America's "Ten-Gallon Hat" Market

The Great Southwest is America's leading market for "ten-gallon" hats, but the 807,302 WFAA-WBAP "radio families" also eat and sleep, drive cars, build and furnish homes and have the usual needs of the average American family. In fact, in the Dallas-Fort Worth area incomes are well above the national average and sales in all lines are now reaching new highs... The Southwest's leading station can do a whale of a job for you if you sell "ten-gallon" hats but, more important, it can do a "ten-gallon hat sized" job for ANY product of merit. Our National Representatives, Edward Petry & Co., Inc., will gladly supply full information on the special marketing opportunity in Texas during this Centennial Year.

50,000 Watts
WFAA - WBAP
Dallas
Fort Worth
By direct, audited measure

Columbia

Note for analytical minds: In this world of many different kinds of surveys, you will be interested in the fact that the data given here are based upon the audience's direct expression of what radio stations it listens to regularly. No incomplete rankings of programs are used, but a measure of what the full day's schedule does in building each station's audience. On this significant basis, we know accurately (from an unbiased audit) that the Columbia Network has more listeners than any other network, or group of stations, as shown on the facing page. This is a measure, of course, of network audiences: the audiences regularly delivered to advertisers by the networks in each combination of cities (not each individual city) indicated. Write for details.
has more listeners than any other network —

in the 10 largest cities of the United States

in the 13 cities where the three basic networks meet in direct local competition

in the 26 cities of the CBS Basic Network

in ALL the cities of the complete Columbia Network

New, and audited figures on the size of the audience for every network station in these cities have just become available; and may be seen, when you wish, at the New York offices of the Columbia Broadcasting System.

But there's still another way of telling. More of the country's largest advertisers broadcast over Columbia than over any other network. These shrewdest buyers of advertising facilities know whereof they buy.

COLUMBIA BROADCASTING SYSTEM • 485 Madison Ave., New York
for the HARD-TO-PLEASE

Beyond those more intangible attributes which have won for WOR the favor of more than one hundred and seventy advertisers during the first five months of 1936, are the immediate results they obtain at a very low cost per cent. For example, the maker of a household commodity offered some fine seeds to listeners during the spring of this year. Six times he asked WOR listeners to purchase his product and mail a box top to this station accompanied by ten cents. In less time than it took to make the announcements, 22,489 dimes and proofs of purchase were received. Ah, but that is not all. Our statisticians tell us that for every dollar spent for WOR time by this sponsor, he enjoyed a return of $3.74 in cash expenditures by listeners for his product. It is little wonder that an increasingly greater number of alert advertisers are beginning to learn that there exists among the inhabitants of the WOR market a spirit of free-spending equanimity to be found nowhere else.
WXYZ, with its vast experience in showmanship, handles a "big time" production schedule of musical, dramatic, and variety entertainment—producing and broadcasting forty-four of its own sponsored programs. And that we're doing a whale of a job for our advertisers is attested in twenty-two brief case histories of WXYZ sales successes. We will gladly send them to you upon request.

WXYZ STUDIO PRODUCTIONS

32 Quarter Hours

<table>
<thead>
<tr>
<th>Show</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Ward, Housewife</td>
<td>5-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Noonday Comments</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Livestock Mkt. Reports</td>
<td>5-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Day in Review</td>
<td>6-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Kyrie's Rhythmers</td>
<td>5-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Sports Highlights</td>
<td>5-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Romance</td>
<td>3-1/2 hrs. whly.</td>
</tr>
</tbody>
</table>

12 Half Hours

<table>
<thead>
<tr>
<th>Show</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Lone Ranger</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Big Broadcast</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Children's Theatre at Air</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Michigan Theatre Hour</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>The Missing Span</td>
<td>1-1/2 hrs. whly.</td>
</tr>
<tr>
<td>Food Manufacturers</td>
<td>6-1/2 hrs. whly.</td>
</tr>
</tbody>
</table>

The Western Michigan Market belongs to WOOD! Here—in Michigan's second biggest market—the wholesale and retail business averages more than $200,000,000 annually! Can this market be overlooked? Certainly not! Can this market be reached through powerful network stations in Chicago and Detroit? No. Facts prove it. You MUST use WOOD for sales.

WOOD-WASH—A Must For Sales

Grand Rapids is 135 miles from Detroit—125 miles from Chicago. A recent NBC-ROSS Federal Survey in Grand Rapids showed more listeners tuned to WOOD than all the other stations combined. A similar survey by Alka Seltzer-Benjamin Soby again showed the same result. Actually 3 times as many listeners as any other station—including powerful network stations such as: WGN Chicago, WJR Detroit, WLW Cincinnati. It is obvious, therefore, that in order to win the great Grand Rapids Market through the use of radio—you MUST use WOOD!
MAY the Lord forgive us, but we’re getting awfully sick of seeing the boys rushing around, yammering about million-dollar advertising contracts and billion-dollar plans and blah blah blah.

What we’re looking for is a few more agencies or manufacturers who’ve got a darned good product, a swell personnel, and a smallish appropriation to start with. We want to work with a few more such outfits—help them to plan constructively, to spend wisely, to go places and make money via radio.

That’s the way our business was built, and it’s the way we like to work. Do you want us to work for you?

FREE, JOHNS & FIELD, INC

Associated with Free & Sleinter, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8600

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8464

SAN FRANCISCO
111 Sutter
Sutter 4353

LOS ANGELES
C., of C., Bldg.
Richmond 6194

WIS . (NBC) . . . . Columbia
WHKC . . . (CBS) . . . . Columbus
WOC . . . (CBS) . . . . Davenport
WDAY . (NBC) . . . . Fargo
KTAT . (SBS) . . . . Fort Worth
WDRC . (CBS) . . . . Hartford

WKZO . (MRN) . . . . Kalamazoo
WNOX . (CBS) . . . . Knoxville
KFAB . (CBS) . . . . Omaha-Lincoln
KOMA . (CBS-SBS) . . . Oklahoma City
WMBD . (CBS) . . . . Peoria

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

Southwest Broadcasting System
NAB Staves Off Effort to Split Ranks
Levy Bolts Convention; Attendance Records Are Broken;
Myers Elected President; Baldwin Reappointed

By SOL TAIHOFF

SUCCESSFULLY resisting the most serious threat to unity within the industry it has ever faced, the 14th annual NAB convention adjourned July 8 with a stronger organization, and charted an ambitious program of expansion for the coming year.

Because of the interest aroused by the intra-industry strife, the convention broke all records for attendance, with a gross enrollment of 816, and with a delegate registration list of 258. Charles W. "Chuck" Myers, operator of KOIN and KALE, Portland, Ore., was elected president for the ensuing year, and James W. Baldwin, managing director, was reappointed.

An effort to split the industry and create a new trade association was made by Isaac D. Levy, retiring treasurer, coowner of WCAU, Philadelphia, and an important CBS stockholder. Launched on the opening day, Mr. Levy's undertaking fizzled and the succeeding sessions evidenced the building of a stronger NAB. His defection was traceable to the music copyright issue. Balancing his appeal with Mr. Baldwin, and ten of the 19 members of the board whom he characterized as the "secret ten," Mr. Levy has declared his intentions are still to form a new trade association, which he promised would get under way soon.

Baldwin Unscathed

The major networks, likewise openly opposed to NAB copyright activities and the Baldwin regime, did not, however, support the Levy move. They had threatened to "take a walk" from the trade association some months ago, but time had its healing effects and the networks are still as well identified with NAB as before, although obviously disappointed over the turn of events.

Mr. Baldwin, who as executive head of the NAB has been in the thick of the bedlam of controversy during the last year—his first as managing director, emerged unscathed by the Levy attack and other efforts to unseat him. He was not only reappointed by the new board of directors following the convention, but he was given a $2,000 increase in salary to $10,000. Aside from a few exceptions, practically his entire slate of recommendations was approved by the membership. These included his plea to keep copyright negotiatiing powers within the NAB, whereas CBS, supported by NBC, proposed elimination of "all controversial issues" from the NAB purview; his three-point plan for a Bureau of Copyright within the NAB; and his project for creation of a cooperative bureau of radio research through subscription of NAB funds. The new board of directors, following adjournment of the convention July 8, promptly voted to authorize a fund of $10,000 for furtherance of this undertaking, looking toward a bureau to authenticate station coverage and listener data in collaboration with the Association of National Advertisers and American Association of Advertising Agencies. This $10,000 is to be used if, and when needed. A fund of $30,000, two-thirds from NBC and $10,000 from CBS, already is available.

The most important Baldwin recommendation which failed to pass—that proposing a 50% increase in dues to defray contemplated costs for new undertakings—was lost by failure to get the necessary two-thirds majority vote. The convention also rejected a series of resolutions and proposals offered by members at the conclude session, including one which would have placed the NAB on record in opposition to the granting of any additional 500,000 watt applications, on the ground that it tended toward monopoly and would prove inimical to the interests of public and industry.

Myers on Independent Ticket

MR. MYER'S election developed from an independent ticket offered from the floor, after the nominating committee brought in the name of Edwin W. Craig, of WSM, Nashville, despite Mr. Craig's enforcement of the convention. The latter was en route to Europe at the time, having arranged the trip, and to the designation of the convention time. The new president, who takes over the gavel held by Leo J. Fitzpatrick, of WJR, Detroit, during the last year, is well known in industry ranks. He was elevated from the first vice presidency and for four years has sat on the NAB board. He has been a broadcaster for the past decade, and prior to that was in newspaper work 25 years, handling circulation, advertising management and then business management. His name had been considered by the nominating committee along with that of Mr. Craig and John Shepard 3d, president of the Yankee Network.

Elected along with Mr. Myers as officers were John Elmer, owner of WCBM, Baltimore, and a former newspaper publisher, as first vice president; Gardner Cowles Jr., president, Iowa Broadcasting System, and editor-in-chief of the Des Moines Register-Tribune, second vice president, and Harold Hough, manager of WBAP, Fort Worth, Tex., circulation manager of the Fort Worth Star-Tel-egram, treasurer. There was no opposition to these nominations by the official nominating committee. Directors elected to fill the six vacancies were Edward A. Allen, WLWA, Lynchburg, Va., retiring second vice president, and president of National Independent Broadcasters; Arthur B. Church, KMBC, Kansas City, (reelected); Gene O’Fallon, KFEL-KVOD, Denver; John F. Patt, WGAR, Cleveland, and L. B. Wilson, WCKY, Cincinnati, for three-year terms; and Frank M. Russell, NBC Washington vice president.

NAB OFFICERS AND BOARD, 1936-37—Lower row left to right: John Elmer, WCBM, Baltimore, first vice president; Harold Hough, WBAP, Fort Worth, Tex., president; John Shepard 3d, Des Moines Register-Tribune, executive editor; Gardner Cowles Jr., KSG-KRNT, Des Moines, second vice president. Directors upper row left to right: Tom Symons, KFFY, Spokane; L. B. Wilson, WCKY, Cincinnati; Gene O’Fallon, KFEL-KVOD, Denver; Arthur B. Church, KMBC, Kansas City; Ralph Brunton, KJDS, San Francisco; Joe Maland, WHO, Des Moines; Harry Butcher, CBS, Washington; W. Wright Gedge, WMBC, Detroit; Edward A. Allen, WLWA, Lynchburg Va.; John Gillin, WOW, Omaha; John Patt, WGAR, Cleveland; F. M. Russell, NBC, Washington. Absent when picture was taken were A. J. McCook, WOR; Edwin W. Craig, WSM, and Gordon Persons, WSFA.
The only real fireworks of the convention developed at the opening session. It was then that Mr. Levy staged his one-man revolt, and with it he launched his campaign and the board majority; making grave charges against Philip G. Locks, former manager of WJZ, Washington, and Joseph H. J. Levy, former executive vice president of his firm. Mr. Levy, who served jointly as treasurer of the NAB-organized program, returned to New York several months ago; withdrawing WCAU from membership, and announcing formation of his new “association.”

The convention opened with an address of welcome by Barnet Hodes, corporation counsel of NAB, and was immediately followed by President Fitzpatrick’s address. He ran through the customary opening festivities by loosing an attack upon broadcasters for slipshod tactics, and concluding with a plea for unity, which was taken up by other speakers after Mr. Levy’s tirade. He said that the industry was in a state of hibernation for air regulation. He said that the industry was in a state of “airing its dirty linen in the public gaze.” He upbraided the managers for not recognizing the fact that an association was a joint effort. He said that a joint effort was necessary to eliminate the petty bickering or strife, to weed out the quarreling among members of the business, and for the benefit of the rest of the managers who are trying to do the right thing. He said that the managers are the people who are trying to do the right thing. He said that the managers are the people who are trying to do the right thing. He said that the managers are the people who are trying to do the right thing. He said that the managers are the people who are trying to do the right thing. He said that the managers are the people who are trying to do the right thing.

“I see to me there are more chance making, people who are more gossips in the radio industry than in any other line of work, or capable business men in the country. That is a strong statement, and it is harder to prove, but it is true. And it is the reason why we have no privacy in our meetings than a county fair.”

“Clean House Mentally”

“THE NAB was founded for privacy. I believe, but until we grow up and throw out a lot of juvenile proceedings, we might as well abandon any idea of privacy. The most successful combatants are always those who know the enemy’s moves in advance. And the first step in a successful campaign is secrecy of movements. We have never had that. Every step that we have proposed to take, every move that we have proposed to make, has been telegraphed or exposed long before we were ready to advance. The retiring president concluded with remarks to the broadcast corporation that “clean house mentally, absolve ourselves from selfishness and then...”

Introduced next was Chairman E. O. Sykes of the FCC Broadcast Division, who addressed the convention on the need of unity and radio regulation. He urged stations to prepare for the hearings on the appropriate bodies, and to work on the National Broadcasting Corporation (NAB) and the Board of Governors, to begin in Washington on Oct. 5, and stressed their importance. The whole question of station, power and frequency allocations, he brought out, will be invaded by the Broadcast Association, after which it will decide whether alterations are desirable.

The Levy Attack

THERE was silence when Mr. Levy stepped before the convention. At four preceding conventions he had held broadcasts spellbound by the eloquence of his oratorical discussions. Last year he went through a bitter fight for reelection and was summarily defeated by the “black sheet platform” as he put it. He has consistently opposed the “picket line” practice of cordoning off a method of nailing down the ground that it not only would be more expensive but also cannot be used in the same way. There are suggestions for three successive years has resolved in favor of nailing “per piece” and it reiterated that expression in a formal resolution on the concluding day of the convention.

Almost at the start Mr. Levy laid the blame for the copyright negation upon the doorsteps of Mr. Baldwin and the “secret ten” of the board. He announced that after he had spoken he would resign from the NAB, which he did.

Speaking from prepared manuscript for the first time, Mr. Levy charged that the practical result of following Mr. Baldwin’s appointment last year, the managing director ignored instructions of the board that the letter be issued, and that the membership urge acceptance of the ASCAP five-year contracts under the threat of a five percent of gross receipts. He added he had added for a board meeting but it was not called for two months. Upon this he blamed the situation which later developed with the resignation of Warner Bros. publishing houses from ASCAP at the beginning of the year. The infringement suits and the necessity of many stations signing five-year Warner contracts.

Increasing in bitterness as he went along, the retiring treasurer charged that President Fitzpatrick also was mentioned by Mr. Baldwin and the “secret ten,” despite the fact that the president, treasurer and managing director constitute the committee of NAB. On Oct. 17, he said, the board passed a resolution instructing the managing directors to give the NAB’s desire to the membership advising stations to accept the ASCAP offer of a five percent of gross receipts, and that if this had not been done, they would have been noted by you as being on the Warner catalog for which a large number of you are now paying a considerable sum of money.

It was not until Dec. 3 that the telegram went out, Mr. Levy declared, and then on the following day the negotiations were brought to the ASCAP. And on the following day, he said, Mr. Baldwin sent out a telegram repudiating the first one.

Claims Confusion

“THEN,” he continued, “came a series of telegrams, letters, manuscripts, books, pamphlets and many songs.” Mr. Baldwin sent a letter to the board, he said, advising you to notice that no intelligent person in the world could understand the song “strange, irrational, rambling, hopeless confusion, to which I refused to contribute.”

Of the publicity released by Mr. Baldwin during the past year to shed light upon this association. He was a managing director, employed by Mr. Baldwin, he said, and the secretary was the manager. He forgot there was such a thing as an executive committee which he did not constitute. He forgot there was a treasurer; he did as he pleased, influenced by a series of strength of will. It is the slightest conception of what it is all about.

Mr. Baldwin appointed his own committees, appointing some who were not even members of our organization. For the miserable less than $16,000 that he made these ten members of your board.”

After upbraiding members of the board Mr. Baldwin, he said, Mr. Baldwin outlined his plans for his new association, which he declared that if the old organization had corresponded with him. He said the organization would have no president or board, but simply behind him. He would not have a program director and all of such personnel, who would relieve station members of the necessity of hiring Wash- andington lawyers, secretaries, etc., for what he described was “work that could be done by messenger boys.”

Plunging back into his attack, Mr. Baldwin said that Mr. Baldwin had a lot of mismanagement and calling of unnecessary board meetings at great expense to members and the “program foundation fund” which he said Mr. Baldwin was using and which would cost $200,000. In this connection, he mentioned the deputized Radio Program Foundation, and charged that it was a money-making machine by principals dividing the funds. He said Mr. Baldwin did not mention the demise of that organization in his report.

Hits Foundation Incorporators

“THREE gentlemen, Hostetter, Leland & Co., had incorporated the foundation and they acquired a little music,” Mr. Levy asserted. “You were not to use, and some of you did. Each of these three men was in the employ, at the time, of the NAB and being paid for his service. This relationship had been a great success, the profits would flow to the stockholders. The men of the company, Leland & Co.

Hostetter. When they decided to abandon this project, as a failure, there...
NEWCOMER - Sam Install (with cigar), utility magnate now heading his Associated Broadcasting Co., gets acquainted with broadcaster at NAB banquet. With him are his sale, George Roesler, and ...; Mr. Ballou are William O. Wagner, Irving Gruxman, Mr. Blink and Harold Fair.

PHOTOGRAPH - Candid shot of Ed Petry, left, and Sidney Keys, CBS counsel, in earnest conversation.


SAN FRANCISCANS - Left to right: Phil Lasky, KSFO; Edward McCallum, KYA; Ralph Brunton, KJBS, KQW.

FACED - Freshmen, seniors and varsity gentlemen, enjoying the pleasant weather.

THE LAURES OF YACHTING - aboard Odyssey, Eugene McDonald's massive 45-foot schooner at the 25th Annual Yacht Club of Lake Michigan Yachtsmen's Regatta over the slopes of Lake Michigan and the regatta committee office in the wonderful Hotel Chicago.
was $5,000 left which they divided among themselves, and sent a letter to the NAB board justifying their action.

As CBS, Mr. Runyon, vice president and treasurer, said he was distressed over the feeling and divergent views. He had concluded that the function of a trade association is to deal with non-controversial matters which is generally agreed. He urged that copyright, as a controversial issue, be removed from NAB jurisdiction, and that the association deal with problems on which there is a united front. His resolution to this effect, offered at the concluding session, was defeated.

Defence of Mr. Levy was voiced by the v.p. of the NAB, president of WOR, Newark, and chairman of Mutual Broadcasting System. Mr. Levy, he said, was a statesman. "He must have personal motives, but his feeling sprang from hard work and an honest desire to help. He supported Mr. Runyon's plea for unity, declaring that if can be accomplished only by removing copyright from the association. A step should be taken. Mr. McCosker said he had consistently intended. He labelled "secret ten" as a member of the board, because he had not been in harmony with their views.

Research Program
IN HIS routine report, Managing Director Baldwin made a strong plea for progressive steps toward the establishment of a cooperative radio research, for a continuing program of technical research and for pushing to completion the plans for consolidating the Bureau of Copyrights within the NAB. Summarizing the year's achievements against the background that NAB membership is larger than at any time in history, totaling 407, a gain of 22 in a year. Financially, he said, the NAB is in better position now having a balance of $17,451.49 as of June 30, as against $4,454.45 on the first of the year. Interestingly, the last fiscal year were $97,043.44 and expenditures $79,638.51.

Urging approval of the cooperative research project, Mr. Baldwin briefly described the work of the NAB committee on research, which is co-ordinated by Mr. Church, who also is the commercial committee chairman. balcony committees by counties last week [see July 1 issue of BROADCASTING] is the best example of the good that can be accomplished by cooperation of the industry in its own interests. The NAB is in better position than ever before. There is much that remains to be done.

New projects will require new financing. Thus far NBC and CBS have paid the expenses of the committee. The right to bear all the expenses is not a single station that does not benefit by all the work that has been accomplished. H. C. Baldwin made a plea also for his proposal to increase dues by 50%, which was lost at the closing session. He said the industry has the ability to bear his proportionate share of the expense.

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WITH THE CANDID CAMERA

To Herbert Hollister, general manager of the new KANS, Wichita, and an able photograpger, BROADCASTING is indebted for these panel of candid shots taken during the convention. In the left panel, top to bottom, are James W. Baldwin (NAB); Gardner Cowles Jr., (KDKA), newly elected vice president, and Sidney F. Ely (WCLO); Harry Woodman (KDKA); F. M. Russell (NBC) and William S. Hedges (NBO); John Patt (WGAR), newly elected director; Tom Simmons (KFFY) and Arthur B. Church (KMBO); Don Withcomb (KFI); and Harry C. Butcher (CBS). In the right panel, top to bottom: C. W. Myers (KOIN-KALE), newly elected president; W. Wright Gedge (WMMC) with Ed Allen (WLYA) and Mr. Ribble (WBO); and Mr. Alton; Gene O'Fallon (WFL), Mr. O'Fallon (KSO); Mr. Allen; and Mr. Allen (KALE), newly elected director; Mr. Allen and Mr. Myers; Lambdin Kay (WSB).

and finally, possesses prestige and unquestioned authority.

As the second order of business at the Tuesday session, the convention heard an address by C. H. Sandage, chief, Division of Communications, on the basis of the Census, on the census of the broadcasting industry covering 1935 business and employment just being concluded by the Bureau. He revealed that data based on returns from 517 commercial stations, or 90% of the total, showed net revenues from direct sales of time, plus sums received from networks of approximately $48,000,000. Employ- ments for the same stations showed an average of 11,500 station employees in 1935, with an annual payroll of approximately $19,000,000, more than 90% of which went to full time employees.

There followed a panel discussion conducted by H. K. Carpenter, WTK, Cleveland, and participated in by a score of broadcasters and agency representatives which ran riot over the whole field of commercial station operation, other than the purely technical phase. Pointed views on agency representation, discounts, promotion and other practices were expressed, as reported elsewhere in this issue.

Commercial Committee

AT THE Tuesday afternoon session, Mr. Church again took the rostrum to deliver his commercial committee report. He again pleaded for support of an agency recognition bureau, which became the subject of a subsequent resolution, for the research bureau, for the adoption by stations of the plan for a uniform system of cost accounting, and for observance by stations of the highest degree of ethical standards.

He asked for a place on the general program of the annual sessions of the Advertising Federation of America, rather than a side show radio departmental session, as a way to precedent to NAB's continued affiliation with AFA. Pointing out that the NAB did not hold a session this year coincident with the AFA convention as it had for the preceding three years, Mr. Church said: "It is the opinion of your committee that the recent procedure of the AFA of emphasizing a multiplicity of meetings devoted to specialized groups seriously impairs, if not invalidates, the opportunity for a general approach to advertising problems with the recognition such as the AFA generally affords. It is the recommendation of your commercial committee that if the NAB continues as a contributing member of the AFA that hereafter the NAB shall have a place on the AFA general program. Only in this manner can the members of this association fully benefit from affiliation with the AFA and I am confident that AFA officials, if properly approached, will agree on this point and that the cordial relations which have existed between the two organizations can be maintained to the interests of both."

Mr. Church asked that the new sales managers division of the NAB created during the convention, be supported by the NAB. The division, he explained, would function alongside the commercial committee. He urged a one-rate policy, a subject that provoked debate pro and con. Since the adoption of the broadcasting industry code, he said, there has been a return of rate-chisel practices. Stations in some cases are falling for "per inquiry" business and contingent schemes which, he said, "cannot but destroy the confidence of substantial advertisers whose business should comprise the backbone of your income."

"There is need for another campaign to shorten the commercial announcement portion of programs. I am afraid that nearly all of you have, through transcription programs, let some of the advertisers get by not only with an excessive amount of advertising copy, but also in some cases with copy of an objectionable nature, that you would not under any circumstances permit to be included in your studio-built programs. If you aren't hard-boiled with your advertisers or with the agents who place such programs with us, you certainly can't expect our governmental regulating bodies to be other than hard-boiled with us."

In the ensuing debate dual rates, merchandising practices, interpretations of what constitutes a national program, and similar questions cropped up for grueling cross-fire. Participating were Messrs. Church, Carpenter, Harri son Hollaway of KPI, E. H. James, NBC promotion manager, Charles Myers of WSS, St. Petersburg, and Mr. Middelwy.

Concluding his report, Mr. Church advocated shortening of the "summer slump" period by the abolition of daylight savings time for program schedules. He recommended also that the convention instruct the president to appoint a committee of five or seven whose responsibility it would be to explore during the next year the possibilities to the broadcasting industry of a bureau of radio promotion and to report to the next convention. This suggestion, however, was not followed by the resolutions committee, and was simply referred to the board of directors.

To close the Tuesday session, J. H. DeWitt, chief engineer of WSM, Nashville, as chairman of the NAB...
engineer, committee, advocated technical improvements in stations before the FCC forces them. Good engineer, he said, means money in the station owners' pockets. He told of a station listed at 1,000 watts which actually radiated only 200 watts of its effective radiated power. Some commercial men, he explained, believe that the power listed on the rate card is certain to be found in the station owners know that clients are held by coverage results."

The Political Day

THE FINAL day's session was devoted to resolving and politicking. Doc Myers became known as Mr. Craig, despite his absence, had been nominated for the presidency by the Independent nominating committee, and that Mr. Myers was not even accorded a board post, support of which is expected Tuesday night. The prime movers of the independent slate headed by Mr. Myers, were Mr. Church, who was suggested as a "campaign manager" and a close personal friend, Ed Allen as the leader of the independent group through NIB, and W. Wright Gedge, WMBC, Detroit, and an officer of NIB. Preparation of the independent NIB slate was completed in the early Wednesday morning, after an all-night siege of campaigning by its sponsors.

In addition to the substitution of Mr. Myers for Mr. Craig, the independent ticket proposed Mr. Carpenter for reelection for a three-year term on the board of directors in lieu of Mr. Patt, and, if Mr. Craig, a director, was not elected to the presidency, it proposed that Herbert Hollister, of KANS, WSC, be elected to fill the unexpired three-year term, as against Paul Morency, WTIC, Hartford, placed on the official slate.

Three Other Officers Favorable PRIOR to the voting on the presidency the membership elected by acclamation three other officers, since they were the same on both the official and the independent slate. Mr. Myers recognized and asked that his name be withdrawn, pointing out that on the Pacific Coast he is away from the area.

It was then that Mr. Church made the nominating speech, paying high tribute to Mr. Craig, but had he been emphasizing that it was a logical step from the first vice presidency to the presidency, and pointing out, too, that he was an "active" broadcaster whose election would tend to balance the official slate. Mr. Myers, as an active and as spokesman for the local independents, asked the election of Mr. Myers.

No speeches were made on behalf of Mr. Craig, who was not aware of the fact that his name was considered or that the nominating committee had made him their selection. There had been no campaign for him, but he had been regarded as a likely choice after last year's convention. When the ballots finally were cast on Mr. Craig, 1,028 votes were cast, of which 4 were void. Myers received 107 votes against 9 for Craig. The election of Myers promptly was declared unanimous.

In the balloting for director Mr. Carpenter lost a place on the board for the three-year term by one vote, having 59 as against 60 for Patterson. Only 2,060 votes were cast of an estimated 3,000, and in a double election the votes were divided. Mr. Russell was unopposed for the two-year term.

On the same ballot a vote was also cast to ratify the executive board's endorsement by dues by 50%. A total of 54 voted to increase while 46 voted against. A two-thirds vote of 74 would have been necessary to amend the by-laws and enact the proposal. Thus the amendment was lost and cannot be considered again until the next annual meeting.

Score of Resolutions

IN CONSIDERING more than a score of resolutions at the day's session, the delegates plowed through them in rapid succession. The anti-900-watt resolution, offered by Mr. Synder, KFPP, Spokane, was tabled on the ground that it was unnecessary to take action on a question that affected the welfare of one branch of its membership against others. It was concluded that this proposed super power could make its case at the reallocation hearings before the FCC in October.

A series of perfumy resolutions thanking the guest speakers for their appearances; the host committee, the independent committee. Resolutions also were adopted expressing regret of the convention because of illness of Edwin M. Spence, manager of WBAL, Baltimore, who suddenly became ill; and of Jim Highe, manager of WHBF.

BUREAU OF PROMOTION

* * *
RESOLVED, That the President be and hereby is authorized and directed to appoint a committee of three to serve from the management, director, to determine the procedure for most effective presentation of the advancement and promotion of broadcasting stations. This committee shall report its findings and recommendations to the next annual convention.

PREPARE FOR CCIR

RESOLVED, That the management director be and hereby is authorized and directed to appoint a committee of three to serve from the management, director, to determine the procedure for most effective presentation of the advancement and promotion of broadcasting stations. This committee shall report its findings and recommendations to the next annual convention.

AIR CONDITIONERS

RESOLVED, That the President be and hereby is authorized and directed to appoint a committee of three to serve from the management, director, to determine the procedure for most effective presentation of the advancement and promotion of broadcasting stations. This committee shall report its findings and recommendations to the next annual convention.

APPRECIATION RESOLUTIONS

RESOLVED, That the NAB broadcast herewith to the Hon. Judge Eugene Octave Sykes, Chairman of the Broadcast Council of the Federation and Canadian Broadcast Council, practicability and usefulness of his message delivered at its fourth annual convention, that committee recommends to the next annual convention.

