There's a Woman in the Case!

For weeks our Let's-See-What-They're-Buying Department has been studying women. Professionally, of course. It notes that women are peculiarly susceptible to WOR's 19-hour-a-day quota of high-fidelity sound and demonstrate this in a variety of ways. Recently 28,790 of them sat down and wrote letters to this station in response to nine brief announcements offering a free sample of water-softener. Another advertiser sent 13,442 women scurrying into the stores of dealers as the result of one announcement. A dramatic record: to be explained only by those unique services which WOR has to render. WOR offers the advertiser much more than the exposure of his product to an audience of superlative buying power. Advertising over WOR takes on the traits of WOR itself. From WOR's own vividness and timeliness, from WOR's own tone and flavor, advertising messages gain a new measure of responsiveness. More than one hundred and seventy 1936 WOR advertisers have a very clear idea of this very hard to describe advantage.
NBC THESAURUS
GOES HILLBILLY!

With “Home Folks Frolic” Program featuring
Fields & Hall Mountaineers

- Folks!—meet the latest addition to the ever growing list of outstanding THESAURUS artists—Fields & Hall Mountaineers.
- This outstanding group of hillbilly artists, known to radio audiences all over the country for their work on network programs, is the first to appear in this new THESAURUS program series which will run fifteen minutes daily, six days a week. Other outstanding hillbilly artists and novelties will be added to the program from time to time.
- THESAURUS subscribers obtain this new feature without extra cost. We will be glad to send you complete details of THESAURUS on request.

For full information write

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK
MERCHANDISE MART, CHICAGO
Growing Pains

resulting from one year of aggressive management . . . and KLZ inaugurates a most important expansion in physical equipment!

• A FULL STRIDE in the affairs of KLZ which is now a matter of record*—a growth in listeners and audience response—and now as KLZ swings into its second step it firmly implants that step on a most important expansion of station facilities.

• ON AUGUST 1ST KLZ dedicates its new 5000-watt transmitter station with its 444-foot vertical radiator—the very last word in radio transmitter design and construction, and the first and only one of its kind in use in the country today.

• BY VIRTUE OF THIS modern equipment, higher daytime power (5000 watts) and KLZ's most favorable dial location (560 kilocycles), the station's reception is materially improved—the new equipment delivering a high fidelity performance far in excess of the rigid standards of the Federal Communications Commission.

• NOW, MORE THAN EVER, KLZ furnishes in the wealthiest section of the Rockies a radio service that is complete, productive and economical.

"THE TWELVE-MONTH RECORD... Local program production expenditures up 382% . . . number full-time station employees up 116% . . . audience mail response (to station only) up 117% . . . local sales up (increase entirely programs) 31%.

KLZ
"The Pioneer Station of the West"
DENVER
Representatives E. KATZ Special Agency
6 months report

The Columbia Broadcasting System carried a greater dollar-volume of advertising, in the first six months of 1936, than any network carried in any other six month period of radio history.

In this one sentence we sum up a "Six Month" report on our basic research, our facilities, our service and the CBS audience. Details on any one of these are available, to be sure, to help you with any specific problem of how and when and where you should use radio.
NO matter how good your network is, it may still lack certain coverage that you need.

In some markets, for example, you may need two stations, while in others you might be throwing your money away to use any station.

At your request we will gladly survey your network coverage in relation to your sales opportunities — check to see whether or not you’re getting a balanced coverage, for your particular sales problems.

Maybe our work will result in getting a schedule for some of our stations. Maybe it will merely prove to you that we do our jobs with speed, thoroughness and sincerity of purpose. Either way, we’ll count the time well spent. Give us a ring!

FREE & SLEININGER, INC.

Radio Station Representatives

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

NEW YORK        CHICAGO        DETROIT        SAN FRANCISCO        LOS ANGELES

WHO . . (NBC) . . Des Moines

WAVE . . (NBC) . . Louisville

WGR-WKBW (CBS) . . Buffalo

WTCN . . Minneapolis-St. Paul

WHK . . (CBS) . . Cleveland

KOIL . . (NBC) . . Omaha

KMBC . . (CBS) . . Kansas City

KOL . . (CBS) . . Seattle

KSD . . (NBC) . . St. Louis

KFWB . . . . Los Angeles

KOIN-KALE (CBS) . . Portland

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Warner Returning to ASCAP Fold

Formal Accord in a Few Days Expected, Ending All Suits and Giving Radio Full Catalog at No Added Cost

FIRST FORMAL steps toward the return of Warner Brothers to the American Society of Composers, Authors & Publishers were taken in the offices of E. C. Mills, general manager of ASCAP, during conferences held July 31 — conferences which will resume Monday, Aug. 3, with “good prospect” for an accord by the following day.

The preliminary discussions were guarded with careful secrecy, and no statement could be secured from the participants who included, in addition to Mr. Mills, the counsel for Warner Brothers, Joseph H. Hazen, and the late Nathan Burkan’s successor as counsel of ASCAP, Charles Schwartz.

From thoroughly reliable sources, however, Broadcasting learned the afternoon of July 31 that an accord is near which will eliminate all demands of Warner Brothers for licenses to utilize its catalog and which will automatically lead to the withdrawal of all of Warner Brothers’ great mass of infringement suits, totaling more than 200 cases in which nearly $4,000,000 in damages are sought from radio stations and networks.

It is planned that Warners’ return to the ASCAP fold shall be retroactive as of July 1, 1936, thus making its official realliance with ASCAP effective exactly one-half year after it withdrew its copyright contracts. Warners has withdrawn its license to ASCAP to the Copyright pool last Jan. 1 because it objected to its share of the ASCAP split and suggested it would sue ASCAP for the use of all Warner music on their owned and managed stations as well as on the networks, with devastating effects upon the popularity of Warner songs and with no discernible ill effects to either network or station program popularity.

With the Warner musical supply back in ASCAP, stations now holding ASCAP licenses will have available the same supply of old and current songs and arrangements they had before Warners withdrew and at no additional cost during the life of their present ASCAP contracts. Nearly all stations have ASCAP licenses, and practically all are due to expire Dec. 31, 1940, having been signed as of last Dec. 31 for five-year renewals under ASCAP’s arbitrary “sustaining fee” plus 5% of commercial revenues (except for a few special contracts such as the newspaper group and WCAU hold).

It was not indicated whether Warner would rebate to the stations it has licensed the royalties collected during the first six months of 1936, but it is possible that individual negotiations will secure such rebates direct from Warner. ASCAP, it is believed, will not consent to be party to any Warner rebates and is inclined to treat Warner, as will the radio industry, just as if no schism had occurred. The 3 board meeting of ASCAP will probably decide whether Warners regains its old priority within the ASCAP organization.

The collapse of the Warner Brothers’ own music pool-license scheme is due, it is said, to the relatively inconsequential revenues the big motion picture concern has been able to realize from those stations signing its proffered contracts; to the enormous expense of collecting, checking and suing; to the fact that many of its infringement suits might not hold up in court despite the $250 minimum damages in the antiquated copyright law levied even for innocent infringe-ments; to the determination of many holding Warner licenses to fight these suits, fortified by ASCAP’s contractual obligation to indemnify substantially the same catalog; and by the interpretation of Judge D. E. Hazen, and more particularly, to the loss in prestige and benefit which many of Warner musical pictures due to their failure to secure “plugs” for their films over the networks and the non-licensed stations.

What the effect of the reintegration of Warner will have on the government’s anti-trust suit against it, which still pend, is too early even to conjecture. On the part of the broadcast industry, the new situation somewhat clears the clouded atmosphere of the last six months created by the constant threat of Warner infringement suits—and, what is more important, it means a fuller catalog of music from a central source of supply at no increased fees over existing ASCAP contracts.

Whether the ASCAP-Warner agreement contemplates increased rates for ASCAP licenses after Dec. 31, 1940, is anyone’s guess at this juncture. It is a reasonable guess that, whether Warner stipulated it or not, ASCAP will then or earlier attempt to get more revenues out of the broadcasting industry by one or more of the above and more. In the meantime, however, many things can happen—possibly some developments to the advantage of radio, depending upon the guidance and support accorded an organized industry, and further advance details of the ASCAP-Warner potential accord, or Page 18 of this issue of BROADCASTING; also Page 60 of the same issue.
Radio Bears Brunt of Political Campaigns

Major Parties Buy Network Time, Some Through Agencies; Spot Plans Pend; Avoiding Disruption of Schedules

WITH radio definitely scheduled to carry the brunt of the 1936 political campaign, the major parties were busy during the last fortnight perfecting their organizations, buying network time and laying plans for the most extensive commercial use of broadcasting stations and networks in the history of American radio.

While party leaders for policy reasons were disposed to scoff publicly at the idea that they will spend as much as $1,000,000 each for radio time, the pace already being set indicates that this figure, which compares with approximately $500,000 each spent by the Democratic and Republican national committees in the 1932 campaign, more than likely errs on the side of conservatism when national, state and local time-buying plans already under way are taken into consideration.

The radio campaign rivalry of the Democrats and Republicans, so far as paid time is concerned, actually dates from July 23 when the combined networks carried the first national notification ceremonies from Topeka—the last “time-give-away” (except for the Knox notification on July 30) scheduled for this campaign. Therefore, all political time went on a pay basis by mutual agreement, and with even the major networks raising no objections. Stations generally, according to the reports reaching BROADCASTING, were going along with the networks in charging regular commercial rates for political time, being under the legal injunction only that they must provide equal opportunity to the rival candidates and their spokesmen to use their facilities.

There were a few exceptions to this rule, but very few, and even WGN, the Chicago Tribune station, which in previous campaigns would not sell time but donated it to the parties within certain program limits, has informed the party radio directors that its time will be sold at card rates this year, though only if paid for in advance and sponsored by the national committees of the major parties. In a few instances, largely to discourage the disruption of regular program schedules, stations have announced their intention of charging premium rates to the politicians just as newspapers charge higher rates for political advertising.

As the situation sized up Aug. 1:

DEMOCRATIC radio headquarters were established in Democratic National Committee offices on the fourth floor of the Biltmore Hotel, New York, with Bob Berger in charge, while William B. Dolph, Democratic director of radio, operated from Washington where he is manager of WOL. With Burke Boyes, formerly continuity editor of NBC and now working on the WPA Federal Radio Workshop Project, engaged to help in program building, and with Stanley High, former NBC talks director who joined the Democratic committee as a general utility man last winter, assisting in program plans, the Democratic radio organization was more or less complete. There may be a few staff additions but there are no plans to open Chicago or West Coast offices, which means that all time will be bought out of New York.

Republican radio headquarters were established last month at 80 Jackson Blvd., Chicago, with Will Blackett, president of the Blackett-Sample-Hummert agency, as “public relations director” in charge of radio, billboards, magazines and other paid advertising media. In Chicago Mr. Blackett’s aides are Tom Sabin, formerly an NBC salesman in Boston, who was Republican National Committee radio director before the Mr. Blackett’s appointment, and John W. Elwood, former NBC vice president. Sabin and Elwood were transferred in mid-July when the radio offices at 1 E. 57th St. have been closed down, while Ted Allen, former NBC executive, was kept in New York as contact man there with offices in commitments, working with the Liggett Bldg. at 41 E. 42d St. Mr. Allen will work with Joseph Martin, G.O.P. Eastern division campaign chief. Mr. Blackett also announced the appointment of Fred Kerman, of San Francisco, formerly public relations chairman. Despite the fact that the 1936 public relations chief of the Republican Western division, to work on his staff. More personnel is planned but organization was still under way as BROADCASTING went to press.

Both the American Liberty League, with headquarters in Washington, and the Union Party, with headquarters in Chicago, were contemplating radio time purchases but their plans are still nebulous. It was also anticipated that the American Labor Party, which would also ask for time clearances according to their ability to buy, but up to a late hour they had not asked or secured any definite commitments.

Agency Placements

EAGER to save the 15% commissions ordinarily going to agencies handling radio accounts, the Republican national committee rebates on direct placements to both NBC and CBS at an informal hotel meeting in New York last week which included Mr. Blackett; Lenox R. Lohr, NBC president; Edward Krauser, CBS executive vice-president; E. F. Carter, chairman of Batten, Barton, Durstine & Osborn Inc., who represent the Republican National Committee; William B. Benton, chairman of Benton & Bowles Inc.; Paul L. Cornell, president of Geyer-Cornell Inc.; Frederick C. Gamble, executive secretary of the AAAA, and others. Five-, six- and seven-day rebates were given both parties by the networks in the 1932 campaign, the proposal was met with a flat rejection by the network executives, who insisted upon agency placements if commissions are to be paid, leaving only the alternative that the political accounts would be placed direct. It was intimated that the Republican network heads are prepared to place their time through various agencies, or even through big industrial concerns that regularly sponsor programs on the radio, and secure from them a “kickback” of the commissions, but this was regarded as rather unlikely.

The first regular radio account placed by the Republicans, William Hard’s Republican Reporter, broadcasts five days weekly on the NBC Blue Network.

Agency Policy Undetermined

Mr. BLACKETT’s office told the Chicago correspondent of BROADCASTING that agency policy had not yet been determined and it was made clear by Mr. Blackett himself that Blackett-Sample-Hummert would in no wise participate in any political business.

On the Democratic side, most of the time thus far purchased has been placed through agencies, with U. S. Advertising Corp., William H. Rankin Co. and Metropolitan Advertising Co., all of New York, getting the bulk of the business. The Democratic officials have been informed by the networks that they must guarantee payments, but the Democratic radio division has declined either to give the agencies any guarantees or to put up any cash with them. Thus the general attitude of most agencies was to shy clear of political accounts in view of the risks involved, especially recalling that it took nearly four years for both the Republicans and the Democrats to clear up their radio debts carried over from the 1929 campaign.

