVAILABLE IN DENVER

KFLF-KVOD SPORTS SERVICE
Ask Gene O'Fallon for rates and
Suite No. 2346A, Stevens Hotel

Complete Coverage Metropolitan

WCP is the Denver radio station that will
sell your goods at lowest cost — the fourth largest market in America!

WCP is the only station built especially to fit the metropolitan Denver market — with the only transmitters inside the city limits!

WCP sells goods far beyond the metropolitan Denver area — but WE call that area coverage, and we’re one station that doesn’t charge you for it!

WCP rates are lower, WCP sells harder. WCP gets better results for less money.

Read the actual case histories at the right. Then send right now for complete coverage data, market information, and WCP rates

1120 Kilocycles
267.7 Meters
500 Watts

BROADCASTING STATION
WCP
In Beautiful City Park Square

...MASSACHUSETTS BROADCASTING CORP
STUDIOS AND OFFICES...COPELEY PLAZA HOTEL
BOSTON, MASSACHUSETTS

NAB Faces Convention Showdown (Continued from page 20)

ession, with election of officers on
Tuesday afternoon. It was re-
versed, with the election of of-
cers to be one of the final orders of business.

Thus far, the field has a
candidacy for the presidency. The incumbent, Mr. Fitzpatrick,
has stated he will not seek reelec-
tion. Among those now being men-
tioned as possible choices are
Edward W. Craig, WSM, Nashville; Charles W. Myers, principal own-
er of KOIN and KAPEL, Portland, Ore., who is now serving his sec-
ond term as NAB first vice presi-
dent; Gardner Cowles Jr., presi-
dent of the Iowa Broadcasting Co., operating KSO, WMT and KRN; Mr. Crosley; John Shepard 3d.

Yankee Network president, and
H. K. Carpenter, WHK, Cleveland, and Arthur B. Church, KMBC,
Kansas City.

There has been substantial sup-
port for Mr. Craig, who is vice
president of the Nashville Life
and Accident Insurance Co., which operates WSM, as a man who was
entirely acceptable to the entire membership. He has been a
strong member of the board. Mr.
Craig, however, has disclosed that he will be unable to attend the con-
vention, having planned, in advance of nomination and convention dates, a trip to Europe which cannot be
defered. Although an absentee never has been elected there are accep-
table reasons that his favor may be set by placing his name before the
convention. A strong movement for

Mr. Myers also has developed, par-
icularly in the wake of the di-

NAB CASES CONVENTION SHOWDOWN

In addition to the four officers, the
terms of six of the 15 direct-
ors expire this year. That means a new board majority will have to be elected. A pro-
posal to change the convention
That is due for consideration.

Should this amendment to the con-
sitution gain approval, it will en-
force a drastic realignment of board

Expiring Terms

THE OFFICERS whose terms ex-
pire are President Fitzpatrick,
Vice President Myers; Vice Presi-
dent Edward A. Allen, WLWA,
Lynchburg, Va., and Treasurer
Levy. Mr. Baldwin’s term as man-
ing director expires following the
convention and the first busi-
ness new board of directors will have to meet. A majority of the
present board has voted with him
on various issues.

Directors whose terms expire are
Frank M. Russell, NBC Wash-
ington; vice president; William
Heckman, general manager of
United States stations, New York; I. R. Laun-
bourne, WGR-WKBW, Buffalo; H. J.
Carpenter, Jr., managing director of
KMBC, Kansas City, and Gardner
Cowles Jr.

Because of the network senti-
ment, it is generally felt that only
one of the two NBC board mem-
ers whose terms expire—Russell or Heckman—will be re-elected.

A second resolution offered by
Mr. Craney, proposing that sta-
tions accord special status to ac-
credited conventions, organizations and special conventions, and that the same pro-
vide a workable yardstick whereby time can be donated to non-commercial
marking the radio counterpart of the
Audit Bureau of Circulation in the
publishing field.

Mr. Carpenter will lead a panel
discussion at the Tuesday morn-
ning session titled “organizing a station for radio advertis-
ing.” Mr. Sandage’s address also
occurs at this session.

The significance of the hearings
which began before the FCC June
15 on the allocation of ultra-high
frequencies for new services will be
developed during the session. The
Tuesday afternoon by J. H. De-
Witt, chairman of the NAB Eng-
ing Committee, and Howard E.
engineer of WSM. Mr. Church,
the same session, will deliver the report of the Commercial Commit-
tee. Such matters as the cash 25-
agency discount, currently being ag-
ligated, and local vs. national
rates, may enter into this discus-

The annual NAB banquet will be
held July 7 at the Grand Ballroom of the Stevens Hotel. The
BROADCASTING Magazine Trophy will be presented to the winner of the Golf Tournament, which takes place Sunday morning, July 5.

STORE IS DOUBLED
Detroit Clother Expands After
Starting Radio Series

A DOWN-TOWN clothier, Conn’s
Clothes Shop, off the beaten path in Detroit, recently reported incre-
tes at an average of $5 per suit higher than the two-pants suit and tw	
suit, which has been selling for a better line ranging from $17.50
to $35 and $40, had never ad-
vertised, except rarely in a labor pa-
p, price program, and a sand-
wich man.

Wanting to build up the trade for a belt as well as suit, he hired one out of work and has given him a
signed an announcement contract, one spot a day, four years ago. This is now the fourth year of ex-
A.M. "WDE," Detroit, using programs and spots and the advertiser, a consistent handle on the air, has doubled his style space.

usual number of board meetings and the hectic copyright situation

There have been two extra assess-
ments of dues during the last year.
The NAB has decided to balance the board by having the first
of full time stations have the high-
est-quarter-hour rate quarterly.
The only station that has been
about $70,000 annually. The 50% in-
crease, if invoked, will bring in the neighborhood of $110,000.

The speeches by non-NAB members are those of Judge Sykes and of C. H. Sand-
ager, chief of the Air Transport
Communication and Bureau of the Census, who will discuss the radio advertising census now being conducted means to the
industry. Judge Sykes will ad-
dress the convention of radio regu-
atory developments duri-

The Radio Research Bureau plan
will be raised not only by Mr.
Baldwin, but by Mr. Church as
chairman of the NAB committee of five named to cooperate with the
ANA and the AAR. At the
Tuesday morning session, Mr.
Church will open discussion on the
which is regarded as the most
important commercial broad-
casting project scheduled, since it
Biggest in all the history of
ishing the radio counterpart of the
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PHONE THE FOLKS
Wiley Enger to Set Up Ham Set
In Convention Hall
FREE radiophone service to the folks back home will be offered delegates at the NAB convention in Chicago by Wiley D. Enger, chief engineer of KPNF, Shenandoah, Ia.