BROADCASTING • Broadcast Advertising

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SALES MANAGERS
FORM NAB GROUP
FORMATION of a Sales Managers Division of NAB "to promote the sale of broadcasting as a medium and establish a round-table discussion of all problems that confront the sales manager in his everyday routine" was effected at a meeting of about 40 commercial directors of as many stations July 7 at the NAB convention.

The executive committee will be headed by J. Buryl Lottridge, KOIL-KFAB, as chairman, Mr. Lottridge having been chiefly instrumental in promoting the new association. Other members are Jack Gross, KWKH; Humboldt Greig, KFBB; Lewis Avery, WGR-WKBB; Harry Treener, WNBF; J. Leslie Fox, KMBC; Hale Bond, KGMB, KCLO, LOTR, WOC; C. T. Hagan, WTN; W. J. Rothschild, WTAD; Mort Watters, WFAN, WPLO, Hotel, WLS; Sandro, WPAS; WPX, WPLO, WMAY, WLS; Don Ferrone, WPX, WLS; Harold Winkler, WPX; and William Fyfe, WLS.

The group decided that the chief sales executive of any and all NAB member stations shall constitute the membership and that only one man from each station can join. The annual meetings will be held at each NAB convention, with other divisional meetings to be called with every section to get circulars regarding every divisional meeting.

While the scope of the division has not yet been clearly defined, Mr. Lottridge said it will divide itself, roughly, into two parts. First it will endeavor, through meetings and direct mail reports to its membership, to unify and coordinate definite acceptable selling ideas between member stations.

The second effort will be to concentrate upon the exchange of selling ideas between member stations. This will embrace local success stories, local selling methods, and the development of outlines of successful campaigns.

In the immediate future, the Division will concentrate upon meetings and direct mail reports from NAB member stations. There will be no different classifications as to stations but all sales managers will be conducted by mail direct to station owners or managers.

SALES MANAGERS ORGANIZE AS NAB DIVISION

Independents Met Daily

KNOVING full well it held the balance of voting power in the NAB, even if its elaborate national sales plans of last year have faltered, National Independent Broadcasters Inc. held daily meetings during the convention under the leadership of President Edward A. Allen, WLVA, center foreground in white. They decided to vote as a bloc for officers, and apparently did; opposed Washington as a convention city; favored delegate rather than board selection of convention city; asked an independent from each zone on board; fixed dues at $25 per annum; authorized officers to engage

to Consolidate Power

technical counsel for FCC reallocation hearings Oct. 5 and elected the following officers:

Edward A. Allen, WLVA, president; Mallory Chamberlin, WBRR, vice president; W. W. Gedge, KMBC, secretary; Arthur Westlund, KCPE, treasurer. Directors and alternates by zones they named as follows: John Elmer, WICB, and William S. Peter, WMEX; Charles A. Hill, WIBM, and C. W. Hayes, WNBG; R. S. Bishops, KBIZ, and Steve Cisler, WATL; William W. Behrman, WBOW, and Sidney H. Bliss, WCLO; H. E. Studebaker, KUJ, and Ragan Jones, KVO.

postage, printing and similar items of the new section.

In a parallel resolution, the membership approved the formation of state, regional and national units within the NAB, and the board was instructed to bend every effort to foster such organizations.

Another resolution proposed by Mr. Hart that the NAB set up legal and legislative departments with divisions in each zone, to contact the FCC and Congress on legal and legislative matters, was referred to the board at Mr. Hart's request for consideration during the year. Mr. Hart's final resolution dealing with copyright, and proposing that the cost for music be passed along to advertisers, was tabled. Mr. Hart explained he offered it simply to have it read so that the membership might be aware of his views.

The membership also considered the two amendments to the constitution of the NAB proposed by Mr. Craney—one to elect directors by zones and by station classification, and the other to allocate 5% of station time for non-profit organizations. Upon motion of Mr. Hart, the proposal was tabled for consideration during the year.

What Is Unanimity?

ED CRANEY, KGIR, Butte, following Mr. Butcher's fervent plea, argued that copyright negotiation cannot be sidetracked because of its fundamental importance. It could be done, however, he said, if the networks would assume responsibility for music they perform at the source, and not leave affiliated stations liable. He said he could not see how copyright negotiations should be an item out of the NAB when the networks have made "deals" which affected the rest of the membership.

Fred Hart, president of KGMB, Honolulu, supported Mr. Craney, on the erroneous assumption that "it is impossible to describe what constitutes unanimity. Certainly the NAB should assist its members in negotiations on copyright, he said. The resolution was rejected promptly afterward.

The resolution on the Radio Research Bureau next won approval, but, on motion of Mr. Church, the resolution on exploration by a committee of the feasibility of a radio promotion bureau was referred to the board of directors with power to restructure it as president to appoint such a committee which would report at the next session.

Diametrically opposite to the Runyon resolution was one approving directing and instructing the board to carry on negotiations with copyright owners "to the end that a per-piece or measured service plan be obtained."

A cooperative campaign with the Radio Manufacturers Association and other groups interested in the advancement of radio to foster a national educational campaign to further public appreciation of radio also was adopted. Formal recognition of the formation of the sales managers section of the NAB was given in a resolution approving the plan and recommending that the board authorize the NAB to pay incidental expenses necessary for

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BROADCASTING • Broadcast Advertising
Sales Problems of Industry Under Scrutiny

ALL of the problems of commercial station operation, business representation, multiple commissions and that old bogy rate-cutting that perennially arises, was aired July 8 before the NAB convention in a panel discussion on the state of the industry, probably at its October meeting. At that time the board will also consider reports from other sources that the convention should be held either in fall or spring rather than in summer.

Among the cities bidding for the convention are: Baltimore, San Antonio, St. Louis, Los Angeles, St. Petersburg, Duluth and Honolulu.

PANELER — H. K. Carpenter, WHK, Cleveland, as he conducts an innovation in NAB discussions, using a panel of six to answer prepared questions. Agency men participated freely in the brisk colloquies.

National representatives, continued Mr. Lounsbury in replying to further questions of Mr. Carpenter, should be regarded as a part of the station sales staff, and they should be paid selling commissions as part of the sales expense. He argued the payment should not be from any other source. Branch offices for stations, he said, cannot be regarded as feasible, except in the cases of very large stations which can stand them financially. He pronounced himself against payment of "third commissions," declaring stations should pay only agencies and representatives, but he maintained that on transcriptions or syndicated business created by the station, a talent charge should be paid but passed along by the station to the advertisers, and not on a commission basis.

W. Rambeau, of the William G. Rambeau Co., station representatives, raised the question of obtaining data on competitors, and charged that representatives first should let the agency know of such contacts to avoid any embarrassment to the representative or his station. Mr. Bond brought out, too, that stations should look to their own affairs and their "books" in fancy covers about stations, but that usually there is very little in them of value. He asserted the agency wants to know about ownership and success stories of other advertisers, details about the wealth of the people in the market, and information generally along the line of that supplied by newspapers.

Facts Not Swank

ABOUT this time C. E. Midgley Jr., Batten, Barton, Durstine & Osborn, and Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, were called upon by Mr. Carpenter to give their views. Mr. Midgley said he wanted to board thehifts and told the board that in consideration of data of all stations. Agencies like to get information on the smaller stations, he said, in the realization that the strength in the industry lies in the large number of small stations rather than in the handful of large stations.

Asking that stations send any kind of data on their activities regularly, Mr. Midgley also suggested that they visit the agencies at least a couple of times a year. Agencies, he declared, are not so much interested in "spiral bindings and cloth covers" as they are in the data.

Mr. Gamble said that radio is heading in the right direction. It is quite easy to see, he said, why the trends do not proceed more rapidly, with the remarkable growth of the industry. Two or three years ago, he recalled, the problem was that of multiple commissions for sale, and now it seems to be no problem at all. Then he delivered his three-word message in behalf of agencies who pay special rates. Those words being "meaningful marital rates".

Published Rates

PUBLISHED rates also consumed a part of the panel discussion at another point. Edgar Bill, WMBD, Peoria, was the commentator. He defined the word "local" and what it means to representatives to contact advertisers directly. To this, Osborne Bond, Joseph Katz Co., Baltimore, responded that his own agency had no objections, and that representatives first should let the agency know of such contacts to avoid any embarrassment to the representative or his station. Mr. Bond brought out, too, that stations should look to their own affairs and their "books" in fancy covers about stations, but that usually there is very little in them of value. He asserted the agency wants to know about ownership and success stories of other advertisers, details about the wealth of the people in the market, and information generally along the line of that supplied by newspapers.

Cash discounts, a subject agitated in recent weeks by agencies, was defended by Mr. Bill and others, and rate cards as a greater number. Mr. Bill said it was a common practice in other media to allow a 10% cash discount for payment by agencies at a stipulated time. J. Buryl Lottridge of KICX, Chicago, added that it was probably on the ground that it would mean additional expense in setting up an auditing system to handle it, in addition to the deduction of the discount which represents a loss.

Another view advanced was that cash discounts were handled by mercantile companies who employed them in their turn-over of goods by payment to their customers and then taking the same discount from those from whom they purchased.

The way the Iowa Broadcasting System does it, according to Craig Losen, KLOL, Des Moines Register-Tribune and add 10% to the net cost of time, and then deduct the 10% if their account pays.

Selling Local Markets

HOW to sell a local market was considered, nominally, by WMNN, Fairmont, V. Va. Properly trained salesmen, he said, are a requisite, with certain men devoted to certain types of accounts. One of the greatest problems, he said, is the lack of an adequate price structure for part of the prospective local accounts. He said he endeavors to educate local promoters by providing them with all possible information and success stories from other stations, taken largely from this and other stations, and moreover, he declared, must be sold properly to avoid cancellations. In selling transcriptions for local sponsorship, he said, it is necessary to get the client into the studio for auditions. The current plan of transcription companies to send men on the road and educate stations in local transcription is, said he, one that would give impetus to closing of local transcription accounts.

Mr. WFAA, Dallas, was interrogated on station sales personnel. The job of the sales manager, he declared, is most important and must be treated as a "one-man agency" of knowledge. In training salesmen, he declared, men with advertising experience should be sought. Whether salesmen should be permitted to work in any other department depends upon the station setup, Mr. Campbell asserted. At his own station, he declared, salesmen simply sell. They present him a claim for the payment of salesmen on commission on the ground that it does not inure to the best benefit of the station. The problem is even more acute in instance where a commission salesman, attempted to have the advertising manager sign a payment check rather than through an agency and thereby increase commissions.

Mr. Bill, on the other hand, said he thought it was better for salesmen to work on outside sales and double on other jobs and that it makes better salesmen of them to know something about programs and how to devise them. Earl Gluck, WSCC, Charlotte, N. C., said he does both, using in one and as an announcer as the sales.
Reallocation Hearing of FCC Is Based on Progress of Radio

Judge Sykes Tells NAB of Importance of Oct. 5 Sessions; Praises High Broadcast Standards

BROADCASTERS were urged to prepare for the informal reallocation hearings to be held under the FCC Broadcast Division Oct. 5 before the opening session of the NAB convention.

Asserting that there has been no general allocation since 1928, Judge E. O. Sykes, Broadcast Division chairman, in the principal address June 6 before the opening session of the NAB convention.

"Some of the greatest improvements I think are those relating to antenna design and the use of improved radiating system of the broadcasting station is as important as its transmitter and antenna. It is even more important if the antenna is designed with the proper characteristics unless it has the proper antenna system." Sykes declared.

"Our new rule No. 31 requires broadcasters to meet certain specifications in order to enable the broadcaster and the listener to get the utmost available service out of his station. Based on our survey, we believe that approximately 50% of the stations, by this improvement alone will vastly expand their radio coverage without any increase in power," Sykes said.

Rule No. 333 requires broadcasting stations to clean up in their transmission area, in the public interest, convenience, and safety, and to meet the requirements of the FCC. With these improvements and this knowledge, he said, it should be possible to make improvements in the allocations.

Judge Sykes declared a number of plans and improvements as to procedure at the hearings. One was that the FCC first should set up two or three proposed allocations in its files. The results of the extensive field survey of the coverage and characteristics of stations must be brought out at this time. With these improvements and this knowledge, he said, it should be possible to make improvements in the allocations.

Many Plans Considered

While Judge Sykes' talk was largely on technical broadcasting matters, he devoted some attention to the NAB and to Mr. Baldwin for the collaboration received in improving programs. He also reviewed steps taken by the FCC to improve station operation, and concluded with the hope that every station would participate in the hearings. He said, decided upon the latter course and will seek from stations advance information as to what improvements are possible, if any, in changing the 1928 allocations.

Engineers Tell Managers How to Save Money

"The men who make the transmitters, usually regarded as having no concern with the network or station to improve that impression by telling NAB delegates certain engineering facts in lay language — facts including the fact that modern engineering means money in the pocket of any station. The speaker was Jack DeWitt, chief engineer of WSM, Nashville, and chairman of the NAB engineering committee.

Mr. DeWitt began by saying that his committee had to make engineering out of the mental red ink to which many engineers are forced to turn, and how to make it the application of sound business principles to an exact science.

The committee, he said, for years has pointed out defects in technical operation and has attempted to correct them. For one, there is a need for better education of the engineers in the field. To solve these matters, he agreed with Judge Sykes' statement the day before that 50% of the stations could improve their coverage without increasing their power.

Need of Efficiency

"WE KNOW," Mr. DeWitt, "of a station that according to its rate card it can carry 500 additional people, because of certain engineering deficiencies radiates a signal equivalent to less than 200 watts. Now some commercial men believe that the power listed on the rate card is what counts in selling, but more thoughtful station owners know that clients are held by coverage results. It can be proved beyond question that a station cannot hold customers much easier and could do an easier selling job if it actually delivered a good, healthy 1,000 watt signal!"

Mr. DeWitt then defined in layman's terms what radiation efficiency, distortion, frequency characteristics have to do with. He showed how it is possible to convince that, by being the economy of a station. He mentioned the FCC requirement of 100 micrograms that many operators grudgingly in-

RCA Opens Television

RCA's high fidelity television, demonstrated only to government officials last week to a group of broadcasters and newspapermen in the past, will be thrown open to inspection of broadcasters in September in New York, it was announced to the NAB convention July 8. J. R. Baldwin, executive, chief of transmitter sales of RCA Manufacturing Co., asked that the announcement be made by the chairman.

Praises NAB Growth

IN CONCLUSION, Mr. President, I want to congratulate you, and your very efficient Managing Director, and your Association upon its growth, development and upon your splendid administration as the head of this Association. In the challenging years that have to your membership I would refer to the excellent preparation and the illuminating testimony presented by your Association in the so-called educational stations: the future before the Broadcast Division. A like valuable service to the country and to your Association can be had, but perhaps it is not yet ready for general use. As a result, the Commission hopes to formulate allocation plans governing future development of these new bands.

From statements made at this conference we are sure that important improvements will be made in the future, and that although perhaps it is not yet ready for general use, the Commission will perhaps see the need to improve future development. Therefore, honor, has not yet been settled.

I would also call your attention to the importance of your committee composed of educators and broadcasters to bring about a method of cooperation relating to the broadcast of educational and cultural material. This committee, as you know, is headed by Dr. John W. Studibaker, Commissioner of Education. It is practically an equal number of leading educators and broadcasters. It is our sincere hope that a plan bringing about this cooperation may be worked out. I would, therefore, impress upon the members of that committee the importance of attending its meetings and helping to solve this problem.

I would also call your attention to the past relating to the program content of some broadcast stations in the past. I would refer to Broadcast Division. A like valuable service to the country and to your Association can be had, but perhaps it is not yet ready for general use. As a result, the Commission hopes to formulate allocation plans governing future development of these new bands.

All of these matters, in my opinion, make your Association a most important one, not only to your membership, but to the entire radio industry and to the citizenship of the country. This cooperation and collaboration among all of us is necessary in order that we may improve radio service to the country, and the best public broadcasting service in the world. Therefore, I hope and sincerely believe that every broadcaster in the United States may become a member of your Association.

ENGINEERS — In conference with Jack DeWitt, WSM, chairman of the NAB engineering committee, left to right: J. J. Naugle, H. A. White, Hugh McCartney, WCCO; E. L. Gore, WHK; John Fetzer, WKZO; Jack DeWitt, WSM; Harry Harvey, KOL-KFAB; Paul A. Loyet, WHO; S. D. Gregory, Westminster stations.

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FCC Orders Reallocation Hearings
Oct. 5 Set for Clear Channel Applications, Power Boost Proposals; Super-Power Hearing Deferred

AFTER MANY months of uncertainty, the FCC ordered the Clear Channel reallocation, at its final regular meeting July 2 before its summer recess, set for hearing on Oct. 5 the whole series of hearings on the Clear Channel reallocations. Simultaneously, it postponed indefinitely the super-power hearing on the conditional clear channel reallocations for authority to use 500,000 watts power. These hearings had been held for Sept. 9.

The Broadcast Division ordered the general hearings upon the recommendation of Chief Engineer T. M. Craven. They are expected to last ten days. Such important questions as high power policy, channel selection and their reduction, horizontal and vertical increases in station power in the regional and local categories, and possibly the settling up of a new classification of stations in the 1500-1600 kc. band, will be considered.

The hearing, along general lines, will be fact-finding insofar as the FCC is concerned, with all classes of stations invited to appear.

It will be after the hearings that the FCC will decide upon formula for reallocation.

Reallocaton Plans

Another important factor in connection with the hearings will be that of the effect of the recent repeal of the Davis Equalization provisions upon future reallocations. The Davis Amendment, which was responsible for the protected quota system of station allocations, had been in the law since 1928. It required distribution of facilities among the five radio zones and among the states in each zone, according to population on an equitable basis. With its repeal by the Congress, there is now a free hand in allocations so far as the FCC is concerned. It observes engineering regulations.

The hearings will parallel in a way those held last summer for the one-week period from June 15 on proposed allocations in the ultra-high frequencies, except that they will be conducted over a range between 550 and 1600 kc.

Presumably, various plans for reallocation of the broadcast spectrum will be taken under advisement.

There has been great sentiment for reduction in the number of clear channels from the theoretical 40 to perhaps 20 or 25, with total power on them. Also last winter, Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, advanced the first of his reallocation plan to lower horizontal increases on certain of the regional channels. This was endorsed by the Broadcast Division.

Last month the Broadcast Division set for hearing on Sept. 24 the pending applications of the 18 stations, with proposals for authority to use 500,000 watts on clear channels. There were 15 protests against this on the ground that the FCC order, which now specifies a maximum power of 50,000 watts, should be continued until before the hearings on the tenfold boosts are considered. The Division headed his sentiment, and as a consequence deferred indefinitely the proposed hearing.

The only reallocation proposal actually submitted was that offered by Mr. Ring under which there would be an increase in power to 5,000 watts, and as against the present power of 1,000 watts in seven of the 40 regional channels.

The remainder of the 40 regional waves would have been segregated into two classes, one with stations which would be protected to the one-half millivolt line with power varying between 50 and 100 watts, and the other affording protection up to the 4 millivolt line with powers at night from 250 to 1,000 watts.

This was supported as an opposition to this plan, notably from CBS, which complained of the affiliated stations would suffer terribly by falling for the most part in the poorest category. The division then determined that the plan should be held in abeyance until various reallocation recommendations were submitted, so that a general hearing on all phases might occur.

Local Power Boosts

EMBRACED in the preliminary reallocation plans also was a possible horizontal increase in the power of local stations from 100 to 250 watts, and proposals to set up a new class of stations in the 1500-1600 kc. range, in which only three channels now are provided. Use of identical radiating systems was as a means of minimizing interference.

The Broadcast Engineering Division is expected to introduce the results of its far-reaching clear channel survey showing capability of stations throughout the country which was conducted last year.

NAB on Sidelines

The NAB will not participate in the forthcoming reallocation hearings, to begin before the FCC Broadcast Division Oct. 5, it was decided by the Association's board of directors following the NAB convention in Chicago July 6-8. The board concluded that the NAB should not participate because of the clashes of interest of NAB members, but should be on the sidelines to handle any emergent situation.

Broadcasting 'Trophy Won by Wallace
As NAB Competitors Display Low Scores

SHOOTING both the lowest gross (76) and net (72) on the sporty Briar Hill Country Club course in nearby Kalamazoo, was Wallace, the staff of WHO, Des Moines, on the top honors in the NAB golf tournament Sunday and easily walked away with the NAB Magazine trophy. A close runner-up for net score was S. M. Aston, of WJJD, Chicago, taking the five shared third place with identical net scores. Of the five was Kari Hammond, KMO, Tacoma, who was runner-up in the net race.

Declared handicaps were eliminated in the contest this year, and the handicaps for each player were calculated by Charles Silver, club pro, on the basis of play for nine holes picked at random for each player. The scores of the nine holes were multiplied by two and then subtracted from the gross score for the 18 holes to determine handicap.

This, according to Mr. Silver, is accepted tournement method for players belonging to a diversity of clubs having to club, club, club. It was accepted as a satisfactory method by practically all the participants, who preferred it to the individual declaration handicap.

ROSS WALLACE

G. F. Isaac, J. Blair & Co., 81 27 74
R. Spence, KEX, 81 27 74
William Ramond, Chicago, 84 27 77
B. C. Fulcher, Chicago, 84 27 77
Paul Harron, WWJ-WHM, 84 27 74
Gene Pack, ESB, 84 27 74
Paul Leboeuf, Chicago, 84 27 74
J. Leslie Fox, KMBG, 84 27 74
Paul Leboeuf, Chicago, 84 27 74
Ralph Allen, WJJD-WIND, 84 27 74
James G. Snavely, Washington, 84 27 74
Charles Brinton, Chicago, 84 27 74
Harry Butcher, Chicago, 84 27 74
Harry Butcher, Chicago, 84 27 74
Harry Butcher, Chicago, 84 27 74
H. L. Reischof, WHO, 84 27 74
Paul Lathrop, WBBM, 84 27 74
W. R. Watson, WLS, 84 27 74
D. E. Kendrick, WIRE
L. A. Dine, 84 27 74
Irvin Stoll, St. Louis, 84 27 74
R. M. McLainey, NBC, 84 27 74

RUNYON IS PROMOTED

CONTINUING in the post of treasurer, Mefford R. Runyon has also been elected to a CBS vice presidency, Edward Klauber, CBS executive vice president, announced July 7. Mr. Runyon, however, will have an assistant treasurer to him, W. Fred Sigerson, new to radio and coming from the accounting field, who will have the vice presidency as assistant treasurer. J. M. Seward remains as assistant vice president and S. R. Dean as controller. The Runyon vice president is like the recent promotion in recent months, other vice presidents named being Harry Butcher, Chicago, executive vice president, Charles Akerburg, station relations, and Robert V. Thornburg, Pacific Coast division.

PLANTER'S EDIBLE OIL CO.

TAKING THE 24th annual four-month series of half-hour Sunday evenings on two Yankee stations, WAB, Providence, and WICC, Bridgeport, with pick-up from WOV, New York, Petenina Adv. Co., New York, has the account.

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Walter Preston. 1936 • Page 17

www.americanradiohistory.com
WEBR Is Added to CBS-Blue As More Outlets Are Planned

Buffalo Station Joins Net July 15; Tentative Plans Embrace Superpower and More Stations

HAVING placed its Pacific-Blue Network in operation last Jan. 1 and linked it into the transcontinental Blue-Red network, WEAN, Buffalo, last Sept. 1, the new affiliate of WNBC, Blue Network key in New York, is expected to be working, improving station operations and adding to its 500,000-watt power, which should also go to 500,000 watts if authorized by the FCC.

In addition, KDRA, Pittsburgh, operated by NBC under lease from Westinghouse, which for a number of years has been experimenting with 500,000 watts at midnight only, may shortly apply to the FCC for full-time operation with 500,000 watts on the same experimental basis by which WLW operates full time with 50,000 watts regular power and 450,000 watts additional experimental power.

Both WJZ and KDKA are FCC applicants for 500,000 watts, along with WBBZ, Blue outlet, also operated by NBC under lease from Westinghouse. These along with seven other 500,000-watt applicants were first expected to go to hearing next September, but the hearings were indefinitely postponed because of the FCC's recess when it called the general reallocation hearing Oct. 5. The 10 preliminary applicants of this group who have clear channel applicants expected soon to file for superpower, may be considered at the Oct. 5 hearings, after the June meetings.

Other Plans for Blue

OTHER expansion plans of the NBC-Blue Network, some still in the contemplation stage but ready to go through the moment obstacles are removed.

Definite addition of WEAN, Providence, and WIOC, Bridgeport, to the Blue-Red network is expected to be made under an arrangement with John Shepard, president of the WNBC Corporation, NBC, Boston, which on Sept. 27 will join NBC-Red in lieu of WEAI, which went AWL. (See complete story on this page.)

Addition of WNBR, Memphis, operating with 100,000 watts at 1400 kc. during day, 1000 watts after 7 p.m., acquired with FCC approval this early months, the Memphis Oregon School of Broadcasting, which also operates WMIC, regularly on the NBC-Red network, which may become basic Red when WNBR goes Blue.

Addition of WFTL, authorized earlier this month to move from Atlanta, Ga., into Atlanta, where WSB is the NBC outlet, which adds 1500 watts at 1450 kc. Its licensee is Leon Sproul, who is understood to be backed by Arnie Balock, New York watch manufacturer. WSB may become basic Red when WFTL (whose call will probably be changed), goes Blue.

Addition of KGKO, Wichita Falls, operating 5000 watts at 1250 kc. since July 1, was purchased from Amon Carter, publisher of the Fort Worth Star Telegram, which also operates the Blue outlet in the Fort Worth-Dallas area if and when it moves to a full-time operation. KGKO shares times with Carter's WABP, station at that location, but as basic Red outlet while KGKO goes basic Blue.

Addition of WEDU, Miami, operating 1,000 watts night and 5,000 watts during day on 1440 kc., and owned by the American Broadcasting Company, will become basic Red and KXYZ basic Blue.

Addition of WDST, New Orleans, operating 5000 watts at 1250 kc. now, an independent in New Orleans WSNB is at present the NBC outlet which means that when WLW goes basic Red while WDSU goes basic Blue.

Avoiding Suits—To keep punishing from playing restricted numbers on WGY, Schenectady, during the mammoth G. E. Jubilee, the WGY shortwave car flashed three times when there was a large likelihood of restricted numbers going on the air.

FTC Stipulation

The Federal Trade Commission announces the following stipulations with advertisers: J. W. Marrow Mfg. Co., Inc., Chicago, agrees to revise claims for Mar-O-Oil; Indo-Vin Inc., Cincinnati, agrees to change representations for Indo-Vin tonic; Health Products Corp., Newark, agrees to revise claim placed in Dillard's advertisements; All-Flo Inc., Sacramento, has been charged with unfair competition in sale of an eye lotion.

Accord on Sale of WOV to Paulists Gives CBS New York Outlet in WLWL

AN ACCORD on the sale of WOV, New York, to the Paulists Fathers, operating WLWL, New York, for WLWL's clearance, was reached after several months of heated negotiations, and will likely be consummated shortly with the signing of a new WOC contract.

When the transaction is finally closed, it will be the first step in the CBS-Broadcast Division is regarded as virtually automatic, since it is known that consent was indicated by WLWL to make the move. The Paulists have been militant critics of commercial broadcasting, and, among other things, sponsored legislation in favor of the elimination of broadcasting by Congress.

How It Will Be Done

WHILE details were lacking, it was ascertained that the sales transaction has been agreed upon. If the original plans are carried out, WLWL will lease the station to CBS and procure, among other things, guarantees of religious programs. WLWL now operates the equivalent of two hours daily on the 1100 kc. clear channel and has fought vigorously for several years for additional time. The channel is a clear wave assigned to WPG, Atlantic City, as the dominant station. The lease plan is for CBS to take over the station and increase its power to 50,000 watts, paying the Paulists about $20,000 per year for five years, renewable at five-year intervals, with a provision for the lease to run as high as $50,000 per year after the fourth year, depending on WLWL earnings. A proposal to lease along the same lines from The Paulist Fathers to John Iraci, owner of WOV, was rejected, and as a consequence he sold the station outright.

To WLWL, it means that when the Paulist station will become a fulltime clear channel outlet, by virtue of the WOV sale.

WOV, operating limited time on 1100 kc., clear channel with 1,000 watts, sold to WLWL for $200,000 cash.

WLWL, now operating the equivalent of about one day per week on 1100 kc., clear channel with 5,000 watts, to get full-time operation on that channel.

WPG, Atlantic City municipally owned station, is expected to replace WLWL 1100 kc. to WLWL and accept WPG facilities with 1,000 watts on 1130 kc.

KSL, Salt Lake City, 50,000 watt station, and both operated by NBC, will maintain a clear channel, to consent to full-time operation by WPG on its channel.

Shepard Planning Two Regional Nets

WAG and WEEI Shifts Move Forward to September 27

REALIGNMENT of New England outlets of the major networks, beginning with Boston, will be effected earlier than anticipated as a new agreement between the interested parties to shift WEEI to CBS and WNAC to WAG, and to extend WNAC’s moving time Sept. 27. At the same time, or at least before the end of the year, the NBC-Red stations in Memphis, WNAC, expects to have two new regional networks in operation to replace the Yankee Network and the New England Network.

WEEI will be taken over by CBS under lease on August 1, authorization of the FCC. For the first five weeks it will continue as WNAC outlet, but on Sept. 27 WNAC will exchange places with it. In the meantime, preparatory to hooking up with the NBC-Red blue, the new New England chains with Mutual Broadcasting System, Mr. Shepard is mentioned as a possible candidate for 1 his other Boston outlet, WAAB, had formally joined MBS to take a number of its accounts.

New York Station WNAC, according to Mr. Shepard's plans, will become the key station of a new regional hookup to be known as the Colonial Network, with MBS as the partner to be hooked up with MBS. Its other affiliates are expected to be WLLH, Lowell; WPTC, Providence; WXOR, Waterbury; WTHT, New Haven—about to be placed on the air by WEEI owners; and possibly WFEA, Manchester.