Campaign Budgets

DEMOCRATIC radio headquarters, already committed to the purchase of around $70,000 worth of network time, not counting plans still in the formative stages for the use of transcriptions and real time for national speakers, estimated that its radio budget will run at least $780,000, and probably more. Republican headquarters declined to make any estimate, asserting it was impossible to calculate the division of appropriations as among

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networks, transcriptions and local stations. Extensive "merchandising" ties with Republican broadcasts, already started by Sabin and Elwood during the full year they have been working with the Republican National Committee in New York and Washington, are contemplated.

**General Policies**

For the most part both the Democrats and Republicans are buying open time on the networks and intend to do the same on the stations, taking regular series on 13 week contracts just as any other sponsor might. Their purpose is to avoid cluttering the air with politics on the theory that this arouses resentment against their candidates. Networks and stations, naturally, are hailing this attitude with delight and are inclined to attribute it to the fact that practical radio men are running the radio show for the big policies this year.

On the other hand, situations will arise where time clearances may be required for "single shot" political speeches and both parties expect to be forced to ask for them. However, they are going to avoid this so far as possible for this means they must pay for talent under contract for programs that have to be pushed aside. In this respect also, the political parties are on the defensive on other commercial concern — and even President Roosevelt, as a candidate for re-election, as distinguished from his position as President, will not be any exception to this rule.

Nor are the radio directors asking for program time on the stations among other factors that the recent conventions and notification speeches and commercial time off the air that the NBC, CBS and Mutual networks stood a dead loss aggregating $400,000 on these "public service" broadcasts.

For NBC all political arrangements are being handled by Alfred H. Morton, manager of the program department, with Walter E. Myers of the sales department handling time sales. For CBS Lawrence W. Lowman, operations vice president, is handling policy while James McVicker of the sales department is handling time purchases. Fred Weber, Mutual general manager, is handling all MBS talent contracts.

The policy of both Democratic and Republican National Committee radio divisions will also be to function entirely apart from the state committees, most of which will set up radio divisions of their own and buy regional and local time as they see fit and under their own budgets. First Republican state committee to buy a schedule was New York's. Harold Lynn Nussbaum has been named radio director, and his office on Aug. 9 begins an eight-week sponsored series on a special state hookup of NBC comprising WAGF, WGY, WBEN, WSBY, and WHAM. Programs will feature state Republican notables in addresses to be heard Mondays, 10:30-10:45 p.m. (EDST) placed through Brooke, Smith & French Inc., New York.

It is expected that most of the state committee radio placements will be through agencies. The New York Republican State Committee is also headquartered in the Liggett Bldg, New York.

**Democratic Time Placements**

The Democratic radio division bought its first time for Gov. McNutt of Indiana on 37 NBC-Red network stations the night of July 21 for a half hour. The billing was $9,100 and the account was placed through William H. Rankin Co. The second Democratic time buy was also a one-time period for Senator O'Mahoney of Wyoming, speaking for a half-hour from San Francisco the night of July 25 over seven CBS-Don Lee stations plus KLZ, Denver, and KDFY, Salt Lake City. This billing ran $1,250 and was also placed through the Rankin agency.

For the most part the Democrats are concentrating on the industrial and farming areas and probably will continue to do so throughout the campaign, and when on July 28 they engaged a nation-wide network of 59 NBC-Red stations for the Governor's Round Table broadcast of one hour (billing $14,000) they omitted the South Central, Southeastern and Southwestern NBC supplem ters. The pickups were Gov. Branigan of Maine from WCG; Gov. Earle of Pennsylvania from KYW; Gov. Horner of Illinois from WMAQ; Gov. Martin of Oregon from KGW; Gov. Herrick of Iowa from WHO and Gov. Cochran of Nebraska from WOW. In several cases the Democrats had to bear the reverse line charges.

On July 24 the Democratic radio division had Secretary of the Interior Ickes scheduled to speak for a half-hour over CBS but this period was suddenly canceled, causing considerable inconvenience and some loss to stations which had cleared the time. Mr. Ickes is now scheduled for Aug. 3, 10:45-11 p.m. (EDST) over 37 CBS stations, the billing to be $5,708.

MBS Gets Dem's First

The FIRST Democratic scheduled series went to Mutual Network, which secured a 13-week account that will run $36,000, starting Aug. 4, Tuesdays, 10:45-11 p.m. (EDST). Twenty-three stations will be embraced in this hookup, including the four basic MBS stations plus the Yankee Network; WCAB, Pittsburgh; WFL, Philadelphia; WGR, Buffalo; WGA, Cleveland; WOL, Washington (for pickups of the speakers); KST, St. Paul; WDAY, Fargo; and WYR, Bismarck, together with several other stations yet to be lined up. U. S. Advertising Corp. is handling this account.

While other series are planned, the only other radio time bought by the Democracy as of the time BROADCASTING went to press was a Mutual hookup for Chairman James Farley's speech at Detroit, Aug. 19, 8:30-9 p.m. (EST). Keyed from CKLW, this broadcast will be carried by WOR, Newark; WGN, Chicago; WOL, Washington; WSAI, Cincinnati; WIRE, Indianapolis; WGR, Buffalo; WIP, Philadelphia; WAA, Boston; WGA, Cleveland, and other stations on which time can be cleared. The budgeting for this program is $2,500, and it will be placed by Metropolitan Adv. Co.

**Republican Time Placements**

Like the Democrats, the Republicans are selecting their networks carefully and are preventing "waste circulation" presumably meaning the omission of hide-bound Democratic states in the South where they know they have small chance.

To date the national radio division has purchased one series, which started July 27 and which is being heard five nights weekly on 11 NBC-Red networks. William Hard, the commentator, booked as the Republican Reporter, discusses national affairs Mondays through Fridays from 7:15-7:30 p.m. (EDST) over the following NBC-Blue hookup: WJZ, New York; WJAR, Providence; WENR, Chicago; WKBW, Buffalo; WBAL, Baltimore; WMAL, Washington; WHAM, Rochester; WBRY, Scranton; KDKA, Pittsburgh; WPRO, Providence; and the Southern hookup. On Mondays, Thursdays and Fridays, 10:15-10:30 p.m. (EDST) Mr. Hard repeats his talks to WGR, Cleveland and WJZ, New York, and WKY, Oklahoma City, and then to WNYC, New York; WOR, Newark; and the Mutual Network, going to 10 NBC-Red stations.

For the Democratic speakers, Mr. Hard plans to use CBS-Red stations starting July 27 and continuing for the weekly series. Mr. Hard plans to start on WJZ, New York; WJAR, Providence; WENR, Chicago; WKBW, Buffalo; WBAL, Baltimore; WMAL, Washington; WHAM, Rochester; WBRY, Scranton; KDKA, Pittsburgh; and the Mutual Network; going to 10 NBC-Red stations.

On Mondays, Thursdays and Fridays, 10:15-10:30 p.m. (EDST) Mr. Hard repeats his talks to WGR, Cleveland and WJZ, New York, and WKY, Oklahoma City, and then to WNYC, New York; WOR, Newark; and the Mutual Network, going to 10 NBC-Red stations.

Again on Mondays and Fridays Mr. Hard repeats to the West, going to WGR, Cleveland and WJZ, New York; to WKY, Oklahoma City, and then to WNYC, New York; WOR, Newark; and the Mutual Network. This will be added Aug. 4, KVOO, Tulsa and WKY, Oklahoma City, going to 10 NBC-Red stations.

Mr. Hard is going to leave Washington for four weeks from July 27 for an inspection trip of the South. While away, his substitute will be his own radio division manager, Mr. O'Gara. The length of the trip is not yet determined, and his schedule is for 14 weeks up to Nov. 2, at the eve of the election. Republic headquarters in New York announced that Mr. Har "will make such use of the period as he sees fit, without any instructions from Republican campaign managers" and that he is to decide his own schedule.}

(Continued on page 58)
Radio Is Movies’ Best Friend--Aylesworth
Proposes Working Arrangement Between Two Industries
To Promote Movies and Prepare for Television

FROM his vantage point as a sort of liaison between RCA and its subsidiary holdings in RKO and NBC, and from his great experience as NBC's first president, "Dee" Aylesworth knows whereof he speaks better than anyone else on the subject of radio-screen understanding. In this interview with James P. Cunningham, reprinted with permission from the 'Motion Picture Herald', he asserts that radio is RKO's "greatest exploitation asset" and he tells how moviedom generally can profit by using and cooperating with radio, particularly in view of television's inevitable coming.

A WORKING arrangement between radio and the motion picture to enhance the business of both is proposed by Merlin Hall Aylesworth. After studying both mediums for some years in which, as executive of NBC and of Radio-Keith-Orpheum Corp., Mr. Aylesworth has concluded that radio is the motion picture's "best friend," and that the motion picture interests at once should recognize radio's potentialities for exploiting their films over the air to America's 25,000,000 inhabitants. That realization is dawning, he observed.

Mr. Aylesworth envisioned the following benefits for both industries by such an understanding:

"Radio would gain a more friendly entry to the motion picture's great source of talent and would gain the aid and advice of the motion picture's greater technical experience, which would be invaluable in rounding that corner to commercial television. "The motion picture would be given a medium for publicizing motion pictures far greater than any existing exploitation channel."

Mr. Aylesworth called on Will H. Hays and the Motion Picture Producers and Distributors of America, and on the producers of the organized exhibition industry, to sit in friendly round table discussions with radio broadcasters, to effect a tangible plan for bringing together America's two leading entertainment instruments.

Cooperation Urged

SERVING the RCA for 10 years as an executive and policy-moulder of NBC, and for four years, first as president and now as board chairman, Mr. Aylesworth, a former Radio-Keith-Orpheum motion picture company, in which RCA has an important interest, Mr. Aylesworth has been preaching all the while the advisability of a communion of spirit of these arts. He declared frankly and with a vigor foreign to his usual placidity that he now was willing to stake his reputation on both the practicality and the advisability of creating a working arrangement between the two.

Mr. Aylesworth said, too, that the motion picture cooperate now with television broadcasters and experimenters, lending talent and technical resources, so that when commercial television arrives, the motion picture's relation to the new medium will enable it so to guide and shape television's policies and destinies that eventually television will work for the screen, and not in competition to it. He fancied a great television art covering the whole country with trailers advertising forthcoming motion pictures, if the motion picture has the "in." Television cannot be stopped, Mr. Aylesworth said, "no more than we can stop progress. The motion picture stands today in regard to television in the same position as the ice manufacturers who fought automatic refrigeration and the railroads who opposed interstate bus invasion. Both would now in enviable positions if they had had the foresight to aid and encourage and cooperate with the new developments in their fields. Television, however, is not for sale. The motion picture can neither buy television nor control it completely. But they can cooperate."

Mr. Aylesworth Says:

THE MOTION picture is grossly mistaken when it says that radio keeps people in their homes, thereby cutting off potential theater patronage. Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good programs broadcast on these evenings than any other night.

RADIO'S invasion of the Hollywood talent field is a natural development. Films have taken radio's important talent so radio has been forced to move to Hollywood to be adjacent to the supply. For the most part, the Hollywood film stars were hurt by the air, in the case of those who lack "personality."

"Hollywood's stars should remember that they must have 'personality' for radio work," he said, "and that radio cannot carry them unless they are ready to admit that they cannot control the air appearances. It was pointed out. Aside from any values that the radio performances may have, for either star or for the box office, Mr. Aylesworth said that the stars themselves are eager for the new opportunity. It appeals to their vanity if not to their pocket books. They are jealous of each other's radio calls."

Boon to Studios

ONE important handicap blamed by Mr. Aylesworth on radio broadcasting by film celebrities is the amount of time taken from regular motion picture work. This has prevented the cooperation made by the stars for their radio appearances. He told of one of the biggest stars in Hollywood refusing to go near her studio for a week because she was rehearsing her part and writing the script for her radio debut.

"Radio today is paying film stars huge sums for their broadcasting talents."

(Continued on page 60)

Mr. Aylesworth

BROADCASTING • Broadcast Advertising

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Brisk Autumn Promised in Disc Field

Transcription Firms Busy Cutting Large Number of Series, Paralleling Recent Gains in Network Business

WITH national transcription business for the first half of the "fall running well ahead of volume a year ago, the outlook for late summer and autumn placement is proceeding at a pace that portends a total well ahead of that in 1935. Preliminary reports gathered by Broadcasting from transcription producers and distributors show that consistent disc users are continuing with this form of rendition and that new users and potential users are turning to transcriptions.

Largest of all disc accounts, of course, is the May 129,907 page幅月) that late summer year Dawson Inc., New York, places. Tobacco accounts are not prepared to release information on this.

Among fall prospects in the transcription field is Richfield Oil Co., New York, planning return of the Jimmie Allen transcriptions in the East. Last spring Richfield used 20 stations.

Watty Chemical Co., New York, is planning an extensive autumn campaign using CBS and Mutual networks.


Wych Chemical Co., New York (Jad Salts) is contemplating spot campaigns and test programs but plans are indefinite except for network business at this time. Hummert Inc., New York, places the account.

Radioactive and Republican campaign headquarters are working on plans for spot placements during the presidential race (see political notes on page 53). All of these accounts are placed out of New York. Activity in Chicago transcription office is exceptional for midsummer. Columbia Phonograph Co. is producing a series of five daily quarter-hour musical and dramatic programs for morning placement during summer and autumn by Indio-Vinny Co., Cramer-Krasselt Co., Milwaukee. Other current Columbia production series are at N. E. W. & Ellis Inc., New York, is agency.