Enger is going to lug some of his choice ham equipment to the convention in his Stevens Hotel room to operate on the 80, 40 and 20 meter amateur bands. Convention visitors who want to contact their native haunts are advised to tell local amateurs to be on the lookout for Enger's W9CU, operating portable, on 30, 20, 15 and 14,018 kc and on phone 14,165 kc. Enger suggests they pick a time in advance.

The portable outfit will have "a good hefty fifty watts on all bands," Enger promises, and a portable super-receiver will be taken along. His only problem, he says, will be to find some 60 cycle current in downtown Chicago. Visiting engineers who bring along their ham tickets will be allowed to tinker with the equipment.

New York Milk Campaign
Will Include 15 Stations
J. M. MATHEWS Inc., New York agency, has again been appointed by Peter C. Ten Eyck, Commissioner of Agriculture and Markets for New York State, to handle the 1936-37 State Milk Publicity Bureau's account beginning July 1, the second consecutive year it has had the account. The total advertising budget this year, as voted by the New York State Legislature, is $250,000. Spot radio and newspapers will be the media.

The spot campaign will begin July 6, on 15 stations in eight cities within the state. One-minute announcements, cut by RCA Victor, will be broadcast once a day, six days a week on an indefinite schedule. Stations in the campaign are: WFAN, WMCA, WBNX, WOKO, WIBX, WSYR, WBFL, WHEC, WHAM, WGR, WKBW, WNBN, WBNF, WESG.

CHARLES W. BURTON, shortly expected to leave the management of WEEI, Boston, after 12 years with the station, authors a new program on CBS beginning June 26, 6-6:30 p.m., titled "Mr. and Mrs." about a Cape Cod couple specializing in summer tourist business.

WBNX, New York, has obtained permission from the F.C.C. to its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. As a new transmitter at Cliffside, N. J., can be completed. Programs there will be longer and shortwave simultaneously for greater coverage.

The station is owned by three St. Cathill and operates on three-quarter-watt schedule. Programs are being broadcast in 10 languages.

THE rapid advance to broadcasting perfection finds WJJD in the front rank. The move in transmitter location, as indicated, increases our signal strength in Chicago as much as 400%. With WJJD as your advertising medium in Chicago, you receive the type of broadcasting service which you would expect from only the super-power, clear channel stations—and from WJJD at rates so reasonable that they definitely, provide the largest audience per dollar spent in the Chicago market.

Commercial Men Plan Meeting During Chicago Session
FORMATION of a sales managers division of the NAB, similar to that in the newspaper field, has been projected by J. B. Lottridge, sales manager of Central States Broadcasting System, operating KFAB, Omaha-Lincoln; KOIL, Omaha-Council Bluffs and KFQO, Lincoln.

Having received favorable replies from a number of other station sales managers, Mr. Lottridge has suggested that a call for a meeting of commercial managers be made at the July 6 morning session of the NAB, the meeting to be held that afternoon. This plan was suggested at a discussion Mr. Lottridge held in Kansas City with Arthur Church and J. Leslie Fox, of KMBC.

Letters proposing the sales managers division were sent by Mr. Lottridge to a score of stations, and of ten replies, all were favorable. They included E.H. Bondrant, WHO, Des Moines; Edward W. Hamlin, XSD, St. Louis; Fred L. Lord, WEVE, Louisville; Martin Campbell, WFAA, Dallas; C.A. McLaughlin, WHK, Cleveland; C.T. Hagman, WTGN, Minneapolis; Kenneth Marsh, WNAX, Yankton, S.D.; Glenn Snyder, WLS, Chicago. A similar plan had been suggested by Craig Lawrence, of KSO-KENT, Des Moines.

James W. Baldwin, NAB managing director, also has voiced his approval of the proposal.

Membership Limited
IT IS PROPOSED to limit the membership to sales managers and exclude representatives and networks. The organization meetings would be closed. Only one person from a station would be eligible.

Mr. Lottridge believes that such a division of the NAB would permit profitable discussion of problems facing sales managers and create a favorable impression on regional and national time buyers as a result of a unification of commercial methods. A second meeting could be held once or twice a year, he suggests. Organization expense would be negligible, probably involving a small membership fee.

Among subjects which could be discussed, he suggests, are local and national policies, credits, rates and other commercial problems.

FCC Postpones Rule 177
TO GIVE it further opportunity to study the protest of Oswald F. Smith, president of Short Wave Institute of America, Inc., against revision of the new rule governing international broadcasting, (Rule 77) the FCC Broadcast Division June 20 delayed the effective date of the rule for one month until August 1. Previously, the FCC had extended all other rules pertaining to high-frequency services until Aug. 1.

BROADCASTING • Broadcast Advertising

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CHARLES W. BURTON, shortly expected to leave the management of WEEI, Boston, after 12 years with the station, authors a new program on CBS beginning June 26, 6-6:30 p.m., titled "Mr. and Mrs." about a Cape Cod couple specializing in summer tourist business.

WBNX, New York, has obtained permission from the F.C.C. to its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. As a new transmitter at Cliffside, N. J., can be completed. Programs there will be longer and shortwave simultaneously for greater coverage.

The station is owned by three St. Cathill and operates on three-quarter-watt schedule. Programs are being broadcast in 10 languages.
The Other Fellow’s Viewpoint...

Cash Discounts
To the Editor of Broadcasting:
In your June 15 issue, mention was made on the editorial page under the heading of Cash Discounts of the fact that advertising rates for radio were too low in comparison with other media—such as magazines, etc.

It has always been my pet idea that some day a comparison (pure and unadulterated) could be made between the results of an advertising dollar spent in radio and an advertising dollar spent in other media (magazines for instance). I will concede you the point that the results can be compared when the cost per inquiry is made on a merchandising campaign, but above all, that point no other similarities can be found.

Therefore, your statement as mentioned above is of real interest to the writer, for any information you can give me on results obtained from different media per advertising dollar without a comparison being made between inquiry costs will be appreciated.

Thanking you in advance for this favor, I am,

L. J. Nelson,
Asst. Sales Buyer,
Wade Advertising Agency,
Chicago, Ill.
June 17, 1936.

The Complete Story
On the South’s finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK
A. T. SEARS & SON
CHICAGO
WSOC Charlotte, N. C.

HARRY HERSFIELD, noted humorist and cartoonist creator of “Abe Rabibbble,” has arranged with King Features Syndicate to produce a program featuring his cartoon character, with himself in the leading role.