With WEEI going to CBS, the old New England Network colossus, just as the present Yankee Network breaks down with WNAC's defection to NBC-Red, Mr. Shepard's plans contemplate reorganizing the Yankee Network to embrace NBC affiliates and to continue in operation with small business. The hookup will be keyed by WNAC and will embrace WEAN, Providence; WICC, Stamford; WAMC, Schenectady; WHOM, New Haven; WTAG, Worcester, and possibly WCHS, Portland. The latter three stations, associated with WEEI in the cooperative New England Network. None of these stations, it is understood, will line up with the Blue-Red network.

WEAN and WICC, both now on CBS and both operated by Shap- tenderey, will not operate under existing connections before Jan. 1, 1937, in accordance with existing contracts, that they will operate the rest of the year in the NBC-Blue Network. The complete lineup for the proposed new Yankee Network has not been finally arranged. For example, the ABC convention Mr. Shepard definitely agreed with WITC to make it one of the links.

20 to Get Mueller

C. F. MUELLER Co., Jer., City (macaroni), has started placing a series of 20-day, 100-column inch announcements on about 20 stations as far west as Chicago. It is the plan of the publicity men to run the notices, which means that the list will be constantly changing. E. W. Helwig, New York, has the account.

BROADCASTING • Broadcast Advertising
EXECUTIVES of Big Electric and Gas Companies Explain Why Air Waves Provide Them With an Ideal Medium

ELECTRIC and gas utilities have really discovered radio! That was the outstanding conclusion of the preludes to the session held by the Public Utilities Advertising Association conference, held at Boston in conjunction with the annual convention of the Federation of America early this month.

We found out what radio can do, utilities are now taking to the air more and more, not only individually but on an industry-wide basis. The two outstanding examples are the campaign of the American Gas Association, through its Regional Advertising Inc., and the General Electric Co.'s Melody Master series on an NBC-Red Network last winter, with a number of local electric companies participating.

Gathered together at the AFA session were leading advertising executives of utility companies. A summary of some of their comments is included in the cooperative gas campaign which were printed in Broadcasting July 11.

In the belief that utilities, agencies and advertisers generally are more interested in what advertising executives as well as agencies think about radio, Broadcasting herewith digests the views of a number of them which are included in the Boston roundtable. Following are condensed versions of their statements as well as prepared speeches which were not delivered due to lack of time:

Clarence L. Davis
Vice President, Batten, Barton, Durstine & Osborn Inc.

THINK you might like to know that the General Electric Co., Melody Master program was started—why it took the particular form it did and what it accomplished and what actually happened.

In the course of this room you learn the story of the Better Light-Better Sight movement—how it has grown from sporadic scattered efforts about what it did—what we hoped it would accomplish and what actually happened.

In the course of this room you learn the story of the Better Light-Better Sight movement—how it has grown from sporadic scattered efforts about what it did—what we hoped it would accomplish and what actually happened.

IN ONE of the main addresses at the AFA Boston convention, delivered on the opening day, David Sarnoff, RCA president, predicted that television will bring a supplement rather than supplant or detract from present day broadcasting. Mr. Sarnoff, during his address, stated:

"When television broadcasting reaches the stage of commercial service, it is going to be a new medium, perhaps the most effective ever put at its command. It will be little short of a revolution in advertising ingenuity and a stimulus to advertising talent."

"It will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of carrying a new force to the advertisers' armamentarium of salesmanship. Television will add to the value of the Symphony concert as it now comes by radio to your living room. Sound broadcasting will remain the basic service for the programs particularly adapted to its purposes. On the other hand, television will bring into the home much visual material—news events, drama, paintings, personalities—which sound can bring only partially or not at all."

"Or benefits which have resulted from the industrial sponsorship of sound broadcasting indicate that our major television programs will come from the same sources. It requires little imagination to see the advertising opportunities of television. Broadcasting an actual likeness of a product, the visual demonstration of its uses, the added effectiveness of sight to sound in carrying messages to the human mind—these are only a few of the obvious applications of television."

"Commercial announcement can be expanded through television to include demonstration and informational services that will be of value to the public as well as to the advertiser."

"Television is now in the ear."

(Continued on page 53)

MR. DAVIS

went on the air sponsored by approximately 45 utility properties in the area covered by 13 of the 21 stations of the basic red network of NBC.

to much of the air, those who listened to the entire series know that the program changed materially as it progressed. And it is a fact that a successful radio program has to be built on the air just as a Broadway play is revised, rewritten, and rebuilt many times during its try-out period.

We started with the formula of a musical group meeting each Sunday evening in the home of John Clemens, The Melody Master. An excellent small orchestra and choir provided the music and there was considerable plot and action among the characters. Very early we discovered through telephone surveys that most of the radio fans liked the music but very few of them gave a darn about the drama. So little by little drama went out and more music came in.

Curiously enough not all the world goes to bed at 11 o'clock. Our first telephone survey made in the city of Chicago showed that 52% of all radio sets in town were tuned into the Melody Master program—and if you know anything about listening habits you'll know that 52% is a very significant audience. Not all communities were the same an industry—Metropolitan New York stays up later than metropolitan Philadelphia. But upwards of 5,000 telephone calls proved two significant and interesting facts:

1. People were up and listening to their radaries at 11 o'clock in every community.

2. With practically no chain competition at 11 o'clock the Melody Master program always gets a huge percentage of the actual listeners.

Quite early in the program Carrie Jacobs Bond, author of "End of a Perfect Day" and many other songs, appeared on the program. Her songs were sung and the radio audience asked for more and more of them. 3,350 listeners (that's a lot for 13 stations) requested copies of the songs. And our research department of the series when we offered a souvenir booklet of the program, 4,157 listeners asked for copies of it. Just such interest on the commercial side of it handled! There was a dramatic presentation of the Better Light-Better Sight Light Demonstration was actually brought into the studio and the eyes of 2,500 persons were tested then and there for the benefit of the radio audience.

This dramatic spot in the center of the show was the first major local announcement at the end in which the local utility sponsor, through the local station announcer brought home its message to the community. This happened 26 times with an audience of about 26,000 persons or as 800,000 homes per broadcast.

What It Cost

PROBABLY you are interested in what the program cost. I'll give you the figures briefly. Time and talent about 26 stations in 13 stations cost $102,697. This figure does not include promotional material, window dressing, newspaper and space used to advertise the program. The expense was met jointly by utilities and the Independent Light Lamp Department of General Electric, and the cost to each utility property was based on the percentage of actual and potential meters covered in the broadcast area.

Surveys showed that approximately 7.7% of urban residential meters were reached throughout the network, which brings the cost per household at 4.4 cents per program to about 4 mills.

The Melody Master never got to be a world wide success on the air even longer for this reason. Although there was evidence in the last few weeks that the audience..."
Pacific Radio Group Organizes
To Boost Status of the Medium
Seeks Greater Place on Coast Advertising Session; Radio's Creative Achievements Praised by Gerber

(By Special Correspondent)

SEATTLE, July 9—With more than a thousand attending, the an-
nual convention of the Pacific Coast Broadcasters' Clubs Association held here July 6-9 included a radio departmental but radio-
mining delegation from the Pacific Coast. The medium had not done its part in telling its story to the convention and an organization was formed to air its message at the 1937 session.

Heading this group is Henry Jackson, of KFRC, San Francisco. Other members are George Chandler, CJOR, Vancouver; Loren B. Stoddard, KVOM, Oakland; H. D. Price, KVIT, Santa Barbara; J. J. Davoren, KTVI, Tacoma; W. Carey Jennings, KGW, Portland; Carleton Coveny, KJBS, San Francisco; Sidney Dinallo, KNX, C. L. H. T. Syms, KPBY, Spokane; B. E. McClatchy, KSL, Salt Lake City; Roger Koon, KGDB, Burbank; Brick Miller, KTA, Phoenix; Howard Lane.

The organization is to build a schedule of departmental meetings on radio “that will put it on its rightful basis of equality with other media.”

Doing a Good Job

OF ALL MEDIA, radio had done the best creative selling, it was de-

He deplored lack of development work on the part of more radio. Advertising agencies themselves are doing only a fair job, he said.

Our newest medium, radio, had to find a place for itself, and has probably employed more advertising salesmen that knew less about advertising than any other medium ever employed. But they knew more than the prospects they called on. And knowing that, they don’t have the law in teaching the dog new tricks.

“The result has been that radio advertising agencies have been sent to a great number of advertisers today. Radio, I will say, has done a fine job of creative selling.”

Radio Departmental

TELLING the story of how Golden State Dairy Products Co., San Francisco, built Golden State of the Morning Air, a morning quar-
ter-hour program broadcast twice weekly over KBO, San Francisco, to the largest milk-puller on that station in the comparatively short period of just under a year, was Arthur Danziger, general sales pro-
motion and advertising manager of the Golden State. In his in-
tensive discussion of the value of proper use of radio’s morning hours, Golden State’s program, first built around the character of Joan Andrews and Golden State Menus Flashes, a series of menus offered in connection, and the radio program supplemented by newspapers and bottle collars, was thoroughly merchandised to make a tremendous impact. Both medium and trade both before the program took to the air and during its tenure of the air. Mr. Danziger told them of the injection of new features into the program. The organization of the California Women’s Menus and Golden State Menus was the offer of a diploma to housewives sending in recipes for use in Menus Flashes. Then the introduction of Mrs. Danziger Abbott, world traveller, who gave authentic descriptions of trips to interesting places and the foods and foods and foods in those places.

Of particular interest was the response of San Francisco house-
wives during this program, bros that only two mornings each week at 10 o’clock in the morning, the mail bag held a volume of 2,856 letters in one day.

Mr. Danziger was followed by Sidney Dixon, sales manager, Hol-
ywood, with a talk on “Radio Ad-
vertisers Guest List.” Other talks were given by H. J. Quilliam, gen-
tl Dec. 27. It is possible that the “Independent Radio Station’s Picture” Ben Tipp, Seattle jew-
el, on “My Experience in Selling

Transfer of KNX. Los Angeles
To CBS To Get FCC Approval

Sale at Record Figure of $1,250,000 Seen Okeheld
And Program Violation Charges to Be Dropped

OWNERSHIP OF KNX, Los An-
egles 50,000 watter, will pass from Western Broadcasting Co. to CBS with the expected approval by the FCC, broadcasting officials said. The record $1,250,000 station sale. The Division planned a special meeting on July 14 or 15 to consider the case.

Approval of the transfer will come coincident with an FCC de-
tree hearing on the broadcast license which had been in temporary status since last year because of allegations brought at the time by actions by the station under its present management. The Broadcasting Division will approve renewal on the basis of additional testimony given by Guy C. Earl at a hearing June 29. At the same time a sec-
ted hearing was held on the terms of the transaction.

When CBS programs will begin on KNX has not yet been definite-
ly determined, since the network is contracted for service to the Don Lee Broadcasting System un-
til Dec. 30, 1935. The station will be available for reharing along with the original hearing on the transfer of license.

Among other things, Mr. Earl brought out that five of the ac-
counts in the original group against which complaint had been

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A Spot to Cultivate--The Pacific Coast
Only 10% of West Coast's Spot Business Gets Across
The Rockies, Although Bookings Are Increasing

By LINDSEY SPIGHT
Vice President and Pacific Coast Manager
John Blair & Company

SOME $900,000 national and regional spot business originated on the Pacific Coast this past year. This fairly respectable total, amounting to about 5% of the national volume, represents a gain of nearly 30% over the previous year. Furthermore, the immediate outlook is even brighter for the fall of 1937.

There is only one catch in this optimistic outlook. Little more than 10% of this spot business is booked on stations East of the Rocky Mountains. In other words, the great bulk of Par Western business is regional rather than national in scope. When we consider that more than three-and-a-half million dollar space in national magazines was used by Pacific Coast advertisers in 1935 and hardly $100,000 spot radio on Eastern stations, it is evident that, although we are living from our living in this field, analyze the situation to find out why.

Here a Spot, There a Spot

THE COAST'S truly national accounts, the big magazine users, have been used enough spot radio, figuratively speaking, to pay a week's power bill on a 50 kilowatt transmission. Sunkist, handled by the Los Angeles offices of the Jaeger & Thomas, has been an occasional exception. With the big Valencia orange crop still in the field, the industry should use a spot announcement campaign in about 20 major markets of the East early last fall. As a possibility for extending the scope of this medium this year, they also tested two transcription programs; one on a station in the Midwest and one in the East. The outlook for more Sunkist activity this year, however, is not too promising. For one thing the crop is smaller.

Del Monte, handled by the San Francisco office of McCann-Erickson, had only two spots in its advertising this year. An exceptional opportunity for putting advertising over the radio was not taken advantage of, which contributed occasional spot billing to the Coast's total volume. This includes D'Arrigo Bros., the most regular of all spot accounts; Prunes and the Barron Gray Packing Co. (Eveready Fruit Cocktail) all of San Jose; Breast of Chicken and Tuna from San Diego and the Wraged Refrigerator Co., and the Townsend Plan Promotion out of Los Angeles.

The above list of accounts produces almost the entire volume of Eastern radio spot business, which contributes a generous share to stations in the 11 Western states. Nowhere in the great bulk of regional spot business is from Western firms.

Standard Oil Co. of California is starting its fourth year of dominant use of time signals on several West Coast stations. Richmond Oil Co. has found the Jimmy Allen program a real producer of

THey have weather and spots out West. Lindsey Spight, who has the usual nose for spots that marks the successful rep, sees business everywhere, but not much that will get beyond the regional classification. Something ought to be done about the situation, thinks Mr. Spight, so he has bared his files for the benefit of those who like to do things about situations when they arise.


It's a fine list of clients, but we native advertising men out here are very proud of their success in national markets, but to date the scope of spot radio combinations from all these accounts hasn't been enough to pay the traveling expenses of the national station representatives who maintain offices on the Coast.

A more consistent source of spot business and in some respects a better list of immediate prospects are those firms with only partial or spoty national appeal. This from this comes most of the $100,000 spot billing on Eastern stations this past year, ended July 1, 1936, Alaska Pacific Salmon (Skepper & Eddy), Gardner Nurseries, Washington Boxed Apples, Northwest boxed pears, Mapleine and Carnation Albers, all out of Seattle, Los Angeles has Tree Sweeper & Crossley, White King Soap, Bireley's Orange Juice, Strasska Toothpaste, Dr. Ross Dog Food, Green Spot Orange Juice, and others are using the Philadelphia Diesel Engine School. Headquarters of the Knox Co. (Cytex) are also using Portland, Oregon. San Fran- cisco has Hills Bros. and M. J. B. Coffee, Cardinet Candy, and Tea Garden products in this classification.

Occasional Users

THERE is also another small list of accounts, however, which contributes occasional spot billing to the Coast's total volume. This includes D'Arrigo Bros., the most regular of all spot accounts; Prunes and the Barron Gray Packing Co. (Eveready Fruit Cocktail) all of San Jose; Breast of Chicken and Tuna from San Diego and the Wraged Refrigerator Co., and the Townsend Plan Promotion out of Los Angeles.

Standard Oil Co. of California is starting its fourth year of dominant use of time signals on several West Coast stations. Richmond Oil Co. has found the Jimmy Allen program a real producer of

SCOPE IS INDICATED By Trans-American Reiter & Jaeger, Chicago Rep Firm, Acquired, Says Clark

AS THE first step in its project to engage in an all-purpose broadcast advertising business, Trans-American Broadcasting & Television Corp. announced July 6 its acquisition of the station representation organization of Trans-American Reiter & Jaeger, Chicago. The announcement was made by John L. Clark, president of Trans-American, at the NAB convention.

Trans-American, it was disclosed at the announcement, represents and associated firms on a substantial scale. In addition, it proposes to engage in program production, recording, and transcribing, as well as station management and operation. The company, according to Mr. Clark, has financial backing amounting to $2,000,000. No formal announcement yet has been made of its backers or scope of activity, however, beyond the purchase of the Reiter organization.

With the acquisition of the representation firm, which heretofore has functioned only in Chicago, Mr. Clark said, Trans-American Reiter will be transferred to New York to handle Trans-American representation. Offices are at 521 Fifth Avenue.

I. W. calculate, former NAB general counsel, will continue as head of the Chicago office at 335 N. Michigan Avenue. In this area the company has handled time placements for WCAU, Philadelphia, KEX, Portland, WIBX, Utica, and formerly represented WLW.

Possible Disc Service

FORMATION of Trans-American was announced by Mr. Clark, but details of the organization were not disclosed. It is known that a company has been in negotiation with Associated Music Publishers Inc. in connection with possible representation of music, sound motion picture library service and also with regard to possible arrangements for transcription service.

Several station owners, it has been indicated, are identified with the organization that their names will not be revealed. Howard J. Rosenberg, formerly general manager of the Society of European Stage Authors & Composers, has been made executive vice president of Trans-American, with Sol A. Reiter, former NAB division administrator in charge of the radio code, as counsel. After the NAB convention Mr. Rosenberg departed for his European command, an undisclosed mission while Mr. Clark returned to New York.

TEd husing, chief CBS announcer, and H. V. Kaltenborn, CBS special report, have both in Europe this summer on vacations, and both are scheduled for special relay broadcasts.

chunks, but we call each other by our first names, most of us are good friends as well as business associates. We know that there will be more business next year than this, ad infinitum. Oh yes, and as we say at Trans-American, don't believe it, come out and see for yourself. But don't expect to make expenses on the business you will win up with out here.
President that Mr. Blackett, president of Blackett-Sample-Humert Inc., Chicago agency, and newly appointed director of public relations of the Republican National Committee, was that of Theodore F. Allen as head of the radio division of Eastern headquarters at E. 57th St., New York. Mr. Allen, formerly on the sales staff of NBC, has been serving as radio head of the Eastern headquarters of the G. O. P. in Washington.

With Mr. Allen's appointment, the largest number of representatives are to be transferred to Chicago headquarters in the Railway Exchange Bldg. under the direct supervision of Mr. Blackett, according to the press release. Mr. Blackett also announced that Fred R. Kerman, Landon's publicity director in the Western headquarters, would be transferred from that office to the Republican radio appointment in Washington, as act as his assistant. Harry J. Brown, Washington correspondent of the Providence Journal, has been named assistant to Mr. Kirchhofer.

Col. Frank Knox Lauds Radio

NOT ONLY do the party platforms of both the Democrats and Republicans declare the freedom of the radio and believe the American system of free, competitive enterprise was the best, but in both cases the radio network news reports, each morning in the columns of this paper, has shown the important role radio and television play in our country's life.

In the light of President Roosevelt's message to the NAB convention speech (see July 1 issue) and the words of President Roosevelt, the platform of both parties, including the Republicans and the Democrats, make a laudatory message from Col. Knox to the NAB convention is particularly significant:

"I am very happy to avail myself of your kind invitation to express my appreciation publicly of the splendid work performed by the broadcasters both before and during the Republican National Convention. I mean to include in my appreciation the many courtesies shown me in my preconvention campaign in all sections of the country by those who were associated with me in broadcasting my campaigns. I have read many testimonials from the listeners, which afford ample evidence of the successful work done by the broadcasting industry in bringing to all of the 50 states the important political speeches and events throughout the nation.

"In my opinion the broadcasting industry is now about to perform the same service for the nation that it did during the last few months. As I have said above, the next few months will be decided by the radio network efforts to reach the electorate through the medium of radio broadcasting. In this respect the industry is serving a public interest and should be commended for that method of solving the national problems through the medium of verbal contact.

"The Republican platform upon which Governor Landen and I stand has again reiterated the fundamentals expressed in the Constitution itself, that no people are free who do not enjoy the right of public assemblage, of free speech and of free press. It is the duty of all the mass media and other mediums of public expression, including the radio industry, to protect their own rights in these respects in order that the people themselves may intelligently protect their own liberties guaranteed them by the same document."
Total Time Sales of Stations Are Estimated Near 48 Million

C. H. Sandage, of Census Bureau, Gives Data for Nation Based on Returns Covering 90% of Industry

A STATISTICAL picture of the broadcasting industry as it stood for the first time, according to a new report by C. H. Sandage, chief, Division of Communication, Bureau of the Census. While unable to give the official returns for the country as a whole, Mr. Sandage supplied information covering 90% of the industry, based on replies to questionnaires from stations. All but four stations now have responded to the questionnaires, and within a fortnight he expected that final information would be available. Moreover, no information has been released on receipts of networks.

Local Advertising

The results of returns from 517 commercial stations show that 47% of the total, declared, showed net revenue from direct sale of time plus the sums received from networks of $47,957,501. This represents net time sales, or gross billings after time and quantity discounts had been deducted. The report shows that of this aggregate, about half or $24,000,000 was received from local advertising, while the remainder almost one-half was derived from national and regional advertising, and an equal amount from networks as payment for carrying network commercials.

The network revenue for these 517 stations amounted to $11,643,643. Total non-network time sales amounted to $36,035,508, which was $908,465 less than the estimate of 527 separate times stations as reported by Dr. Herman Hettinger, NAB research advisor.

The breakdown of broadcast station revenue clearly indicates that local advertising was the backbone of their revenue "business," Mr. Sandage said. He pointed out that the importance of local advertising, however, varies by geographical areas. Respecting employment and payrolls, Mr. Sandage said: "There was consolidation of employment in 257 stations outside Illinois and Louisiana which show that an average of 11,176 persons were employed in 1935. They received an annual payroll of $18,925,845. More than 90% of this sum was paid to full-time employees. The total payroll amounted to more than 40% of the advertising revenue of these stations."

"Employment and payroll figures include only those persons in the direct employ of broadcast stations. Stations in which facilities for local advertisers are provided, or where a microphone is employed and paid by the advertisers and not by the station, are not included separately. In this report, number of employees and personnel do not report. Employment for a representative week shows that station talent, including artists and announcers, make up the largest number of employees and receive a greater portion of the annual payroll than any other group. Station technicians are second, both in number and pay."

Regional Sales

TOTAL receipts of 63 broadcast stations in the West North-Central States, from sale of radio time during the year 1935, amounted to $5,688,765, the U. S. Census Bureau reported in its annual report of the new Census of Business series on the broadcasting business.

The report covers all broadcast stations in the seven West North-Central States which sold time during 1935, except one small station located in Maine. It includes 14 stations in Missouri, 10 in Nebraska, 6 in Kansas, 5 in Minnesota, 6 in North Dakota, and 6 in South Dakota.

More than one-half (54.6%) of the sales of stations in the seven states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

Mr. LaFonte joins WBS

Harold A. LaFonte, who served five years on the old Federal Radio Commission, on July 1 was appointed Washington representative of World Broadcasting System, specializing on political accounts and government news. While with WBS, President, Mr. LaFonte, in announcing the appointment, stated that Mr. LaFonte will continue to handle his line of activities in addition to his WBS representation, making his headquarters at the Wardman Park Hotel, Washington.

South Atlantic Area

TOTAL receipts of 63 broadcast stations in the South Atlantic States, from sale of radio time during the year 1935, amounted to $4,565,167.

The report covers all broadcast stations in the nine South Atlantic States which sold time during 1935, except one small station located in Georgia. It includes Delaware, 4 in the District of Columbia, 10 in Florida, 11 in Georgia, 6 in South Carolina, 5 in Georgia, 5 in South Carolina, 10 in Virginia, and 6 in West Virginia.

More than one-half (55.6%) of the time sales of stations in the nine states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

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FCC Authorizes Ten New Stations Prior to Recess

Sets Record for One Meeting; Important Power Boosts

TO THE 22 new broadcasting stations authorized by the FCC Broadcast Division of the Federal Communications Commission during the last 12 months of 1936 [see July 1 Broadcasting], 10 more were added at the division's last meeting on July 5 before the partial recess during the summer. In addition the Commission granted various important power boosts, including a license for KWEA, Shreveport, La., full-time 100-watt station licensed for 15 years. This is the only new license of KWKH and KTBS, who have kept it silent for several years. The deletion order is effective August 1.

The granting of 10 new station construction permits in one sitting was a record for both the FCC and the old Radio Commission. All of the projected new stations fall in the local category, some securing the necessary FCC permits, the rest are still awaiting FCC permission. All of the 10 are backed by newspaper interests. With the exception of one in Philadelphia, the communities securing the stations do not now have outlets.

New Stations Authorized

FOLLOWING are the new stations authorized, together with call letters, report dates, location, power and license term.

KROY, Sacramento, Cal.—Construction permit for 100 watts day on 1510 kc. issued to Royal Miller, automobile dealer.

KVEC, San Luis Obispo, Calif.—Construction permit for 1000 watts day on 1200 kc. issued to Christina M. Janes, Jr., doing business as Pacific Electric Co., electric contractor and dealer.

KQRS, Merced, Cal.—Construction permit for 250 watts day on 1040 kc. issued to Merced Star Publishing Co., publishers of the Merced Sun-Counts newspaper.

KWAT, Watsonville, Cal.—Construction permit for 250 watts day on 1250 kc. issued to William H. Nielson, doing business as Watsonville Polaron and Register.

KDOA, Kiglory, Tex.—Construction permit for 100 watts full time on 1210 kc. to Oil Capitol Broadcasting Assn., Inc., in Fort Worth, Txs. Mr. Willard E. R. Humphrey, publisher of Temple Times-Telegraph, is president; Mr. E. A. Talbot, Tex., owner 85% of its stock. Directors of the new corporation include Roy G. Terry, former manager of KOB, and Tom E. Foster.

KTEM, Temple, Tex.—Construction permit for 100 watts full time on 1370 kc. to Bell Broadcasting Co. Officers are: Ruth Mayborn, president; Marguerite McPike, vice president; W. L. Seay, business manager; Laverne S. Jones, business manager; and J. C. Mitchell, vice president.

WXP, Clarksville, Va.—Construction permit for 100 watts full time in Clarksville by E. C. R. McGaughey, publisher of the Clarkburg Exponent. Officers are: John A. Kennedy, president; Miss C. E. Ross, secretary, and Charles D. T. Fadie, general manager. Olanus West is 10% stockholder.

KSSF, Florence, S. C.—Construction permit for 100 watts full time on 1200 kc. to O. Lee Stone, outdoor advertising salesman.

KGO, Mason City, Iowa.—Construction permit for 100 watts full time on 1150 kc. to Mason City Globe Gazette, of which E. P. Adler, head of the scale syndicate of Newspapers, is president.

KTHB, Rapid City, S. D.—Construction permit for 100 watts full time on 1290 kc. to Howard H. Phillips, who operates the Rapid City Times-Republic.

What Time Is It?

THERE was one delegate at the NAB convention who insisted upon keeping his watch hands visible at all times. Said S. S. Biddick, station representative for Montgomery Ward & Co. to use World Broadcasting System transcriptions, the campaign will be spot time to 12:05 a.m. on July 15 and will be repeated at 9:00 p.m. in South Dakota, 15 minutes daily six times a week for 13 weeks. The results of the initial 78 programs, it was indicated, will govern the planning of the campaign on a year basis, cancellable at 13-week intervals. Ferry-Hanly Co., Kansas City agency, is handling the campaign.

Further Increase in Total Advertising Expected for Latter Half of the Year

WHAT gains for the first half of the year surpassing expectations, advertising volume for the coming six months will register even sharper increases and bring the total close to the level attained during the depression, says William J. Enright in the New York Times, on the basis of predictions of advertising volume for the year of about 9 per cent. The retail line goes have been spotty, but in the last month have shown a decided recovery. Advertising volume is set to increase a little less than 10 per cent, with the result that the year as a whole showed an increase of only about 5 per cent.

Media Prospects

"FOR the first half of the year national advertising in newspapers is leading the upward surge, with time on 1370 kc. to Black Hills Broadcasting Co. headed by Robert Lee Dean, and including H. C. Jewett Jr., former manager of KBB, and Tom E. Foster.

Power Boosts Granted

FOLLOWING are the more important power increases authorized at the Broadcast Division's last session.

WMCA, New York, granted day and night power increase from 500 to 1,000 watts with directional antenna.

WP, Philadelphia, granted increase from 500 to 900 watts day. 500 night.

WELL, Boston, granted daytime power increase from 1,000 to 2,000 watts.

WMBB, Providence, granted increase from 500 to 900 watts with directional antenna.

WOR, Orlando, Fla., granted increase in power from 250 to 1,000 watts. 500 kc. unlimited time.

WQAM, Miami, granted increase from 500 watts night. 1,000 watts day. 250 watts night and 500 watts day.

WASH, Grand Rapids, Mich., granted increase from 500 watts night. 1,000 watts day. 250 watts night and 500 watts day.

BROAD- cast Advertising

Montgomery-Ward Tests

A 15-STATION test campaign in the Midwest, which may result in a nationwide spot campaign covering two years, will be conducted by the Montgomery Ward & Co. to use World Broadcasting System transcriptions, the campaign will be spot time to 12:05 a.m. on July 15 and will be repeated at 9:00 p.m. in South Dakota, 15 minutes daily six times a week for 13 weeks. The results of the initial 78 programs, it was indicated, will govern the planning of the campaign on a year basis, cancellable at 13-week intervals. Ferry-Hanly Co., Kansas City agency, is handling the campaign.

Eight Station Sales Approved by FCC

Westinghouse Acquisition of WOWO and WGL

Sanctioned

EIGHT broadcasting stations were brought to the FCC for approval as a fortuitous result as a FCC Broadcast Division decisions July 5. The most significant case was approval of the transfer of WOWO and WGL, Fort Wayne, Ind., to the Westinghouse Electric Mfg. Co., which recently negotiated a deal for their purchase at a price of $3,000,000, or about $150,000. WOWO is a 10,000-watt half time clear channel station on 1160 kc., and 500 watts day. They will be operated by Westinghouse itself.

The other transfers approved were:

WEBR, Buffalo, from H. H. Howell to the Buffalo Evening News, operator of WBN, WEBR operates with 100 watts nights and 250 watts days on 1310 kc.

WBNR, Memphis, from Memphis Broadcasting Co., operators of Commercial Appeal, operator of WMC, to WMX.

WBND, Fort Wayne, from N. N. Robert to deWenger Broadcasting, Inc., operator of WJNL, the Joplin Globe Publishing Co. WMY operates with 100 watts night and 250 watts day on 1420 kc.