MONTGOMERY WARD & Co., Chicago, has placed a series of quarter-hour WBS transcriptions on 14 stations WBS, NBC (network)百名 4, broadcast daily except Sunday. Ferry-Hanley Co., Kansas City, is agency. Station schedule is one JAG, WAK, KWT, KVQ, KMA, KFEK, KFRO, KVOO, WKY, KFB, WIBW, KSHB, GGF. looking for time on CBS.

Kroger Food Co. & Baker Co., Cincinnati, has renewed its WBS series on 10 Midwest stations on behalf of Kroger Food Co. Programs are twice weekly dramatic and the series is placed through Ralph J. Jones Co., Cincinnati.

The Associated Grocers Co., New York (Blue coal) is placing a transcription series to go on the air about Oct. 1 on number of Eastern stations. Ruthraff & Ryan Inc., New York, is the agency.

Jean V. Rombach Inc., New York, is recording quarter-hour discs titled "College Times" for Schwob College, Columbus, Georgia. Records, composed of built clothes to be placed on 26 Southern stations about Sept. 1. James Greco & Co., Atlanta, is agency.

Westinghouse Electric & Mfg. Co., Pittsburgh (radio) will place five serials through Associated Grocers Co., New York, on about 50 stations during the autumn through local dealers. Accounts are not as yet identified.

Continental Oil Co., Denver, will resume its half-hour Grombach transcription series on an unannounced list of stations beginning in September for 26 weeks. Tracy Locke-Dawson Inc., New York, places the buildings in pressings on contract but is not divulging them at present.

Langlois & Wentworth Inc., New York, has a number of autumn accounts under contract with agencies but was not prepared to release information on the programs.

AGGREGATE receipts of NBC, CBS and Mutual networks for the first six months of 1936 amounted to $26,157,046, an increase of $2,177,856 over the $23,979,190 registered for the first half of 1935.

Largest increase for the six months was registered by CBS, which advanced from $9,222,536 last year to $11,166,235 for the first half year of this year. CBS showed a gain from $9,033,040 to $10,283,722 for the period while Mutual, which was flat at $6,177,721 last year to $5,793,733 in the first half of this year. Mutual rose from $546,384 last year to $894,355 in 1936.

NBC-RD network rose to first place in billing, for first half 1935 NBC had $1,505,520 and NBC-Blue $40,328. It was the first time in history that NBC-Red Billings were greater than CBS. A comparison of receipts with June 1935 finds the NBC-RD network down 2.2%: CBS up 40.9%, its highest percentage increase this year; NBC-

West Coast Campaigns

IN SAN FRANCISCO, Beaumont &杭man, agency for Pacific Greyhound Lines Inc. is planning an extensive autumn campaign using five-minute travel transcriptions in seven Western stations. The list has not yet been made up. It will supplement the Grayhound Liners' regular fleet of 22 buses and live talent on KFRC and KGO, San Francisco.

Titan Productions Inc., San Francisco, is getting 39 quarter-hour episodes of Ace Williams for for H. E. Long Co., Chicago, billing these through 11 accounts (see story on page 77).

Preliminary reports gathered on the Autumn season from New York, Chicago, Minneapolis, St. Louis and San Francisco. The Chicago and Minneapolis reports are not available as yet.

East Coast Results

New York (Blue coal) has placed a series of half-hour discs titled "College Times" for Schwob College, Columbus, Georgia. Records, composed of built clothes to be placed on 26 Southern stations about Sept. 1. James Greco & Co., Atlanta, is agency.

Westinghouse Electric & Mfg. Co., Pittsburgh (radio) will place five serials through Associated Grocers Co., New York, on about 50 stations during the autumn through local dealers. Accounts are not as yet identified.

Continental Oil Co., Denver, will resume its half-hour Grombach transcription series on an unannounced list of stations beginning in September for 26 weeks. Tracy Locke-Dawson Inc., New York, places the buildings in pressings on contract but is not divulging them at present.

Langlois & Wentworth Inc., New York, has a number of autumn accounts under contract with agencies but was not prepared to release information on the programs.

AGGREGATE receipts of NBC, CBS and Mutual networks for the first six months of 1936 amounted to $26,157,046, an increase of $2,177,856 over the $23,979,190 registered for the first half of 1935.

Largest increase for the six months was registered by CBS, which advanced from $9,222,536 last year to $11,166,235 for the first half year of this year. CBS showed a gain from $9,033,040 to $10,283,722 for the period while Mutual, which was flat at $6,177,721 last year to $5,793,733 in the first half of this year. Mutual rose from $546,384 last year to $894,355 in 1936.

NBC-RD network rose to first place in billing, for first half 1935 NBC had $1,505,520 and NBC-Blue $40,328. It was the first time in history that NBC-Red Billings were greater than CBS. A comparison of receipts with June 1935 finds the NBC-RD network down 2.2%: CBS up 40.9%, its highest percentage increase this year; NBC-

West Coast Campaigns

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Whys - Hows of Reallocation Hearing

“Evolutionary Changes” to Follow the Oct. 5 Sessions; Clear Channel Cut and Super-Power Main Issues

The most thorough analysis of the problems involved in broadcasting, which is now being conducted by the FCC's Broadcast Division, has emphasized the necessity of determining what principles should guide the Commission in matters relating to or affecting the allocation of frequencies and the prevention of interference with the operation of existing channels and allocation of frequencies and facilities. It sets out that the hearings are called “for the purpose of determining what principles should guide the Commission in matters relating to or affecting the allocation of frequencies and the prevention of interference with the operation of existing channels and allocation of frequencies and facilities.”

The notice prepared under the direction of T. A. M. Craven, FCC's chief of engineering, states that the FCC has prepared a notice for public hearing under the guise of “evolutionary changes” and that the hearings will be held in Chicago, July 28, to determine general policies in connection with the clear channel band and other bands of certain frequencies. The FCC has announced that its Engineering Department, in order to give effect to those principles, will be in charge of the hearings.

The new transmitter house and studios of WWJ

When the news of the evacuation was announced, it was stated that the new transmitter house and studios of WWJ, Detroit, will be open for the first time on August 20. With this formal action, WWJ will put into operation the second unit of its equipment. On April 16 it opened its new transmitting station at 8-Mile and Merran Roads. The transmission station is equipped with Western Electric speech input equipment. The architect was Clarence E. Day. The Blaw-Knox vertical radiator is 400 feet high. In the new transmitting station is the Series I Multigenerator, which, in the event electric power should fail, can generate enough power in 40 seconds to keep WWJ on the air without interruption. In the lobby of transmitter hall, behind glass, is WWJ’s original transmitter, with which it started broadcasting Aug. 20, 1920.

The new studio building was designed by Albert Kahn, noted architect, and is most modernistic in style and balance. The lobby opens into an auditorium to seat 1,000 in theater chairs. It is equipped with complete sound and movie apparatus. The Acolian Skinner organ is located in Studio B, the second floor and can be played either from the auditorium or in Studio B. The new studio building may be viewed from observation rooms similar to those at Radio City. The other small studios are to be used for dramatics, and, therefore, do not have observation rooms for the public. All studios are equipped with Chrysler air-tight refrigerating. The lighting was installed by the Major Equipment Co. of Chicago, and the decorations and furnishings were supervised by Mrs. W. J. Scripps.

FCC Explains Plans

To allay fears of any sweeping reallocation, the FCC on July 28 made public a formal, statement referring to the hearings as "evolutionary changes" and "gad" and "quarries" made concerning the "proper and ultimate consequences" of the action. It was stated that the Commission has approved a procedure based on the "theory of evolution, experiment, study and action" rather than any radical and enforced costly changes. FCC departments, it was added, was directed to the FCC that the regulations covering broadcasting "in such a manner that the public are flexible to permit the adaptation for new technical developments and allocation principles which, upon proof that they are feasible, will conform to the actual practice of today.

As is well known to the industry," continued the statement, "the existing practical allocations depart somewhat from the critical standards which became the basis of the regulations in 1928 and which have not been changed since then. It is the expectation of the FCC that at least one of the outcomes of the Oct. 5 hearing will be to modify those allocations in such a way that will conform to the actual practice of today.

It adds, as is well known to the industry, there are many proponents for high-power stations as well as many who oppose such increases. There are many who desire horizontal power increases for regional stations, and there are some who desire lower allocations which exist which are those experienced by stations sharing time. In addition, the repeal of the rule at some point will effect a needed improvement in service and will result.

(Continued on page 58)
Permanent Hookup Starts Operation In New York State
Six Stations Keyed From WINS With Two More To Be Added

STARTING with three commercial accounts and with suitable Superman fed steadily out of WINS, New York, the new WNYE, a member of the New York State Broadcasting System, became a reality under arrangements made in July 11.

Mr. Squire 27 as a permanent hook-up of six stations under the name of New York Super Broadcasting Co., was named general manager. Previously the New York network was known as Associated Broadcasters, and was a cooperative entity joined only occasionally for special sponsored programs.

A new program in the fray wins WABY, New York, of which Mr. Squire is manager; WABY, Albany; WIBU, Utica; WPLM, Auburn; WAYS, Rochester, and WBNF, Buffalo. It is planned to add WESG, Elmira, and WNBK, Binghamton, as soon as arrangements can be made. WABY on July 20 also joined the NBC-Blue network.

Sponsored Programs

ALREADY hooked into the special network of 31 stations carrying the NBC National锄ad Life to Life program Sundays, 6:30-7 p.m. (EST), the New York State Broadcasting System's first account was another Remington Rand show titled Inquiring Microphones. It carries Tuesdays, 11:30-12 noon which repeats of July 21. Both Remington Rand accounts are placed through Lee Advertising Agency, New York. The International Magazine Co. talent show, which immediately precedes Inquiring Reporter for a half-hour, has expired but it is expected to renew shortly on behalf of Hearst's Cosmopolitan, Pictorial and Housekeeping and Harper's Bazar.

The other account contracted for is a Sunday show beginning next month, a participating program with Betty D. Supplee handling commercial sales and acting as commentator. It has been being screened on half-hours weekly, daily except Saturdays and Sundays, 10-10:30 a.m., and is placed through L. H. Hartmann & Co., New York.

The NYBS first rate card has been issued to go into effect Aug. 1. It quotes rates of $905 per hour, $500 per half-hour, $344 per quarter-hour, and $185 for five-minute periods. It has a minimum one-half hour on the same day, and a minimum time of one hour for the six basic stations. Daytime rates, 7 a.m. to 6 p.m., are $625, $393, $218 and $116, respectively.

Various other sponsors are in prospect, it was learned, including extensive use of radio, including political broadcasts, especially by the New York state committees of the major political parties, and conducting intensive campaigns in that state until the November elections.

KHUB has been assigned to F. W. Atkinson for a new station at Watso- son, Idaho, operating on 1510 kc. daytime with 250 watts.

NBC's Red and Blue

"THIS IS THE BLUE [or Red] Network of the National Broadcast Co. may come to the regular station break announcement by NBC over its respective chains. In line with NBC's policy of identifying the two networks separately with the objective of building up the latter, NBC has been experimenting with the separate station-break identification, including both NBC blanked credit. The announcements of the Red and the Blue will be sporadically probably as the forerunner of a uniform policy after additional station-breaks are identified by the Blue chain. About a month ago President Lenox R. Lohr reached all owned and operated stations to distinguish the two networks by the "Red" and "Blue" designation, rather than by the WEAF and WJZ networks.

Mutual Considering Midwest Additions

POSSIBILITY of aligning several Midwest stations with Mutual Broadcasting System coincident with that network's expansion to Pacific time zone provinces begins service to the Don Lee Network on the Pacific Coast next December. Mayor of the Mutual general manager. While reluctant to discuss the status of negotiations with KFWB, Los Angeles, Mr. Weber asserted July 28 that conversations are going forward and arrangements may be completed within the next 20 days.

Under present plans, Mutual will extend from Chicago to Los Angeles, via Denver, Denver, on the 29th at which time the present Don Lee contract with CBS expires. Coincidentally, KNX, Los Angeles, and KSFO, San Francisco, will become the CBS outlets, in lieu of KJU, Los Angeles, and KFRC, San Francisco.

Two other Don Lee stations-KGB, San Diego and KDB, Santa Barbara-will also go on the air.

Contractual arrangements have been made by Mutual with KFEL/KVOD, Denver, for Mutual service when the lines are put through to the Coast. The line haul from Chicago to the Coast, it is understood, involves an rental of approximately $200,000, to be absorbed by the stations on a percentage general rate. The general rate had by Mutual with stations in St. Louis, Des Moines, Omaha, Kansas City, Chicago, and Los Angeles, about its service, and in at least one or two cases it is definitely expected that program service will start within the month.

Under the FCC decision approving the KNX sale to CBS, the date of the sale to take effect Sept. 15. It is entirely possible that CBS may make arrangements with Don Lee for the existing contract and switch to KNX and KSFO prior to the Dec. 29 contract expiration. In such event, a possible tie-up with Mutual probably would begin earlier.

OWEN'S London, managing director and an employee of the company in Montana, is reported to be in the station, purchased it for the Don Lee Network on the Pacific Coast next December.

DON Lee is seeking a change in the West Coast network's schedule to accommodate the addition of Mutual stations.

Two Stations in Montana, KFBB and KGVO to Join CBS Network in August

THE LIST of stations affiliated with CBS-world's largest single network-will be increased to 105 on Aug. 15 when KGVO, Helena, Missoula, Montana, plus the 45,000-watt station, and KGVO, Missoula, Mont., join that network. They are thus Grange Co. stations.