THE NEW order of things between radio and the press was strongly emphasized at the closing session of the Tennessee Press Association’s annual convention held in Nashville June 19. The final meeting was held in the auditorium of WSM, Nashville’s 50,000 watt station, and with the audience tuned in the Association declared a new policy of cooperation with broadcasters.

Said Dixon Merritt, publisher of the Johnson Democrat and past president of the Association, speaking to some 70 editors and publishers of county newspapers of Tennessee: “There isn’t, and never has been, any competition between us and radio. I think we are both doing a mighty fine job. I think we should congratulate each other on that job. And I am glad, that after more than five years, we are at last resolved on a policy of close cooperation with our big brother and friend, the radio.”

THE BIG SPOTS in the MISSOURI MARKET

And there’s one thing to remember about the THREE productive stations—ONE LOW RATE. Write any station listed below for rates and available time.

KWTO - KGBX KCMO WTMV
SPRINGFIELD, MO KANSAS CITY, MO E. ST. LOUIS

F. E. Bolls, KELD’s manager, announces all baseball games over KELD; the weekly wrestling programs have increased the attendance at the grunt and groan exhibition. The reason, we find, why KELD has been successful in these ventures is that the announcer describes the features so realistically that listeners naturally want to see them, proving again that the correct presentation combined with a popular station brings results.

E. A. LECAPTAIN,
News Editor, KELD.
El Dorado, Ark.

Hawaii Not Daylight Time
To the Editor of Broadcasting:
I am calling your attention to a rather serious error which appeared in the May 1 issue of Broadcasting, page 24. Un-
PAUL F. GODLEY
and Associates
CONSULTING RADIO ENGINEERS

OVER-ALL ENGINEERING STUDIES
COMPLETE COVERAGE SURVEYS
RECORDINGS OF FADING & INTERFERENCE

TRANSMITTER LOCATION SURVEYS
DIRECTIVE ANTENNA INSTALLATIONS
PLANT DESIGN; PLANT CORRECTION

"ULTRA-HIGH" INSTALLATIONS

"25 Years of Professional Background"

10 Marion Road
Montclair, N. J.

'Phone Montclair 2-7859
How Census Data Was Computed

FOLLOWING is the text of the Joint Committee's statement covering the method of calculating the county-by-county radio census of the United States published on pages 23-24 in this issue.

The Joint Committee on Radio Research recently estimated the number of families owning radio sets in the United States on Jan. 1, 1930, as 32,869,000. Using this total as a base the Committee now submits estimates of the number of sets in use in each of the 3,070 counties in the United States.

The Committee wishes to emphasize the fact that these figures are estimates, which means that there is a certain margin of error of a different degree of error in the figures for individual counties. For any group of counties, however, such as the area of a particular listening area of any typical broadcasting station, it is believed that the sum of the estimates for individual counties is sufficiently accurate for practical purposes.

The principle of correlation has been used in making these estimates. By means of this process factors were found which measure or covary with the number of radio homes by states as determined by the U. S. Census of 1930 and as estimated by the Joint Committee on Radio Research for 1930. The factors discovered in this case are total retail sales for 1933, passenger automobiles registrations, 1935, and telephone homes, 1935.

These three factors were combined by multiple correlation and the resulting formula was then applied to counties, a procedure which has yielded reliable results in many similar projects. The county estimates have been tested against 1930 census figures and against the cooperating number of radio homes made by CBS and by a large advertising agency and the results indicate a remarkably high degree of correspondence, especially when they are combined by groups of counties. The county figures total 22,869,000 radio families, the estimate for the country as a whole provides for these figures.

The statistical formula was developed under the direction of L. D. H. Weld, chairman of the Technical Committee and the clerical work of applying the formula to the individual counties was performed by the research departments of the Columbia Broadcasting System and the National Broadcasting Company.

Bradley Goes on News

TRUMAN BRADLEY, for the last five years ace announcer of the staff of WBBM, Chicago, who handled the Ford Sunday Evening Hour, on June 29 joined the ranks of news commentators, resigning his regular announcing post. He is now doing the News Review for the American Family over WBBM daily except Sundays, 11:30-11:45 A.M., sponsored by the Burlington & Gamble. Formerly with KFI, Los Angeles.

Freedom of Radio

FREEDOM of radio and the press were assured in the platforms of both the Republican and Democratic parties at their conventions last month. This came in the wake of expressed assurances by both President Roosevelt and Governor Lan- don that they have no desire or intention of any undue restrictions on broadcasting as a free, competitive enterprise.

G.O.P. to Show NAB

TO SHOW radio station managers and commercial men how they can sell time to local and state committees, and how to get radio cooperation, the radio division of the Republican National Convention will have large displays at the NAB convention in the Stevens Hotel, Tom Sabin, G.O.P. radio director, and John Elwood, former NBC vice president who is the Eastern program director for the G.O.P., will be in charge.

Amos Donates Bonus

THE bonus bonds which Uncle Sam has sent Freeman F. Gosden, Amos (Amos of Amos 'n Andy) as adjusted compensation for his services as naval wireless operator during the war will go into a fund to provide for the education of four Negro youths. Gosden, now broadcasting for Pepsi- 70ent over the N.B.C. network, the Chicago Defender, Negro newspaper, to select the four youths who will benefit by the fund. They will be selected from among students at Tuske- losha and Hampton Institutes.

Wildroot Contest

WILDROOT Co., Inc., Buffalo (in- starkant shampoo) on June 15 announ- ced a prize contest for the best 25-8888-ounce shampoo. The contest started June 15 and the prize is a 1-gallon bottle of Wildroot instant shampoo. The contest will run for four weeks, ending midnight July 13. A Ford Sedan is the first prize; second prize $100; third $50; next 20 best letters $5; next 80 $2. All contestants will receive a magic crystal Fortune telling book. The program is heard on 31 CBS stations, Mon-

Doming Maryland's 2nd Largest Market

WBTO

800 Kilocycles

CUMBERLAND

PRIMARY AREA (U.S. Census)

<table>
<thead>
<tr>
<th>PRIMARY AREA</th>
<th>POPULATION</th>
<th>RADIO FAMILY</th>
<th>ANNUAL RETAIL SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>378,081</td>
<td>639,964</td>
<td>41,889</td>
<td>$97,747,000</td>
</tr>
</tbody>
</table>

NEAREST NETWORK STATION 130 MILES – NEAREST LOCAL STATION 60 MILES

Assured consistent coverage for National Spot Advertisers

Page 140 • July 1, 1936

WOJB, Detroit, will broadcast programs designed and produced by the Board of Education with the station acting in an advisory capacity.