WBYK, Bakersfield, from M. M. Johnson to KMMJ, Inc., whose president is Don Searle, who also owned KBB, owner of KBB, Searle, vice president, and K. S. Stagner, secretary. KMMJ operates with 1,000 watts full time on 1500 kc.

WDRW, Augusta, Ga., from J. J. Powell, Louise Powell and A. E. Lewis to Arthur Lucas, William K. Jenkins and Frank J. Miller, theatrical men. WDRW operates with 100 watts full time on 1500 kc.

KIUJ, Santa Fe, N. M., from W. R. Irvin to J. Lawrence Martin. KIUJ operates with 1,000 watts full time on 710 kc.

In addition to the Broadcast Division authorized the transfer of four stations from the Cairo Broadcasting Co., subsidiary of the large publishing concern. Eleanor McClatchy was named president of the new company, G. C. Hamilton vice president and secretary-treasurer, and L. R. Matsushak, assistant secretary.

Taking Over WOWO

WESTINGHOUSE E. & M. Co., authorized by the FCC July 2 to purchase the WOWO and WGL, Fort Wayne, Ind., will formally take over those stations Aug. 1, according to W. S. Evans, the company public relations director.

George Jasper will be sent from headquarters to help organize the station. W. A. Newton, named acting manager. The station's personnel otherwise will be kept intact.

paper copy accordingly.

Therefore, advertising executives are predicting that the latter half of the year will witness a sizable gain in advertising volume, bringing the total close to the 1939 figures.  

Eight Station Sales Approved by FCC
The House That Radio Built—With Profit

By Warren P. Williamson, Jr.
President, WKBN, Youngstown, O.

Promotional Project Brings Clients and Much Good Will To Station and Performs A Notable Public Service

IN THE LATE SPRING OF 1935, WKBN, Youngstown, hit upon a promotional idea which, because of its cooperative appeal and the fine results obtained, should be of vital interest to all broadcasters.

Using a regular daily sustaining dramatic program—a firmly established feature involving the everyday experiences of an average American family—and in conjunction with the Federal Housing Administration—we of WKBN conceived the novel idea of having our radio family build a home over the ether waves and at the same time actually construct this dwelling as a model FHA project.

This plan took root and there sprouted therefrom such an accumulation of promotion as could not possibly have been foreseen. WKBN first contacted a builder who was willing to enter the scheme for its promotional value and who was further agreeable, if it could be worked out to his satisfaction, to reserve to WKBN complete control of the selection of cooperating concerns.

The Power of Radio

The prospect of making a commercial project out of what had been conceived as a pure station promotion at an early point suggested itself. Numerous plans by which this could be accomplished were immediately developed. Each advertiser who could be made a part of this project would be a potential customer for radio time. He might be permitted to provide his part of the construction and furnishing at the regular rate with a certain specified appropriation to go toward the maintenance of the radio program. Or he might be induced to provide material at a minimum of profit and share in the radio feature gratis.

In this latter manner the final cost of the house might be kept at a minimum so that it would be readily saleable, would clinch negotiations with the builder, provide to said builder a possible fund for further depreciation during the display period and the same time create a new host of WKBN clients who would have a generous proof of the power of radio advertising.

There were other suggestions as to how this project might be turned to commercial advantage but they were all discarded in favor of these two.

Here then were two schemes. The first would provide immediate financial return. The second would at first offer only a large list of potential clients—but clients who had had a first class exposure to this radio thing and who were "red hot prospects" for the further use of WKBN's facilities. After due deliberation, the latter course was chosen, was readily accepted by the builder and other commercial interests involved and the idea of a model home construction took definite form.

FHA officials were enthusiastic. The Youngstown Electric League agreed to make it a complete electric project. The plans were drawn and approved, a location was chosen in Boulevard Park, one of Youngstown's finest residential districts, and immediately the WKBN radio family entered into the trials and tribulations of building a home.

Each step in the construction was closely followed by these radio performers and it may be readily imagined that hundreds of intensely amusing incidents—indirectly commercial in their nature and often involving actual names of leading participating firms and members thereof, often cast at the scene of the construction, were woven into the radio script which not only provided hilarious entertainment but served to call close attention of WKBN listeners to the actual home as the scene of the pit-falls and triumphs.

As the project progressed, hundreds of people began to drive to the WOES of home builders are numerous. WKBN got itself into a lot of them when it decided to sponsor erection of a FHA home. But all this was turned into fodder for the kilocycles, and better still, a swarm of sponsors who scrambled for WKBN time. It developed into a radio "natural" and Mr. Williamson passes along his experiences for the benefit of other stations as well as all who are interested in radio as a medium.

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EDGAR P. LEWIS & SONS Inc., Malden, Mass. (Viva candy), which recently completed a 17-week tract on WQCR, Boston, with Viva Juvenile Parade, took the program to WCHS, Portland, Me., where it is listed as the Viva Opportunity Parade. Using an amateur talent formula, the sponsor invites listeners to send in wrappers from its candy. More than 10,000 wrappers were received after the first WCHS program, a 17-jewel wrist watch being given to the boy and girl who sent in the largest number. Besides, the friend who sends in the most wrappers in voting on amateuer performances, receives a watch. Programs are staged by remote control from Lewiston, Louis Glaser Inc., Boston, now has the account.*

WOAI, San Antonio, has begun a file of sponsor reference sheets. These give prospective WOAI clients, as well as present clients, case histories on WOAI campaigns similar to their own. On mimeo paper, a regular file is being tabulated which states the following: Product; length of campaign; program; date; desperation; how solved; merchandising and sales promotion; results and other comments.

A BROCHURE titled Found—The Lost Tribes, defining the extent of the Jewish market in New York City has been issued by Advertisers Broadcasting Co., New York, which produces programs designed to reach the 2,500,000 Jewish listeners in that city. Sponsors of the number of programs on WMCA is described.

NOT SATISFIED with being a winter resort, Daytona Beach (Fla.) is promoting itself as a year-round winter resort to the pre-season travel market. The city is billing itself as the world-famed beach and 10,000 hearing the opening summer band concert.

For four years Daytona Beach has been using WB in its promotional work and every year has built up a large following. The resort is maintained in Atlanta by the resort.

PRIZES amounting to $15,500 are being offered to car owners and their families by Esso Marketers in a unique picture-taking contest. The details of which are given three times daily, except Sunday, on WPTF, Raleigh, N. C. Entry blanks describing the contest and giving the simple rules are available at all Esso stations and dealers.

BESIDES their radio appearances on KLZ, Denver, for Montgomery Ward & Co., Denver brings the Capt. Ozie troupe makes daily personal appearances in the refrigerators of the South Broadway store, an innovation in Montgomery Ward merchandising. The radio program is broadcast thrice weekly at 12.

WBS is conducting a A Tour of Treasure—UnLaughable quarters by means of a two-color brochure, nicely illustrated. A description of recorded radio, "from microphone to listener," a list of WBS subscribers, pictures of studios and talent and a list of WBS clients.*

Now operating on the latest high-fidelity type 5000-watt transmitter

Since 1922 KSD has been pioneering.

Successful experiments made by KSD when radio was young are the common practices of broadcasting today. KSD's auxiliary short wave station W9XPD, the first ultra short wave station west of the Mississippi River, now is carrying on experimental work in the short wave field.

When KSD began accepting commercial programs.

A rigid censorship was established and has been maintained to protect both listeners and advertisers from the unworthy. Many of KSD censorship rulings have been confirmed later by Federal Trade Commission decisions.

KSD's guarantee in its advertising contracts.

Sponsors on KSD have this assurance which KSD writes in its contracts: "It is unequivocally guaranteed that no advertiser using the facilities of KSD is given a secret rate, rebate or privilege."

On the Red Network of the National Broadcasting Company since the first hookup.

Station KSD - The St. Louis Post-Dispatch.

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Once upon a time the heat of mid-summer meant dog day doldrums for radio advertisers and radio stations. Not now.

THIS YEAR THESE STATIONS ARE CARRYING THE HEAVIEST SPOT BROADCASTING SCHEDULES IN THEIR HISTORIES.

This is partly because advertisers have found by experience that they can get phenomenal results from well planned, practical, summer Spot Broadcasting.

But it is also due in no small measure to the fact that advertisers are concentrating their radio schedules on the stations that experience has taught them are the biggest producers.

Fall schedules will be even fuller. Foresighted buyers are making definite reservations on these stations now.
More on Freedom of the Radio

DOES freedom of radio exist in America? Some would have the networks and stations debar the Communists and Socialists, but they have a fear of the frequencies. Mr. Lewis, according to American radio. Now hear at this comment from a noted liberal journalist, Dorothy Thompson, wife of the novelist Sinclair Lewis, writing in her daily syndicated column to newspapers of the country.

"There is one highly ironic facet to Mr. Lewis'" (John L. Lewis, president of the United Mine Workers of America) denunciation of the economic policies of the existing network. The NAB, the National Association of Broadcasters, and the FCC, the Federal Communications Commission, have issued their call to the workers of America over a nation-wide hookup on time provided him free. The NAB is an affiliation of the Radio Corporation of America. And at this moment Mr. Lewis is at grips with the telephone company over another contract.

"The circumstances of strike do not quite bear out Mr. Lewis' picture of the workers in relation to corporate industry. In this con- flict, of course, the miners have been off to proceed in accordance with the principles of the Wagner labor act. It offered to respect the decision of a majority of the workers, as it did in the past. And the future is a matter of all the workers, not of the industry but of the Government, and to recognize whenever the workers would elect as the representative of all of them for collective bargaining. Mr. Lewis rejected this offer for obvious reasons. Not thus would he win the fight.

"The RCA has not called in strikers, it has not called out troops, nor armed the workers, the majority of whom have not responded, and for been violence. It is a great deal of it has been committed by the "peaceful pickers" whose methods of persuasion have been to add the blackjacket to the argument. The miners have not been placed in a position to deadlines or points to policy of keeping the air free for public discussion."

"There is something to be said for this democracy, even with its economic tyrranies."

WIXAL School Series
To Be Offered on Discs

A LIBRARY of nearly 200 fifteen-minute educational and recreational programs that have been broadcast over WIXAL, international, shortwave station located in the United States, will be supported largely by the Rockefeller Foundation, will shortly be made available on the air, usually in the form of announcements, small ads in the newspapers or telephone. It has been true that such service depended usually upon either a given number of broadcasts being purchased or a certain amount of money being involved.

The use of the stations studios by educational organizations, for meetings of a representative to sales meetings to explain the radio pro- gram and close watch as to public interest in the station, have been determined what brings goodwill to the station as well as the advertisers' interests. The station should be carried out. With the advent of television, an entirely new technique will be required. I hope the advertisers are thinking accurately about it now as the station.

"The future for this medium is decidedly bright and those stations which will best cooperate with the advertisers and those who, in turn, will be the torch bearers of tomorrow."
Associated Oil Secures Football on West Coast Eleventh Straight Year

ASSOCIATED OIL CO. of California, for the eleventh consecutive year, will sponsor broadcasts of all major Pacific collegiate football games, Harold R. Deal, advertising and sales promotion manager of the organization in San Francisco, announced following the signing of an exclusive contract for those privileges with the Pacific Coast Conference and major independent schools. With P. E. Allan, sales manager of the Associated Oil Co., Deal attended the Conference meeting at Spokane, Wash., where details were completed.

Nearly 100 major games will be presented over 36 stations by Associated's staff of 22 trained sports announcers. Both NBC and CBS as well as independent stations will be used. Deal pointed out that the task of arranging for the 1936 season broadcasts will be more difficult than ever because the Conference's new schedule will find every major team playing each other. Three and sometimes four important games will be played on the same Saturday, he stated.

"There will be more games than ever on the air this season," he said. "The schedule really calls for four networks on some days. Unfortunately there are only three (2 NBC and CBS-Don Lee), so we will have to do some intricate schedule-juggling. However, as in the past, we will make every effort to insure the fans of every section of the Coast hearing the games they are most interested in."

Two for General Foods

GENERAL FOODS Corp., New York, has signed two fall programs to be heard on the NBC-Blue network. The first program, in the interest of Sanka coffee, will get under way Sept. 28, Mondays, 8-8:30 p. m., on the basic network with a rebroadcast at 12:30 a. m. The program will star Helen Hayes in a dramatic series and is signed for 52 weeks through Young & Rubicam Inc., New York. The second broadcast will promote Log Cabin syrup. The series will start Sept. 29, Tuesdays 8-8:30 p. m. on the basic Blue network. The Northwestern, mountain, KLO, and Pacific Blue network will carry the program at 11:30-12 midnight, featuring Louis Massey and the Westerners in a broadcast entitled Log Cabin Bar Z Ranch. The program will run for 26 weeks. Benton & Bowles Inc., New York, has the account.

Summer? GOOD!

WOAI reaches with 1 Power 50,000 watts, cleared channel, full time.
2 Coverage Over 1,000,000 regular listeners in primary area, 5% to 50% coverage in 40 counties in 4 other states. Most listened to American station in Mexico.
3 Markets $2,000,000,000,000 Texas Centennial Market adding wealth to the 5th state in population.
4 Programs Finest NBC, TQH and LOCAL, with highest ranking in national and local surveys.
5 Prestige Our list of national and local advertisers (furnished on request) would form a nucleus of the "Who's Who" of the business world in their respective fields.
6 Experience One of the South's first stations, having continuously served the Southwest for over 14 years.

6,300 at WIP Picnic

THE Sixth Annual Picnic of the WIP, Philadelphia, Homemakers' Club, held June 23, at Clementon Lake Park, N. J., was attended by over 6,300 women. Tickets were 50c and included ferry and train fare, lunch, a six-ring circus, free amusement rides at the Park, and a chance of winning one of the 50 gifts which were awarded to the holders of the winning ticket numbers. Gifts, which included a trip to Bermuda, a radio, typewriter, electric washing machine, a Topping, three trips (week-ends) to Atlantic City, and many others valued at a total of slightly over $1,000. Gifts were donated by sponsors.

ASSOCIATED OIL

Represented nationally by Edward Petry & Co.
Affiliate - National Broadcasting Company
Member - "Texas Quality Network"

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STROKE BY STROKE.—A demonstration of spot news broadcast with KMBC’s short-wave Newscaster Car, this time a shortwave broadcast from a plane flying over the city in which golfing staves surveyed the ground on which they later were to meet.

The Newscaster Car later established broadcast history by transmitting a running account of the Exhibition golf tournament with Lawson Little, Horton Smith, Jimmiekel, and Joyce, who also gave representative hands played. Other broadcasts included the Governors’ Barquet, a street carnival dance, a massed bands concert, and ceremonies honoring native Missourians in which KMBC’s own Ted Maloney served both as guest of honor and master of ceremonies. Other radio celebrities were Miss Harry Edmundson, Willard Robinson, and Hale and Derry of “The Three Cheers.”

Spokesman for the Missouri Department of Agriculture was Kenneth Hohman Inc., and Alan Brannham of Thompson and Lichtner, Inc., are enthusiastic in their praise of KMBC’s complete coverage of the event and of the positive results obtained.

Churches Control KMBC
CONTROL of Midland Broadcasting Co., Inc., operating KMBC, Kansas City, has been acquired by the church family, according to Arthur B. Church, president and general manager of the station. Cicely I. Church, Mr. Church’s wife, has acquired the 84% interest held by the estate of F. B. Blair, who died last November, and together with Mr. Church’s interest, the family now holds 91% of the stock. The balance is held equally by M. H. Siegfried, Kansas City realtor and insurance man, and C. R. Smith, president of the Ford distributing agency of that name. Simultaneously it was announced that Roland Blair, son of the late KMBC president, has resigned as vice president and director of KMBC, and on July 15 will leave his post as retail sales manager.

GROWING SUCCESS with its morning radio program over WWJ has led J. L. Hudson Co., Detroit’s largest retail department store, into its third year of broadcasting without a break. The program originated in February, 1934. It is on the air from 6 a.m. to 10 a.m. and in the winter months a half-hour earlier. Boasting several unusual elements, both in presentation and the type of commercial used, it has enjoyed an increasing audience which has served to build up a satisfactory return of business, both direct and indirect.

Observers have noted that each program is a fairly complete entity in itself, well constructed about a central theme. This building of the programs is in charge of Miss Barbara Brooks, who is in charge of the store’s promotional efforts, and who also announces her own programs.

Records are used for the music which accompanies the commercials. Classical music prevails, popular records accounting for only about 20% of the total used. About six announcements are made per program.

Conservative Continuities
THE COMMERCIALS follow the same strictly-edited style of Hudson’s newspaper advertising. No comparative advertisements and no screaming, language is conservative. All references to competitive merchandise are purposely omitted.

Instead an effort is made to “get behind the merchandise,” and dig out interesting facts about the goods on sale. Thus, in a promotion of Hudson’s grocery department, Miss Brooks is apt to be heard talking about the vegetables in the store. Tomatoes as a vegetable, or the methods of best cultivations, wind up with the observation that home-grown vegetables are the best. Hudson’s traditions of cultivation and agriculture may be found in Hudson’s grocery department.

Similarly, a sale of dresses is apt to be highlighted by a description of the silkworm which was the source of the silk used in the dresses.

Merchandise for the program is selected with the same care and careful checking as that which is featured in newspaper copy. On the air, however, the request is apt to lend themselves to a vivid word picturization which are most likely to be featured on the daily programs which comes on every shopping day.

No particular type of merchandise has been found to be more successful than others in the radio presentations. Everything from kitchenware to automobile tires has been featured on the hour from one time to another, but Hudson’s checking system has apparently noted no appreciable results over the long run, for the range of advertised items continues.

The program is directed to women, although men’s apparel and accessories, often are featured. Experience at Hudson’s, it is said, a shortwave broadcast from a plane flying over the city in which golfing staves surveyed the ground on which they later were to meet.

The Newscaster Car later established broadcast history by transmitting a running account of the Exhibition golf tournament with Lawson Little, Horton Smith, Jimmiekel, and Joyce, who also gave representative hands played. Other broadcasts included the Governors’ Barquet, a street carnival dance, a massed bands concert, and ceremonies honoring native Missourians in which KMBC’s own Ted Maloney served both as guest of honor and master of ceremonies. Other radio celebrities were Miss Harry Edmundson, Willard Robinison, and Hale and Derry of “The Three Cheers.”

Spokesman for the Missouri Department of Agriculture was Kenneth Hohman Inc., and Alan Brannham of Thompson and Lichtner, Inc., are enthusiastic in their praise of KMBC’s complete coverage of the event and of the positive results obtained.

Churches Control KMBC
CONTROL of Midland Broadcasting Co., Inc., operating KMBC, Kansas City, has been acquired by the church family, according to Arthur B. Church, president and general manager of the station. Cicely I. Church, Mr. Church’s wife, has acquired the 84% interest held by the estate of F. B. Blair, who died last November, and together with Mr. Church’s interest, the family now holds 91% of the stock. The balance is held equally by M. H. Siegfried, Kansas City realtor and insurance man, and C. R. Smith, president of the Ford distributing agency of that name. Simultaneously it was announced that Roland Blair, son of the late KMBC president, has resigned as vice president and director of KMBC, and on July 15 will leave his post as retail sales manager.

A GROUP of broadcasts planned originally for novelty and public interest value has turned out to be an unusually productive source of publicity for Excelsior Springs, near Kansas City. An elaborate Spring Festival, sprinkled with celebrities and special events, early in June was completely covered in a number of spectacular broadcasts by KMBC, Kansas City and according to officials of the city and its representatives, Beaumont & Hohman Inc., and Thompson & Lichtner Inc., the broadcasts created such an impression that trade and patronage at the Springs has far surpassed the usual spring season. The officials attribute the result to the KMBC broadcasts since nearly all visitors mention that they heard the broadcasts.

The Festival was opened with a demonstration that women do a large proportion of the shopping for men’s wear. No definite limitations as to price range are observed and no price whatever is featured.

Institutional copy often is heard over the radio in the activities as Hudson’s model kitchen, child health institutes, housewives’ expositions and other such promotions are well covered on the air when they occur.

Newspaper advertising will from time to time amplify the radio broadcasting. When Miss Brooks is scheduled to present some important bit of shopping news, attention is called in the preceding day’s advertising to the fact that “Miss Barbara Brooks will have all the latest tomorrow morning”... on whatever the subject may be.

In accordance with KMBC’s fixed policy, no statement is obtainable from the store’s officials concerning the success of the program. Its constancy, however, is the best barometer of the regard in which it is held.

A PULLMAN car completely out-fitted as broadcasting studio is the novel new equipment that has been added by Radio-Strasbourg for mobile services, particularly tourist broadcasts.
WREC HAS CHANGED THE Radio PICTURE IN MEMPHIS

APRIL 26—WREC Opened its New Transmitting Plant—Memphis' Most Modern.

JUNE 14—WREC Increased its Broadcasting Power from 2,500 to 5,000 Watts.

Not once...but TWICE in Seven Weeks...

WREC has changed the Radio Picture in Memphis

- CHOOSE WREC as a "H1" Spot for Your Test Campaigns. If They Won't Work Over WREC—in The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

---

Memphis' Most Modern Transmitting Plant
- Design — Equipment — Facilities.
- Memphis' Most Modern Antenna System,
- Two Quarter-Wave Trusan Radiators, 420 Feet High, Latest Type.
- Memphis First and Only Wide-Range, High Fidelity Broadcasting Station.
- Greatest Coverage of Any Memphis Station.

FIRST MEMPHIS STATION TO USE 5,000 WATTS POWER

THE NEW HOME OF "THE VOICE OF MEMPHIS"

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK • CHICAGO • SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION • AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS...AT NO INCREASE IN RATES

BROADCASTING • Broadcast Advertising

July 15, 1936 • Page 33
MERCHANDISING PROGRAMS

How One-Man Broadcasts Can Be Utilized to Attract Sponsors and Hold Listening Audience

By FRED BOCK
Sales Manager, WADG, Akron

SALES MANAGERS of broadcast stations and advertisers, with a paramount problem, that of evolving enough new, effective, distinctly different types of features to provide the sales organization with an endless lineup of program ideas which will stand the test of comparison with national programs.

BRIEFLY, the problem is one of merchandising, even though the sales managers, though, have overlooked the most important job of merchandising, that of merchandizing the station's service with the right kind of merchandisable programs.

It is truly a problem to provide an array of programs which can be locally produced and yet will stand up with the high-priced features of the large stations, which claim somewhat national coverage, it is out of reason to attempt an extensive "merchandising" effort in competition with the big shows. It requires more men than the local station can afford today, but the sponsor is quite likely to be able to hire one or two good men. Thus, if we find the right men to feature, we can still present the best.

ONE-Man Programs

ONE-MAN programs are usually "personality" or "service" features, or combinations of both. A properly remunerated one-man program ideas is that any feature which uses names has possibilities, and no one should stand by on the outside parallel. For what they may be worth as ideas or as seeds for other ideas, here is a list of "one-man programs, most of which have been successfully tested by the writer:

NEWS—If a good announcer is at the "mic" he can work in a good news routine half or more of the broadcast time. The material is usually available and interesting, and it provides names.

SOCIETY REPORTER—Selected by most stations but has some of the best possibilities. It has proved very successful for a 15- or 18-minute feature, five minutes or more. A wealth of names. Strongly recommended.

RADIO SPEEDWAY—Successful in selling used cars. An opening announcement would be good to get on the ground. It is great the event of the evening; interest is keen—the cars are ready and waiting, the buyers are there with money in their pockets. The car number one is so and so. Car number two is third. etc.—the one that is out of the front of the motors runs—Car number one is so and so. Car number two is third. etc.—the one that is out of the front of the motors runs. CAR number one is third. etc.—the one that is out of the front of the motors runs.

STREET ORIGIN—One-D-Own-on-the-street type of program used by auto dealers very successfully. Also in effect in large stores in exchange service. Persons seeking employment leave name with sponsor and peruses needing service of men or women call sponsor for name and address of applicant.

REVIEWS AND PREVIEWS—A program corresponding somewhat to the radio column of a newspaper. Gives comments on programs that have passed and more comments on the programs to be heard in the near future. Gives intimate stories about the radio stars. Tells what they like or do not like. Tells of new developments in radio. Brings in local entertainers, announcers, etc. for interviews—also out of town stars.

RAMBLING REPORTER—Informal comments on a couple of news topics of the day. Works in a human interest story. Chiefy comments, in a free and rambling style about things of civic interest and people who are doing things for the community. Because of the frank and rambling style, the commercial copy works in every smoothly for department stores or any retailer.

LIARS CLUB—There are organizations of liars clubs in some cities and there are numerous men who have a prize yarn. A prize for the best yarn.

GREETINGS TO BRIDES—A song program, during which congratulations are extended to the new brides and grooms each day. Might be unwise in the cities but a good feature in medium or small cities. Another feature with names. Annals to women. A friendly and personal gesture to the newlyweds by furniture companies, department stores, etc.

ANNOUNCERS CONTEST—Forget the old appeal about a job for the winner. Appeal to the mass. Get all men who think that they could be better than the announcers they have heard. Offer a sizable cash prize for the winner. The man who thinks he is good and is good. This gets the men who are a little higher caliber and not looking for a job. It can be used as a personality. It also affords unusual advertising possibilities because the entire job can be advertising, with each contestant reading a piece of copy, and yet hold interest.

ANNOUNCERS CONTEST—Similar to above contest, except for women. Appeal is that sponsor has faith in the ability of women to fill a place in radio. He feels they have better merchandising sense than men and that they can present their stories sincerely. To give the women a chance to work with the keepers of the household. Women to visit the store, write their

GARAGES UNITED

KDYL Lines Up the Trade For

Cooperative Series

LINING up over 50 of the local rai
ges applied a co-op tape, K

DYL, Salt Lake City, has brought
the entire group under the ban
ner of the Utah Automotive Taxis
Association and is now presenting
a weekly half-hour program under
the sponsorship of this organiza-
tion.

The purpose is to call attention
to the motoring public to the wis-
dom of having all automotive work
done by established, reliable, local
service men. And to further the in-
terests of the program, attract-
tive display cards have been fur-
ished all participants in the broadcast. Copy in the radio pro-
gram calls attention to these cards and urges that motorists look
for the emblem of a member of the Utah Automotive Trades Asso-
ciation when seeking repair or serv-

own one-minute copy and present it
on the air. Small prize for winner on each broadcast and grand prize
such as rages applied to a car. Of course, the one-

TEST YOUR MEMORY—Piano or
organ program. No titles of tunes are given in continuity. Those who guess
correct titles of all tunes are given prizes, usually theater tickets. Can be
used by most any type of sponsor.

FISHING PROGRAM—Authorita-
tive figures show that more people are interested in fishing than in any other
sport. The Fishing Reporter is a
very appealing feature. The reporter
tells where and what the fish are
biting. He tells why they will or will not be biting in future days. He gives
tips on how to fish and includes in his program a list of the good catches
and girls who use the bait themselves or by the keepers of re-

ports.

A MAN'S TASTES—Most stations will
be able to find a man who is a
professional cook, or at least, a
good cook. There is a surpris-
ingly large number of men who like to dabble in the kitchen. They do not
want to be in the kitchen all the time, but they have a hobby of preparing cer-
tain meals. The program provides the necessary information for the recipes and skilful
preparation of their favorite conve-

ctions. The program takes on a life
humorous slant, remids the women

that there are many ways of pre-
paring the same ingredients and that
there is no need for serving the same
menus day after day. The man in
charge tells what men like and why
they like it, and teases the wife with
the dishes that他自己 will provide. Each pro-
gram he tells the favorite recipe of
some well-known local man.

BIRTHDAY GREETINGS—A mu-
sic program of radio favorites and
m.c. type of personality singer who
cheerfully announces the names of
more of the birthdays. Every day is
on the day of the program.

AMATEUR PROGRAMS—There is
no need to comment on these. How-
ever there are many different
groups, such as the general type of show, juve-
nile shows, and strictly colored en-
tertainment shows.

KITY AT THE SWITCHBOARD—
Good straight merchandising
which holds interest. Operator keeps
cutting in and out all the time—bits of
news, sales calls, sales talks, short
stories, all interspersed. The operator
calls the bell girls who call her, between business calls. Name of sponsor repeated every time. This is one program
moving and can be made very inter-
esting.

The above programs are only a few of many ideas with which the sales manager can merchandize the station time which he is trying to sell. There are the services of only one or two good men, yet, if these men are really capable merchandisers they can be made as effective in one locality as another. Many of these pro-
grams have regional restrictions and can be adapted to other level for comparison. Locally, some of them have as much appeal as expertly produced programs.

Merchandising is very important and it is especially im-
portant to merchandise station time during the radio listening period and consequently deliver the sales message at the smallest cost. The one-man program must also be adaptable to an ef-
tective presentation of the mes-
ge. It has his combination planned before his idea is born, but the
advertiser can often see reason for becoming a customer.

Special 18-Hour Service

Planned by United Press

A NEW 18-hour daily leased wire news service into subscriber stations
was disclosed by United Press July 7. Twenty of the 75 or more
stations now being served by United Press will get the new service
as it was stated, and it probably will be expanded gradually.

The service will start July 27, will bring UP reports specially written for broadcasting and ready to air directly into the
stations. It will also include special radio features. It will run 18 hours a day, with UP absorbing the costs. Wells Artz will be
editor.

Following are the stations sched-
uled to receive the service:

and WHN, New York; WCAU and

and WHN, New York; WCAU and

Philadelphia; WBLA, Balti-

more; WDRB, Louisville; WAEX-

Washington; KDKA, Pittsburgh;

WWVA, Wheeling; WJAY, Cle-

veland; WSPD, Toledo; WJBC,

Chicago; WXW, Buffalo; WHAM,

Rochester; WGY, Schenectady; W
E I, Bos-

and WDBC, Hartford.

BROADCASTING • Broadcast Advertising

"We'll jes' take th' cash—we can't touch th' music without permission of th' copyright owners."
In the Grand Manner!

WKY is known far and wide for its thorough, enthusiastic way of doing things.

- In the grand manner WKY planned and built the largest, finest, most modern studios in the South or Southwest.

  In the grand manner WKY has embellished its transmitter site with trees, flowers, shrubs and pools and dedicated it to public enjoyment.