Under tentative plans, Senator Wheeler, (D.-Mont.) will deliver an address from the Great Falls station on opening day and there will be a dedicatory program from New York as well as originations at both of the Montana stations. Harry C. Butcher, CBS Washington vice president, and Mutual New York business manager, will be on the scene at the time and presumably will participate in the dedicatory program.

KFWB, managed by Mrs. Jesse Jacobsen, has been completely modernized coincident with its new affiliation with CBS and is expected to go on the air since 1922 and operates with 1000 watts night and 25 day. The station, which has been on the air since January, 1951, and is owned and managed by A. J. Mosby. The station operates 24 hours a day and two years ago moved into new studios and offices.

OWNERS OF WXY-KLZ ALSO ACQUIRE KFOR

PURCHASE of KVOR, Colorado Springs by the Oklahoma City group, WXY, Oklahoma City, and KLZ, Denver, was disclosed in an application presented to the FCC.

The reported price was $80,000.

A new corporation called Mutual Broadcasting System was organized as the purchaser, with E. K. Gaylord, Edgar T. Bell and H. M. Peck, all of Oklahoma City, as the associates. Mutual owns 53% of the stock. The Rev. S. H. Patterson, also of Oklahoma City, is president of Mutual, and the company is also planned to affiliate with the Colorado Springs Gazette Telegraph, which at one time was published by Mr. Gaylord and in which he still has an interest.

KMPC Option Exercised

KMPC, Los Angeles, will be purchased by George A. Richards and Leo J. Fitzpatrick, principal owners of WJZ, Detroit, and WGAN, Cleveland, subject to FCC approval, for approximately $100,000. There is an additional commitment of $20,000, which has been earned authoritatively July 27. The Richards-Fitzpatrick group, which has an option on the station for nearly a year, exercised it July 20 —when it was due. Plans for the station's future have not been divulged. It operates on 710 kc., limited time with 500 watts, and will be purchased from the present owner, Continental Corp., loan agency. WOR, Newark, is the dominant station on the 710 kc. channel.

WFOR is the new call letter of the former WFBP, Hattiesburg, Miss., operated by Forrest Broadcasting Co. with 130 watts unlimited on 1370 kc.

BROADCASTING • Broadcast Advertising

Don Lee is sought to be Transamerican

Clark Negotiates With Pacific Group; Expands Client List

ALREADY entrenched in the representation field as the first phase of a planned move to form an all-purpose broadcast sales and operations organization, Transamerican Broadcasting Corporation, has been involved in the negotiations with the Don Lee Broadcasting System for national representation. The NBC network joins Mutual Broadcasting System toward the end of the year.

John L. Clark, former WLW manager and president of Transamerican, who returned to New York July 23 from conference with officials of Mutual in Los Angeles, declared that negotiations were still in progress. Transamerican already has made arrange-ments with Mutual to handle certain accounts which had been handled by Mr. Clark while with WLW, including such clients as Procter & Gamble, Dodge Motor Car and Planters's Peanuts, which was handled, but will not represent it nationally.

Mr. Clark also discussed representation while in Los Angeles with both Mutual and Pacific micro- phone and KMTR, both regional independents. Nothing definite, however, was concluded, but it is understood that within a fortnight some definite decision will be made.

Future Activities

HAVING absorbed the Chicago representation firm of Reiter & Jaeger, Transamerican presents WLW nationally, but not exclusively, while it is representing WHAM, Rochester, and WRAU, Philadelphia, on a co-existence basis. Chicago, has taken over these duties from Reiter & Jaeger. Virgil Reiter, a partner in the firm, has transferred to New York for Transamerican, which has its offices in the French Bldg., while C. Arno Reiter remains in Chicago in charge of the Chicago office.

Details were still lacking officially concerning future activities of Transamerican. It has been rumored that an added chair will service at this time, however, does not appear to be a part of the projected service. Mr. Clark has not revealed other principals in Transamerican aside from himself and E. J. Ros-enberg, its executive vice president. Representation of the Society of European Stage Authors & Composers to ac-cept the post. Mr. Clark has stated that he has had no financial backing. The Transamerican organization and operation was contemplated as one of the salient phases of the Transamerican operations.

AN INCREASE in rates amounting to about 40% was announced July 29 by WBNX, New York City, with a debit rate of $12.50 an extra four hours, coincident with the station's four-fold boost in power to 1,000 watts.
When Harris-Goar Co., (retail jewelers) moved into its new building last year on 10th and Main streets, Kansas City, Mo., the management decided to modernize the merchandising setup as well as the setup of the store. J. E. Goar, vice-president and treasurer, who handles publicity for the firm, determined to use radio. Although Harris-Goar Co. already has columns in the newspapers and a regular stenographic correspondent, a constant user since the radio's inception in 1920, it was not decided to use radio until recently.

Every jewelry store was using emotional display ads, all had the best bargains and Mr. Goar realized it was time to launch a merchandising program that was novel, different, and effective. He consulted with the staff of WHB, which evolved a plan that seemed to hit the public's fancy. However, Mr. Goar decided to go in the air on a more or less tentative basis, to see if anything or no program would click.

Successful Test

Although a long period of several weeks, the stunt has proved so unusual and effective that it has become a daily feature (except Sundays) ever since. Now over 75% of the firm's advertising appropriation goes to radio. Even a non-commercial program, it is hard to keep an appreciable number of fans. But on the air is the Harris-Goar Voice of Kansas City, a program, over six thousand tiers are received monthly. The names and addresses are placed on the company's permanent mailing list and the direct-mail brochures blow-up have been highly satisfactory.

The whole program takes place outside the store just a few steps from the busiest shopping district of Tenth & Main streets. Crowds around the portable microphones have ample opportunity to look at both displays, windows see the exhibits. A telephone line connects the studio to the store; when an caller sits at a control panel on a second floor. A stock model has been hooked up inside the store and placed near the doorway at the outside. This radio gives the commercial broadcast from the studio and is tuned up in the store when the question and answer program is on the air. Thus the sidestreet kiosks bear the sidewalk program and the commercial continues from the studio. The receiver enables the sidewalk reporter, just announcer can, to answer questions, effectively without the use of pensive electric signals or special dispensation. A receiver is placed outside the store for the benefit of a crowd there.

The program is announced at the studio and continues from the sidewalk microphone. The radio porter first reads the announcement regarding the winner of "Yesterday's" prize, then the question selected, and those grouped around the "mike" answer. Five minutes of this and then a one-minute commercial. Another five minutes of answering the question and another commercial. The program is concluded by announcing the name of the winner of the daily question, and reading of "tomorrow's" question.

- There are three big incentives that make the program such a big success: (1) Convenient downtown location—easy access to microphone. (2) Daily prize given to the lucky one whose question is selected and a grand prize at the end of the week for best question of the week. (3) In addition to answering the question, the participants identify themselves and get a kick out of knowing the folks at home are hearing their respective voices.

A printed slip passed out among the crowd giving the mimeographed "Question For Today" states that the Federal Communications Commission prohibits point-to-point communication. Therefore please do not say hello to your friends.

The daily prize is choice of six silver plated Roger's teapoons, a dollar compact or a dollar pencil. The weekly grand prize for the best question is a diamond ring valued at $25.

Two questions from letters picked at random out of the files are: "Do you think it is fair to other merchants for a drug store to sell merchandise after they sold what should be in a drug store?"

"Do you think that folks that have large lots of children should live out in the sticks to please neighbors?" Should mothers smoke in the presence of their own children or the children's associates? "What is your opinion of women smoking—does it detract from their feminine charm?" "What is the greatest thing in life?"

Women Interested

The bulk of the crowd are women and it is well known that women do the greater part of the buying. In response to my question regarding the profit possibilities of the radio stunt, Mr. Goar stated: "Our out-of-town business, which must obviously be cash, has increased 10% and we have drawn new customers from a distance of 200 miles. Our business is easily at least $1,000 ahead in volume over a year ago at this time. Our jewelry business enjoys more than a 35% greater volume and other departments have secured as high a 25% increase. Our Christmas program featuring a live Santa Claus increased our fan mail over 100% and completely sold out our toy department."

Like many jewelry stores, Harris-Goar has a well-advertised and profitable optical department and the optometrist in charge comes in for his share of the radio advertising. The large advertising of types of merchandise is of course scheduled according to the season of the year and according to well known daily events. For instance, 20 fur coats were sold as the result of two broadcasts costing $10.

Dollar Day is tied up with the city-wide campaign, which generally happens the first Monday. Mr. Goar states this promotional measure stepped up business on dollar items during the event as high as $50. He adds that the program is featured after Sunday's hard day of reading the newspapers. Washing machines are featured on Mrs. Porter's days and Tuesdays after the wife is suffering from aches and pains as the result of doing her own distasteful washing. Saturday is pay day and that is a good day for jewelry.

Here is the copy contained in the form letter which follows up the letters sent in by interested listeners.

Dear Friend: The interesting question you sent in to our Radio Reporter was very much appreciated. Naturally, we hope that it wins you a daily prize or weekly prize, but if not, do not be discouraged and do not stop sending in your questions. You never know when good fortune may favor you. And, besides, it is a lot of fun. Somebody wins each day and some lucky person gets the $1,000.00 worth of merchandise every day your question may be the very day you might win.

"We hope that your interest in our radio program will lead you to trade at our store. The purpose of every radio program is to increase business, and while all sponsors are glad to furnish the prizes, they can not continue unless the public shows their appreciation with trade."

"To show our appreciation of your interest, we enclose a token which has a value of 50c as first payment on a purchase of $5 or more, or should you purchase $10 or more, we will allow you a credit of $1 as first payment if you bring this letter with you with the token. We feel that your interest in our program entitles you to a substantial discount on your get acquainted purchase events."

"You can build for yourself and family and charge it all on one account and pay on terms to suit your convenience."

Enclosed with the letter is a circular featuring on the front page (Continued on page 57)

Roadcasting • Broadcast Advertising
New Lineup of Yankee Network Is Announced by Mr. Shepard

Regional Net Includes 13 Stations With WNAC Key; Five-Station Colonial Network Also Formed

Completion of a new lineup of stations for the Yankee Network, which will be reorganized after WNAC and WEEI of Boston switch their CBS-Red network affiliations respectively when Daylight Saving Time ends Sept. 27, 1936, will be announced by Mr. Shepard today. The new regional network will comprise 13 stations, keyed from WNAC, and it will add four of the stations of the present Yankee Network plus three of the stations of the New England Network, which was a cooperative hookup of five NBC-Red stations keyed from WEEI.

At the same time, Mr. Shepard announced, a second regional network to be known as the Colonial Network will be inaugurated under his auspices. Keyed from WAAB, the second Shepard-owned station in Boston, it will include the one independent station of the New Yankee Network plus WTHT, new Hartford Times station, and will add others if and when time is available.

The Colonial Network will be the New England outlet of Mutual Network, formerly WGBH, which WAAB became the Boston outlet July 1. While Mr. Shepard has a good reason to believe that WAAB will not link with Mutual, he is under no such obligations with respect to the other independent stations.

Whether other stations of the new Yankee Network, which subscribe to NBC and CBS, will ultimately hook into the Colonial Network and the Mutual Network, depends upon their NBC and CBS commitments and their ability to clear time for Mutual commercials.

The New Setup

The New Yankee Network line-up:
WNAC, Boston, which on Sept. 27 joins NBC-Red in lieu of its present affiliation with CBS. Now key on Yankee.
WBEA, Providence, also a Shepard-owned station, which on or before the end of the month will key into CBS in lieu of its present CBS affiliation. Now on Yankee.
WROC, Bridgeport, also Shepard-owned, which on or before the end of September will key into CBS in lieu of its present CBS affiliation. Now on Yankee.
WMAS, Springfield, now a CBS supplemental, also on Yankee.
WBYA, Manchester, N. H., a CBS basic supplemental, now on Yankee.
WTIC, Hartford, an NBC-Red basic supplemental, formerly on the Mutual Network.
WCLY, Portland, an NBC-Red basic, formerly on The New England Network.
WJY, Bangor, a CBS basic supplemental, now on Yankee.
WSAR, Fall River, an independent, now on Yankee.
WILL, Lowell, an independent now on Yankee.
WAFR, Watertown, an independent now on Yankee.

Thus the present Yankee Network of 12 stations is practically preserved intact, except that WPRO is dropped as a Providence optional; WORC is supplanted by WTAG in Worcester; WDRC is supplanted by WTIC in Hartford, and WRDO, Augusta, is dropped, while WCHS gives its first outlet in Portland. WJAR, Providence, now on NBC-Red and formerly on the New England Network, stays with NBC-Red while WPRO, Providence, becomes a CBS basic on Jan. 1, 1937 when WEAN goes on the Blue.

The Colonial Network lineup, in addition to WAAB and WTHT, will include three of the independent stations also the Yankee Network—WLLH, WNBH and WSAR. Others will be added to this five-station hookup if and when available, and Colonial will be sold both for regional accounts and for Mutual accounts. Since most of the favored time of the stations on Yankee will be taken up by NBC, CBS, and Yankee programs, and with WTHT also joining the Inter-City Group, it is not anticipated that Colonial will ever be able to expand very frequently for Mutual accounts.

Further shifts in the lineups of the two New England regional hookups are possible, but Mr. Shepard's plans envisage keeping the new Yankee Network intact since it is expected that most of the present Yankee Network commercial accounts and practically all of its sustaining will simply be taken over by the newly reorganized Yankee Network. Edward Petrey of the Petrey Broadcasting Co., will continue to represent the Yankee Network nationally.