We do not claim because he listens to WBIG's SPORTS VIEW that TONY MANERO won the National Open Golf Championship title, from the world's greatest golfers, and at the same time broke a record that has stood for forty years . . .

TONY MANERO is a famous Greensboro institution . . . so is WBIG . . .

And you reach the richest and most populous section of the South when your station is WBIG in Greensboro, N.C.

Sanka's New Show

GENERAL FOODS Corp., New York, for Sanka Coffee, has signed Helen Hayes for a new drama series on the NBC-Blue network, starting in September. It has re- served the Monday, 8-8:30 p.m. period. Young & Rubicam is agency.
Tenth Anniversary

Greetings to those who have shared with us in the advancement of broadcasting

NATIONAL BROADCASTING COMPANY, INC
A Radio Corporation of America Service
NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO
SHOW MUST GO ON
Production Manager Near Death
But Sticks to His Job

CLINGING to a niche in the side wall of the Copley Plaza Hotel, Boston last night caught between an iron girder and the marquee, Arthur L. Leary, production manager of WCOP, Boston, remained in that precarious position 25 feet above the street while he directed engineering activities for the broadcast of a June parade.

Not one of the thousands of persons who lined the street outside the hotel knew that Leary was in danger for more than 15 minutes. None of the members of the engineering staff working from the control room of the station were aware of his danger.

The only one who knew was the announce, Jim Donovan, WCOP news editor, doing the parade broadcast. Unable to leave his post, he was forced to watch the production manager cling to the wall, his fingernails gripping the narrow ledges of the building, until the parade had passed. After returning his audience to the main studios of WCOP, Donovan called for help. With the aid of a ladder, Leary was helped to the street.

Minor Party Hookups

BEING a duly registered party, the Communist party's 1936 presidential nominating convention in New York, June 28 secured hookups for broadcasts of its nominees' acceptance speeches from both NBC and CBS. NBC-Blue carried one hour from 5-6 p.m. from Madison Square Garden and CBS carried the program from the convention floor from 5:30-6 p.m. It is also expected that the networks will be called upon to carry the proposed convention of the new Union Party, which will name Lemke and O'Brien: CBS has already given Father Doughlin a hookup for the initial announcement.

Rumanian Conference

THE U. S. Government is arranging to be represented at the International Radio Consulting Committee (C. I. R.) conference in Bucharest, Rumania, in May, 1937, where radio technical experts of the world will gather to prepare for the treaty-making conference at Cairo in February, 1938.
BLAW-KNOX
Vertical Radiators

STANDARD FROM POLE TO POLE

From Little America on the south to Alaska in the north, Blaw-Knox antennas are found serving all types of modern radio stations. As a pioneer in the industry Blaw-Knox has furnished:

- The tallest Vertical Radiator in the world (1045 ft. Budapest, Hungary).
- The tallest Vertical Radiator in the United States.
- The first self-supporting Vertical Radiator.
- The first "half wave" Vertical Radiator for broadcasting.
- The first Vertical Radiator erected atop a building.
- The first Vertical Radiator to be used for simultaneous broadcasting by 2 stations on different frequencies.

The use of Blaw-Knox Vertical Radiators results in greatly improved coverage. If you plan antenna improvements it will pay you to consult Blaw-Knox.

BLAW-KNOX COMPANY
2038 Farmers Bank Building · Pittsburgh, Pa.
WOW is "tops" in showmanship and merchandising ability. Every minute of every day the Program and the Production Departments of WOW pull together to obtain merchandising results. Recently WOW initiated the first series of "Electric Kitchen of the Air" programs, in this territory. "Your voice of the air" should be WOW in Omaha and its trade territory.

IN A RECENT table tennis contest, the team of WIP, Philadelphia, defeated WFIL four matches to two. WIP now claims the Philadelphia radio championship. Members of the WIP team were Frank Becker, chief engineer; Mrs. Becker, Arnold Ngyen, technician, Jow Connolly, public relations, and Al Stevens, announcer. A NEW half-hour radio program sponsored by General Electric Co. Schenectady, popularizes scientific research and makes it easily understandable to the layman. Originating in the research laboratory in Schenec- tady Saturday night, the program is broadcast by WGY and short-waved to foreign countries by W2XAF. It consists of a popular talk by one of the scientists of the laboratory staff and a "Science Exchange" through which questions of a scientific nature sent in by radio listeners are answered.

LET US WRITE YOUR SUCCESS STORY—

WWOY, Detroit's NBC blue network station, has a chain of 8 stations in Michigan's 8 largest cities. Probing the very heart of Michigan's great market centers—combining program appeal and public acceptance with a great merchandising service—WWOY offers real sales producing power. This great plus service—the merchandising service—serves dealers, distribution for new products or revives and increases distribution for established products.

IN THE JOB!

KING-TRENDLE BROADCASTING CORPORATION

30 MADISON THEATER BUILDING...DETOIT

Let Us Write YOUR Success Story—

WXYX, Detroit's NBC blue network station, has a chain of 8 stations in Michigan's 8 largest cities. Probing the very heart of Michigan's great market centers—combining program appeal and public acceptance with a great merchandising service—WXYX offers real sales producing power. This great plus service—the merchandising service—serves dealers, distribution for new products or revives and increases distribution for established products.

Let us write YOUR success story.

THE DRIVE force behind WJAY, Cleveland, is Edythe Fern Melrose, titian-tressed general manager, who has surrounded her capable staff with handsome modern studios on the second floor of Carnegie Hall, Cleveland. The 10,000 square feet of studio and office space provide a luxurious setting. The control room is built on a false floor overlooking the three studios. Announcers have their own private soundproof offices. Left to right are Stanley Altschuler, director of foreign programs; Maxwell Hage, production manager; Beverly Dean, news editor, producer; James Sands, producer, writer; Edythe Fern Melrose, general manager; Jane Lavelle, production writer; Mendel Jones, chief announcer; Wayne Johnson, program director; Bill Cavanagh, publicity director.

Let Us Write YOUR Success Story—

WWNC, Asheville, N. C.