  In the grand manner WKY entertains and serves its audience with standout NBC features and scores of local programs of network calibre.

  "In the grand manner" is the WKY manner. Doing things in a big way . . . with enthusiasm, thoroughness and showmanship . . . has made WKY the most listened-to, most written-to, most talked-about station in Oklahoma . . . and, quite naturally, the station in Oklahoma that pays out in the grand manner for its program sponsors.

- In its thorough-going manner, WKY has developed its 25-acre transmitter site into an estate-like public park that for sheer scope and beauty is perhaps unsurpassed anywhere.

- Views here show, above, the formal rose garden and one of the rustic, flower-fringed lily pools; right, broad expanses of lawn dotted with trees, shrubs and flower beds; right above, one of the many scenic spots to be found throughout the park.
How Good You Are!

By STATION BREAK

USUALLY the world asks hourly, "How good are you?"... and frequently fails to appreciate your reply.

WE'RE reversing the process today... and telling you how you are.

INDIVIDUALLY, broadcasters... goodness knows... suffer no lack of ego. Collectively, the industry often exhibits an almost excessive modesty.

WE'LL grant that it's probably the modesty of ignorance... but... how good are you really?

YOU'RE sufficiently good that nearly 23,000 families laid out cash to buy sets to hear your programs... 3,000,000 families thought enough of them to have more than one set in their home, and 3,000,000 car owners were so anxious to hear your offerings that they put receiving sets in their autos.

THREE out of every four families have radios... or about 75,000,000 listeners... for you buy a set to listen to... not to look at it. More than 20,000 radio families as residence telephones... over 5,000,000 more radio families than families having automobiles... nearly 2,000,000 homes that have battery sets, because their homes aren't wired for electricity.

NO WONDER one marketing authority has stated that radio broadcasting has permeated American life more completely than has any other commonly accepted standard of living factor... and all because of the programs you present.

OTHER industries depend on you... almost more than they realize. A set manufacturing industry with an investment of more than a quarter-billion... to be added to your own investment of probably $100,000,000... comprising several hundred manufacturers, several thousand distributors and more than 30,000 dealers... exists by reason of your service.

ADVERTISERS will spend more than $320,000,000 this year for your facilities, and will add at least $25,000,000 to that for program material, because you enable them to speed up and extend the sale of goods... keeping people employed in hundreds of industries.

SOME of your technical developments, STATION BREAK is told, have influenced the entire field of communications and improved it materially.

AND if some learned gentleman asks you about what he may call your "social service", you can answer him this:

YOU have brought the concert hall, the opera stage, the world's best artists, to your home. YOU have given the world's leading athletic contests, musical comedy stars and the world's leading entertainers to every town and hamlet in the country and into almost every home, no matter how modest.

PLEASE remember that nearly 45% of our population lives on the farm or in towns of less than 2,500 population... and that with the exception of the South, where rural radio ownership is comparatively low, nearly out of five farm homes, in all probability, have radios. Also pause to reflect... that two-thirds of the population live in towns under 100,000 in size.

THERE'S no Metropolitan Opera in these towns... no Philadelphia Orchestra... no Fannie Brice or Jack Benny on your radio. There's only limited national and foreign news in the local paper, because its space is limited. Even the movies can't duplicate you... again and again a trip to the theater. For an average family of four would cost over $50 a year... whereas you can run your radio station for four to six dollars a year... some estimate at maximum cost of 2½ cents a day.

FIGURE that last item of the three-quarter of us who make less than $3,000 a year. Figure how much that group can spend for books, lectures, concerts, the theater, travel, the movies, and all of the things which radio brings them. Do you still wonder why the radio audience is appreciative and responsive?

YOU'VE made one great town meeting out of the entire American nation... and given democratic, representative government new vitality and meaning.

IN A BRIEF time your facilities changed the psychology of the American people from hopelessness and confusion to confidence and energy... in the banking crisis of 1933.

THIS SPRING, in flood and disaster, you demonstrated again that the broadcast is an irreplaceable means of communicating with large numbers of people in time of emergency.

YOU'VE become a new medium for the dissemination of news... giving rise to an even greater thirst for news and information by the public. You've humanized the news.

FOR MOTORISTS — All highways approaching Cincinnati are marked with these signs so tourists with auto radios will know about KFJM.

AND YOU'VE done it all with an amazing prodigality of output... more than 8,500,000 programs a year, it has been estimated by one inquisitive pencil-pusher. The average full time station alone presents about 300 or more programs a week, and the national network key stations do over 50,000 of them a year.

THIS is how good you are... an ample basis for healthy self-respect and militant self-confidence! Gentlemen of the Fifth Estate... we salute you!

Mutual Holds Luncheon, WAAB Latest Affiliation

MUTUAL Broadcasting System, represented by a large delegation at the NAB Convention, held in Chicago, will announce that WAAB, Boston, has joined the network on July 1. On July 6 W. E. McCandless, business manager of the Chicago Tribune, operator of WGN, who is president of NAB, was host at a luncheon at Studio 1 of WGN's building on Michigan Ave. to Judge E. O. Sykes, chairman of the FCC Broadcasting Division, and the following were guests:

Quin A. Ryan and Carl J. Meyers of WGN; A. J. Meehan, chairman, and Fred Weber, general manager of Mutual; T. C. Streibert, WOR; Louis G. Caldwell, Washington; Lewis Crowley, John Clark, Frank Smith and Don Becker, WLW; John Shepard, Yankee Network; Frank Ryan, CKLW; Offices, Don Lee Network; John Gillin, WOW; Gardner Cowles Jr., KSO - KSTP, MMT; Don Withycomb and F. R. Rosenbaum, W H F L; Ford Billings, WCAE; John Patt, WGBA, I. R. Lounsbury, WGBA; Eugene O'Fallon, K F E L; Harry Stone, WSM; C. T. Lucy, WRVA.

More Barbados

WASEY PRODUCTS Inc., New York (Barbados) has announced a Monday, 10-15:10-30 p.m., series on NBC-Blue beginning Aug. 31, in addition to the Friday night series announced by them on NBC Blue beginning July 1. The same network will be used for both programs, but the Barbados Radio-New York program will be a broad broadcast. Singing Sam, the Barefoot Man, will be the talent, the program originating in Cincinnati. Both contracts are signed for 39 weeks. Erwin, Wasey & Co., Inc., New York, placed the account.

INDEPENDENTs Contracted By United Disc Service For Transmission Sales

AN AGREEMENT with National Independent Broadcasters Inc., some 50 local independent stations, was entered into July 8 by United Broadcasting System, new Hollywood transmission organization which the stations will be delivered transmission programs on a group basis at card rates. Agreement was signed by W. Wright Gedge, WMBC, Detroit, secretary of NIB, and Mr. George Hauser, former film actor, who is identified with the new transmission-sales enterprise.

While the amount of commission to be paid United on any business was not disclosed, Mr. Green on the preceding day had outlined 'an arrangement whereby stations will pay 50% of card rate for transmission services, and handled by his organization, part of which would be paid to the Acting, Fund of America as payment for talent. The fund is founded to help old, infirm and sick actors.

M. W. Ayres, Forrest Johnston and Ivan Conn. Offices are at 9125 Sunset Blvd, Hollywood.

Salute to WBT

A SALUTE to WBT, Charlotte, N. C., honoring its 15th anniversary of continuous broadcasting and the opening of its new studios, will be presented during the Tomorrow's Headliners program on CBS July 16, 9-9:30 p.m. A further celebration of the occasion, at which the Institute of News, of North and South Carolina, the Mayor of Charlotte and other dignitaries have been invited to speak, will be broadcast over WBT's new studios and offices, which occupy an entire floor in the heart of downtown Charlotte, are constructed and equipped along the most modern lines, the studio being repurposed in the modern manner, of those at CBS New York headquarters.

AIRS Keeps Status Quo

ASSOCIATED Independent Radio Stations Inc., group of independent stations aligned primarily on the issue of copyright, held a meeting in Chicago July 6 to consider future policies, and decided to continue its organization on the same basis with the same officers and trustees. Joe Clark, WLW president, and John L. Clark, formerly WLW general manager and now president of American Broadcasting and Television Co., secretary. The board comprises John Shepard, 3d, New York; Max Withycomb, WTM; WSM; James C. Hannahan, WNOX; Edward A. Allen, WLVA. Sol Rosenblatt continues as counsel.

BROADCASTING • Broadcast Advertising
Miracles of Sport
by Bob Edgren
[in person]

A Natural for Local Sponsorship

A dramatized sports program written by BOB EDGREN, the celebrated sports writer, in his own inimitable style.

MIRACLES OF SPORT is everything the title implies.

Write for Rates and Details.

MAX GRAF PRODUCTIONS

Recordings by TITAN 1040 Geary St., San Francisco
Europe Leads U.S. In Total Receivers

A TREMENDOUS boom in radio set sales has been in progress in Europe during the last year, according to figures made available by the International Broadcasting Union at Geneva, which show that Europe's entire market is now twice that of the United States in the number of radio-equipped homes. Until a few years ago this country had the largest home radio audience than all other countries of the world combined.

The Geneva office has compiled a census of European radios as of Dec. 31, 1935, which gives a total of 24,675,095 as against the 9,039,000 estimated for the United States as of July 1, 1936. According to the Geneva report, based largely on official figures but excluding Russia, 3,644,825 more radio homes were added during 1935 and 3,122,127 during 1934. Soviet Russia is excluded, but according to recent reports it has at least 2,000,000 radios and is connected by 1,000 transmitters to all assembly halls and official homes which were the first to get them.

Census figures of European radio homes as of Dec. 31, 1935, exclusive of Russia, is reported by the I.B.U.

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Radio Sets</th>
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<tbody>
<tr>
<td>Great Britain</td>
<td>2,493,109</td>
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<tr>
<td>Germany</td>
<td>1,949,582</td>
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<tr>
<td>Netherlands</td>
<td>945,844</td>
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<tr>
<td>Sweden</td>
<td>647,458</td>
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<tr>
<td>Czechoslovakia</td>
<td>691,220</td>
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<tr>
<td>Denmark**</td>
<td>589,002</td>
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<tr>
<td>Norway</td>
<td>395,975</td>
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<tr>
<td>Spain</td>
<td>191,370</td>
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<td>Switzerland</td>
<td>186,517</td>
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<tr>
<td>Romania**</td>
<td>170,841</td>
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<tr>
<td>Belgium</td>
<td>126,517</td>
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<tr>
<td>Russia**</td>
<td>112,017</td>
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<td>62,725</td>
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<tr>
<td>Finland</td>
<td>41,214</td>
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<tr>
<td>Luxemb.</td>
<td>35,364</td>
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<td>Spain</td>
<td>6,172</td>
</tr>
</tbody>
</table>

** No Licenses
** Incomplete Information.

Canadian Licenses

ADVERTISERS can interpret the increase in radio licenses in Canada with at least, as a sign of more response to radio advertising. In Toronto during the first three months of the fiscal year ending March 31, 1936, the number of licenses has been doubled over that of the previous year, and 80,000 sets have been licensed. In the first six months of last year, 66,000 sets were licensed in Toronto area. Montreal led during the past fiscal year with 135,695 licenses, followed by Vancouver with 91,529, followed by Vancouver, Winnipeg and Ottawa followed as the most licensed radio centers. In all, 862,109 licenses were sold in the last year, 300,000 more than the previous year. Canadian-made receivers to the tune of $190,289 were sold last year valued at $16,519,520.

Ban on Advertising Retained by British Government Bars Sponsoring Even of Visual Broadcasts

DESPITE efforts of industrial interests to secure a relaxation of the present rule, the government has not consented to proposals to permit the broadcasting of sponsored programs for at least ten more years. Postmaster General Trigge, in a official memorandum accepting most of the recommendations of the recent Ullswater report, ruled even against proposals that the existing rule be modified. The proposals submitted were designed in the Ullswater report but the government statement asserted that there be no good ground for making any exception.

The BBC's present charter was extended for ten years, giving it a monopoly of British broadcasting under license from the Post-Office Department. The BBC's revenue, amounting to £43,000,000 per annum, is derived from three-fourths of the receiving set taxes of about $2.50 per year collected from set owners, the other one-fourth going to the government.

Receivts From Taxes

IT is calculated that approximately $21,000,000 in set taxes and revenues from other sources will be collected from broadcasting in Britain this year, while $5,250,000 will go the government, which also taxes the BBC like any other private corporation for home entertainment. The charter of the BBC under the charter gets a salary of $18,000 and the governors get $5,000 a year.

Still disturbed by advertising broadcasts heard from Continental Europe, sponsored news programs by British industries, the government promised to extend its influence to prevent such broadcasts from starting until they are obviously designed for British reception. What steps will be taken in this regard are not known.

One of the BBC's big sources of revenue is its publications division, which produces three magazines: an educational publication—World-Radio, Radio Times and The Listener. These carry great amounts of advertising and have been so profitable almost since their inception. The decree prohibits these publications from editorializing on current events.

Gannett Would Expand

PROPOSED expansion of its radio interests, already wide, was indicated at the annual meeting of Gannett Newspapers when they applied this month to the FCC for authority to erect a new 250-watt daytime station on 1540kc. The station would have operated in connection with the Danville Commercial-News, one of its chain of 18 newspapers. The Gannett interests are not interested in WOKO and WABY in Albuqurque, WHEC, Rochester; WESG, Elmirn (leased from Cornell University); WDJL, Olean, N. Y., and WHTH, New York. The station would be operated in Hartford to be operated in connection with the Hartford Times.

Race for Superpower Stations in Europe

Noted as Nations Aim Across Frontiers

WHILE ten American stations seek 500 kilowatts, European stations also are going in for superpower, the trend of which is to build BBC stations with fields of London, which finds that total power of European stations will increase by 1700 kw. to a total of 8,000 kw. in 1937.

The number of 100 kw. stations is to increase from 28 to 44 during the year while the number using 300 kw. and 100 kw. will jump from 46 to 64.

In the medium and longwave groups the following have been eclipsed: Athens, 60 to 100 kw.; two Brussels stations from 15 to 100 kw.; Kaunas, Lithuania, 7 kw. to 50 kw.; Goteborg, Sweden; and Southern Sweden; 100 kw. station at Vakarel, Bulgaria; two new 120 kw. stations at Rome; Prague II from 5 to 60 kw. and new 60 kw. station near Kosice; two 120 kw. stations, one near Bordeaux and the other to be erected in France; new 200 kw. longwave transmitter to replace the 80 kw. transmitter which was used by Radio Division. All are now under construction.

In Other Countries

SPAIN is said to be planning to modernize its station with a 150 kw. longwave transmitter at Madrid. Yugoslavia talks of increasing power of present transmitters. Warsaw is to build a 20 kw. station and now 10 kw. transmitter is planned near Cracow. Czechoslovakia contemplates two 100 kw. stations. In Italy new 80 kw. station is said to have received an order for an Estonian station. Russia, it is believed to have 50 stations which are understood to be planning additions of five more in 1937.

In the shortwave field France is building four 100 kw. transmitters. Germany is completing four powerful transmitters in Ruhr. France is now expanding on shortwave development. Germany is understood, also, to be building a "mystery" superpower transmitter to be in operation next year.

Direct broadcasting to foreign listeners is increasing in Europe, with Italy taking the lead. Il Duce's stations broadcast to the world in 18 foreign languages last year, and received nearly 50,000,000 letters from foreign listeners. The Wireless World writer, discussing the broadcasts aimed across frontiers, says:

'There is no reason to be alarmed at the advent of national service are also the requirements of national prestige. If considered in this light, the necessity to be able to reach out and to broadcast to the man on the other side of the wall will be understood. But in the interests of peace it is to be hoped that some really binding agreement may be reached, at least in Europe, for the sake of avoidable cases where broadcasting has been used for aggressive propaganda.'

BROADCASTING

Broadcast Advertising
Announcing...

Tru-Fidelity

BY

THORDARSON

FEATURES

- Wide Range Frequency Response—High permeability core—Special coil construction for low distributed capacity and leakage reactance.
- Maximum shielding from external fields through case design. (Additional shielding cases unnecessary.) Electrostatic shielding between primary and secondary coils.
- Capacitively and Inductively balanced for use on equalized transmission lines. Effect of stray fields neutralized.
- Line coupling transformers reflect proper impedance on all taps, reducing line reflection.
- Ingenious mounting permits above panel—sub-panel or combination wiring—single hole mounting bushing permits rotation without disturbing connecting leads.

MOST SENSATIONAL
AUDIO DEVELOPMENT
SINCE the DYNAMIC SPEAKER
STUPENDOUS! HISTORY MAKING!
TRU-FIDELITY by THORDARSON.

For the first time, full range—clear—yes PERFECT audio reproduction is available. Others have tried, THORDARSON has succeeded and brings you laboratory perfection in commercial production with TRU-FIDELITY.

THORDARSON ELECTRIC MFG. CO.

500 West Huron St., Chicago, Ill., U.S.A.
The DICK TRACY program, sponsored by Sterling Products, Inc., to advertise "California Syrup of Figs," is the most popular show for children on the air today, according to a number of unbiased radio surveys.

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 major market "network" hat was "built to order"

- To promote sales for "California Syrup of Figs", Sterling Products, Inc., chose a "network" of 13 stations in widely-separated major markets. After careful deliberation, they picked markets where distribution and selling conditions required forceful radio broadcasting. And today they cover exactly those markets through the facilities of World Broadcasting System. No wasted effort—no uneconomical selling activities—coverage only where coverage counts! . . . You can specify practically any marketing requirement—and get what you want through WBS selective broadcasting. A few other examples:

  - Drano, 1 station (test in important market);
  - Niagara-Hudson, 7 stations (intensive New York regional coverage);
  - Allis-Chalmers, 17 stations (complete farm area coverage);
  - Ford, 200 stations (nationwide coverage for dealers) . . .

In its highly selective marketing, its unlimited marketing flexibility, its marketing economy, the WBS method closely resembles the tried and true practice of setting up your own newspaper list. And your WBS recordings — wide-range vertical discs made at Transcription Headquarters—are promptly, efficiently shipped to the stations on your selected "network."

Let us send you, on request, our new illustrated brochure describing the scientific technique of putting your program on WBS discs at Transcription Headquarters, 711 Fifth Avenue, New York.

CASTING SYSTEM

- LOS ANGELES
- SAN FRANCISCO
Reconstruction Year

THE NAB has weathered the worst storm of a rather equally voyage begun when it undertook to navigate in trade association activity 14 years ago. The industry is still held together with a bigger membership than ever before. But it is foolish to blind one's eyes in the belief that everything is "jake". There are plenty of sore spots remaining, even though these were not all apparent on the surface at the convention beyond the bolt of Isaac D. Levy from the membership.

Everything depends upon what happens during the ensuing year. The new slate of officers looks good. In C. W. "Chuck" Myers, the NAB acquires a president who is not inclined to indulge in flag-waving. John Elmer, first vice president, Gardner Cowles Jr., second vice president, and Harold Hough, treasurer, are all well-known figures in broadcasting who command the highest respect. With the aid of the newly constituted board, it is up to these men, along with Managing Director Baldwin, to dispel the fears and suspicions that still prevail within the industry.

"Ike" Levy's walkout on the NAB was not unexpected. He had been threatening it for months, and he tried unsuccessfully to get the networks to walk out with him. His single membership out of the NAB's 400 won't be missed. His entire address, in our opinion, was misconceived. He made too many personal charges; he became too intense in the righteousness of his position, even though there was admittedly some semblance of reason for his opposition to Baldwin. But he displayed doubtful propriety, when, as a member of one trade association he urged forming another from the rostrum and invited stations to bolt the NAB.

Perhaps Mr. Levy figured there would be a stampede to join his organization which would, as he outlined it, be all things to all broadcasters. We haven't heard of a single additional defection. And we predict that there won't be another association worthy of the name for the next year.

Next year it can be another story. The major networks realize they need the NAB. But so do the independent stations and the NAB need the networks. The networks say they cannot be expected to remain in the association and take it on the chin at every turn, as they did during the last twelve months. In retrospect, it now appears that Mr. Levy possibly was right in urging the signing of the five-year contracts with ASCAP before the first of the year; that the industry should have stood solid against Warner Bros. on the legal promise of ASCAP to guarantee substantially the same catalog; that Warner Bros. have been soundly troubled by the networks and non-signing stations so far as proving the dispensability of their music is concerned; that the leadership in copyright, on all sides, has been deplorably weak, and that the solution of copyright is yet to be found.

The NAB must be maintained for the larger battles of the industry—for copyright legislation that will be basic protection against all copyright groups; for protection against the usual run of Congressional onslaughts upon the industry motivated by grasping, self-seeking groups; for three-year licenses; for basic research, and for general development and stabilization of the industry.

There is an industry job to be done by the new administration of the NAB. The convention just ended disclosed a greater awareness on the part of broadcasters of their commercial problems. The quality of men running stations has measurably improved during the last few years. Such men will not tolerate internecine warfare for the mere sake of fighting. We look forward hopefully to 1936-1937 as the reconstruction year for the NAB.

Selling Political Goods

RADIO sells goods — of that there can be no doubt — but we've often wondered whether it really sells "political goods". This third party movement may really test radio's power as we consider a political salesman, for much of it will be fought out via the wave lengths. If the Union Party is duly registered, the Lemke-O'Brien ticket will inevitably rely heavily upon radio appeals to the electorate, for one of the prime movers in the disaffected third party is the extremely radio-wise Father Coughlin.

Though we hesitate to see regular program schedules so greatly disrupted by political demands for time, what with Democrats and Republicans and Unionists all planning enormous war chests for the purpose, the stations and networks will be obliged to make favorable periods available for these candidates and their spokesmen on an equal basis, presumably according to their ability to pay. All we can say now is we hope the fight from now until November, so far as what is said over the wavelengths is concerned, is as fair as we know the non-partisan broadcasters will be fair in their allotments of time. And we hope the party leaders don't overlook the fundamental fact of radio—that what the American people want first of all is entertainment via the loud speaker and that the less they disturb regular schedules the less resentment they arouse.

Welcome to Our Home

Of all industries, public utilities and department stores need most of all the "come and sit down" intimacy of the fireside to develop cordial relations with the public. So it was not surprising that the Advertising Department of America sessions in Boston this month heard and applauded the high praise from highest sources in these industries for the efficacy of the broadcast message.

Strangely, both of these branches of the nation's commercial life have been slow in adopting radio. Though the ice was broken long ago, many timid companies still hesitate to follow the steps of such successful radio users as Bakers Shoes, Gimbel's, Marshall Field and J. L. Hudson, to mention just a few department stores; and Cities Service, Philadelphia Co., Niagara Hudson Power, Rochester Gas and Electric, Lone Star and American Gas Association, to mention just a few utilities.

Perhaps the idea can best be expressed by a utility advertising executive. Here was the closing statement to follow at the AFA utility roundtable by Henry Obermeyer, of Consolidated Edison Co. of New York: "It is my opinion, gentlemen, that radio advertising is the best available medium for a closer and more intimate contact with the consumer."

Reallocation Hearings

Hearings that may change the entire technical structure of American broadcasting are slated before the FCC Broadcast Division in October. These are the long-awaited deliberations in anticipation of a possible general broadcast reallocation.

The FCC is wise in scheduling the general sessions. Originally there was sentiment in favor of first ordering a reallocation and then hearing the complaints. That would be like sentencing a man before he had a trial. The FCC's set to follow at the hearings, however, is the better part of discretion, even though the radio law conceivably permits a sentence first and a trial afterward.

The Broadcast Division will take testimony on the advisability of realigning the broadcasting spectrum; on allowing super-power, and on horizontally increasing the powers of stations in the regional and local categories. Too much is at stake to undertake a task of such magnitude without full, free, and considered judgment.

There are flaws in the present broadcast band. Most of them have resulted from political machinations. Broadcasters themselves in many cases are responsible for grants which flew in the face of technical regulations and engineering limitations. They applied the pressure in the hope of better engineering allocations. The result is far from scientific allocations.

We have confidence in the FCC Engineering Department and believe that in whatever recommendations it may make as a result of the October hearings will be based purely on scientific conclusions. Broadcasters should be prepared to meet the magnitude of the opportunity at the hearings and present data that will help in the formulation of a technically perfect plan for realignment of broadcasting, if it is concluded a reallocation is necessary.
PERSONAL NOTES

WILLIAM S. PALEY, CBS president, and Mrs. Paley sailed July 1 aboard the liner Queen Elizabeth for a two-month sojourn in Europe.

JAMES C. HANRAHAN, president of Continental Broadcasting Co., Scranton, Pa., and Howard Newspapers subsidiary, has taken offices in the National Press Bldg., Washington, D.C., and adjacent hotels.

PHILIP G. HENNESSEY, Jr., NBC Washington Attorney, planned to spend the second and third weeks in July in Nova Scotia with Mrs. Hennessey on a fishing trip.

FRANKLYN DOBBELT, operator of WRDR, Hartford, has taken delivery of his new Fairform yacht, which he plans to sail at Jacksonville, Fla., and plans to spend his summer vacation by taking a cruise with his family and friends via the inside route from Florida.

HAROLD KCHELET, recently with Harkens Trust Co., Muskegon, Mich., has joined Channel 3, new commercial staff of WKZH, Muskegon.

DONALD FLAMM, president of WMCA, New York, sailed for New York from Hong Kong on July 2.

H. A. SEVILLE, formerly a salesman of WXYZ, has joined WZME, Wilkes-Barre, Pa.

PETER A. KIRKEY has been appointed commercial director of WFCO, Chatham, Ont., for four years.

For seven years he toiled on the newspaper, successfully serving in the circulation department, as circulation manager, then advertising manager, and finally business manager.

It was in 1910 that Chuck Myers left Clinton for more fertile fields and became advertising manager of the Bay City (Mich.) Tribune. One year on that newspaper convinced the important Scripps League of newspapers that he was capable of bigger things and he was selected for the advertising department of the Des Moines News.

The trek to the country's "last frontier", as Chuck describes it, began in 1915, when he was assigned to the advertising management of the Portland (Ore.) News. There he served connected with CKCO and CKOC.

EUGENE THOMAS, sales promotion manager of WOR, Newark, on July 3 was promoted to assistant, with his assistant, Joseph Creamer, succeeding to his post.

DR. GEORGE HALEY, has been re-elected director of Associated Broadcasting Co., Chicago, to rejoin the KJMC, Kansas City, of which he was president.

He will be special representative in charge of program sales in Chicago, New York, Los Angeles, Phoenix, San Francisco and other cities that are to be visited.

KENNETH R. WEST

CHARLES WILLIAM MYERS

This year organized broadcasting goes into a "reconstruction period" after a siege of internal strife that threatened to shatter the bonds of the National Association of Broadcasters. To lead it out of this morass of factional disturbance, the membership of the NAB cal medical society will elect Charles William Myers, wheelhorse of the association's board of directors for the last four years and operator of KOIN and KALE, Portland, Ore.

In electing "Chuck" Myers to the NAB presidency, the nation's broadcasters chose a man with a quarter-century experience in the newspaper field and more than a decade in broadcasting. They selected a man who long has commanded the respect and confidence of those with whom he has been thrown in contact, and whose rise in this workaday world has been no less spectacular or meteoric than the rise of radio itself.

Chuck Myers was practically drafted for the helm of the NAB. Even though he was not a candidate for the post, a stalwart group of friends and admirers placed his name in nomination and he found himself at the top of the NAB ladder after an inconspicuous start at the bottom rung. In 1933 he was elected to the NAB board following seven years as a member. He served for two years, and then was elected second vice president for the 1934-35 term. Last year he was elevated to the first vice presidency, and this year won the presidency.

The operator of two "average" stations, Mr. Myers represents no class group in broadcasting. His stations are independently owned, and are outlets for CBS. He owns no allegiance to any class of stations and always has been independent in his views.

Chuck Myers has a whimsical sense of humor. It is appropriately reflected in the call letters of his two stations — KOIN and KALE. While he refers to them as a "rag", nevertheless he had in mind when he devised the call combinations that they spelled words and phrases much more easily committed to memory than a series of tongue-twisting consonants and vowels.

Horatio Alger would have found an apt subject in Charles William Myers. He was born on a farm near Muscatine, Ia., Jan. 25, 1881, and attended country school on a catch-as-catch-can basis until he was 13. The only child in the farm family, "Chuck" lived at home and took a job in the mailing department in 1920.

For seven years he toiled on the newspaper, successfully serving in the circulation department, as circulation manager, then advertising manager, and finally business manager.

It was in 1910 that Chuck Myers left Clinton for more fertile fields and became advertising manager of the Bay City (Mich.) Tribune. During that period the News increased its circulation from 14,000 to 65,000.

Recognizing broadcasting as an important projection of the newspaper. Mr. Myers in 1925 organized a group of business men and established KOIN, himself procuring a minority interest. Six years later, as the station developed under its capable management, along with its sister outlet, KALE, which was acquired afterward, Mr. Myers left the business management of the News to devote full time to broadcasting.

Meanwhile he had acquired controlling interests in the corporations operating the two stations. He made an affiliation with the Portland (Ore.) Journal and the newspaper acquired minority interests in the stations.

Throughout his broadcasting operations his close associate has been C. Roy Hunt, general manager and stockholder of both stations. Mr. Hunt's efficient management of the stations will enable Mr. Myers to devote considerable time to NAB affairs.

Just before Chuck Myers left his native Iowa for Michigan he married Gertrude E. Nichols of Clinton. Both are ardent fishermen and get out to the trout streams in Muscatine, Clinton and Washington regularly. Chuck also is an enthusiastic amateur photographer whose pictures have been frequently used in movie shows. For the entertainment of his friends, he carried to the city sales manager of the NAB about 15 years.

The Myers reside on a beautiful estate on the outskirts of Portland. Mr. Myers is a Mason, Shriner and Jester, and a past honorary Shrine organization. He is a member of the Portland (Ore.) Jewish Consumptive Re- habilitation Club and other civic clubs of the city. He attends the Presbyterian church.