McMillin Heads Blackman Radio

JOHN McMILLIN, for the last seven years with Blackman Advertising Inc., New York, and recenty working in the radio department, on Aug. 1 becomes radio director of that agency. He succeeds Carlo de Angelo, who joined Blackman two years ago, coming over from the New York office of N. W. Ayer & Son. Mr. Angelo has resigned and has not indicated his future plans.

With Mr. McMillin taking over the radio helm, Frank Newton, Blackman spot time buyer, is shifted back to his former duties as contact on the Procter & Gamble Co. account. Spot efforts have been augmented in the hands of Roy Schultz of the media department.

F. B. Dyck Hoff has been appointed business manager of the Blackman radio department, having been transferred from contact work. He has been with the agency for the last year, coming over from Young & Rubicam.

Lehn & Fink Block

Lehn & Fink Products Co., New York (cosmetics, proprietaryies), following the example of General Mills and several other firms with a number of branded products, has been re-listed in the hands of Roy Schultz of the media department.

The first quarter-hour will promote Lysol, the second Pebeco toothpaste and the third Hinds Honey & AlmonGray. Daniel Dace, physician to the Dionne quintuplets, will speak from Callandar, Ont., the Lyso period. Lemmon & Mitchel Inc., New York, is the agency for Lysol and Pebeco. William Esty & Co. for Hinds. The Blue-ray series of the 45-minute CBS series has not been announced. The current Lysol series, Life of Our Times, was renewed Aug. 3, going to WLW, WGN, WCAE and WGar.

Fifth CBS Theatre

CBS has leased the old Manhattan Theatre, New York, for a little theatre from which it broadcasts network programs in that city. Only the last two floors of the old theatre, formerly St. Theatre, Amsterdam Roof and Little Theatre. Tentatively the new studio has been named the Manhattan Theatre and has a seating capacity of 1160, largest of any of its theatrical studios to be developed, being built at a cost of $150,000 and will be utilized by Mutual, CBS and NBC. It is expected that it will be used for some of the programs from it are Eddie Cantor for Texas Oil, Ruboff for Chevrolet Motors and a Chrysler Corporation.
Census Shows $86,492,653 Net in 1935

4,561 Employed by Stations, Nets; Payroll Is $26,911,392 in Year

1935 Net Revenues of Networks and Stations

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<td>$7,409,000</td>
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</table>

1 National and regional advertising represents the amount received by stations from networks, comptons, and other local advertisers, as well as some that were derived from sales by regional advertisers. National and regional advertising, as a percentage of total, was reported for individual stations and networks in 1935. It accounted for 42% of the total advertising revenue. All revenue figures are in terms of net billings, including that portion of the total amount received by the station or network which is paid to the national or regional advertisers. Network and non-local advertising is combined to avoid disclosure of individual figures.

2 Local advertising revenue was derived from local advertisers, as a percentage of total, was reported for individual stations and networks in 1935. It accounted for 42% of the total advertising revenue. All revenue figures are in terms of net billings, including that portion of the total amount received by the station or network which is paid to the national or regional advertisers. Network and non-local advertising is combined to avoid disclosure of individual figures.

3 Other than number of stations are combined with Maryl and to avoid disclosure of individual figures.

4 Other than number of stations are combined with Wyoming to avoid disclosure of individual figures.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
FCC Asks Data From Stations On Telephone Circuit Charges
A. T. & T. Inquiry Covers All Phases of Broadcast Line Service for Local and Network Operations

A SWEEPING inquiry by the FCC into broadcast service aspects of American Telephone and Telegraph Co. toll and switching facilities and circuit charges has been initiated.

In a letter July 15 to all broadcast stations the FCC sought detailed information on relations with telephone companies. A four-page questionnaire accompanied the letters. Replies are due October 1.

Presumably, the broadcasting phase of the A. T. & T. investigation will be launched by the FCC with a report to Congress in September. Thus far it has hardly been touched upon. Roughly, it is expected that a major wave of activity will be launched by the recent outcroppings of regional networks and of Mutual Broadcasting System, as well as the ever-present activities of NBC. Moreover, greater use of remotes is being made by networks having facilities for the total received by A. T. & T.

Rate Questions

THERE have been sporadic outbursts from the broadcasting industry against A. T. & T. line and connection charges over which the ground that the company has never shown how it arrives at its rates. Now, A. T. & T. has announced a reduction in Class C, or “talk” circuit rates, which followed a readjustment on raw telephone charges. India is the decision of a “back-haul” charge previously assessed. This issue has been raised by one station WCW in Pensacola, a CBS outlet, and was adjusted voluntarily by A. T. & T. WCW estimated that it could save $75,000 for the FCC telephone investigation already has been exhausted, and another $400,000 was appropriated for a special session of Congress for use until next February. Samuel Becker is the acting special counsel on the investigation, and he instituted the broadcast questionnaire.

The questionnaire covers every field of telephone line work in which stations and networks engage, and there has been debate. In the covering letter, John B. Reynolds, acting secretary, brings out that the FCC is undertaking as part of the Congressional mandate that it make an investigation “of the rates charged by telephone and wire companies.” In addition to the questions specifically asked, stations were invited to make additional comments or comments on subjects not covered in the questionnaire.

The System Telephone company denied your station radio broadcast channels or other facilities or services upon reasonable request, is therefor at any time during the period Jan. 1, 1925 to date?” is the initial question. If your answer is yes, state fully the circumstances and the reasons given by the telephone company.”

The inquiry covers such things as whether stations use telephone circuits of the companies such as Postal or Western Union in lieu of A. T. & T.; reasons why such service has been discontinued; capacity of facilities; comparative costs of such facilities, and satisfaction of such service.

Apparent amounting at right-based refusal of A. T. & T. to connect its wires with those of other companies and if there are any complaints made regarding the circuits of T. & T. circuits or with the circuits of other companies.

On the question of service, the FCC asks about interruptions to service of two minutes, giving details of the facilities and the point when the complaint was made to the telephone company; whether the wire company admitted responsibility, and whether the station was compensated for the interruptions.

Use of Shortwaves

POSSIBILITY of using shortwaves for the connecting link between stations, as is done by the Corn Belt Wireless Network from WO, Des Moines, was raised by the FCC which asks stations to supply information as to whether shortwave transmitters and receivers have been used in lieu of wire facilities. All phases of this important prospective development are of interest to the FCC.

Among other things the questionnaire goes on the subject of two-way transmission, whether there is available access to a particular mode of transmission, whether facilities supplied by the telephone company are of the grade and quality for which you have contracted and paid. Have there been any instances where you have been required to pay for facilities supplied by the telephone company and you were of the grade and quality lower than that for which you contracted and paid?

Has any Bell telephone company ever installed a filter or other device to reduce the quality of a channel.

In Schedule C channel, in order to provide a service not in excess of the characteristics contracted for, is there a rate for shortwave that the rates charged by your telephone company have been different from those charged by other stations for like channels or services.

WSM Mutual Programs

SEVERAL commercial programs of Mutual Broadcasting System may be broadcast over WSM, according to an official at Fall River. The FCC rules, subject to the 28-day option on the station's time for certain hours of the year, were approved by the Division. The approval was taken to be a sign of assurance that the station would be able to broadcast over WSM when the FCC opens in its spectrum opening.

Under FCC rules a 20-day pre-test period, dating from July 22, must elapse before the station can become official. During that time, valid protests are filed the decision may be held up or possibly thrown to a hearing.

WMEX, BOSTON, GETS 5 KW ON 1470 KC.

WMEX, Boston local, graduates to the high-power regional class July 22 when the FCC Broadcast Division takes its application for 1470 kc., with 5,000 watts day and night. Action was taken with eight hearing, and when the station, now the 1,000-watt transmitter is completed the station will relinquish its present 100 watt assignment.

An independent station, WMED is owned by the late William R. and Alfred J. Pote. The station is located in the Northern Corporation. It is an outlet of the WADM, WMM in New York. WMEX recult; moved into new studios. A new programming Consultant, who will have been approved by the Division, will be in charge of the station and a direct antenna will be installed.

GRATITUDE TO THE SPONSOR

Elderly Couple Never Miss a Barn Dance and They Show Appreciation in a Novel Way—

To the Editor of Broadcasting:
I came across an incident today at lunch that I thought might interest you. I was having lunch at a drugstore counter when an elderly couple came in and took the seats next to me. As I was munching my sandwich, these two people, ordered an A&W root beer and before they had finished drinking it, they had even touched their glasses! I've been around a bit and seen a lot of people, but I've never seen anything like it. So little Oscar ups to the elderly couple and questions them on this peculiar incident.

The old fellow came back with a sly line that I think are worthy of plenty of thought. He said to me, "Son, my wife and I have never yet missed a broadcast of the Barn Dance each Saturday night. We get more pleasure out of that hour than anything else. It's a way of living, and this doesn't cost us a penny, and so every week, my wife and I buy a pound of these A&W roots, though we never drink it, just out of our gratitude to the sponsors." I strongly agree. I thought you might like it.

Murray Arnold, WIP, Philadelphia

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BROADCASTING • Broadcast Advertising

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Page 16 • August 1, 1936

BROADCASTING • Broadcast Advertising
The day is limited to 24 hours daily.

Human sleeping habits limit broadcasting to about 18 hours daily.

Years ago, 18 hours were enough to satisfy all the advertisers, and still leave something for the sales department to worry over.

Today, at WHO, the sales department’s chief worry is trying to figure how 18 hours’ time can be made to accommodate all the advertisers who want to use it.

The present situation: Out of a total of 123 broadcasting hours each week, less than six hours (day and evening combined) are still available for advertisers desiring time after September 27.

The reason: During 1936, WHO has continued its record of previous years in standing at or near the top of any station-list in results per dollar.

CENTRAL BROADCASTING CO., DES MOINES
J. O. Maland, Manager
Phone 3-7147

The Central Station—WHO—Des Moines

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco
ASCAP . Warners Are Near Accord

NEGOTIATIONS are still in progress looking toward the return of Warner Bros. music publishing houses to ASCAP, but while neither side would be quoted, it was indicated July 28 that an agreement might be reached any day. Among the first to seek the assistance of the Warners houses, which withdrew from ASCAP last Jan. 1, to accede to the usual conditions of membership, was the ASCAP board against Warner's return because it would obviously mean a reduction in the percentage of royalty going to the respective publisher organizations of ASCAP receipts. On July 10 ASCAP cut the biggest dividend for a single quarter, because of an expected $1,030,000. This was $60,000 more than the preceding quarter. In view of the summer lull, it is likely that the next quarter, due in October, will be smaller.

Legal Troubles

MEANWHILE, the Warner houses have been worrying along with little things, such as slight revenue from broadcasting stations or other users, inner dissolution among its composer members and the result of a suit against stations, hotels and night clubs which have netted them nothing but grief. There hasn't been a single adjudication in the more than 200 infringement suits brought by the ASCAP for an unexpected $4,000,000. On the other hand there have been voluntary dismissals of suits against alleged infringers. Supplementing the dropping of suits against certain stations on alleged performance of My Wild Irish Rose, the dropping of a suit by a group of CBS stations on alleged performance of That Old-Fashioned Woman, the dropping of suits by CBS against stations while the ASCAP is trying to find out what is happening to the $1,030,000 that was supposed to be paid by radio stations or networks.

Number of Networks

EIGHT organizations have been classified as national or regional networks, and network data given in this United States are applied to these eight companies. Other organizations frequently listed as radio networks or in service have not been classified here as networks.

ASCAP Monopoly Suit
To Be Heard in Maine

A HEARING on the monopoly suit by ASCAP against the state of Maine similar to that in Washington state last year will be held in Augusta. A hearing before Chief Justice of the state, Clyde R. Chapman, attorney general of Maine, is handling the prosecution, which is not to be used to put any pressure on state laws. ASCAP, it is reported, will appear in person and will be heard. The Washington state case did not contest the action originally.

The Washington state receivership proceedings were conducted with the consent of the courts after negotiations with the parties involved. A series of three orders was issued by the court, one of which brought about that a settlement had been made.

Network and Station Employment, Pay Roll

<table>
<thead>
<tr>
<th>Classifications</th>
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KFGW, Kearney, Neb., operating with 100 kW, owned and recently purchased by Clark Standiford, manager, and Kate S. Fisher, wife of the attorney, has applied to the FCC for authority to move into Omaha.

BROADCASTING • Broadcast Advertisin
No wonder sales boom in Oklahoma!

Bank Deposits in State Show Sharp 6-Month Gain

City Sets Trade Pace for Tulsa In All Lines, Tax Report Shows

June Bank Debts Are Up 5 Million

State Income Report Shows Big Increase

Third of 1936 City Building Is New Homes

CITY'S HOTELS REPORT GAINS

NEWSWORTHY to sales-seeking executives are these stories of prospering Oklahoma.

Oklahoma's got what it takes to make sales efforts click in a big and profitable way. Oklahoma has the ability to buy ... and readily gives in to well directed sales persuasion.

Oklahoma has the station, too, that translates above-average buy-ability into above-average action at the sales counter.

WKY, riding the inside track of audience favor and esteem in Oklahoma, gets your story a hearing in more homes in this state than does any other station.

WKY - OKLAHOMA CITY

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

Representative - E. KATZ SPECIAL ADVERTISING AGENCY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

BROADCASTING • Broadcast Advertising

August 1, 1936 • Page 19
TOPEKA, Kan.—With broadcast permission extended throughout the nation centered on Topeka, Nebraska, the NBC announcers and the Mutual networks also made the Topeka station their headquarters. Don Searle, manager of the Capper station, acted as host to all the visiting radio men.