NOW, summer folk and tour- ists are flocking to cool Ashe- ville and Western North Caro- lina. Until fall, this section will enjoy

Doubled Population

Doubled Business

Get your share of sales in this rich market over WWNC—sole blanket radio coverage!
AN INNOVATION was inaugurated on WDRB, Hartford, recently, when a broadcast via ultra-shortwave was presented over the air direct from Connecticut State College at Storrs. Having given up their regular broadcast channel, WCAC, the college was desirous of broadcasting the ceremonies incident to the inception into office of the college's new president, Dr. Albert Jorgenson. Prof. Daniel E. Nobel of the college staff, broadcast the ceremonies including addresses by Gov. Cross of Connecticut, and Dr. Jorgenson, via ultra-shortwave using the frequency of 100 mc. 3 meters thru the college experimental station WIXEV. A special antenna system was installed atop the Hartford-Connecticut Trust Company, site of WDRC's new studios and special equipment picked up the short wave broadcast and put it on the air over WDRC. The original program was so successful that highlights in the commencement exercises were broadcast in the same way.

A FIFTEEN-MINUTE straight show, talk giving day's prices at 8:45 five mornings a week, Seem’s unbelievable, has been started on WGAR, Cleveland, by the Marine Meat Co., Cleveland. The firm operates a giant market, doing more than a million dollars in food business a year, with 150 employees. Ethel Hawes and Ben Levin of the Ethel & Ben hour presented later in the day, handle the program, which is unique in that it offers no entertainment. The sponsor has in mind giving women of Cleveland the news that reaches 30% of their income—food news. Response has been far greater than expected. Clerks report that shoppers respond in some cases a half-hour after the broadcast. Store posters: 600 in number—and newspaper advertising are used to support the program.

AUDIENCE HOLDING
WIBW Runs Three-Instalment
—Series in One Evening—

ED FELLERS, vice president and radio executive of Presba, Fellers & Presba, Chicago agency, describes a sure-fire method adopted by Don Searle, manager of station WIBW, Topeka, of getting and holding a large audience throughout the entire evening.

One night a week, WIBW broadcasts a transcribed mystery or adventure drama, complete in three episodes. These dramas are as full of thrills and action as the old-time dime novel and are spotted at 30 to 45-minute intervals throughout the evening. At the close of each episode, the time of the next instalment is announced and it is suggested that the audience leave their dials set on the station.

"The success of this plan has not only been shown by increased sales and response for our advertisers," says Mr. Searle, "but we are continually receiving reports that children refuse to be sent to bed until they have heard the concluding instalment of the series."

A NEW juvenile series on WHAM, Rochester, Children Can Conquer, is designed to acquaint children of St. Mary's Boys' Home and St. Patrick's Girl's Home with elementary facts of radio performance. The half-hour Saturday morning programs represent the practical application of broadcast lessons studied during the prior week under the guidance of Levere Fuller.

There's more to getting results for an advertiser than just the broadcasting of his program. This Columbia outlet in the heart of New York State's rich Mohawk Valley believes in merchandising with a capital "M". WIBX has a complete merchandising department that REALLY functions — a department that makes every effort to help sell the products which are advertised. Judging by the constant renewals of old contracts, and the consistent addition of new accounts, WIBX must be getting the kind of results our clients are after.

Incidentially, mats of the cut at the left will be furnished free to all advertisers for newspaper tie-ins.

WELCOME TO CHICAGO NAB! . . . .

- BROADCAST ENGINEERING
- EQUIPMENT
- MEASUREMENTS
- CONSTRUCTION
- INSTALLATION

OUR CONVENTION HEADQUARTERS . . . . ROOM 2440-A STEVENS HOTEL

W. P. HILLIARD COMPANY
2106 CALUMET AVE. . . . CHICAGO, ILLINOIS

Our entire staff of practical radio engineers will be available during the NAB convention, July 5-8.

We will appreciate an opportunity to consult with you regarding the engineering problems of your station.

It may be that you are interested in a field intensity survey . . . or perhaps like accurate measurements on your transmitter equipment . . . FCC rule No. 132 may necessitate the rebuilding or replacement of your present equipment.

We have the answers . . . offering conscientious service based on many years of practical radio station engineering.
Marrow Oil Returning J. W. MARROW Mfg. Co., Chicago (oil shampoo) will inaugurate a full radio program beginning Sunday, Sept. 6, 3:30 p.m., on 20 NBC-Red network stations. The program, talent for which has not been announced, is signed for 52 weeks and will be heard over a special hookup of WEAF, WTAM, WCAE, WWJ, WMAQ, KSD, WOW, WDAF, CRCT, CFCF, WFPF-WBAP, KPRC, WOAI, and the Red Mountain and Pacific Coast groups. Sellers Service Inc., Chicago, placed the account.

JACK BENNY, Eddie Cantor, Nelson Eddy, Lanny Ross, and Lulu Belle of the WLS National Barn Dance, in the order named, have been voted the most popular artists on the air in the third popularity poll conducted by Radio Guide, fan magazine.

CRYSTALS
★ Low Temperature Coefficient for the Broadcast Band
★ Mounted in Isolantite adjustable Air Gap holder
★ Approved by the Federal Communications Commission
Freq. drift less than 4 Cps/C°/Meg. $35.00
Freq. drift less than 2 Cps/C°/Meg. $40.00
Actual Frequency Drift Curve furnished upon request.

AMERICAN PIEZO SUPPLY COMPANY
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

MARRYING STATIC
Noises Aid in Locating Source
- Of Local Interference

MAN-MADE static is an unwelcome guest on most programs. Probably the only exceptions are the special broadcasts by Tobe Deutschmann Corp., Canton, Mass. (radio filtering devices) over WIXAL, Boston shortwave broadcasting station, in which practically the entire scale of artificial static is generated in the studio to be the star performer on the program. The purpose of these broadcasts, which are made available to broadcasting stations through personnel appearances and as electrical transcriptions, is to enable the listener to identify the various sounds and to take proper measures to eliminate them, either directly or by an intelligent protest to the power company or authorities.

The various sounds artificially created include those produced by diathermy machines, electric signs, neon lights, electric shavers, violet ray machines, dental drills, automotive ignition, street cars, traffic lights, vacuum cleaners, refrigerators and elevator motors. Two studios are required in making the transcriptions and for personal broadcasts. The speaker talks in one studio, in which, in addition to the telephone, there is a speaker connected to an ordinary broadcast receiver located in the second studio, and tuned to a local oscillator. The oscillator may be modulated either with phonograph pickup or voice, and is in effect a miniature broadcasting station. The noises for devices are operated in the second studio, and create noise exactly as it is heard in the home.