EARL C. ANTHONY, owner of KFPI and KECO, Los Angeles, accompanied by Mrs. Anthony and their conjoined twin sons, sailed June 29 from Seattle, Wash., on a six-weeks cruise of the British Isles. He charter the 150-ton British Columbia yacht Nestor for the outing.

MERLE JONES, regional sales manager of KJMC, Kansas City, was inducted in June to become assistant to the newly named manager of KMXO, St. Louis.

BEHIND THE MICROPHONE

TED MÜLLER, the Who's Whom in broadcasting. He is also author of the Phenomenon series of dramatic shorts that have been transcribed by AMIF for local public utility sponsorship, has his book on radio talk shows reprinted this year.

LLOYD GRIFIN, the latest edition of the Chicago CBS announcing staff. He began his broadcasting schedule at WBBM June 26.

MARCUS BOYDEN, chief announcer and continuity director of WKZ, Kalamazoo, has married Miss Margaret Snyder of that city.

TRUMAN BRADLEY, who has been a WBBM, Chicago, announcer since 1924, has been made news commentator of that station. Made his radio debut in 1930 as an announcer and becomes news commentator of that station. Made his radio debut in 1930 as an announcer and becomes news commentator of that station.

ROBERT WALDROP, former KBO, San Francisco announcer now at radio station WDMP, Denver. He is on the continent by plane to San Francisco.

KENNETH NIXON, blind announcer for the Chicago Daily News, is back on the air.

RICHARD HUNT, son of Richard Hunt, New York radio man, who was killed in an automobile accident on the way to Paris for review fall and winter fashion openings.

CLAUDIA SWEETING, musical director of a new radio show for NBC. She is the daughter of a baby, Michael Andere, born June 26, in that city.

BOB BENCE, chief announcer at KRLD, Dallas, has bought a large apartment in San Francisco. He is the father of a baby girl, Michael Andre, born June 26, in that city.

DON LANE, continuity writer and vocalist at KROW, Oakland, Calif., has been married to Mrs. Robert Lane, a former model, in New York. Lane was made a singer on the radio station WJZN.

RUSSELL HALLBERG, KEFZ, Fort Worth, has joined the announcing staff of WBAP, that city.

EDWARD KURTZ, announcer of NBC, is the father of a baby girl born in June.

LUCY HUGSON, fashion commentator for the NBC network, still at work in Paris in August to review fall and winter fashion openings.

SIDNEY F. MOORE, radio artist of Billboard's "The Compass", has been named a member of the William Morris Agency to handle local and national talent and shows.

He is the father of a baby girl, Michael Andere, born June 26, in that city.

BROADCASTING • Broadcast Advertising

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Yarmouth Outing

INTERNATIONAL RADIO CLUB of which Jack Rice, Florida ex-broadcaster, is the major-domo, will hold its 1936 meeting at the Cunard Line's Head of Home's at the Centennial.

RUSSELL BAKER, announcer of WBBM, Chicago, has been signed July 1 to join a dramatic company playing in Colorado towns.

LLOYD GRIFFIN, formerly with WWJ, Detroit, has rejoined the station and during the last year with WVL, Cincinnati, and WXYZ, Detroit, on July 1 joined announcing staff of WBBM, Chicago.

ED CURTIN, NBC press department manager at Press Oath to Plattsburg, N. Y., for two weeks' training in with the army reserve corps, in which he has entered. Upon completion of this training as under the auspices of Curtin has been to Bermuda for another two weeks before returning to New York.

JOHN ECCLES, chief announcer of WWJ, Detroit, joined the weekly to announce the Ferde Grobe Signature series for Ford Motor Co.

DAVE DRISCOLL, who has been doing the transworld radio broadcasts over WOR, New York, is joining the WOR special features department.

HERMAN NETMAN, musical director, WNYC, New York City municipal station, is on a three-months leave as a consultant with Decca in Europe. He will conduct concerts, of American music, in several foreign capitals.

J. DONALD WILSON in June became narrator for the Hix Strange programs over the CBS network and the超过 the West Coast as a live talent program and in the East as a scheduled program.

EARLE KALUSCHKE, program director and chief announcer of KFRC, San Francisco, last week joined Miss Marie Hammons, of Jackson, Miss. Jack Bonner, local minister who takes the role of the "Friendly Old Commentator of KFRC," performed the ceremony.

HARRY PECK, announcer and news- caster of KFRC, Abilene, Kan., was married June 20 to Miss Susan Collins of Abilene.

MAURICE CONDON, formerly continuity director of WAGA, Cleveland, returned to the station last week after several months of free lance writing and announcing in Chicago and elsewhere. The former KFRC announcer, resigned from the station's program staff to accept a position with The Associated Press radio staff. He assumed his new duties on July 10.

V. C. COSTELLO, formerly of KGO, Missoula, Mont., has joined the announcing staff of KFBB. Great Falls, Mont.

CARLOS BORCOSQUE, Hollywood Spanish language reporter, will soon begin broadcasting to his activities. For several years he has been a Hollywood reporter for leading news- paper in South America. He recently signed a contract with the American Broadcasting Co., Ltd., New York City transmission company. It is understood that a sponsor has been secured for the first series of 26 programs which will be shortly released by Columbia Records.

JOHN HAYES of WNCW, Newark, is writing a novel on radio to be titled "Both Sides of the Mike." He recently returned to Falls, Id., has joined the announcing staff of KTDL Salt Lake City.

EUGENE STEPHEN HALEY, 21 years ago a regular on the radio stations in New York is a historian of radio play "Storming of the Bastille," which the NBC Blue carried on Bastille Day, July 14.

GEORGE D. HAY, veteran announcer of WSM, Nashville, known in the West as a Texas Ranger by the Governor of Texas, and who has also been an honorary deputy of Fort Worth, while opening the WSM exhibit known as the "Radio Capital of the World," Nova Scotia, Aug. 24-28. There will be an election of officers, accordingly, Mr. Rice. The last party was held in Havana last winter.

HOWARD WAY, musician, composer, arranger and one of radio's first concert pianists, is now at the Chicago World's Fair as Centennial Exposition radio staff this month to write and produce a radio program to be heard from there over WBBM and also to offer transcontinental networks on a sustaining basis.

MARY CARSON, assistant program director of WIP, Philadelphia, has resigned. Her place was taken by Margaret Hanley of the publicity staff. Joe Weeks, formerly of WIP, who recently joined the announcing staff of WGX, Chicago, is back at WIP.

HAROLD ISSELL, who appears in the Broadcast Rhymester programs on WBBM, Chicago, is teaching three classes at Northwestern University and marketing this summer as head of the radio division of the speech department of the university.

LOIS LAYERS, for the last 15 months in the continuity department of the Mutual Broadcasting System, has resigned effective July 15.

JENNISON PARKER, well-known Pacific Coast script writer, who recently joined San Francisco station KTXK in the East where he appeared on the Rudy Vallee show and in the North, asks that he be transferred to that city, as comic and continuity staff writer. He is preparing a series of scripts for Al Hubbard, who has signed with him for the fall when he returns to the air.

RICHARD HOLMAN, former program director of KYY, San Francisco, and now writing and acting in the 7th Regiment serial for MacGregor & Sollie Inc., Hollywood transcription producers, and Miss Ruth Fisher of San Francisco, eloped in Arizona and were married on July 6.

DONALD CURLEIN, after a two-weeks' vacation from his duties more than two weeks, has returned to the KPSO, San Francisco, as program director.

RALPH EDWARDS, for the last six months on the announcing staff of KYK, San Francisco, resigned effective June 19, to become the manager of the Mutual Broadcasting System station in New York. His successor at KFYC was Earl Haid, who has been relief announcer for the past couple of months.

LESTER GOTTLIEB, publicity director in New York for the Mutual network, has resigned to return to Miss Henrietta Winston of Cincinnati. They are honeymooning in Atlantic City.

TED BERNAN, formerly the Globe Trotter for the Oakland (Cal.) Post, on KSFQ, that city, has been transferred to KROW's auxiliary studios in San Francisco and New York. He is now on the East Coast where he has been transferred to the main studios of KROW, Oakland, in a similar capacity. His responsibilities are now added to the station's production department as assistant to Scott Weenkley, KROW manager.

ED FRANKLIN, for the past two years on the announcing production staff of KJBS, San Francisco, has resigned to join the station, succeeding Frank Cope, who has accepted a position in New York city that city as western division production manager. Franklin's appointment was announced by Harry Wickersham, production manager.

FAIR MANAGER—To the gallery of portraits of women station man- agers published in our July 1 issue should be added that of Mrs. W. V. Jirgin, for the last ten years owner-operator of KMET, Med- field, Tex., whose appearance arrived too late for inclusion.

BILLY DAVIDSON, writer and pro- ducer at KFRC, San Francisco, has been made assistant production man- ager of the station, succeeding Arnold Reiter, who resigned to join NBC in that city as a producer. Davidson has been associated with KFRC for one year, coming from the Don Lee network station, KJH in Los Angeles. His work has appeared in dramatic pro- ductions.

CHET CATHERS, formerly program director of KOMO and KJFJ, Seattle, has been appointed head of the dramatic production department of KSFQ in that city, under the direction of Arthur Devine who has also been added to the staff of KSFQ as junior an- nouncers.

CLIFF ENGLE and Dick Ellers, NBC announcers in San Francisco, have qualified as first-rate smoke eaters. Stopped by a highway brush fire near San Francisco, the two were forced to return to the studios. Both Engle and Ellers were pressed into service as fire-fighters when the fire burned to the studios just in time to take over their air assignments.

KEELY TAYLOR, on the production staff of KSFQ in San Francisco since 1936, resigned July 15 and after an ex- tended vacation will announce his new affiliation.

FRANK MANOY, new to radio, has joined the announcing staff of KRE, Terre Haute, Ind., whose picture George Stuart who resigned to become an- nouncer-operator at KJBS, San Francisco.

HERR LEWIS has beenshifted from the announcing-operating staff of KJBS, San Francisco, to KQW, San Jua, Cal.

CLINTON (Buddy) TWISS, NBC announcer in San Francisco, will be- come commentator for the Langer- dryt programmes during the six weeks vacation of Rush Hughes which starts July 18. The quarter hour feature sponsored by Langendorf United Bakersies, Inc. is heard over "NBC's stations five days weekly at 3:45 p. m. (PST)."

MARIJERIE GIBSON, girl announcer of WLS, Chicago, is spending part of her vacation having her tonil removed.
FRAME YOUR SALES PICTURE WITH DOLLARS

Only KDKA covers the complete Pittsburgh market—the tri-state area. And today there is a greater demand for goods than in years due to reconstruction activity. There’s your sales picture. Let KDKA give it a handsome frame of profits.

KDKA 50,000 WATTS
NBC Blue Network
PITTSBURGH

Completely programmed by NBC
SELLING SAN DIEGO . . .
AND DOING A THOROUGH JOB OF IT!

KGB

- KGB's popularity among listeners is constantly reflected in substantial budget increases by advertisers who have learned how to reach and sell San Diego buyers... For better results include KGB in your next Pacific Coast spot campaign.

Don Lee Broadcasting System

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Broadcasting • Broadcast Advertising
From EVERY point of view, WLW is one of the Nation’s outstanding broadcasting stations.

From EVERY point of view of WLW’s 97 national advertisers, however, it is the key avenue to sustained and additional sales throughout the wide and wealthy "LAND OF THE NATION’S STATION".
Broadcast Income Decreased Slightly In Seasonal Trend

National Nonnetwork, Regional Network Records Increase

BROADCAST advertising in May totaled $6,454,594, showing a drop of 3.2% from April, the usual seasonal trend. Regional network and national non-network advertising rose, contrary to the usual seasonal downsweep, while local broadcast advertising declined instead of rising as usual.

Non-network advertising gained 2.5% in May, due to a national non-network increase of 5.1%. Local station volume showed the most pronounced gain, increasing 14%, while clear channel non-network volume declined slightly. Non-network advertising on the Pacific Coast showed the greatest gain over that in the South, declining the most markedly.

The outstanding development in the national network field was an increase of 21.4% in national live talent volume. Local network advertising by type of rendition remained practically unchanged from the preceding month.

Financial Sponsors

PRINCIPAL gains for May included: In the national network financial advertising; national non-network soap, radio, tobacco and food volume; regional network tobacco and beverage; confectionery and confectionery volume; local gasoline and accessories; drugs, and beverages.

A material increase was registered in the local station field, where non-network volume increased 53.5% over the preceding May. Non-network business in the South gained 41% as compared to last year, while New England-Middle Atlantic volume alone declined, dropping 3.8%.

A material increase was registered in the national field by both transcriptions and live talent business, the latter after several months of comparative sluggishness. In the local field, transcription volume continued to exceed last year's level to a material degree. Announcement volume decreased both locally and nationally. Broadcast advertising by various sponsoring groups was generally strong when compared to last May, few declines of importance taking place. National network drug, food and housefurnishing volume, national non-network clothing, beverage and confectionery advertising and local drug and pharmaceutical advertising constituted the principal decline.

Income for five months of 1936:

| Item | Cumulative
|-----|-------------
| Nat. Net. | $4,486,340
| Reg. Net. | $4,853,811
| Local | $9,330,151
| Total | $18,670,302 |

And the fact that WSM has proved itself the most efficient and economical selling aid to do so varied an array of industry lends itself to an unmistakable conclusion:

WSM SELLS ALL THINGS TO ALL MEN IN THE SOUTH

Wise advertisers will also take note of the fact that the South is the Nation's fastest growing section.

50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.

Reorganized

Nashville, Tennessee

P. O. N. Spreads Over East

In Extensive Campaign

Christian F. Eigenspan

Broadcasting Co., Newark, N. J. (beer) in addition to using a six-weekly program on a three-station network (WMCA, WNEW, WAAR) and a nightly sports program on WOR is using programs on 15 other stations in New England, New Jersey and New York, plus the Yankee network.

The complete schedule follows:

WSM, Jamaica, has quarter-hour programs in Jewish, Polish, German, and Italian, a total of 12 programs each week, three in each tongue; WCAP, Ashbury Park, N. J., has three announcements Mondays through Fridays, at various times; WRRB, Red Bank, N. J., two announcements daily; Mondays through Saturdays; WFG, Atlantic City, Transradio news Mondays through Saturdays, 11-11:30 pm, with spot news flashes throughout the day; WCAM, Camden, Thursdays only; Fridays with 15-minute organ recital; WTNJ, Trenton, four announcements, a day, two at a time, five days a week; WCC, Bridgeport, Town Topics, 150 word announcements, twice a day, six days a week, and 200-word announcements before and after news reports seven days a week; WDBC, Hartford, three 15-minute transmissions, Tuesdays, Thursdays and Saturdays mornings; WNAC, Boston, Shopping dozens, 150-word announcements, participation program, six days a week. Yankee network news broadcast, 100-word announcements, once daily, seven days a week. WORC, Highland, one announcements, Saturdays; WOR, Paterson, 15-minute announcements, Mondays through Saturdays; in the New York area: WLIB, Bergen, N. J., 200 word announcements, two days a week; WCMR, Portland, Me., same schedule as WLDB, WNB, Binghamton, five announcements a day, plus 15-minute organ recital every morning, five days a week; WESR, Syracuse, news program, 7:30-7:45 a.m., Mondays through Saturdays; WWB, Providence, 150-word announcements in Around the Town participation program, six days a week.

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That's where these great National Broadcasting Company outlets carry the sales drives for spot and local advertisers. Nine rich markets stretching out, and these stations are just the clubs you need to send your story "straight to the pin."

If you are an advertiser bent on cracking par over local sales courses, select your stations with care. These listed have topflight rankings—they are powered with all the prestige of the world's largest radio organization.

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

NEW YORK
WEAF . . 50,000 watts
WJZ . . 50,000 watts

THE GREAT NORTHEAST
WGY . . 50,000 watts

NEW ENGLAND
WBZ-WBZA
51,000 watts

NORTHERN OHIO
WTAM . 50,000 watts

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

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

CHICAGO
WMAQ . 50,000 watts
WENR . 50,000 watts

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

SAN FRANCISCO
KGO . . 7,500 watts
KPO . . 50,000 watts

Completely Programmed by NBC

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.
"I want to thank you and congratulate you for an hour of exceptionally good radio entertainment."

"I was driving through the Pennsylvania mountains on Memorial Day and heard your hour program, over my car radio, dedicated to the 50th Anniversary of your joining the Columbia Network."

"It was a swell show, brilliantly conceived and performed. In fact, if a copy of the continuity is available, I would like very much to have it."

"Everybody who had a hand in the show deserves a couple of gold stars."

First of all, this letter indicates a most important coverage fact—WWVA can be heard in the Pennsylvania mountains, a very difficult area to penetrate. Second, it emphasizes our program policy of original radio showmanship—a factor which has attracted an enormous WWVA following. Now is the time to select your choice times for that coming fall and winter radio campaign.


Bentley’s only work is on WLS—his broadcasts daytime exclusively. His standing is a tribute to his own ability and to the loyalty of the WLS audience.

His commercial record rivals his popularity. One advertiser has used announcements in conjunction with WLS newscasts three years; another, four years. One period is available now. Ask about it.

WBBM Moves Studios

FOLLOWING an overnight move of the entire WBBM program of offices, construction began July 7 on studio No. 9 and CBS Chicago executive offices, two units in the complete rebuilding of the Chicago-CBS studios. Plans call for the completion of the offices and two new studios before the full radio season begins. Complete rebuilding of the present Wrigley building studios will follow. Work also has begun within a week on the new 400 seat WBBM Air Theater to be located on the first floor of the Wrigley building. Contracts have already been signed for several large local audience shows to make their debut in the theater before October 1.

ANDREW LOVE, NBC continuity editor in San Francisco, will give a course in radio continuity writing at the University of California Extension Division, that city, starting September 16. First of its kind to be included in the extension curriculum, the course will cover all phases of radio continuity writing.

WLS News Reporter

Julian T. Bentley

6th in Nationwide Radio Guide Poll


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The Prairie Farmer Station

50,000 Watts 870 Kilocycles

Burridge D. Butler, Pres. Glenn Snyder, Mgr.

National Representatives: John Blair and Co.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLIVRA
685 Madison Ave., New York
JOHN KETTLEWELL
Palermo Bldg., Chicago

Columbia Station

5000 WATTS

WWVA

1160 Kilocycles

Chicago

Broadcasting

Broadcast Advertising
Rep. Uses Films, Discs To Sell Station Market

A new type of station market presentation was shown at the NAB convention for the first time by John Blair & Co., station representatives. AFA slide films and RCA transcriptions are coordinated to present an audible and visual picture of a station's market. Prepared by Murray Grabhorn, chief of the New York office, presentations are 11 minutes long and feature the KIRO, Seattle, and KWHK, Shreveport, markets. It is believed that this new type of market study adapts itself to all except the few largest and best-known markets, and the presentations will be extended to include all Blair stations.

This visual and audible presentation is limited solely to such market information as population, number of communities, wealth of communities, types of industries. The regular run of station data, aside from market information, is reserved for separate presentation.

Loose-Wiles Campaign

LOOSE WILES BISCUIT CO., Long Island City, N. Y., on July 6 began a series of one-minute live announcements on eight New England stations, placed mostly during evening hours. Contract runs to Jan. 1, 1937. Stations included in the campaign are: WIOC, Bridgeport; WRIC, Hartford; WCEM, Portland; WEER, Boston; WTAG, Worcester; WJAR, Providence; WMAS, Springfield; WAGM, Presque Isle, Me. Newell-Emmett Inc., New York, placed the account.

Kleenex Plans Fall Series

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex), which recently discontinued the Story of Mary Martin on CBS will sponsor a new program on a coast-to-coast NBC-Red network beginning Sept. 14, Mondays through Fridays, 12:15-12:30 p.m., for 52 weeks. The basic Red with the exception of WTAG and WCEM, plus Group B, KSTP, WAVE, and the Red Mountain and Pacific Coast groups make up the network.

Big Squibb Campaign

E. R. SQUIBB & SONS Inc., New York, on July 1 started a radio campaign for its new toothpowder. Stations carrying a daily announcement schedule include: WJSY, WNBC, KMOX, WFBL, KFRC. On WJZ Squibb is broadcasting a quarter-hour program Tuesday mornings for six weeks. On Mutual Network the basic four stations are used for a thrice weekly morning quarter hour, although WLW uses only two programs weekly at present. Geyer, Cornell & Newell Inc., New York, is the agency.

KGGC, San Francisco, has remodeled its studios, business and executive offices installing modernistic furniture throughout and adding a new indirect lighting system.

200,000 Votes
Cast for Amateurs in 13 Weeks
WLBC Muncie

You Can Blanket This Rich Market!

KFBK is the only 5,000-watt broadcasting station operating in interior California!

You can blanket this vast area completely and effectively with the new and greater KFBK.

Here is an extraordinary market embracing incomes that are steady and substantial and which respond readily to radio advertising.

KFBK reaches 2,000,000 people. No other medium in this territory does that. You get complete coverage at low rate cost. Your sales costs go down and your inquiries go up.

The facts can easily be substantiated by a trial campaign on the new powerful KFBK. Ask one of our representatives for complete details of the rich Sacramento Valley market.
Public Utilities Discover Radio

(Continued from page 19)

was steadily growing both in size and in appreciation of the program. But two things do stand out. First, on the basis of cost laid against the homes actually reached, the performance was creditable. But the big achievement in my mind is that the ice is broken. A sizeable group of electric utilities have gotten together at last in a cooperative program rimed at a common objective.

Arthur P. Kelly
Public Relations Department, Rochester Gas & Electric Corp.

RADIO’S greatest value to the public utility right now lies in its opportunities for creating good will. Through the medium of radio you can tell your story just as you want to tell it. It is true that you can do the same thing with paid newspaper space and you should, but radio affords an opportunity to supplement this activity with added dramatic effectiveness.

Of course, you can’t get anywhere by merely buying radio time and spouting institutional messages. Nobody would listen to them. In order to make your messages effective they must be an incidental part of a program that in itself has the elements of popular appeal and it is in the creation of such a program that the local utility faces its greatest problem.

Today chain programs dominate the air waves. The three major chains go into practically every community. A chain broadcaster will spend thousands of dollars on a single program where a local advertiser cannot afford more than a few hundred. It is, therefore, folly to attempt to compete locally with chain programs. By attempting to compete I mean presenting the same type of program that is featured on the chain broadcasts.

What then is the local radio advertiser to do? His best opportunity lies in the presentation of programs that have a distinct local appeal through a glorification of local pride.

Every utility company wants the good will of the community it serves. It wants to be considered an integral part of the life of the community and when it hitches its radio program on to some civic activity; when it devotes its radio efforts to promoting the interests of active groups in the community it has taken a step in the right direction.

All Types of Programs

WE HAVE sponsored all types of radio programs, from the vocalist with some form of music to the news account to the professional script, but the type we have found to be most successful is the program that is sufficiently different from chain offerings to remove opportunity for too unfavorable comparison on the basis of entertainment values.

One of the most successful of all our programs, and we have sponsored many, was a series of service stories, dramatized. These stories dealt with actual dramatic happenings in our own routine of service. We used the names of our own men and in those cases where they had any ability we let them play their own particular roles. Of course, we ran out of material for effective dramatic presentation but while the series lasted it found an interested and receptive audience.

Each one of these stories, of course, touched some particular event in the life of the community that brought it home to the listeners—a terrific storm, a bad flood, a cold wave that kept the gas men working long stretches to maintain a supply and various happenings of which the public would never hear because our men through heavy effort were able to prevent a break in service. Each of these tales was a tale of service to the community and had a real community interest.

On the Air 21 Months

THE most popular series we have ever sponsored is our present State Trooper series over WHAM, Rochester. It has now been on the air for 21 months and there is no apparent slackening of public interest.

With a following established through the human interest and popular appeal of our presentations we have at hand a friendly audience and one receptive to our messages. We get a hearing for our programmes and announcements under the most favorable auspices.

And we do not abuse the opportunity. We do not subject the listener to a series of commercial plugs. We include just one commercial and it takes about one minute and a half—not more than two minutes. The commentator is one of our own men, Fred W. Fisher, Director of Public Relations. Mr. Fisher has a deep, friendly voice that carries sincerity and conviction and we try to make our institutional announcements about little stories of genuine interest.

Here are a few of the subjects just to give you an idea of the way we treat the big audience that has been built up by the popularity of our program.

1. A chat with the man of the house on the working hours and tools of the wife.

2. Service. How far should utility service go and how much should it encompass? — President Russell's own definition.

3. Oversight—man's most precious possession, yet subjected to most abuse.

4. Answering eight questions commonly asked.

5. The hazards of poorly lighted highways in connection with the docket of an installation of sodium lights.

6. A Christmas talk on the bliss}

WWW.AMERICANAUDIOHISTORY.COM
Selling Service

IN THESE days we do not try to sell appliances directly. We try to sell the appliance, its service, its place in the community. I am convinced, however, that with this approach we could get amazing results if we could offer a small appliance from time to time at a special price. Because of our relations with the dealers, however, the company has turned thumbs down on this proposition and so long as they withhold that permission I continue to claim that we would get an astonishing response without running the risk of having my predictions knocked cold as Joe Louis was.

Recently we began sponsorship of another program of our own creation, which we call the Rochester Spotlight and which has a direct and close civic tieup. We call it the Rochester Spotlight on the theory that it throws the spotlight on Rochester groups, solo artists and personalities. There is nothing new nor original about this program but it does have the merit of enlisting the active cooperation of various influential community groups.

We have signed up for 13 weeks with a local choral group featuring each program. These choral societies represent all the different racial groups—German, Irish, Italians, Poles, Ukrainians, Jews, as well as various fraternal organizations, such as the Masons, Knights of Columbus and others.

In introducing the various groups we tell something of their contributions to community life. In this way we are directly benefiting the singing groups—first by giving them an opportunity to demonstrate their talent to a large audience and second, in fostering development of choral music in the community and thereby making a real contribution to its cultural life.

The commercials on these programs are dramatized merchandising announcements, played by two able local actors, whom we call John and Mary Rochester. And again, we do not think commercials throughout the program. We take one spot and let it go at that. This comes early in the program and there are no further company announcements except perhaps a closing tag line.

Don't want to be interpreted in anything that I have said as suggesting use of radio to the exclusion of newspaper advertising. That would be folly. The utilities need newspaper advertising, both merchandising and institutional, and they should do much more than they have done in both these fields. Where radio has an advantage is that you can say what you like about current happenings if you have a good program to carry your announcements. When you try to answer in the news columns, some misleading or unfair propaganda your copy naturally is subject to editorial blue pencil or to the editor's judgment of how much news value there may be in it.

On the air, so long as your statements are kept within reasonable bounds—and they should never deviate in the slightest degree from the truth—you can say what you like. You can answer unjust attacks upon your company or industry, you can explain your problems, you can stress your service and you can consistently and continuously drive home the low cost of gas and electricity when compared with other items in the family budget.

Radio has become a national force for moulding public opinion. The public takes it for granted that progressive institutions will use it. Radio is a most potent tool in building better public relations. Telling their story of community service truthfully and sincerely—and interestingly—through radio—public utilities can and do much to reduce clamor for unwarranted rate reductions. Radio helps to keep employees better informed on company activities and policies. It enforces them to render better service. Radio makes friends and it is axiomatic that a friendly customer is easier to sell than a hostile customer, and causes less trouble through unreasonable demands. And to sum it all up, our experience convinces us that the return from radio advertising, whether it be merchandising or institutional in character, is almost directly proportional to the intelligence, care, time and sincerity that are put into its production.

Will C. Grant
Advertising Director
Lone Star Gas System, Dallas

Washington's choice!
W O L
Annapolis Hotel
Washington, D. C.

KFWB's listening audience is not a matter of guess work. Year after year a study of listening habits in the $700,000,000 Los Angeles market reveals that KFWB is consistently a top station.

KFWB's cost per thousand listeners in Los Angeles alone is from 30% to 75% lower than any other major station...and it delivers in addition a wide bonus coverage outside the metropolitan area.

KFWB
FREE & SLEININGER • Exclusive Representatives

Broadcasting • Broadcast Advertising
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

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

Washington's choice!
en in order to present a background for our problem and how we are attempting to solve it by means of the radio.

Covering a Wide Area PERSONAL contact with our more than 300,000 customers scattered over this wide territory is vitally important to the company. The customers in these small towns have only occasional and remote contact with any company representative. They pay their monthly gas bills generally at the local bank and when they have service difficulties an appliance adjuster is sent out from the nearest district office. Before the introduction of our radio series, their opportunities for receiving up-to-date education and information about gas appliances and their gas service were limited. From the standpoint of time and money it was impossible to keep home service workers on the march constantly to go into our customers' homes. Just one 15-minute visit in only half the homes we serve (150,000) would be a full-time job for a home service worker for 16 years.

Radio is answering our problem. Through its use we can visit in the homes of the majority of our customers at a time when we are expected and the housewife is prepared to welcome us.

Having found an entrance into our customers' homes, our next problem was to make our visits as effective as possible. To do this, our programs must answer three main purposes: 1) Encourage confidence in the company and its service, essentially a problem of creating friendly public relations and good will; (2) educate our customers in the value and benefit they personally can enjoy from the service we offer; (3) create a desire in the minds of our customers for improved types of home equipment which give the customer the most satisfactory and efficient use of our service.

We experimented with several types of programs before we evolved our present 15-minute program which seems to be accomplishing our aims in a gratifying manner.

Our first venture into radio was by means of participation in a cooperative cooking school sponsored by the station and several food advertisers. The school was conducted in the auditorium of our headquarters office building before an actual audience, with half an hour being broadcast. While the program aroused interest over our territory, we found that it was not hard to achieve an equitable balance between the actual demonstration before the audience and the broadcast. Interest in one could be maintained only at the expense of the other. Too, the omission of mention of products made it impossible to include many of the points in which our company was particularly interested.

Our next experiment was with a series of 5-minute spots on a woman's program which proved unsatisfactory principally because we felt the program had no unity of purpose or continuity of thought. By the time we received from our various experimental programs, in February of 1935, we were ready to present series of broadcasts Tuesday mornings over WFAA, Dallas, which reaches practically every radio-equipped home in our territory. (See Broadcasting, May 15.)