Mr. Searle gave his listening audience eight hours of broadcasting by the NBC announcers and many Mutual news bulletins. Descriptions of the decorations, formations of the parade, entrances of the avocado organizations, and visits to the Radio men, were all part of the program.

All of WIBW's equipment was placed at the disposal of the Republican National Committee. The MCs were Karl Troglen, chief engineer, the busiest man in Topeka, cooperating with Charles Warriner, former WIBW engineer, representing the committee.

Throughout the day WIBW maintained an all fresno luncheon table for the visiting radio men, who made it their resting place between broadcasts. They were on hand from CBS, headed by Paul White, special events executive. CBS was represented by A. L. Williamson, special events executive from Chicago, with Charles Lyons, announce, and a staff of reporters. Mutual Network was also represented. KMBC, WDAF and KSBN, Kansas City, were on the ground with sound trucks and special announcers, and in all there were nearly a hundred visiting radio men.

WIBW is Capital Of Radio for Day

Landon Day Host to Hundred; Aids in Network Coverage

(Special to Broadcasting Magazine)

NOTIFIED LANDON—When the Kansas Governor was formally made aware of his GOP candidacy, CBS had a special contract for his job. Here they are boarding a TWA plane at Chicago airport for the Topeka assignment. Left to right are Lyle H. Wilson, chief of Washington United Press staff; Bob Trout, CBS presidential announcer; Paul D. Fitzgerald, CBS Chicago special events representative.

Final Settlement of Recordings Rights Sought in Suits Instituted by Artists

LITIGATION in both Philadelphia and New York over the rights of certain broadcasting stations to perform certain recordings of particular artists probably will go forward looking toward ultimate final adjudication of the claims. The WAB, which forms National Association of Recording Artists.

In the Philadelphia case, filed by Fred Waring against WDAS and decided against the station by the Court of Common Pleas, an appeal to the State Supreme Court probably will be instituted with William A. Schneider, former state attorney general, as counsel for WDAS. The WAB intervened in this case in the lower court. In order to procure the highest state court's jurisdiction, a ruling must be had that an amount of $2,500 or more is involved.

What steps will be taken in the case from New York, involving suits for alleged unauthorized phonograph recordings, as filed by WNEW, WEVD and WHN, filed in the names of such artists as Tibbett, Crystal, and others, have not been reached. Also joined in these suits was Teleflash, wired radio service, which is the basis of Teleflash. The Teleflash suit will be heard in July 22 to desist from further use of records, notably those of Walter O'Keefe and Louis Jamar of the Revelvers, and which stated that in the future it will use only transcriptions. Teleflash is a subscriber to Standard Radio Inc. library.

NAB to Assist

THE OTHER three stations have been given until Aug. 5 to file answers. These were WNEW, WEVD and WHN, all on the NBC, which has appeared. The other NBC will in turn, file suit against WIBW, WDAF and WHN, which have been served. The WAB will in turn, file suit against WIBW, WDAF and WHN, which have been served.

KFWB Bans Records

FOLLOWING legal action brought against Eastern stations by the National Association of Recording Artists, Gerald King, of KFWB, Hollywood, has banned domestic recordings from the station, along with the entire artist staff, and now is broadcasting only transcriptions, foreign records and spot news. The station now hires talent as needed, employing no full-time artists.

WCP, Boston, was thrown off the air for the better part of a day by a July thunderstorm when lightning struck the 225-foot radiator and passed through lightning arrestors.

BROADCASTING • Broadcast Advertisi
Sales go up when your advertising covers not only Northern California, but all the important communities over the mountains in Idaho, Nevada and Oregon. Long a favorite with listeners, KPO pays profit dividends on local and spot campaigns.

KPO 50,000 WATTS
NBC Pacific Coast Red Network
SAN FRANCISCO

Completely programmed by NBC
KYW Philadelphia, Goes Back to NBC As Its 15th Managed Station; CBS Has 9

WITH Leslie Joy remaining as manager in lieu of the resignation of "NBC representative," K W Y Philadelphia, one of NBC's Red net-work, on Sept. 1, will revert to W NBC, Philadelphia, as announced by NBC. Mr. Joy takes over the managerial position, making the 15th station in the list of NBC owned and managed stations. The first NBC station, Kiese House Electric & Mfg. Co., the station is under lease to NBC but has been operated since its establishment by Mr. J. E. K. Frost, Philadelphia, on Oct. 11, 1934, by Dr. Leon Levy and Isaac D. Levy, operators of WCAU, Philadelphia.

The arrangement for management of the station was made by NBC and Westinghouse, assisted with the latter's additional interests than those now under management. Mr. Levy was asked to be relieved from the arrangement in a letter to President Lenox R. Lohr of NBC, in which he said:

"I am frequently confronted with the making of a choice of stations. I am confident that, unless each station has been prudently, I will not be able to put the business offensively. While I have an excellent reputation, I am prepared to offer a full service of professional, and that I found breathing in my company, I am a member of the NBC and the Levy brothers. Two years ago in order to utilize the extensive studio building facilities of WCAU, the station, as a result of negotiations by Mr. Levy, was leased to NBC. As a result of negotiations, the Levy brothers and W K Y would enjoy separate management agreements, gaining an individuality from competition that they cannot now secure.

No disputes of serious nature are behind the shift, and Mr. Lohr emphasized in his letter of reply July 17, that the relationship of NBC and the Levy brothers has been entirely pleasant. It is significant that the Levy brothers are among the largest stockholders in NBC, with which they have been associated for two years. The WCAU and KYW would benefit by separate management arrangements, gaining an individuality from competition that they cannot now secure.

The Levy brothers have been in the business for 24 years, engaged in radio advertising in 1928, having organized for the Harry M. Frost Agency of Boston the first complete agency - radio activity in that area. Subsequently he organized the radio department of the Great Atlantic & Pacific Tea Co. A native of Haverhill, Mass., Mr. Fellows completed his education at Colby College and Harvard University. He lives at Swampscott, is married and has two children.

New CBS-WHK Contract

WHK, Cleveland, in July renewed its contract covering affiliation with CBS in negotiations conducted by Herbert V. Akerman, CBS station relations vice-president, with Mr. C. B. Carpenter, manager, and officials of the Cleveland Plain Dealer, owner of the station. The deal is said to set a trend toward an increase in the number of programs of CBS, NBC, Blue out in Cleveland, owned by the Richards-Fitzpatrick interests operating WHK with the WCAU, the Executives owning one-third. Thus the WCAU operates by the opening of a CBS-affiliated station while providing the studios and management of KYW, an NBC-leased station.

Plan New Studios

NEW studios for KYW will be established as soon as possible, though it is not expected that construction will be started by December. KYW will continue to utilize the WCAU building until the new ones are ready. Technical maintenance will continue under Westinghouse, as before.

NBC's operating lease on KYW has expired, and according to the terms of the lease, NBC also operates KDKA, Pittsburgh; WBB, Boston, and WBZA, Springfield, under the same leases. KYW is seeking similar arrangements with General Electric Co. for the operation of that company's two W series stations, WOR, New York, and WOR, Denver, and KGO, Oakland, Calif. In addition, it leases WML, Washington, from the M. A. Lease estate, and it owns and operates WEAF and WJZ, New York; WRC, Washington; WENN and WMAQ, Chicago; WTAM, Cleveland, and KPO, San Francisco.

Besides these, NBC owns but leases to others to operate the following stations: KEX, Portland, leased to the Portland Oregonian, which owns KGW; KJL, Seattle, leased to Fishers Bend Station, W Y E, Seattle; and KMOH, leased to Louis Wasmier, who owns KHQ. These stations were purchased by the NBC from the old Columbia Broadcasting Co., and leased to local operators under long-term arrangements.

Against the 15 stations owned and managed by NBC and the three which it owns and leases to others to operate, CBS now owns nine owned and managed stations and the likelihood of securing a tenth shortly in New York City.

Mr. Attebery is Named To Be Manager of WLBF

APPOINTMENT of Ells Attebery, commercial manager of WAMX, Kansas City, Kan., as manager of the newly organized WLBF, Kansas City, was announced by Herbert Hollister was announced July 22 by W. A. Bailey, president and director of the station and business manager of the Kansas City Kannan, Carpet publication which owns WLBF.

Mr. Attebery has been with WLBF since 1932, serving most of the time as station manager. Mr. Hollister, who originally owned the station and sold it last year to the Kannan, remained as its manager until well into the management of KANS, Wichita, Kan., new local station.

Before joining WLBF, Mr. Attebery operated his own advertising agency in Kansas City and prior to that time was with the Minneapolis-Saint Paul newspapers in advertising capacities. He is a graduate of the University of Minnesota. Simultaneously with the appointment of Olaf S. Soward, assistant city editor of the Kansas City Kannan, as news broadcaster and commentator over WLBF.

Mr. Lottridge, sales manager of the Central States Broadcasting System, comprising KFAB and KULM, Kansas City, Mo., resigned because of the move to California, where he expected to join the KANS-KFRC in explanation of the move to California. Mr. Lottridge was working for the Kansas City Kannan, and also with the KANS-KFRC in explanation of the move to California. Mr. Lottridge was working for the Kansas City Kannan, and also with the KANS-KFRC in explanation of the move to California. Mr. Lottridge was working for the Kansas City Kannan, and also with the KANS-KFRC in explanation of the move to California.
Business Is Still Good In Nebraska!

Sure, it's been a little hot and a little dry in Nebraska but the Cornhusker state is far from a deserted desert. Corn and wheat still grow in Nebraska fields and the increased number of radio advertisers shows that the buying power of the Nebraska family is still above the average in the nation.

There is no summer heat or serious drought in the midwest as far as The Central States Broadcasting System is concerned.

With KFAB-KOIL-KFOR sales for the past six months 76.67-37% ahead of sales for the same period in 1935, June and July business points toward a new high for summer sales.

Business Is Still Good In Nebraska
Business Is Better for KFAB - KOIL - KFOR

National Representatives — Free and Sleining
RIVAL PACKING CO., Chicago (dog food), currently staging a rhyme contest on seven stations in the East and Midwest in getting such a big response that it is planning eventual nationwide coverage. The contest is to check mail pull, with a prize in best second lines to rhyme with lines read over the air. Prizes consist of merchandise from the company in ways from cash awards to live puppies and food mixers.

Double line prizes are given when accompanied by Rival labels. Awards appeal sometimes to women, sometimes to children and sometimes to men. It is an encouragement to all of the above.

WHEN Steiner Inc., station representatives, wanted to call on 24 station managers scattered over the country, and got what it figured was the next best thing to a personal call—sent handsome key cards. The keys were to be issued to station managers and invited them to come and make themselves at home. Two dozen station managers got keys. Twenty wrote letters of appreciation and 11 kept the keys.

In the June issue of Chemical Industries, published by Chemical Market News, New York, Ltd., about the article titled "Getting on the Air" listed advantages of radio as an advertising medium. After reviewing basic principles for chemical advertisers to follow when they plan radio campaigns, the article says: "The number of such companies (chemical radio users) discloses that the overwhelming majority found that their money was well invested, that the returns were satisfactory." The article concludes: "It isn't a secret. Companies that do not necessarily have to possess national radio facilities to obtain satisfactory results from the use of radio. The smallest manufacturer operating on a limited scale can use radio even more economically with the judicious use of small stations.

CBS has issued a promotion piece based on the recent AAAA-ANA-NAB census of radio homes (Broadcasting, July 1). Dividing the country into the same natural state groupings, percentage of ownership is given by percentage for each region with an explanation of each from a marketing standpoint. Charts showing set replacements and amounts spent for radio repairs are shown and data are given for set ownership in Canada.

In the success of broadcasts over the Yankee Network has impelled the Boston Business Bureau to adopt radio as its major medium.

Syracuse Market. As a sale, the top of each match book bears the line "Syracuse Market." On WNAC's anniversary July 2 it put its new 5 kw. Western Electric transmitter on the air for the full power daytime and 1 kw. nights.

ATTACHED to a pocket dictionary sent to listeners by Ed Lewis, publicity director of McFadden Publications Inc., New York, is a card which says: "Look up all the radio words you can find in this dictionary. You will need them when you read the story's Good Court—radio's latest sensation—next Sunday night. Mutual Network, 10:30 to 11 p.m. (EDT) (East Coast Time, 10 to 11 p.m. (EDT)." The promotion piece was sent out before MacFadden decide to repackage sponsorship in August. Chase & Sanborn will sponsor the Court in September (see story on another page).

A LOCAL grocer, sponsoring the man-in-the-street program on CKXN, Waterloo, Ont., included radio auction in which he sold sugar, flour, potatoes and other staples are sold during the program. Proceeds of the auction go to charity.

IN ALL New York and Brooklyn newspapers, WMCA is inserting one-inch ads of behalf of its base ball broadcasts sponsored by General Mills (Wheaties). The ads began July 25 and are designed to increase the listening audience to the broadcasts.

TOURING service cards are featured by the East Coast Reporter programs of Standard Oil Co. of New Jersey. By filling in the cards at Esso dealers, maps or other information may be obtained from the sponsor.

On the Bandwagon—With all this hullabaloo about songs and cigarettes, Edney Ridge decided that WBIG should cash in on the excitement. He got permission from American Tobacco to overprint the Lucky Strike Sweepstakes in the Greenbush newspaper.
STANDARD RINGS THE BELL
269 TIMES IN THE LAST 3 MONTHS!