LONG TIME LIMIT AIDS NBC BOOKING

WHEN NBC announced recently that the time limit on future contracts had been extended from 60 to 90 days, several fall contracts were quickly booked. They include:

Packard Motor Car Co., Detroit (station cars) will take the entire NBC-Red network for the Fred Astaire program, Tuesdays, 10-11 p.m., beginning Sept. 8. Johnny Green (and orchestra) will be heard with Astaire, the program to be keyed from NBC Hollywood. Packard signed last year with Lawrence Tibbett. The program is signed for 52 weeks through Young & Rubicam Inc., New York.

Real Silk Hosiery Mills Inc., Indianapolis (Wheatees) will resume Jack Armstrong, child program, on CBS for several years. It is slated for the NBC-Red network, Mondays through Fridays, 3:30-5:45 p.m., beginning Aug. 31. Blackett-Sample-Hummert Inc., Chicago, placed the account, which is signed for 34 weeks.

Silk Hosiery Mills Inc., New York, (Big Berries) will sign with the NBC-Red network, beginning Sept. 13, with talent unannounced. Program is signed for 52 weeks. Leo Burnett Co., Inc., Chicago, is the agency.

General Motors to Resume GENERAL MOTORS Corp., Detroit (instantly) through Campbell-Ewald Co. of New York, intends to resume the General Motors Symphony Concerts on the same network, beginning Sept. 8, at 10-11 p.m., beginning Sept. 13, over coast-to-coast NBC Red network.

Wm. R. Warner Co., New York (Sloan's line) through Cecil, Warwick & Cecil Inc., New York, has requested the NBC-Blue network period Mondays, 9-9:30 p.m., beginning in October, but as this is beyond the 90-day time limit no contract has been signed.

General Foods Corp., New York (Log Cabin syrup) is looking for a suitable hour on the NBC-Blue network for a half-hour weekly program to feature Louise Massey of the Westerners (now heard on NBC). John Milton in a program built around a western Dude ranch. The program is scheduled to get under way late in September or early in October, with Benton & Bowles Inc., New York, handling the account.

FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

NOISE MAKER—Here is the apparatus used to recreate the interference that is heard through the average person's loudspeaker.

A & P Signs Kate Smith For Hour Series on CBS

GREAT ATLANTIC & PACIFIC TEA Co., New York (coffee) will discontinue the three-a-week CBS series after September and take a full CBS hour on Thursdays, 8-9 p.m., beginning Oct. 1 and using the 39 stations now broadcasting the Kate Smith program. The new program will be a variety program featuring guest stars, Kate Smith and Jack Miller's orchestra.

The period is opposite the Standard Brands Rudy Veelde hour on an NBC Red network.

It is understood that Kate Smith's new contract with A & S calls for a weekly stipend of $7,000. She will continue, in addition to her radio duties, to travel around the country and attend A & S sales meeting. Ted Collins, her personal manager, will continue to handle the account.

A & P sells more coffee than any other firm, its Eight O'Clock coffee being the highest seller of all brands. Other A & P brands are called Bokar and Five O'Clock. Paris & Peart Inc., New York, handles the account.

Big New Account

BENEDICT MANUFACTURING CORP., New York (personal loans) is a new radio account which will use 44 CBS stations west to Lincoln, Neb., for an announced program to make its debut, once a week, beginning Oct. 4, Sundays 5-6 p.m. It is signed for 52 weeks. Albert Frank-Quenther Law Inc., New York, is the agency with Neff-Rogow Inc., New York, serving as radio counsel to the agency.

Page 146 • July 1, 1936
"A VALUABLE INVESTMENT FOR ANY STATION... REGARDLESS OF ITS POWER"

From an unsolicited letter by Jay P. Beard 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.
Applications... JUNE 15

VTIC, Hartford—Extension exp. auth. change 1000 to 1600 kc, Sh-WBAL to Simul-KECLL until.

WSY, Rochester, N. Y.—Reinstates new station 1210 kc 100 w D.

WLW, Cincinnati—Extension exp. auth. change 1000 to 1600 kc, Simul-KECLL.

KDEC, Oklahoma City—Vol. assign. license 100 w transferred to new location.

KPDN, Pampa, Tex.—Vol. assign. location.

NEW, Johnson City Broadcast Co., Johnson City, Tenn.—CP 1000 kc 100 w 250 D unid.

WBIR, Chicago—Extension exp. auth. change WBC to 1000 kc 100 w 250 D unid.

Synchro-KFAB LS to midnight.

NEW, C. F. Jones, Cape May, N. J., Renew Broadcasting Co., Inc., Cape May, N. J.—CP 1400 kc 100 w 250 D unid.

KSL, Salt Lake City, Utah.—Modification license.

WBU, Anderson, Ind.—License for CP.

KXJ, Portland, Ore.—Transfer control to J. W. Simons, Jr., 1415 Se 22nd Ave., Portland, Ore.

NEW, W. E. Whitmore, Hobbs, N. M.—New location.

APPLICATIONS RETURNED—NEW, Myl, J. Jones, Cape May, N. J., Renew Broadcasting Co., Inc., Cape May, N. J.—CP 1000 kc 100 w 250 D unid.

NEW, W. C. Snider, Wichita Falls, Tex.—CP 1000 kc 100 w 250 D.

WDDS, Encinal, Calif.—CP 1420 kc 100 w, amended to 1000 kc.

WBG, Weavon, Tex.—CP change exp. auth. change from 1000 to 1200 kc.

WIS, Columbia, S. C.—License for CP.

KBGM, Minneapolis, Minn.—Move, change frequency, cease operation.

KBDR, Detroit—CP new license, increase from 1000 to 1500 kc.

WJR, Detroit—CP new license, increase from 1000 to 1500 kc.

WMO, Columbus—CP 1310 kc 100 w unid.

KOIL, Omaha—CP change exp.

JUNE 25

WAAB, Boston—CP change WNAC trans. to reduce number of carriers.

WSAB, Wake Forest—CP new license, use 250 kw base.

WDAW, Des Moines—CP new license, use 250 kw base.

KKNF, Fort Worth—Grant extension program tests (6-4).

WBPM, Pine Bluffs—Same license 500 w D.

KTNA, El Paso, Tex.—Granted additional license 1500 kc 100 w D.

KENC, Fort Wayne, Ind.—License to Broadcasting Co., Inc., Fort Wayne, Ind., amended to 250 kw.

NEW, WBDY, Bay City, Mich.—CP new license and permission to originate.