Good Results WE CONSIDER our home service radio program an integral part of the company's general sales promotion and public relations plan.

Each program is carefully designed to offer housewives information which will smooth the difficulties of daily living and create a desire for a higher living standard and more comfortable homes. In addition, we find our customers among the beneficiaries of the advantages of the management of the merchandise being featured by our affiliated companies during that particular period.

The result of this type of program has been particularly gratifying to us. A satisfactory stream of requests for recipes and bulletins flows in each week in direct response to the program's broadcast. In addition, there are requests from young brides for simple instructions on cooking in general, numerous questions as to what temperatures are best for specific oven dishes, how to make the best use of new ranges, or refrigerators, how to remove stains, how much food it takes to feed varying numbers of people, why biscuits won't brown properly, what material is best for oven utensils, and a host of others, ranging from the simple to the complex. These requests come from every town on our system, and even from many others beyond the limits of our pipelines. The best indication we have of the success of our radio work is the constantly growing number of customers who have come to regard the Henry Obermeyer Department as an accommodating friend and a reliable authority on any phase of household activities.

Thus we have found that the radio is the only solution we have to the problem of reaching a large number of customers in scattered towns over a wide territory. The requests thus far received lead us to desire expansion of this activity as soon as the personnel and facilities can be provided.

Henry Obermeyer Consolidated Edison Co. of New York

MR. OBERMEYER, assistant to the executive vice president, stated, "I sincerely believe radio is the best medium for reaching the customer in his home."

Consolidated Edison is sponsoring programs in seven languages on New York stations to intimate contact with all its consumers. The programs are designed to serve consumers—the majority of whom believe Consolidated is a billion dollar corporation—that it is not and that it is confined to the New York City market.

A program titled Echoes of New York Times, on WEAF, broadcast 6:30-7:30 evenings, was cut to half hour because of competition with Jack Benny, but the hour program is to be resumed in the near future, Mr. Obermeyer said.

Feeling that the sales messages on many programs are "thrown at the listener", Consolidated adopted dramatized commercials. Consolidated employees take part in the programs, illustrating their particular jobs with the idea of helping the consumer to understand the utility's operations.

A survey by Consolidated's sales department, Mr. Obermeyer pointed out, showed that the program reached 250,000 persons. He concluded: "And so, gentlemen, from that reaction the customers have come to the conclusion that radio is the most effective advertising medium we have today."

### ADVERTISERS ON WNOX KNOW IT'S TRUE WHAT THEY SAY ABOUT DIXIE WNOX KNOXVILLE, TENNESSEE

**WFBR**

**Success Stories**

*The Story of the Generous Money-Lender*

All small loan companies offer substantially the same rates and terms. Yet, in Baltimore, "Ayares Small Loan Co., Inc." has been making amazing progress over the years. The reason: Since January 2, 1933 every day on WFBR (exclusively) Ayares has said, "You can obtain a cash loan of $30 to $300 on your automobile in minutes. Repeating the same announcement on the same station 1278 times (3½ years) is some kind of a record!"

### In Baltimore they listen to MARYLAND'S PIONEER BROADCAST STATION

**WFBR**

ELECTRICAL TRANSCRIPTION FOR STATIONS AND SPONSORS

HOLLYWOOD • CHICAGO
Television Won't Replace Broadcasting

Continued from page 19

One stage of radio. As a commercial operation, television has not yet arrived. It is not around the corner, nor even around the block. But we have advanced sufficiently far to say that the technical obstacles are not insurmountable.

The Radio Corporation of America, as has invested millions of dollars and an incalculable sum of scientific genius in bringing television to the point where it can be brought from the seclusion of the laboratory to the freedom of experimental service in the home.

In fact, on this very day, we are writing a new page in the history of radio development. Today, we opened for field tests, our new television station on top of the Empire State Bldg. in New York City. The test period may be a long and costly one. Critical technical problems must still be solved.

Radio as a Medium

DISCUSSING the advantages of broadcasting as a medium, Mr. E. Harlow stated:

"Probably more than in any other field, the success of radio advertising depends upon the subtle but decisive elements of public confidence and good-will, and the direct moral appeal of the quality of the advertiser for his claims.

"Its relation to the individual listener is not a casual and accidental one, but a demanding process in which the public earns to look forward to its scheduled appointment. For the radio audience, the finest orchestras, the greatest singers, the stars of opera and stage, and the services of outstanding personalities in every field of American endeavor.

WCCO and WTCN, rival Minneapolis stations, were booked together to carry the play-by-play July 10 of the all-star American Association League baseball game, with Byrum Stem's WCCO and George Higgins of WTCN taking turns at the mike.

Performing Artists Sue

NATIONAL Association of Performing Artists, recently organized group created for the announced purpose of preventing "unauthorized use of phonograph records over stations," early this month sued three New York stations in the courts of that city alleging infringements. The suits were against WNEW, in Federal Court, by Paul Whiteman, and in the New York State Supreme Court against WHN by Lawrence Tibbett and against WHN by Frank Crumit. Actions also were begun against Telefach, wired radio service to restaurants and other public places by Walter O'Keefe and Louis James of the Revelers.

KGFV in New Hands

WITH the purchase of KGFV, Kearney, Neb., from local interests, including the publisher of the Kearney Hub, Clark Standiford, president and manager, announced July 3 that he would continue the operation of the station, with Roy H. McConnell as chief engineer and M. E. Telen as program director. The FCC, in the purchase, approved June 12 by the FCC, is Kate S. Fisher, wife of Ben S. Fisher, Washington radio attorney.

GENERAL BAKING Co., (Bonded) New York, on July 3 signed Guy Lombardo and his orchestra to a 52-week contract, for a half-hour musical program each Saturday afternoon starting Sept. 6 on a nationwide CBS network, replacing Tea Time Tuesdays.

Much has happened since this writer (1918) helped young advertisers learn "wireless code" at the Harvard University radio school (U. S. N.) and the same year heard the first tests of radio telephone between ships of the Atlantic Fleet. A monotone voice a few miles away repeating, "This is Puget Sound, Able Three Cat. Can you hear me?"

As a former newspaper publisher, our pet pevee: The Sunday newspapers that published the column's comic sections with cigarette ads showing the heroes who win by smoking, ads promoting cure-alls for boozy-hangovers and the success ads of women who wash their underwear!

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A Chicago daily newspaper's survey for the most popular Polish radio program (there are more than 600,000 Polish-Americans in Chicago) showed WGES the outstanding winner with a 700 a.m. show called the "Early Birds."

Out Here

In Chicago...

• Some Random Thoughts,
  Most of Which Concern
  WGES, WBCD and WSCB

By GENE T. DYER

This column will appear frequently in this space. It is ours. Come on and use it!

Much has happened since this writer (1918) helped young advertisers learn "wireless code" at the Harvard University radio school (U. S. N.) and the same year heard the first tests of radio telephone between ships of the Atlantic Fleet. A monotone voice a few miles away repeating, "This is Puget Sound, Able Three Cat. Can you hear me?"

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We're proud of Joe Rudolph, WGES, president of the NBC pevee. We like the "Three Doctors" (Rudolph, Pratt and Sherman) of NBC and CBS is one of radio's programs pioneered by his "Call These Guys." In his dozen years of radio would use up a couple of alphabets. He's one of America's best known radio pianists.
The Business of Broadcasting

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

STATION ACCOUNTS

WJSY, Washington
Noxzema Chemical Co., Baltimore (cosmetics), 5 weekdays, thru Ruth Richardson, G. C.

Globe Brewing Co., Philadelphia (beer), 5 weekdays, thru Cecele Warwick & Co. Inc., N. Y.

Richardson & Robbins, Inc., Dover, Del. (chicken), 5 weekdays, thru Charles W. Hoyt, Co., N. Y.

Globe Brewing Co., Philadelphia (alcohol), 5 weekdays, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Lever Bros. Co., Cambridge (Spry), 5 weekdays, thru Ruthrauff & Ryan Inc., N. Y.

Gulf Refining Co., Pittsburgh (oil), 5 weekdays, thru Young & Rubicam Inc., N. Y.

WHK, Cleveland
Milan Brewing Corp., Milan, O., 5 weekdays, thru Richardson-Oswald Inc., Cleveland.

Maybelline Co., Chicago (cosmetics), 5 weekdays, thru Kramer-Russell Co., Chicago.


McKeon & Robbins Inc., Bridgeport (Colox), 2 weekdays, thru N. Y. & Son Inc., N. Y.


Procter & Gamble Co., Cincinnati, 6 weekends, thru.

WOBR, Newark

General Foods Corp., New York (soap), 2 weekdays, thru Young & Rubicam Inc., N. Y.


Skol Products Co., Inc., New York (sunburn lotion), 2 weekdays, thru Kimball, Hubbard & Powell Inc., N. Y.

WOOD-WASH, Grand Rapids
Kalamazoo Store Co., Kalamazoo, 3 weekdays, thru.

Chemical Laboratories Inc., Des Moines (cosmetics), 151 days, thru Coolidge Adv. Co., Des Moines.


Alabastine Co., Grand Rapids (paint), 7 days, thru Stevens Inc., Chicago.

Tegge-Jackman Cigar Co., Detroit, 52 weeks, thru.

Hempdill Diesel Schools, Chicago, 6 weeks, thru Roy H. Alber Co., Los Angeles.

KRLD, Dallas


Picher Mfg. Co., Louisviile (tobacco), 26 weeks, thru.


Pitney & Table Co., Chicago (proprietary), 5 weekdays, thru First United Broadcasters Inc., Chicago.


KNO, Los Angeles


Safeway Stores, Oakland, Cal. (talcum powder), 20 weeks, thru J. Walter Thompson Co., San Francisco.

WZB-WBZA, Boston-Springfield
Procter & Gamble Co., Cincinnati (Spry), 6 weekends, thru Blackman Adv. Inc., N. Y.

Kendall Mfg. Co., Cambridge (Soapine), 6 weeks, thru Dow & Ostreicher, Boston.

Boston & Maine Railway, Boston, 6 weeks, thru Dooremus & Co., Inc., Boston.

Wlio, Dayton

Gulf Refining Co., Pittsburgh (oil), 6 weeks, thru Young & Rubicam Inc., N. Y.

WBT, Charlotte, N. C.


Celo Co., of America, Tampa, Fla. (Colo), 6 weeks, thru.


Morris Plan Bank, Charlotte (loans), 3 weeks, thru.

E. R. Partridge Inc., Atlanta (overalls), 26 weeks, thru.

Procter & Gamble Co., Charlotte (Spry), 3 weeks, thru.


KYA, San Francisco

Therapy Ltd., Pasadena, Cal. (Therma-derm), 5 weeks, thru Heiltschick, Los Angeles.

Pickering & Co. Ltd., Los Angeles.

Rex Laboratories, San Mateo, Cal. (Ox-Tone lotion, meat emulsion), 6 weeks, thru.

KDKA, Pittsburgh
Standard Oil Co. of N. J., New York, 264 sp, thru Marschalk & Pratt Inc., N. Y.


WIS, Columbia, S. C.

Gulf Refining Co., Pittsburgh (oil), 5 weeks, thru.

From Brooklyn Eagle

"Pretty lucky we got these seats near this fellow's radio. He says Louis just landed a stiff left to Schmeling's jaw."

WLS, Chicago


Walker Remedy Co., Waterloo, Iowa, (poultry tablets), 6 weeks, thru Westborn-Bennett Inc., Waterloo.


William Cook Co., Chicago (proprietary), 5 weeks, thru First United Broadcasters Inc., Chicago.


American Radio History

Safeway Stores, Oakland, Cal. (cigarettes), 20 weeks, thru Freitag Adv. Agency, Atlanta.


C. P. Remedy Co., Durham, N. C. (proprietary), 7 weekdays, thru.

Harvey-Massengale Co., Atlanta.

Willow Table Co., Chicago (proprietary), 5 weekdays, thru First United Broadcasters Inc., Chicago.


Theodore & Ryan Inc., Chicago.

Young & Rubicam, N. Y.

First United Broadcasters Inc., Chicago.

W. Hellwig & Co., Los Angeles.

Remedy Brewing Co., Chicago.

Gamble & Co., Cincinnati.

F. H. Graber & Co., Bridgeport.

Crisco Co., Chicago.

Procter & Gamble Co., Cincinnati (Spry), 6 weeks, thru Blackman Adv. Inc., N. Y.

San Francisco

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WIS, Columbia, S. C.
ETWORK ACCOUNTS
(times EDT unless otherwise specified)

New Business

CK CHEMICAL Co. New Yorkough remedies) on Sept. 27 starts from BBly on entire CBS network, evenings, 8-8:30 p.m. Agency: Morse International Inc., N. Y.

PITTSBURGH PLATE GLASS Co. Pittsburgh (institutional) on Sept. 6 starts the Pittsburgh Symphony On in 45 CBS stations, Sundays, 4-5 p.m. Agency: Lipton & Retstone & Osborn Inc. N. Y.


FAT ATLANTIC & PACIFIC Ch. New York (coffee) on Oct. 1 starts Kate Smith's Variety Hour on 30 CBS stations, Thursdays, 8-9 p.m. Agency: Paris & Pearl Inc. East Rutherford, N. J.

PUBLIC q STATE COMMITTEE, New York (political talks) on Sept. 6 starts guest speakers on 4 NBC network (WEAF, WNY, WOR, WHAM), Mondays, 5-10:45 p.m. Agency: Brooke, Sith & French Inc., N. Y.

INTERNATIONAL CELLUCOT INC., out Co. Chicago (leaves) on Sept. 14 starts an unannounced program on 29 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p.m.


SELFICIAL MANAGEMENT Co. Newark (personal loans) on Sept. 6 starts an unannounced program on 44 CBS stations, Monday to Thursday, 9-10 p.m. Agency: Albert Frank-Guenther & Nw Inc. N. Y. with Nell Rogow N. Y. serving as advertising panel.

3rd MOTOR Co. Detroit (institutional) on Sept. 30 starts Ford News Hour, Evening Hour on 34 CBS stations, Mon Cadillac, 9-10 p.m. Agency: N. W. Ayer & Son Inc., N. Y.

STOR'S CHOCOLATES, INC., Ch. Cal. (chocolate) on June 30 started for 13 weeks, Slide With smile, song and chatter, with Christine and John Wolfe on NBCPO, Tuesdays and Thursdays, 7-8 p.m. Agency: Doremus Co. San Francisco.

WASEY PRODUCTS Inc., New York (Barbasol) on Aug. 31 starts Sing Along on 25 NBC-Blue network stations, Mondays, 10-10:15 p.m. Agency: Erwin, Wasey & Co., Inc., N. Y.

REAL SILK HOSIERY MILLS Inc. (hosiery) on Sept. 13 starts unannounced program on 19 NBC-Blue network stations, Sundays, 3-3:30 p.m. Agency: Leo Burnett Inc., Chicago.

PACKARD MOTOR CAR Co. Detroit (motor cars) on Sept. 3 starts Frank Astraire on 62 NBC-Red network stations, Tuesdays, 10-11 p.m. Agency: Young & Rubicam Inc., N. Y.


GENERAL MOTORS Corp. New York (institutional) on Sept. 13 starts General Motors Symphony Concerts on 63 NBC-Red network stations, Sundays, 10-11 p.m. Agency: Campbell-Ewald Co. of N. Y.


GENERAL FOODS Corp., New York (Sanita Coffee) on Sept. 28 starts Helen Hayes in a new series on NBC-Blue network, Mondays, 8-8:30 p.m. with rebroadcast at 12-12:30 a.m. Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp. New York (Log Cabin syrup) on Sept. 28, starts Louise Mattey and Westerner on NBC-Blue network, Tuesdays, 8-8:30 p.m., with rebroadcast at 11:30. Agency: Benton & Bowles Inc. N. Y.


VAN CAMP SEA FOOD Co. Inc., Terminal Island, Calif. (Chill of the Sea Brand Tuna Fish) on July 10 started for 13 weeks participation in Woman's Magazine of the Air on 7 NBC-KPO stations, Fridays, 2:45-3:00 a.m. (PST). Agency: Emil Bischofer & Staff, San Francisco.

Renewal Accounts
AMERICAN TOBACCO Co. New York (Lucky Strike cigarettes) on Aug. 1 renewed Lucky Strike Hit Parade on 93 CBS stations, Saturdays, 10-11 p.m. Agency: Lord & Thomas, N. Y.


Network Change

Here is Definitely a good Summer Market

W S O C
Charlotte, N. C. NBC Affiliate

We Ask Vigorous Examination!

Louisville isn't like some other large communities, which have a big urban population plus an almost equally rich and thickly-populated suburban concentration. Here we have a good urban market—then miles and miles of open country.

Station WAVE can't give you the largest total coverage hereabouts . . . But Station WAVE reaches more real, honest-to-goodness first area listeners per dollar than any other station in Kentucky . . . Want the facts?

National Representatives:
FREE & SLEMMING, INC.

We Broadcast Advertising
July 15, 1936  Page 57
PARROTT & Co., San Francisco, has been appointed exclusive distributors for Malitose Laboratories (manufacturers of Malitose, powdered food concentrate), and the Sidney Garniel Advertising Agency, that city, will continue to handle the account. As intensive radio & TV is being planned and radio will again be used along with other media.

DE ROOS-STERNEHIM Co., Inc., Chicago (Normandie cosmetics) is advertising through Gundlach Adv. Agency, Chicago. Radio and other media are used.

RADIO ADVERTISERS

W. F. MCLAUGHLIN & Co., Chicago (White House coffee) is advertising through Earle Ludgin Inc., Chicago. CHICAGO MAIL ORDER Co., Chicago, has named Gale & Pietsch Inc., Chicago, as its advertising counsel.

DE ROOS-STERNEHIM Co., Inc., Chicago (Normandie cosmetics) is advertising through Gundlach Adv. Agency, Chicago. Radio and other media are used.

WHAT A PARADE OF DOOR-OPENERS!

This Radio Bridge Folio Sent FREE

Managers or salesmen of Radio Stations, who want to quarter hours in less time than it takes to tell, are invited to write for this complete sales folio — sent free.

THUS new Colberton Contract Bridge radio series, with the sensationally close tie-up that provides week-to-week wins. GUMPERT Co. Inc., Brooklyn (Gumporto's Butterscotch Cream Dessert) has appointed the Gardner Adv. Co., New York, to handle the account. Spot radio is a part of the full plan now under consideration.

CYCLE TRAVELS OF AMERICA Inc., New York (institutional) has named Greenleaf Co., Boston, as its advertising agents.

EASY WASHING MACHINE Corp., Syracuse, has named Batten, Barton, Durstine & Osborn Inc., New York, as its agency.

UNIVERSAL PHARMACEUTICALS, New York (B-9 mouth wash) is placing advertising, including radio, through Arthur H. Fulton Co. Inc., N. Y.

Larson In New Job

G. BENNETT LARSON, formerly radio director of J. Stirling Getchell Inc. New York, has joined the radio production staff of Rutherford & Ryan Inc., New York. Mr. Larson at one time was radio director of Joseph Katz Co., New York, and was also connected with NBC.

Agencies and Representatives

R. W. SERVICE, formerly in insurance work, has been named sales promotion manager of H. K. Conover Co., New York, by the Garber Adv. Co., Chicago. The Conover company announced its appointment to represent XEPN and XELO, Mexican-licensed border stations at Piedras Negras, Mexico, and Eagle Pass, Tex.

BUET MCNULTHY, the radio department of Lennen & Mitchell Inc., New York, handling the Paul Whitehouse Men's Wear account for John H. Woodbury Co. on NBC-Blue, is in Fort Worth supervising auditions for children who compete on the program.

ROBERT BURLEN, production manager of WEEI, Boston, for seven years, has joined the radio department of N. W. Ayer & Son Inc., New York, to be in charge of radio production on the Atlantic Family CBS program. He replaces Brewster Morgan who recently resigned. Mr. Burlen is a graduate of Dartmouth and at one time was connected with NBC Artists Service.


DON C. HOBBS, for the last year San Francisco manager of the Walter Bublitz Co., station representatives, has resigned effective July 31.

SCOTT HOWE BOWEN, recently associated as consultant with the Associated Network of New York, a re- gional chain, has resigned to join James Raud 3d, head of the newly formed Pan American Radio Sales Co., as one of its radio executives.

EDWARD PETRY, head of the representative firm bearing his name, and Mrs. Petry, parents of a daughter, born in Long Island College Hospital July 3.

GEORGE W. DIEFFENBACHER, formerly the San Francisco Examiner and Ziff Co., Chicago, has joined the Chicago sales staff of William G. Hammeaux Co.

Chevrolet Disc Program

Enter Into Sixth Quarter

WHEN Chevrolet Motor Co. embarked on its sixth 3-week WBS transcription series on 381 stations, the sponsor already had broadcast more than 71,600 programs. The campaign covers 32 markets in the United States, and includes Honolulu also.

Over a 65-week period Chevrolet has staged more than 1,400 broadcasts with and when the present 13-week series is conclude the total will exceed 86,000. Rub off, Jan Peerce and Virginia Re Chevrolet talent, have been heard in more than 14,000 WBS trans-cription programs, in addition to the NBC half-hour sponsored last winter by Chevrolet. Campbell Ewald Co. handles the Chevrolet account.

The TARHEEL STATE!

Why North Carolina is known as the Tarheel State remains a matter of dispute . . . but there is no question about the standing of the Tarheel territory as a market place!

Among the southern states, North Carolina ranks FIRST in the mind of manufacturers of a wide variety of products who are familiar with the "above the average" buyer and "above the average" buyer and buying power of the Tarheel population.

With "above the average" income derives from well balanced agriculture, commercial and industrial sources, the people of North Carolina are well cultivating as customers.

As many sectional and national advertisers have found, the most effective and economical way of reaching the Tarheel territory is over WPTF the Capital City station, which serves over 180,000 North Carolina homes and thousands more in adjacent territories. Write Free, Johns & Field, Inc., 0 direct for data and coverage map.

WPTF
RALEIGH NORTH CAROLINA

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.

Broadcasting • Broadcast Advertising
Panel Discussion (Continued from page 15)

...for the particular participating program he conducts.

Dr. Herman S. Hettinger, of the Wharton School of Finance & Commerce, University of Pennsylvania, had the subject "The Market for a Station's Services as an Advertising Medium." He brought out that one-fourth of the total revenue of stations is from network business, one-fourth from national and regional spot, and about one-half local. It is significant, he added, that the most business comes from the station's own efforts.

Asked about the trend as to the relative growth of national and local business, he brought out that national has gone up about 45% during the last year and that local business is lagging. Products which are the most important in the national spot field, he declared, are drugs, representing about one-fourth, food products about one-fifth and automotive about one-eighth of the total. In 1934, he said, the latter group represented only 5%. In the local field, he declared that there are some 200 miscellaneous products which represent the bulk of the business. Clothes and food, and house and garden goods each represent about 14%, and department stores only 7.6%.

Local advertising follows the trends of retail trade, he declared.

The trend toward programs and away from announcements was hailed as significant by Hettinger.

Jack Van Volkenberg, assistant to H. Leslie Atlass, CBS Chicago vice president, wound up the panel with a discussion of preparing programs for sales. He said it was his view that preparation of programs should be a program department rather than a sales department responsibility. However, he added that the sales department's collaboration is an advantage.

A good salesman, he declared, knows what to do in presentation. He advised consultation of the program, sales and other departments in presenting a proposal to an account.

Mr. Van Volkenberg said he regarded as unsound the theory of the saleability of sustaining programs. Local advertisers, he declared, do not like anything old; they want something brand new. Moreover, he said, the lack of time available these days makes it un-economic to build sustaining programs earmarked for commercial sponsorship.

**Covering the Tacoma Seattle Markets**

Sell Tacoma-Seattle Economically

Mall in almost equal percentages from Tacoma, Seattle and towns and farms in the Puget Sound area, shows economy of using KVI—at ONE low cost. 1000 watts, 570 kc. Pioneer CBS Station in Pacific Northwest.

**ROADCASTING • Broadcast Advertising**

**C O V E R I N G  T H E  T A C O M A  S E A T T L E  M A R K E T S**

**FREE & SLEININGER INC.**

**Local Representatives**

**Pioneer CBS Station in Pacific Northwest**

**July 15, 1936 • Page 59**
Agreement on Warner Return To ASCAP Is Believed Near

Reunion Seen Not Later Than Autumn; Mills Fostering Plan to Pass Copyright Fees to Advertisers

AGREEMENT upon terms under which Warner Brothers music publishing houses would return to the ASCAP fold may develop any day, it is indicated in music circles. The board of directors of ASCAP during the last fortnight had held what amounted to a continuing session to discuss plans under which Warner Brothers would be allowed to return to the ASCAP organization which it left at the end of last year on the grounds that it was not receiving a sufficiently large “cut” of royalties. Reunion of ASCAP and Warner publishing houses can be expected by autumn, it is said. There is a strong possibility, however, that the agreement will be affected in advance of that time. Warner Brothers publishing houses have not fared well since the defection from ASCAP and the motion picture productions of the company have suffered as a result. It is not expected that performance of Warner numbers featured in those pictures. Herman Starr, vice president of Warner Brothers and head of its music activities, was in Chicago during the FAB Convention July 6-8. He did not discuss the lack of performance of Warner numbers during the convention with NAB officials, however, so far as known.

The next regular meeting of the ASCAP Board will be held the last Thursday in September. E. C. Mills, ASCAP general manager, is empowered to call a special meeting prior to that time to handle any emergency business.

ASCAP spokesmen indicate that they are keeping the door “wide open” for Warner Brothers. It is not entirely likely that an arrangement may be made whereby Warner will return to ASCAP in advance of September. As things stand now, it can happen almost any day because ASCAP is not throwing up any barriers to it.

No basis has been made for Warner Brothers return. Royalties are divided among ASCAP members according to seniority of the publishing houses, which accounts for 20% on the availability rating of the music, which accounts for 30% and on the popularity of the music based on radio program performance, Warner Brothers figures. Normally, Warner Brothers has already lost its seniority by virtue of this. It is not expected that the ASCAP Board would be willing to reinstate the Warner houses on their old seniority ratings and allow them to retain their availability rating but would have to regain their popularity before they become advantageous as before on the matter of program performances.

Spotter Spotted

MEANWHILE, it was learned that late last month Federal Judge John P. Barnes of the Chicago Federal District Court dissol

The Missouri Triangle

AT ONE LOW RATE!!

These 3 stations are doing a real selling job for advertisers who buy RESULTS that's why most of our present advertisers are running on renewed contracts.

We can do an outstanding job for your product too!

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • KCMO • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS

Page 60 • July 15, 1936
Junior Olympics

WTMV Gets Region Excited

Over Race Contests

WTMV, East St. Louis, Ill., capitalizing on the track consciousness of the nation with the world Olympic games in Berlin this summer, has started its own "Junior Olympics". The track meet will be open to boys and girls between 10 and 19 in the St. Louis area. Local newspapers are supporting the idea. The Globe Democrat broke the story with an eight-column story and a full column story, in addition to a four-column cut of anquet tendered the executive chairman of the meet by WTMV.

Other three local papers, as well as community papers throughout the area, have followed suit. The station has tied in special sports interviews featuring big names in local track circles three nights a week and promotes registration eight times daily.

The Junior Olympics attracted deepread attention in the first week of its campaign, as requests for entry came from Missouri and Illinois towns outside "Greater St. Louis" area set up by the rules committee. As a result boundary restrictions have been junked and the meet has been thrown open to all localities in Missouri and Illinois. Out-of-state entries will come in nearest outlying district. Trophies will be presented by WTMV. A big 32-inch gold trophy will be awarded the team that got most points in both boys' and girls' division. Trophies will also go to the winning relay teams and individual event winners. Medals will be given the first four placers in every event. Remote broadcasts from each divisional meet as well as the finals will be carried by the station. Ted Simpson and Jack Brasher, the WTMV staff, are handling the event.

Nine Sign for Scripts

TAR RADIO PROGRAMS, newly-formed radio script syndicate at 30 Park Ave., New York, reports the signing of contracts for its service with nine stations—WJAY, Cleveland; WRAK, Williamsport, "a; WABY, Albany; WNRC, Wilkesville, N. C.; WGR, Dallas; WMUM, Yuma, Ariz.; WHAT, Philadelphia; CKCW, Moncton, B. C.; WJOC, Hamilton, Ont. The loyce, former NBC continuity editor, is production manager of the service, with Charles S. Maxwell as sales manager.

Radio Markets Inc. Signs 13 Stations in 2 Weeks

WITHIN two weeks after the first announcement of formation of Radio Markets Inc. as a subsidiary of World Broadcasting System Inc. to undertake exclusive representation for stations affiliated with the spot-transcription company, 13 stations had signed contracts. Stephen R. Zintel, station relations manager of WBS, announced July 13. Many other stations, he said, are negotiating with WBS for Radio Markets Inc. representation and he said he was confident that when the organization began functioning after this October, it would have an enrollment of 50 to 60 stations.

The organization, as announced by Percy L. Deutsch, WBS president, will be in no way competitive with existing representation organizations but instead is designed "to provide a much needed service for small stations in the small markets which heretofore have not been able to interest representative in the sale of their facilities."

[See July 1 issue of Broadcasting.]

A TRAINING college for its staff may be instituted by the British Broadcasting Corp. in order to coach appointees in the intricacies of radio.

John Blair & Co.

National Representatives of Radio Stations

NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO

Have You Heard This One?

NEBRASKA Leads All Other States in Farm Income Increase the First 3 Months of 1936!

That's a story with a REAL point! Nebraska's farm income for the first quarter of 1936 was $63,329,000—with a greater gain than any other state!

This wealth has been reflected quickly in increased buying activity throughout the territory.

Spot Radio Advertising, NOW, will boost your volume in Nebraska.

For complete data on any or all of the live stations listed below, write the Association office, or any individual station.

Missouri Valley Broadcasting Assn.

Omaha, Nebraska

WOW

Omaha, Neb.

KFOR

Lincoln, Neb.

KOLI

Omaha, Neb., and Co. Bluffs, Ia.