LOOK—at THIS sales record! New stations subscribing to the STANDARD PROGRAM LIBRARY—43. Sales of the STANDARD SUPER-SOUND EFFECTS LIBRARY—73. "SONS OF THE PIONEERS"—89 sales. Sales of other Standard transcription features—64. All in the last three months! And every one of these went right to work ringing the bell for stations and sponsors!

ON ITS WAY
Complete "dope" on the STANDARD PROGRAM LIBRARY and every Standard

TO YOU—
transcription feature, gathered into a permanent file folder. Watch for it!

CUSTOM-BUILT FEATURES

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

STANDARD RADIO
180 North Michigan Avenue, Chicago
NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON
Expanded Business In Piano Industry Credited to Radio

Steinway, Aeolian and Others Give Broadcasting Credit

Radio is given main credit for a 20% increase in new piano sales during the past year, according to letters recently received by NBC from executives in the piano industry.

At one time deemed a competitor of instrumental music, radio has developed into an asset through its ability to foster a desire for music and to create an idea of music as an art form among the public. It has also been considered a factor in the recent rise in sales of fine pianos, which have been growing at an annual rate of 15% in recent years.

A number of piano manufacturers and dealers, including Steinway, Aeolian, and others, have given credit to radio for their increased sales.

Says Mr. Steinway

THORODI STINWEY, president of Steinway & Sons, wrote NBC:

"We have found it (the influence of radio) to be not only a tremendous stimulus to people toward music as an art form, but also an enjoyment. Of late years the broadcasts have had a lasting influence on people who, before, may have been interested in nothing but the voice and of stringed instruments, but also of the piano, and have reached a number of people beyond the reach of their prices. It may be the only influence for good upon the listeners, and in the degree that the technical improvement makes the instrument more beautiful, the advocate of music will be instilled into the hearing public.

Mr. Alfring added that "some of this increase can be accounted for in the more liberal spending attitude on the part of the public, but I too think that most of the influence can be attributed to a greater interest in music."

Lucien Wulson, president of the Baldwin Piano Co., likewise credited radio with being responsible for "developing the appreciation and enjoyment of fine music."

Mr. Wulson added that "music is sometimes considered as the spiritual and intellectual benefits which follow from music. The increased desire for children to wish their children to be able to obtain the same benefits to an even greater degree," Mr. Wulson told NBC. "The importance of musical training for their children, even though the children at the same time growing more enthusiastic about the plan. Instruction in piano building the best and soundest foundation, even though the child may be too young to prefer to play some other instrument. During the last few years, it is indeed remarkable how the piano has grown in public favor. Radio unquestionably played a large part in this development in the music industry."

More Americans are reading more books about music, too. W. W. Norton, president of the publishing house which bears his name, said:

"After a careful and dispassionate study of the nearly 300% increase in piano sales during the past year, we at the National Piano Manufacturers Association, believe that radio must now be considered one of the factors for this increase. Millions of listeners, who might otherwise never have attained an appreciation of music, are manifesting an interest in music culture and endeavoring to become participants therein. The musical arts are purchasing musical instruments of every description, and the music itself, which can be better appreciated by the instrument, has benefited most of all from this stimulation. Radio, through its influence, has educated listeners to appreciate music and has produced a natural desire to create it, thus opening a hitherto non-existent market."

Campagna Corp. Sponsors Chicago Baseball Games Over Affiliated Network

CAMPANA CORP., Batavia, Ill., (Italian Balm, Dreskin) on July 21 sponsored the remaining home games of the Chicago major league baseball teams (Cubs and White Sox) this season on a 16-station hook-up of the Parama Broadcasting Co. of Chicago. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Harold Parkes, formerly chief announcer of WBBM, Chicago, and more recently of Iowa Network, is giving the play-by-play accounts of the White Sox games from Wrigley Field and Comiskey Park.

Campagna explains that it is using sports events to promote cosmetics because the broadcasts are directed to listeners in the homes, and women are in the homes. It further contends that its products, because of their usefulness before and after shaving, have almost as great an appeal for women as they have for beauticians for women.

Recent surveys, notably by General Foods, also show that practically 70% of the crowds at the games are women.

Campagna on Sept. 1 will resume sponsorship of its veteran First Nighter series over a national NBC network on Saturdays, p.m. and Oct. 4 is to resume Grund Hotel Sunday afternoons 3:30-4 on 27 NBC stations.

Folger Coffee Resumes

J. A. FOLGER & Co., San Francisco (coffee) has signed with the Raymond R. Morgan Co. for a re-creation of Drums, Morgan produced mystery adventure serial which was on the air for 21 weeks before going off for the summer. Columbia-Don Lee stations plans for programs will be used, starting Sept. 22.

MEDICINE SHOW Drug Store Trains Its Radio - Budget After Test

Cashing in on "Medicine Show"

HARKING back to days gone by, WMFG, (William E. Hickey, Minn., is broadcasting an old-time Medicine Show in 15-minute periods two weekly at 7:45 a.m. on Tuesdays and Saturdays. The show is sponsored by Shapiro's Cut-Rate Drug Store, and is now entering its second month, with the adver- tiser so pleased with the results that he has tripled his radio budget. People from 30 and 40 miles away driving in to take advantage of specials offered - and "to see what kind of a place it is that broadcasts medicine shows"

The character of the "Colonel," who operates the Medicine Show, is taken by Kenneth Feingold, WMFG staff announcer. He also writes the part and assumes a Southern dialect to enact the role of the "Colonel." The "Colonel" visits one of the surrounding towns in the vicinity of Hibbing, with the local sheriff following him to everyone of those spots. His time is fairly well divided between recordings and chatter. The ballyhoo idea is worked all the way through with plenty of high-powered adver- tisements and with an average of eight commercial spots being plugged on each program.

This picture, showing Fagerlin made up, with the key players present, and now the drug-store has an enlargement of it in its window. It also has arranged for its mail order operations to be developed and they are given away with each purchase of $1 or more. The proprietor of the store is termed "Major" by Fagerlin, resulting in many people visiting the store and calling the owner "Major," hence a pleasant sponsor.

Fury Stipulations

STIPULATIONS to revise advertising claims for certain products have been signed by the Federal Trade Commission by: Mantho Kroucoano Inc., Clinton, Ill. (M-K Liquid Rub); Quaker Oats Co., Chicago; Quaker Oats Co.; Edna Wal- lace Hopper Inc., Chicago (cos- metics); Hollywood Mask Inc., Hollywood, Calif.; and Baytree Products Inc., New York (bird food, canaries). General Mills has agreed to revise claims for Wheaties.

Expanded Blue

FURTHER expansion of the NBC Blue network is expected to be announced this week.

The network, which is the most powerful of the four NBC networks, is expected to be extended to cover the entire Southern states. The network, which is known for its educational and cultural programming, is expected to reach a wider audience in the Southern states.

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BROADCASTING • Broadcast Advertising

Affiliated Network Signs 3 Accounts

Campagna, Hamilton Carhartt and Yale Tires on Insull Network

Three new accounts were signed in late July by Affiliated Broadcasting Co., Midwest network organ- ized last spring by Samuel Insull's radio subsidiary.

New ABC accounts are Campagna Corp., Batavia, Ill.; General Tire & Rubber Co., Akron, and Hamilton Carhartt Cotton Mills Inc., Detroit. Coincidently, it was announced that Mr. Insull that Out Goy of the ABC's personnel was signed that post, being replaced by T. E. Quinney, Chicago financial manager, who will continue in the program department.

Campagna's contract started July 21 and will afford, sponsors of the remaining baseball games of the Chicago major league team on 16 stations. Harold Parkes is the chief announcer of WBBM, Chicago, and more recently of Iowa Network. The station is located in the city's west side, and has the account.

Hamilton Carhartt on Sept. 3 will broadcast two weekly quarter hours in a program featuring the Illinois Carhartt group, employed by the Illinois group of ABC stations.

Yale Tires, offering the WTBC network, is a first time sponsor and will be endorsed by a harmony trio with talent signed by the Insull group was the Remington Rand news drama series.
January, 1931 — Member of Columbia Broadcasting System.

April, 1935 — Full time, 18 hours daily.

May, 1935 — New, enlarged studio in Alliance Life Building.

★ And NOW . . .

Complete new high fidelity equipment . . . 270 foot vertical radiator . . . Western Electric transmitter . . . new building and location.

Doubling the coverage . . . Doubling the value to alert advertisers. New rates effective September 1st. Contracts placed before then will be accepted at present rates. For full information, write or wire.

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Chas. C. Caley,
President & Manager Commercial Manager
Free, Johns & Field, Inc., National Representatives
Capturing the Beauty Market by Radio

Intimacy of Broadcasts Provides an Ideal Medium For the Successful Sale of Cosmetics to Women

By EUGENE S. THOMAS
Assistant Sales Manager, WOR

AT THE beginning of the 40-year run of the WOR Winkie back in 1865, Boucicault walked into Jefferson's dressing room in London and said, "Tommy, if you're shooting over their heads, quietly, I'm shooting at their hearts.

Today, taking its cue from Jefferson and other gladiators of the theatrical arena, radio has the heart first, the head last. And, perhaps, it shall always be so, for the Great Mass is a basically emotional thing responding to love, hate, desire, hate, and the heroine's plaintive cry.

It is this broad streak of showmanship which has made radio such a remarkably successful medium for the advertising of beauty products. It should also be remembered that time spent between the actual introduction of the product and the first tangible result is reduced to a minimum with radio.

Here at WOR, women's programs constitute an important feature, and it is quite possible that the same can be said for other independent stations throughout the country. Though not all these programs are sponsored by manufacturers of beauty products, their tremendous popularity and the great number of responses received, is a definite indication that women, who, e., the beauty product market—are very much interested in radio and that, considering the many limitations at the radio station, radio, due to the little physical activity expended to enjoy it and its definite emotional appeal, is a medium to which the successful contestant for Milady's attention is limited.

The limitations do not permit a breakdown of the radio market as it affects beauty product advertisers. And, after all, sales of beauty products in some cases would be but a picture of the WOR market; one that could not be used as a yardstick, i.e., the correct understanding of the sponsor's product, problem and advertising outlook, at all times.

Radio marketing is, itself, an important part of any radio campaign no matter what the product. Gone are the days when advertisers picked radio at random fascinated by this new and little understood medium. It was from such haphazard application that there sprouted many present day fallacies concerning the radio industry as a whole and radio individually as an advertising medium.

Radio, at the moment, is precise in its application and understanding of the markets it reaches and its value to a particular advertiser as any other medium of mass communication.

The Right Program

THE BEAUTY product advertiser (Continued on page 29)
Celebrating Its Sixteenth Anniversary

August 20, 1936

WWJ

America's Oldest Radio Broadcasting Station

The new studio building now nearing completion will be dedicated in September. It will house the finest broadcasting facilities in America.
MAY REPORTS SHOW: 25 WOAI advertised drug items either doubled or tripled their average sales during a 1-week merchandising tie-up. Over a 2-month period an already well known drug product showed a 26% gain after using WOAI! A new gasoline product, after WOAI campaign, occupies 25% of company’s total volume despite total volume increase of 10%! A real estate firm was forced to add new employees after a few WOAI announcements on Newsradio.

WOAI brings customers who

WOAI is the first choice of national, regional and local advertisers. Invariably, deals prefer WOAI campaigns.

WOAI's merchandising staff keeps tabs on dealers' sales ... and they're going UP!

Norton Cotterill Named

Vice President of WBS

ERPI Men Join Board

Mr. Cotterill, for the last seven years a member of the sales staff of World Broadcasting System, has been made vice president in charge of sales according to an announcement.

July 21 by Percy L. Deutsch, WBS president. Simultaneously, the WBS board elected officers and directors, including two representatives of Electrical Research Products Inc. They are E. E. Shumaker, and Daniel Collins. Last month WBS acquired from ERPI, ownership of the studio and transcription plant at 711 Fifth Ave, for approximately $480,000, and as part of this arrangement, ERPI acquired representation on the WBS board.

At the July 14 board meeting, Mr. Deutsch was reelected president and treasurer; A. J. Kendrick, in charge of Chicago studios, vice president; Mr. Cotterill, as vice president for sales; Walter R. Seifert, assistant treasurer, and L. M. Schaefer, production manager and Sterben R. Rintoul, station relations manager.

The announcement was made concerning personnel of Radiomarkets Inc., WBS subsidiary to begin functioning in sales representation for small stations utilizing WBS transcription service. Last month, Mr. Deutsch announced the appointment of Harold A. Lafount, former member of the Federal Radio Commission, as Washington representative to specialize in political and governmental business.

Frank L. McCabe, formerly in New York, has joined the WBS sales department, working under Mr. Cotterill. Another addition is Slocum Chapin, formerly with NBC and then with Broadcast Builders of Burlington, Vt., as Sam Henry Jr., sales promotion manager.

WBN0 IS Rebuilding

REBUILDING its transmitter and studios in the St. Charles Hotel at a cost of $12,000, WBN0, New Orleans 100-watt, will stage its inauguration in August under the direction of J. E. Richards, general manager, who asserts that the new WBN0 plant will be one of the South's finest. Mr. Richards has gathered an augmented staff around him, including Clark Al exander, formerly with WALA Mobile, commercial manager; Mrs. Alberta Barber, formerly with WTCO, Savannah, program director; E. R. Musso, formerly with WBO, studio director and publicity; Paul Hodges, formerly with WIL, St. Louis, music manager; and WJR. Muscle Shoals, chief announcer; George Pierce, formerly with WDSU, New Orleans, chief engineer; Richard Scott and Jan Lane, formerly with WSLB, New Orleans, announcers.
Remember the “big seven” in northern Ohio when you buy time... the seven up-and-doing counties blanketed by the signal of one station... WGAR!