ROLLING STUDIO—Central Station Broadcast System (KFAB, KOIL, KFOR) has put this new mobile unit into operation. First person to receive telephone from Omaha, Neb. is the mayor (left of photo), with Bob Cunningham feeding questions. With a 30-watt transmitter, the outfit has a radius of about 50 miles. It includes public address system and a trapdoor in the top to give announcers a good view of what is happening in the neighborhood.
Colgate-Palmolive-Peet And Gillette Razor Sign For CBS Song Program

GILLETTE SAFETY RAZOR CO., Boston, and Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, shaving cream), both of which signed for the CBS Sunday night sustaining community song program within a few hours after hearing auditions, came to an agreement with CBS by deciding that each would sponsor the program on separate nights.

C-P-P will use a 67-station network for a show titled Come On, Let's Sing, to be heard July 1, Wednesdays, 9:30-10 p.m., with Jack Arthur as master of ceremonies and Edmund Rauffer, roving through the audience asking comment on current events.

Gillette, according to CBS, will use the 10-10:45 p.m. period Sundays and is considering a series of cross-country interconnected song festivals. Guest groups will be heard on the program from other cities, along with the New York audience. As an accompanying program, the Community Sing series drew heavy mail from all corners of the nation.

Rothrauff & Ryan Inc., New York, is the Gillette agency. Benston & Bowles Inc., New York, has the C-P-P account.

Pittsburgh Symphony Back

RETURN of the Pittsburgh Symphony Orchestra on 45 CBS stations, starting Sept. 3, was announced June 27. The orchestra and guest stars will again be sponsored by Pittsburgh Plate Glass Co., Sundays, 2:2-4:45 p.m. Batten, Barton, Durstine & Osborn, New York, handles the account.

THROUGH courtesy of the NBC-fed network, something like 60 stations were booked up the afternoon of June 20 for a “radio meet” of WPA staff and relief employees, with Harry Hopkins speaking from Washington and others from other cities.

NBC Staff Changes On the West Coast

SEVERAL NBC Western division executive personnel promotions and changes will take place in San Francisco and Hollywood on July 1, Don E. Gilman, vice president in charge, announced June 24.

H. J. Maxwell, who has been Gilman’s assistant in San Francisco for more than two years, has resigned to devote his entire time to development of the Fresno (Cal.) Broadcasting Co., seeking a new station there. His successor at NBC is Lew S. Frost, formerly Western division program manager.

Kenneth Carney, appointed production manager several months ago, has been elevated to the post of program manager. Frank Cope, for more than six years associated with KJBS, San Francisco, has been appointed NBC production manager in that city. He is a brother of Donald Cope, who held this position at NBC until he resigned some months ago to join Benston & Bowles Inc., New York.

Walter Baker, NBC office manager and purchasing agent in San Francisco, has been transferred to the Hollywood studios. He replaces Russell Garceau, NBC Hollywood office manager and auditor, who has resigned. Sydney Dorais, formerly assistant engineer in San Francisco, has taken over the post of office manager and purchasing agent vacated by Baker. A. G. Diedericks, who recently joined the San Francisco office staff, has taken on Dorais’ former duties.

In the rearranging of personnel, and as part of the general economic program inaugrated by Mr. Lohr when he became NBC president some months ago, three technicians, two in San Francisco, and one in Hollywood, have been eliminated from the staff. San Francisco men affected are E. E. Jef- ferson, studio engineer and W. D. Kellogg, KPO transmitter engineer. The Hollywood technician who lost his job was R. G. Dencaud. Several other changes in personnel, both in San Francisco and Hollywood, are expected to take place.

4.5% Interest in Stock:

Finalized in Indianapolis Air-Gas holders. In 550-1000 Kc. band, frequency drift guaranteed to be less than 2 cycles per hour from one end of the scale. Dependability, Output and Accuracy of Frequency. All Scientific Radio Service Crystals are ground to an accuracy of BETTER than 0.01%.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

$50.00

Two Crystals, $90

Approved by F.C.C.

Write to Dept. B-701 for price list.

ROADCASTING • Broadcast Advertising

July 1, 1936 • Page 149
Premium Offers of Network Sponsors Include Novel Merchandising Schemes

DIVERSE merchandise offers as well as service offers are found in premium campaigns being staged on major networks this year. Popularity of premiums continues unabated, with sponsors seeking to attract new audiences or promote sale of certain lines.

Premiums offered on CBS by sponsors during the first five months of 1956 follow:

American Tobacco Co. (Lucky Strike), picking first three ranking songs to be played on next program, all winners receiving a carton of Lucky Strikes (May).

Amo, White Lead & Color Works (paint), 25-word letter telling "Why You Like Thee", plus sales slip or tag from can of Lin-x. Weekly prizes; first, Ford coach; second, $100; next 20, $5 (Feb., March, April, May).

Atlantic Refining Co. (petroleum products) a free offer of a copy of Parker Carver's Story of Tom River (Feb., March).

Carborundum Co. (abrasives), pocket size Carborundum sharpening stone for box top or label from any Carborundum product (Jan., Feb., March); a free offer of booklet, Romance of Carborundum (Jan.) to the ten oldest couples dancing to the music of "Blue Danube" on program, pictures of Niagara Falls (Feb.).

Colgate-Palmolive-Peet Co. (Palmolive soap), complex brush for 10 cents and three brush bands from any line of Palmolive soap. (Jan., Feb., March); short letter on, "Why Crime Does Not Pay, etc." (March, April, May).

Colgate - Palmolive - Peet Co. (Peet's Granulated Soap) complex brushes (March, April, May).

Consolidated Cigar Co. (Harvest cigarette) pick one word for a free offer of free cigarette package for 15 cents (April).

Continental Baking Co. (Wonder bread) free map of the Wonder Valley of Gold and a booklet "Around the Campfire" (April). A free offer of Cream of Wheat Corp. (cereal), membership in Buck Rogers Solar Scouts club, inclusion in any lunch and snack handbook, for the triangle of a package of Cream of Wheat (April, May). Buck Roger's equipment to members of Solar Scouts club for green triangles of Cream from Wheat (Feb., March).

Delaware & Lackawanna Coal Co. (Blue coal), free tickets for booth and ticket sales (Feb., March).

E. L. DuPont de Nemours & Co. (institutional), copy of Declaration of Independence to teachers and instructors to be furnished the name of school and class taught (Jan.); another manuscript offer of "Abraham Lincoln, A True American", same requirements as above, program "Kleenex off DuPont Products" and "13-color chemical color chart" (April). Sample of rug anchor (April).

Ford Motor Co. free copy of weekly radio talk with Mr. Lincoln Zephyr (April). "Great Atlantic & Pacific Tea Co., (A & P coffee) tickets for basketball games between the Bears and the Celtics for $1.50 and $1.00 (April, May)."