KBIZ

Yuma, Neb.

JBC

North Platte, Neb.

KFB

North Platte, Neb.

Local Color

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

WAAT grew to what it is—on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own—in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87 1/2% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a golden bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

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

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

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

Typical result from two weeks of broadcasting on CHARM, where Personalized Selling is exemplified:

The showman's trick of a "few words" is still effective in the promotion of "out-of-the-blind-spot" programs. WJAY, Cleveland, has several "blinds" in its repertoire. Among them are:

- 38 signers-on-the-dotted-line out of two hundred, each in two checks of $200.00 or less for "out of the blind spot" promotion.
- Several shows featuring "out of the blind spot" programs.
- Personalized selling.

If you have a "test" campaign in mind—put it up to KEX—for versatility and originality in Showmanship!

Famed for its outstanding, local shows nightly, KEX holds an enviable record for dramatic "hits" attained by few stations. A large staff of well-trained composers, musicians, artists and technicians are here to serve you.

IN AN EFFORT to bring its leading participation program of this type "out of the blind spot", WJAR, Cleveland, followed the lead of many other stations in instituting the name of the act (Ebel & Ben) in the program listing and then identifying the show as a "half-hour open to participation" tag. This simple "dress-up" did much to lift the hour-and-a-half-minute program from the "participation" identification. It is recognized that agencies and advertisers sometimes derisively refer to the "participation" tag. The advertising is not costly and attracts attention, but in conversation style. Their list of co-sponsors indicates how well they have lifted the program "out of the blind spot". Included are Swift & Co., John Morrey & Co., Red Heart Dog Food, The Sweet Orange Juice, G Washington Coffee, Selby Shoe Co., Norge Refrigerator, Cleveland Retail Grocery Association, United Food Stores, Super Shriners, Shawlake Shoe Cleaners, and items and firms that are sensible in nature.

NBC and CBS are aiding WNEW, New York, in providing material for the "Poetry Composes" of the "Out of the Blind Spot" radio programs which relates stories about radio stars, etc.

WJBI, Detroit, will broadcast programs designed and produced by the Board of Education, with the station taking a small fee.

WBBZ, Pocca City, Okla., staged a amateur contest recently promoted by the American Business Club. WBBZ operates three transmitters in the area, and the program was sold to eight cosponsors. Fifty hundred dollars was conditioned on, with 50% being paid for the station, 50% for the 8 cosponsors. Over 4,000 votes were cast. The winners received an appointment with a Billy Bowes Unit, showing here on the following Saturday. Cash prizes were awarded to the winners at the Earphone stage appearance.

THE Junior Bar Conference, Los Angeles, of the American Bar Association, has launched a weekly afternoon quarter-hour series on KJL, Los Angeles, under the title Scales of Justice. The series will be in the form of personal narratives by prominent lawyers, attorneys and criminologists.

GENERALLY acknowledged as one of Philadelphia's most popular programs, The Melody Man, WPTL, has been unique musical memories contest. The week celebrated its first anniversary. For a birthday present, the Melody Man counted 212,627 letters. At the home of the series are Al Stevens, WPTL's chief announcer, and Wayne Cody, pianist. handle the program.

SAN ANTONIO business men 12 strong, gathered in the ball room c. the Iwo and Iwo Island, for a "dinner dance". The occasion was the American Legion's "Baseball Team".

INDUSTRIES are operating at capacity in Gadsden. Business is good in Gadsden, Ala. WJBY
KEHE PLANS NEW QUARTERS

Unusual Features to Be Included in Layout of Heart Station's Studios and Transmitter

THE, Los Angeles, (formerly KM), will spend $250,000 within the next few weeks to remodel its technical plant and studio equipment, including the removal of old divisions and new and separate divisions. The reorganization will culminate in September, or early October, with an automatic identification which will be built up on giant big names in radio, staged screen, as well as guest artists. The technical equipment will include RCA high fidelity transmission, 5 kw, with a vertical diode. The proposed studio will be on a 10-acre plot in the Westlake district of Los Angeles, approximately in the center of the original Spanish land grant known as Rincon de los Bueyes, for a local landmark and historic spot.

A Unique Ground

IE operating building will be a modernistic structure which will house the complete technical equipment and apparatus and also living quarters for five technicians. One of the out-of-the-ordinary features at Rincon de los Bueyes will be the use of Japanese bunch grass for the landscaping, instead of the standard blue grass. The bunch grass prepares to cutting or other attention except water at infrequent intervals. Thus it will serve to up the green wet and prove arable as a ground for the tennis. In addition, the Japanese grass will keep down the weeds which ordinarily would be burned promptly and thus, in many instances, burn the copper wire underground.

Another unusual feature at the technical plant will be a reinforced concrete trough for the concentric transmission line. It will have a movable sectional top slab which can be opened after or durante earthquake disturbances for inspection purposes. There will be two sources of power for KEHE. One will be set from Boulder Dam (furn-ished through the City of Los Angeles), while the second will be on a commercial company, the western California Edison Co. will provide a continuous circuit for regular usage and also a standby for all auxiliary purposes.

The old KEHE Western Electric technical equipment will then be temporarily removed, converted to high fidelity and housed at the ant for standby and auxiliary purposes.

The Studio Layout

IE new KEHE studios will be located in metropolis and will be one of three locations now under submission and awaiting approval of the FCC. The building will be a story-and-a-half modernistic structure with stucco. Technically there will be three main outgoing channels, a master control, five network type mixing consoles and associated remote control lines. There will be provision for DC light and power for use when television arrives. The technical studios of KEHE will be landscaped with many unusual effects. There will be a miniature vertical radiator in front of the orchestra, and the architectonic design is such that it will blend in well with the surroundings. It will be decorated with a neon clock and conference room with the call letters affixed atop the radiator. The tower lights, both at the studios and the transmitter, will be operated by photo-electric cells. There will be an auditorium with a basic seating capacity of 350 and entrances both from the street and the main studios. The equipment will include an electric counter which will click off the telephone people who enter the hall both for a statistical record and also for the use of the sponsors and agencies.

There will be five studios in its main building and with each there will be a clients' audition and conference room in which they can see and hear their own programs. In addition, there will be a separate agency production and executive offices may test their own program creations in privacy.

Departmental Offices

AN ELECTRIC organ will be installed with a movable console. There will be special provision for a music library and transcription storeroom. Departmental and secretarial offices will be provided for every department, and will be so arranged that the production and administrative divisions will occupy separate quarters with individual hallways and entrances. Other facilities will include an artists' lounge and public reception rooms. The entire studio building will be completely air-conditioned and have special lighting and acoustic effects. Morgan, Walls & Clements, architects, designed the complete unit.

The present technical plant of KEHE is located in Santa Monica with the studios proper at 214 South Vermont Ave., Los Angeles.

Junoel Is Manager

C. B. JUNEAL, who has been associated with the station for the past 11 years is manager. He was originally the owner of the station and until the call letters were KFVF both studios and transmitter were located at Ocean Park-Santa Monica.

There is a technical staff of 11, six staff announcers and a sales and office force of 26, in addition to a crew of production men, writers and musicians.

Plans for the new KEHE were announced late in June during the visit of Ford Billings, manager of WCAE, Pittsburgh, who made a cross-country tour in the interests of Hearst Radio Inc., which will represent KEHE nationally.

MIKE CRASHER
Crushed at NBC San Francisco
Studio by Ed Ludes

THEY'RE calling Ed Ludes, NBC announcer in San Francisco, "One Punch Ludes" these days. It was he who subdued a slightly demented, but happy groom-to-be who on July 4 invaded and attempted to wreck the network's studios in that city. All happened when one Clarence Kronquis was informed by Jane Burns, chief hostess, that he couldn't broadcast to the world details of his forthcoming marriage. The youth suddenly dashed into a nearby studio where a rehearsal was under way. Knocking music stands and instruments in all directions, he got to the microphone and began shouting.

When musicians attempted to subdue and put him out of the studio, the love-stricken Clarence drew a knife and began slashing, whereupon announcer Ludes stepped up, and felled him with a right. Ludes sat on the slightly muddled man until police arrived and took him to the detention hospital for observation. Ludes received numerous cuts and bruises on his face and hands. He's being hailed a hero by the hostesses and musicians.

Jack Nelson to MBS

JACK NELSON, of the NBC sales staff in Chicago, has resigned to join the Mutual Network sales organization in the Tribune Tower Bldg. in August, working with Ade Hult, MBS sales representative in Chicago since the network was started a year ago.

RADIO OUTLINE MAPS

of the UNITED STATES

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

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies $2.00
50 Copies $3.75
100 Copies $5.00
200 Copies $9.00

Single Copies 10c

BROADCASTING

National Press Building
Washington, D. C.

6:30 pm 7:00 pm
7:30 pm 8:00 pm
8:30 pm 9:00 pm
9:30 pm 10:00 pm
10:30 pm 11:00 pm

Give your product a nation-wide hearing on a steady schedule before millions of buyers at times when they are most receptive over

WHAS

Orchard and Southern at Top
	C C R Building
Edward Perry Company, National Representative

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
Maine Court to Take Up A S C P Monopoly Suit

WHETHER A S C P will be adjudged an illegal monopoly in the state of Maine, in a procedure similar to that of last year in Washington State, shortly will be decided, according to telegraphic word received by James W. Baldwin, N A B manager, of the Radio Advertising Bureau. The Washington state receivership recently was dissolved under rather mysterious circumstances, according to broadcasters from that state attending the convention. Mr. Chapman's telegram follows:

"Tell all attorney general of Maine against A S C P similar to state of Washington bill for hearing soon before Chief Justice State of Maine stop Your attendance and testimony in the substance of your N A B report of Feb. 18 vital necessary stop On what date in August could you attend hearing State Capital Augusta stop Advise immediately."

Don Lee Names Morgan

DON LEE BROADCASTING SYSTEM, has selected Raymond E. Morgan Co., Hollywood, as advertising and sales promotion managers. The appointment is effective at once and a campaign of national advertising will be featured. The Morgan company, current producers of Strange As It Seems, Drama and other network programs, represents the Folger Coffee Co., Gilmore Oil Co., and other radio advertisers.

Westinghouse Files Suit For Television Patents Issued to Dr. Zworykin

FIRST indications of what may develop into the bitterest patent fight in radio history, unless the various patent claimants get together beforehand and set up an industry pool, were apparent with the filing of an equity action against RCA in U. S. District Court in Wilmington by Westinghouse E. & M. Co. Westinghouse asked Judge John P. Nields to direct the U. S. Commissioner of Patents to issue patents to it on the inventions of Dr. Vladimir K. Zworykin, former Westinghouse scientist now with RCA at Camden.

Music Appreciation Hour Of NBC in Ninth Year

The NBC Music Appreciation Hour, conducted by Dr. Wal Damrosch, will start its ninth season Oct. 2 on a new time schedule using both Red and Blue networks, Fridays, 2-3 p.m. (EST). The progressive course, as in past years, will consist of four series of concerts graduated to meet the requirements of different age levels. The Instructors Manual and the Student's Notebooks will be available to schools and the general public at the cost of production and distribution. The Manual, a general guide to teachers prepared by Damrosch and Lawrence D. Hoff, will contain explanatory notes and biographical information on all series of concerts.

WNAX in the Drought

WNAX, Yankton, S. D., with raised thousands of dollars to help drought sufferers during the grimly dry spell of several years ago, has promised again this month to carry reports of the current drought plight to the nation. It not only handles local and national appeals by pickups but twice within a week, through programs to CBS, with Ch. Gurney, Republican candidate for U. S. Senator, and Charles Gleason, chief announcer, doing the broadcasts. Chan Gurney is former manager of WNAX, but several years ago he sold out his interest to brother Charles.

Laundry Radio aids Made

The Laundry Industry Radio Conscious From Miami to Spokane!

A direct result of this, there will be more laundry services sold this Fall by Radio than ever before.

We are proud to state that station purchases of Laundry Radio aids for August and September release, indicate very clearly that the overwhelming majority of Laundries and Laundry Associations are insisting that Laundry Radio aids, do their selling job.

For detailed information about Laundry, Bread, Furniture, Loan, Used Car and Ice cream Radio aids,*

Wire or Write

RADIOAIDS INC.

1357 North Gordon Street

Hollywood, Cal.

* Jewelry Radio aids ready for release August First. Audition samples now available.
NO DISTANCE IS LONG TO
LONG DISTANCE

PROFESSOR HOWARD T. CURTIS, INSTRUCTOR IN CHEMISTRY, YALE UNIVERSITY.

Perhaps the most striking example of the growth of the chain and network broadcasting systems in recent years is the Western Network. In 1935, the Mutual Broadcast System had only 15 stations; today it is the largest Western network with 60 stations, reaching a total audience of over 40 million people. The NBC network, which was formed in 1926, has now grown to include over 200 stations, covering nearly the entire United States and parts of Canada. The CBS network, which was founded in 1927, has 125 affiliated stations, serving an audience of over 30 million people.

The development of these networks has been accompanied by a corresponding growth in the number of local stations. In 1922, there were only 321 commercial radio stations in the United States; by 1936, the number had increased to over 2,000. This rapid expansion has been fueled by the increasing popularity of radio as a source of entertainment and information.

In addition to the networks, there has been a proliferation of local stations. In 1922, only 16% of the population had access to radio; by 1936, the figure had increased to 51%. The growth of local stations has been driven by the increasing demand for radio programming, as well as the desire of local advertisers to reach specific audiences.

The development of these networks and local stations has had a profound impact on American society. Radio has become an integral part of American culture, providing entertainment, news, and information to millions of people. The growth of network and local stations has also led to the development of new genres of programming, such as talk radio and music formats.

In conclusion, the growth of network and local stations has been a key factor in the development of American radio. The networks have provided a framework for the dissemination of programming, while local stations have allowed for greater customization and targeting. As the industry continues to evolve, it is clear that radio will remain a vital part of American culture for years to come.
Baseball Clubs Charge Game Pirating
By WMCA in Complaint Filed With FCC

A FORMAL complaint against WMCA, New York, alleging that it is "pirating" play-by-play baseball broadcasts of the New York, Boston and Philadelphia American League baseball clubs, has been filed with the FCC by these clubs and by the American League of Professional Baseball Clubs, it was learned July 11. The complaint received at FCC headquarters asks that, unless WMCA ceases the practices complained of, such as "pirating," retransmitting or disseminating, to any person, news reports or information of all or any part of the baseball games conducted by the complainants, without their express consent and approval", the license of the station be "revoked and terminated."

On behalf of WMCA, John M. Littlepage, its Washington attorney, stated his opinion that the FCC has no jurisdiction in such matters. Moreover, he brought out that there is precedent to confirm that view, since June 1 disallowed a complaint alleging rebroadcasting of a World Series baseball game on a ground that it did not violate FCC regulations governing rebroadcasts.

Not a Rebroadcast

IT IS understood that WMCA does not actually rebroadcast the games. Moreover, it is indicated, the WMCA sponsor, General Mills Inc., also sponsors the broadcasts from the Boston and Philadelphia stadiums and is entirely satisfied with the WMCA procedure. The WMCA baseball announcing, it is contended, tell the listeners that they are broadcasting the baseball games and do not state that the broadcasts are direct from the parks.

The FCC first will decide whether it has jurisdiction in this particular case. It is unlikely that there will be any action for several weeks. The FCC may decide to dismiss the case for want of jurisdiction in which event, it is thought, the baseball clubs may take recourse to the courts.

The complaint states that members of the League receive revenue from the sale of the news of baseball games played by the teams, and that certain of the clubs have entered into contracts authorizing the dissemination and broadcast of the news of such games for specific purposes and under limited conditions. The Boston Red Sox, for example, it states, has a contract with the Yankee Network and the Philadelphia Athletics with WCAU to broadcast their games in certain territories.

Nature of Charges

THE allegation is that WMCA, during the 1936 season and particularly since June 1, has broadcast a play-by-play description and the scores of the baseball games in Boston and Philadelphia "without the consent and authority of the complainants or the consent and authority of the Yankee Network Inc., or WCAU Broadcasting Co."

It further alleges that the broadcasts are made from the WMCA studios in New York by "appropriating and pirating the information obtained from the broadcast of such baseball games by Station WJY, located at Bridgeport, Conn., and Stations WCAU and WIP located at Philadelphia."

Specifically, the complaint concludes that the WMCA practice constitutes a "rebroadcast" in violation of the provision of the law which prohibits such programs without the authority of the originating station. It asks that the FCC issue an order directing WMCA to disclose under oath full information concerning the broadcasts.

The complaint is signed by William Harridge, president of the American League; Thomas A. Engstrom, L. M. Clement and E. W. Engstrom, R. M. Morris and others. The yearly (4 issues) subscription price is $1.50 (outside of U. S., $1.85), including a copy of TELEVISION.

RCA INSTITUTES
TECHNICAL PRESS
A Department of RCA Institutes, Inc.
75 Varick Street
New York

Authentic Singing

WIS, Columbia, S. C., is presenting a quarter-hour program featuring a group of 30 negro singers. The program originates in the Capitol City Laundry, sponsoring the series, and presents true negro spirituals with the background noises of modern laundry machinery. The effect is unique, and the program has caused so much favorable comment that plans are being made to increase the broadcasts to a two-a-week basis.

P. A. For Home

WALTER WIDLAR, merchant manager of WJAY, Cleveland, used to be a radio engineer, solved the nurse problem at home. He rigged up a mike in the nursery with a loud speak in the laundry in the basement. Now Mrs. Widlar is doing a job of the Monday morning laundry and the Tuesday ironing, since she can handle all the laundry with the tools at her command.

Broadening Drama

CBS on July 18 will start a 11-series entitled Columbia "Worlds" with Irving Reis, playwright, as director, to be given a chance try unusual voice and sound effects. The series will be heard 8:30 p. m. Saturdays. Reis will be given a free hand and all the tools he wants.

Church Leaves CBS

WELLES (Ted) CHURCH, assistant manager of WJSY, Washin- ton, and chief assistant to G. W. Vice President Harry C. Butch resigned July 11 after five years with the WMCA and stations. He did not announce future plans. Prior to joining CBS in 1931 was a correspondent on the Washington staffs of the United Press and the New York Herald-Tribune.

Yawkey, president of the Boston Club, and the law firm of Bak Hostetler, Stidio & Patterson, representing the New York and Philadelphia clubs.

"A" CUT CRYSTALS

For immediate delivery: broadcast band crystals with temperature coefficient less than three parts per million per degree C. Mounted in variable air gap Isolantine holder

Also:
A complete line of heater or oven type mountings with bi-metallic or mercury column thermostats, with or without thermometers.

HOLLISTER CRYSTAL COMPANY
MERIAM, KANSAS

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BROADCASTING • Broadcast Advertising
To completely control the Fugt sound market use both of Seattle's Pioneer Radio Stations.

KOMO

National Representatives — Edward Petry & Co.

KJR

NBC-Red

NBC-Blue
The page contains a document with text about decisions and actions taken by the Federal Communications Commission (FCC) regarding various radio stations. The text includes a table listing various radio stations, their frequencies, locations, and actions taken by the commission. The document is from July 1 to July 13, inclusive, and covers actions related to station licenses, equipment changes, and hearing requests. The page number is 68, and the date is July 15, 1936.
Applications...

**JUNE 30**

NEW, John E. Fetscher, Benton Harbor, Mich.—CF 1500 kw 100 w D amended to submit new antenna; WZKX, applied for 1500 kw.

NEW, Ben H. McNeely, Inc., Chicago, Ill.—CF 1500 kw 250 w D.

NEW, Charles J. Harett, Inc., Minneapolis, Minn.—CF new equip., new antenna; increase 60 to 500 kw.

NEW, Clarence O. Kay, Ark.—Extension exp. auth. 1040 to 1060 hrs., hours from 250 to 250 kw.

NEW, H. I. Bechtel, Calif.—License for CF change equip., new antenna.

NEW, Charles Porter & Edward T. Everlove, Chattanooga, Tenn.—CF 1500 kw 100 W, amended to unitd. WLOK, Unitd. from Chattanooga Brdctg. System, San Francisco, Calif., for the FCG which its approval upon a advic e from the aeronautical authority.

NEW, Charles A. Miller, Galesburg, Ill.—CF 1500 kw 100 w D, some N, amended to unitd.

KERN, Bakersfield, Calif.—License for CF change equip., antennas increased to 500 w.

NEW, Jesse G. Bouris, Everett, Wash.—CF 1500 kw 100 w D, amended to unitd. KQNW, WFCO, WDFM.

KOH, Jacksonville, Fla.—CF new trans., directional antenna, increase 50 to 500 kw.

**JULY 2**

WATR, Waterbury, Conn.—CF change trans., install directional antenna, increase 1150 to 1200 kw, increase 100 w to 250 w, hours from 250 to 250 kw.

WSMK, Dayton—Modif. license Simul. WB radio trans.; N to unitd., increase from 250 to 250 kw.

WHIO, Dayton—License for CF new equip., change 100 kw.

WAPF, Chattanooga—Modif. CF new station, increase 250 kw to 500 kw.

WJBW, New Orleans—CF new trans. changes if any or improve characteristics determine, from 100 kw to 100 w to 250 kw, increase 250 kw, change site.

WSM, Nashville—CF new trans., increase 50 to 500 kw.

APPLICATIONS RETURNED—WJNO—762, Cumberland, Swn.—CJNO, West Palm Beach, Fla.

**JULY 3**

WOW, New York—CF new equip., vertical antenna.

KRRV, Sherman, Tex.—Modif. CF change equip., plant site.

KWTQ, Springfield, Mo.—Modif. CF new equip., move trans., move locally.

KJQ, Sioux City, Ia.—License for CF new equip., plant site.


NEW, WJUR, Urbana, Ill.—CF new direction. antenna, move trans., move.

NEW, Northwestern Pub. Co., Danville, Ill.—CF 1000 kw 250 w D.

NEW, C. W. Cochrell, Sioux City, Ia.—CF 1250 kw 100 w unitd.


APPLICATIONS RETURNED—WHDH, Boston; NEW, WMT, Rev. Anthony J. Schlesker, El Paso; KFVD, Los Angeles; KJLP, Minot, N. D.

**JULY 7**

WRPR, Pence, P. R.—Modif. license additional hour.

WHRL, Virginia, Minn.—Modif. CF new equip., vertical antenna, for as- tran transplant, site.

APPLICATIONS RETURNED—NEW, Southern Farmer Station, Moultrie, Ga.; LCF, Los Angeles; KAGD, Stockton, Calif.

**JULY 8**

WAVE, Louisville—CF new trans.

NEW, Creosote Radio Corp., Cincinnati, Ohio CF new equip., vertical antenna, for as- tran transplant.

APPLICATIONS RETURNED—NEW, Southern Farmer Station, Moultrie, Ga.; LCF, Los Angeles; KAGD, Stockton, Calif.

**JULY 9**

WHDH, Boston—Exp. auth. spec. hours directional.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Located to the Service of Broadcasting
National Press Bldg., Wash., D. C.

GLENN D. GILLET
Consulting Radio Engineer
925 National Press Bldg., Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO - ILLINOIS

EDWARD H. LOFTIN
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1406 G STREET, N. W.
Washington, D. C.

EDWARD H. LOFTIN
CONSULTING ENGINEER
Specializing in Broadcast and Television Planning
1406 G STREET, N. W.
District 4105, WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza
P. O. Box 189
New York City

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA - NEBRASKA

WANTED

Help Wanted
Manufacturer of exclusive line of microphones and other equipment is now taking on a sales representative who is well informed in the industry, invites inquiries from sales representatives well known in the area. Will be in seven monitoring stations. The primary frequency standard is housed at the "super" monitoring station at Grand Island, Neb. Replacement was deemed desirable because old standards are obsolete. The new crystals will be accurate to half part in a million, with modern, flexible and more reliable. They are being purchased at a cost of approximately $14,000.

Twenty-three precision cameras purchased by the FCC several weeks ago, at a cost of $1,520, from Eastman Kodak Co. The new mobile unit will be the last word in preambulating monitoring stations. Checking of these machines is one of the most important phases of the equipment used in this car. Hundreds of high-frequency "flying machines" have been installed in private and medical institutions throughout the country and have been causing serious interference with local radio waves. Among other things, the mobile unit will be equipped with a device for measuring apparent height in locating the interference.

CLASSIFIED ADVERTISEMENTS

Situations Wanted

Help Wanted
Radio Engineer
National Press Bldg., Nat. 4048
Washington, D. C.

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.

E. C. PAGE
Radio Engineer
725 Noyes St., Phone Univ. 1819
Evaston, Ill.

Fred O. Grimwood
Consulting Radio Engineer
Specializing in Problems of Broadcasting Transmitters and Coverage Development
P. O. Box 742
Evansville, Ind.

Herbert L. Wilson
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
209 E. 161st St.
NEW YORK CITY

Jenkins & Adair
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc, Recording and Communication Equipment.
3335 Belmont Ave.
CHICAGO, ILL.
Cable: JENKKAIR

FCC'S EARS ARE SHARPENED
Latest in Scientific Equipment Is Acquired for
Task of Policing the Air Waves

ABOUT $45,000 is being spent on equipment by the FCC Engineering Department for additional equipment and devices for its 21 field offices to enable the engineers more effectively to police the ether. Among the equipment purchased in recent weeks are new secondary standards for the frequency monitoring stations to check the deviations of all types of stations from their assigned frequencies; photographic equipment in each of the 22 field offices to gather evidence and settle controversies regarding equipment; a mobile unit or "flying machine" by which modern equipment to check wave shapes, noise levels and interference created byDirect and the ray telegraphs and frequency measuring equipment.

The new secondary standards will replace the older devices which have been in use since 1928. They will be installed in seven monitoring stations. The primary frequency standard is housed at the "super" monitoring station at Grand Island, Neb. Replacement was deemed desirable because old standards are obsolete. The new crystals will be accurate to 1 part in a million, with modern, flexible and more reliable. They are being purchased at a cost of approximately $14,000.

Twenty-three precision cameras purchased by the FCC several weeks ago, at a cost of $1,520, from Eastman Kodak Co. The new mobile unit will be the last word in preambulating monitoring stations. Checking of these machines is one of the most important phases of the equipment used in this car. Hundreds of high-frequency "flying machines" have been installed in private and medical institutions throughout the country and have been causing serious interference with local radio waves. Among other things, the mobile unit will be equipped with a device for measuring apparent height in locating the interference.

Diathermy machines, using shock waves, cause interference, according to a statement made recently by the FCC. Diathery will be placed in char.

Assuming West that was expected to cruise about the end of the year, it leads directly to the source of the trouble. The broadcast waves show the flow of station waves.

For Sale - Equipment

Price $80-A, one kilowatt transmitter, complete with one set of spare parts; also at $80, two-kilowatt. Fully AC operated. Antenna Angel. Recorder for fading on distant station GR radio frequency bridge; radio recorders, etc. Reasonable rental. Allied search laboratory, 260 East 15th St., New York City.

For Sale - Equipment

Western Electric 30-B, a 1 kilowatt transmitter, complete with one set of spare parts and partial set of spare tubes; also at $75, two-kilowatt. Fully AC operated. Antenna Angel. Recorder for fading on distant station GR radio frequency bridge; radio recorders, etc. Reasonable rental. Allied search laboratory, 260 East 15th St., New York City.

For Sale - Equipment

Western Electric 30-B, a 1 kilowatt transmitter, complete with one set of spare parts and partial set of spare tubes; also at $75, two-kilowatt. Fully AC operated. Antenna Angel. Recorder for fading on distant station GR radio frequency bridge; radio recorders, etc. Reasonable rental. Allied search laboratory, 260 East 15th St., New York City.

J. M. Temple
Consulting Radio Engineer
30 Rockefeller Plaza
P. O. Box 189
New York City

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA - NEBRASKA

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A new service REACHES AGENCIES and RADIO ADVERTISERS through BROADCASTING

Mr. F. C. Taylor, Adv. Mgr.,
Broadcasting
National Press Bldgs.
Washington, D. C.

May 6th, 1936.

Dear Mr. Taylor:

We thought you would be interested in knowing that our one-time insertion in your issue of April 25th more than fulfilled its purpose.

It seems that we reached practically everybody in radio, as well as every positive check of the BROADCASTING, or course, to the fact that BROADCASTING are logically and technically right as tie-in advertising to make our millions of readers the Sponsors which put our story across to the most important people in Radio Advertising. We are more than convinced that BROADCASTING reaches the market with which we deal and you will be among the first to consider whenever we want to get a message across to the radio broadcast field.

Yours sincerely,

President

ADVERTISING FEATURES, INC.

Accent on the Commercial

BROADCASTING, May 6th, 1936, p. 10

MIKE MOMENTS

730 WABC
Kate Smith

800 WABC
Edward Cantor

900 WJZ
Ben Bernie

1000 WEAF
Mary Jane

1000 WJZ
Johnny Fisher

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WHBL uses RCA HIGH FIDELITY TRANSMITTER

RCA Broadcast Transmitter Type ET-4250 offers listeners to WHBL, Sheboygan, Wis., a true high fidelity signal. To any 100/250 watt station, such a signal means increased audience appreciation, more listeners, and consequent greater appeal to local advertisers.

However, that is not all, by any means. When the time comes to increase power, it is not necessary to scrap or sacrifice this transmitter. For instance, when you go to 1 KW, the ET-4250 is retained as the exciter unit for the RCA 1-D transmitter. This is the economical result of the RCA plan of coordination.

Other features include new simplicity of construction and operation, increased reliability, finer performance, and new economy.

TECHNICAL DATA

The audio characteristic has less than 2 db. variation from 30 to 10,000 cycles. The hum level is 60 db. below the modulation level (unweighted).

The audio harmonics are exceptionally low. All this means high fidelity, and vastly increased listener interest and substantially larger audiences.

The improved crystal control circuit employing the new "V" cut crystals does not require critical temperature control and insures less than 10 cycles variation plus or minus. At 250 watts output, this modern transmitter, operating on either 110 volts or 220 volts 60 cycles, draws only 1.7 KW—which means new economy in power consumption. Write for Bulletin No. 47 on this remarkable 100/250 watt transmitter.