General Mills Inc. (Wheaties), a word-building contest using only standard English three-letter words formed from the letters in the sentence "Wheaties keep you warm as a cooked cereal" accompanied with sale slip for box of Wheaties. Prizes: First, Lincoln Zephyr 1937; Second, $50; Third, $25. (Jan., Feb., March).

Hecker-Elco Co. Inc. (Elco oatmeal and Fence) make book for person submitting the best 500 word letter on, "How to Silv a War?" No price limit (Feb., March). Offers of purchase required (Jan., Feb.); Eddie Fink on the program "Hill's Almond Cream " (March, April, May).

Hecker-Elco Inc. (Hill's Almond Cream) 4-week series of "How to Silv a War?" (Feb., March). Offers of purchase required (Jan., Feb.); Eddie Fink on the program "Hill's Almond Cream" (March, April, May).

Hill's Almond Cream (March, April, May).

Kolynos Sales Co. Inc. (toothpaste), for best three-word name of black evening dress worn by Martha Raye in the picture "Wife vs. Secretary" and a Kolynos car ton (first prize, $1,000; second prize, $500; third prize, $250; April, May).

Kolynos Sales Co. Inc. (toothpaste), free offer of quick recipes (Feb.).

Kolynos Sales Co. Inc. (toothpaste), a free offer of quick recipes (Feb.).

Lady Esther Co. (cosmetics), free offer of five different shades of face powder and sunscreen (April).

Lehn & Fink Inc. (Pecabo toothpaste), four-week series of "Smokey" for person submitting the best 500 word letter on, "How to Silv a War?" No price limit (Feb., March). Offers of purchase required (Jan., Feb.); Eddie Fink on the program "Hill's Almond Cream" (March, April, May).

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Mohawk Carpet Mills Inc. (carpets and rugs), free offer of bottle of Old English Rug Stain (rug anchor) for the number of favorite Mohawk rug or carpet (March, April); free offer of interior decoration booklet (May).

Jenkins & Adair, Inc.

Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment

3333 Belmond Ave.

Chicago, Ill.

Cable: Jenkikadair

BROADCASTING • Broadcast Advertising

FACSIMILE BOND — WOR, Newark, on June 15 sent to 3,000 agencies and advertising representatives a "bond" promising to pay bonus coverage in its market. The stunt tied in with issuance of bonus bonds.

SOUND EFFECTS

From Life

Extensive Library— Approximately 500 Effects

Custom-Built Transcriptions

Commercial Plating

Duplicating and Pressing

Write Us Your Needs

Gennett Records

(Div. of The Starr Co.)

Richmond, Ind.

FREQUENCY MEASUREMENTS ARE AN INEXPENSIVE INSURANCE AGAINST OFF FREQUENCY OPERATION

Our periodic regularly scheduled measurements have proven invaluable to over a hundred stations using our reliable frequency performance records. A few of the broadcast and police stations who subscribe to our service on a contract basis are: WJDC, St. Petersburg, Fla.; WYDL, Chicago, Ill.; WDNA, Des Moines, Iowa; KYOD, KLZ, WMJ, KNFN, WRE, KGCN, WNAX, KCRC, KTUL, XERN, XEMO, KOPX, KMJJ, KNHF, KACF, KNIP, and others. You can help by this inexpensive but invaluable service.

Rates

Single measurements $1.75 each

One-a-week measurement $5.00 per month

TRU-AXIS CRYSTALS

"LOW DRIFT"

Approved by FCC

An improved power crystal having an extremely low temperature coefficient of frequency. Each TRU-AXIS Broadcast Crystal is individually tested over the frequency range, and the drift is not allowed to exceed 3 CPS/meg/°C. Orders accepted now at this price for delivery any date specified by the station between July 1st and November 10th, 1956.

PRICE $4.25

Radio Engineering Consultants

And Dealers of Remler Quality Speech Input Equipment

COMMERCIAL RADIO EQUIPMENT COMPANY

7305 Baltimore St.

Kansas City, Mo.
First Fr. Coughlin Interview

HERE is the first personal radio interview ever given by Father Charles E. Coughlin, literary De
troit priest. He is being interviewed by Linus Travers (right), Y. A. & E director of commercial
productions. A second part of the interview, by Yankee president, is behind the
microphone. Father Coughlin is said to be negotiating for a spe
special network during the political campaign.

payment on typewriter for $2 (Feb.): personal correspondence offer of portable
typewriter, carrying case, instruction book, package of carbon paper, 2 quires bond
stationery with name and address imprinted, plus booklet by Emily Post, de
tails from Remington (March), copy of "How to Write What You Write," package of carbon paper for 2c make and model of typewriter if owned (March); typewriter desk, 2 quires of vellum stationery with name and address
imprinted, booklet by Emily Post, copy of "How to Write What You Write," plans for portable typewriter desk, RCA, $300, $200, in months to April; offer to send free to
buyers (March)."...

Mr. E. H. Rietzke, PRESIDENT, CRei

A "PEDIGREED"
EMPLOYMENT SERVICE
FOR RADIO EXECUTIVES

Who Require The Services of Highly-Trained

RADIO ENGINEERS

▪ If there was such a title as "Pedigreed Engineer"
that's the classification our search for trained
men would fall into.

Most CREI students and graduates are men who
have, and for years, been professionally engaged in
Radio. They are men who are ambitious and eager to
study while they work
men who are qualifying themselves for the most im-
portant jobs you have to offer.

We know all about their ability... their training...
their past experience. We know the plans you have
for these men. We are looking for...

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Capitol Radio Engineering Institute

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July 1, 1936
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CLASSIFIED ADVERTISEMENTS

Help Wanted
Radio Salesmen Wanted!
Excellent opportunity for salesman experienced in selling small independent station time. Opening in city where hundreds are available. Good location._merchandise. Some living conditions are most desirable. Our firm is interested in the type of man who wants a real opportunity. We want another good experienced man to make it even greater. Unusual chance for right person. No transients accepted. Give full particulars. Address Box 506, BROADCASTING. Our employees know of this advertisement.

Experience announced, artists, continuity writers, copywriters, salesmen, production personnel and production people are invited to reply, with, NATIONAL RADIO DEPARTMENT, Vocational Bureau, Cleveland, Ohio. Applicants must have high school education. Several positions now open to be filled immediately.

WANTED: Continuity writer with original ideas, ability to put into words the station's program. Must be proficient in general writing, with ability to write clear and informative copy. Position requires evening work. Give full particulars and condition. Address Box 506.