And, when we say blanketed, we don’t mean simply heard. We mean that WGAR lays down a clear, powerful signal throughout Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake counties (½ millivolt or more to you technicians).

In this area are nearly a half million radio homes... over a million and a half listeners. And think this one over: Better than a third of Ohio’s retail sales are rung up in WGAR’s primary zone.

Consider all of these points, plus the facts that more advertisers pick us... more money is spent with us... than any other Cleveland station. Then take a good look at the figures on our modestly-computed rate card. Giving you a super-audience in seven rich counties every time you put a program out over our transmitter... sending your advertising message effectively and economically into the nation’s third most densely populated district... WGAR is the real natural for you in northern Ohio!

P.S.- You’ll be rolling swell in 26 other counties too... our secondary zone... and that’s bonus coverage!

WGAR
“Cleveland’s Friendly Station”
Member NBC Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

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www.americanradiohistory.com
New Network in Florida Has Four Basic Stations

WITH four basic stations and five tentative affiliates, Florida Broadcasting System Inc. was formed at a meeting in Gainesville, Fla., July 27, to operate a statewide network with main offices at WMBR, Jacksonville. The basic stations, in addition to WMBR, are WDBO, Orlando; WTAL, Tallahassee; WMFG, Daytona Beach; WJNO, West Palm Beach, and WLAK, Lakeland.

Offering origination of programs at any of the four basic cities, the new Florida Network is quoting a rate of $250 for the first quarter-hour of its basic group and $100 for each additional quarter-hour. Col. George C. Johnston, WDBO, was elected president; Fred Mizer, WMFG, vice-president; Glen Marshall, WMBR, secretary, and Frank King, WMBR, treasurer.

Clear Channel Counsel

THE CLEAR channel group of stations, created more than a year ago to preserve the status of exclusive channels for high-power stations, has retained the consulting engineering firm of McNary & Chambers to represent it at the reallocation hearings Oct. 5 before the FCC Broadcast Division. Mr. Chambers was formerly engineer for the group of 14 clear channel stations, while Mr. Chambers installed WLW's 500,000 watt plant as its chief engineer two years ago.

Brooklyn Rehearing

ANOTHER postponement in the three-year-old so-called "Brooklyn cases," involving WLTH, WEVD, WBBC and WVFV, as well as several competitive applications for the facilities of these stations, was ordered by the FCC July 21, with the new date for rehearing set for Sept. 26. The case had been set for Sept. 9.

SEARCH SPONSORED KFJF Party Locates Lost Lad

WHEN nine-year-old Roy Arm- priest disappeared in the desolate Sprague River District of Oregon, KFJF, Klamath Falls, broadcast frequent bulletins of the search. Manager George Rinzlade placed his Boeing plane at the disposal of the searching party.

Along with Carroll Hansen, INS reporter of KFJF, officials and pilot, he flew over the lonesome area, finally locating the lad about six miles from the point he had disappeared. Balseger Motor Co., local Ford distributor, sponsored seven daily INS broadcasts of the search and special flashes.

WILLIAM S. PALEY, CBS president, on July 21 was awarded $61,506.50 by the Bureau of Internal Revenue, which ruled that he had been overassessed that amount in his 1933 income tax.

Experimental Rule Deferred by FCC

POSTMORTEM of the effective date of the new rules promulgated by the FCC Broadcast Division, all broadcast and experimental broadcast services except those in the conventional broadcast bands, tentatively until July 15, was ordered by the Division on July 22. The rules were to become effective originally on July 1, but were postponed until Aug. 1.

Decision to modify the rules pertaining to experimental television by permitting continued operations temporarily in the 2000-2100 kc. range, it was said, makes desirable further modification of the rules, which cover among others such services as facsimile, international broadcasting, relay broadcasting, ultra-high frequency or "apex" broadcasting, and general experimental broadcast services—albeit in the experimental or "non-commercial" category.

Simultaneously, the FCC brandied its enthusiasm for experimental articles published in several newspapers that it had lifted the experimental ban on international broadcasts by shortwaves so that such sponsored programs would be allowed to Latin America. The rules as revised specify that no station operating on shortwaves may charge for its time, either directly or indirectly, but that regular broadcast band programs also broadcast on international channels may carry the commercial credits provided no charge is made for them.

Transradio Expands

WITH addition of new feature services covering sports, political and women's activities, Transradio Press is expanding its New York and Washington offices. In the Capital the Transradio headquarters are being moved to 740-2 National Press Bldg. Robert Moore remains in charge and two additions to the staff are planned. In August, New York headquarters at 342 Madison Ave. are being enlarged. Paul Glynn, formerly of the Associated Press Washington Bureau, is joining the New York office to edit the new feature services. M. D. Wren is being transferred from New York to Washington.

WDSU Rebuilding

WDSU, New Orleans, observed its 13th anniversary July 23 by announcing arrangements for installation of a new Western Electric 1000-system transmitter. Headed by Joseph H. Uhalt, its founder, the station began operations as a five-wattter, and operated on the low-frequency channel of 250 kc. in 1923. Studios were the front room and the chicken yard at Uhalt's home—the latter having been used by Alvin Binder at the station's opening night. Although now an independent, WDSU was on CBS from 1929 until last year, and is credited with more than 500 outlets of the NBC-Blue network within a few months.
Vital, compelling facts that every buyer of National Advertising should know . . . 69-3/5% of ALL Main Street Local Advertisers choose WREC; but even farther-reaching in the comparison of WREC and 2nd station is the fact that of those expressing an "exclusive" choice . . . 77-1/5% choose WREC! An average 7-day week . . . no test, survey or special period. Broadcasting power, advertising rates and general conditions, substantially the same on both stations.

* This comparison covers an average week, prior to recent opening of WREC's new wide-range transmitting plant and its recent increase in Broadcasting Power to 5,000 watts.
Wayne University Starts Course in Broadcasting

WAYNE UNIVERSITY, operated by the Board of Education, in Detroit, has instituted a course in radio instruction, and has appointed Garnet R. Garrison, formerly announcer of WXZY, Detroit and program director of WJIM, Lansing as instructor. He will teach speech, direct the production and presentation of University programs and those of the board of education, and conduct a class in radio technique.

Among other universities having classes in radio instruction are Chicago, Northwestern, Creighton, and Michigan. In each case these schools use Broadcasting Magazine as text material. Mr. Garrison, in writing Broadcasting about his new appointment, concluded that through Broadcasting he would be enabled to keep "the class practical, up to the minute, and well informed about radio today. The various articles, as they appear, would suggest fields for further study and discussion and these articles supplemented by lectures by representative radio men in Detroit could comprise the course. Needless to say, I have the highest regard for the editorial policy and articles appearing in Broadcasting."

**W2XR Expands Schedule and Plans New Studios**

GOING to a schedule of six hours daily on July 27, W2XR, New York station operating in the experimental high-fidelity broadcasting band of 1500 kc. with 1,000 watts, has put V. I. O. Hagan, the radio engineer, in charge of the studios. The station's transmitter is located in the Heckscher Bldg., 730 Fifth Ave., which is expected to be ready by the end of August. In addition, it opened a studio last month in the Hotel Roosevelt for handling its Speakers Forum program, Monday through Fridays, 9-11 a.m. daily.

The Heckscher Bldg. studios will be specially designed for high-fidelity and special lines will carry the programs to the transmitter at Long Island City. Featuring classical music and developing as a class station, W2XR formerly operated only three hours nightly. Elliott M. Sanger is vice president of the station under Mr. Iogan. Its commercial accounts are Wane-markers department store, Hardman, Peck & Co. (pianos) and Curtis Furniture Co. The station also has a tieup with Western Union whereby it furnishes time signals with credit to the telegraph company, while Western Union gives a reading in its large office windows and distributes stickers showing W2XR's dial setting.

**Chesterfield Renews**

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) has signed a 36-week contract, effective Sept. 30, for the Andre Kostelanetz Orchestra, heard on 93 CBS stations three afternoons daily, Monday through Friday, 10-10:30 p.m. This is the first summer Chesterfield has been on the air. 27-28 Times Inc., New York, has the account.

**FCC Is Restrained in Portland**

Maine Action Held Up; Action on KGBZ Ordered Dissolved

COURT action has prevented the FCC from making effective its decision authorizing a new station in Portland, Me., by virtue of a stay order issued July 14 by the U.S. Court of Appeals for the District of Columbia in the now-celebrated "640" case. Simultaneously, the court issued a stay order preventing the FCC from deleting KGBZ, York, Neb., but that appeal was withdrawn on July 24 by the York station after an arrangement had been made to sell it its half-time facilities to KMA, Shenandoah, Ia., operating on the other half-time for a figure understood to be about $50,000.

Acting upon the petition of the KGBZ Broadcasting Co., owned by Dr. George R. Miller, the court granted the stay order. Elmser W. Pratt, former FCC Examiner, as counsel for KGBZ, held the FCC had failed to fulfill the station full and fair hearing prior to the deletion order. Afterwards, negotiations were begun by Earl May, owner of KMA, with Dr. Miller and the Omaha World-Herald, which had arranged for purchasing KGBZ, of the sale of the station to KMA. This was accomplished July 24 in a three-way deal, whereby the appeal was withdrawn. The FCC had ordered the station's deletion for alleged program violations.

**Autumn Hearing**

IN THE Portland case, Mr. Pratt petitioned for a stay order on being half of the Palmer Broadcasting Syndicate Inc. of Portland. The syndicate, he brought out, was an applicant for a new local station to operate with 100 watts during the nighttime on 1210 ke. The FCC, in deciding the so-called "640" case involving a dozen applications two months ago, granted the application of the Portland Broadcasting System Inc. to have a new daytime station on 640 kc. with 500 watts. In this petition Mr. Pratt contended that Portland Broadcasting Syndicate, in spite of the fact that it filed its application only three months after the Portland Broadcasting System Inc., had been given a hearing at all. The Portland Broadcasting System is a subsidiary of the Portland Press Herald.

The stay order will remain in effect until the court hears arguments on the merits of the appeal next fall. In the interim the Portland construction permit will be inactive.

Also pending before the court are two appeals filed by Paul R. Heitmeyer against decisions of the FCC refusing to grant him construction permits for local stations in Salt Lake City and Cheyenne, Wyoming.

**New Magazine on WOR**

A NEW publication designed for feminine readers, New York Woman, on Sept. 7 will start participation in the Martha Davis Women's program of WOR, Newark, using 45-minute segments three afternoons weekly. The account placed by Batten, Barton, Durstine & Osborn Inc., New York.

**IOWA NETWORK**

Radio Stations of The Des Moines Register and Tribune

That is the signal for thousands of radio families in Iowa and surrounding states to tune to our noon hour shows on WMT and KRNT. Friendly and informal, with the cream of talent from our studios in Waterloo, Cedar Rapids and Des Moines, these two shows have won the hearts of listeners and advertisers alike. Interested advertisers should put in their word now for Fall reservations. These shows have a record of almost 100% sponsorship. Write or wire now for participation rates and success stories.

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**Quick the radio...it's 12:00 NOON!**

**Les Hartman's German Band**
**Cedar Valley Hillbillies**
**The Cornhuskers**
**The Question Men**
**Plus — News, Market and Weather Reports and Farm Features**

"Tall Corn Gang" featured entertainers on KRNT'S HAWKEYE DINNERTIME

The Happy Chappies
Kaili Hawaiians
Arkansas Hired Hands
Southland Singers

**Plus — Ranny Daly, Hiram Higby and Tommy Tomson**

**KRNT**
CBS Basic, Des Moines

**WMT**
NBC Basic Blue, Cedar Rapids - Waterloo

**KSC**
NBC Basic Blue, Des Moines
Harpooing the New England market for advertisers—and it’s a whale of a market—is the regular job of WBZ and WBZA. Concentrated where most of the money is spent, they have a potential circulation of 1,156,000 radio families, or 4/5ths of the buying power of New England.

**WBZ**

50,000 WATTS  
NBC Blue Network  
BOSTON, MASS.

**WBZA**

1,000 WATTS  
NBC Blue Network  
SPRINGFIELD, MASS.

Completely programmed by NBC
The awe-inspiring Colossus of Rhodes, one of the ancient world's seven wonders. Astride the picturesque Harbor of Rhodes, in the blue Mediterranean, it was not only an engineering masterpiece, but an unfailing guide to sea-tossed mariners seeking haven... as today, research guides RCA's scientists and engineers along the hazardous lanes leading to great accomplishment... sound engineering.
In every progressive industry, first must come careful, patient research. So it is in radio. For instance, from RCA laboratories shone the beacons of research that led to the first power-operated dynamic-type loudspeaker for the home... the first practical superheterodyne receiver for home use... the first AC tubes and radio operated from the light socket. More recently this organization has given the world such wonders as the "Magic Brain," the "Magic Eye," the Magic Voice.

Indeed, much has been accomplished as the years have swiftly marched by. And these forward steps in radio foretell a great future for the industry and for RCA. Some day, these RCA laboratories will engineer sight!

America's millions, aware of RCA's long tenure of worthy service, have unbounded confidence in any product bearing the RCA trademark. This confidence increases sales. It explains why dealers make more money when they identify themselves with RCA—the only organization engaged in every phase of radio!

RCA Manufacturing Co., Inc. · RCA Communications, Inc. National Broadcasting Co., Inc. · RCA Institutes, Inc. Radiomarine Corporation of America

These are some of RCA's Radio Firsts:

- First AC tubes and radio operated from light socket.
- First power-operated dynamic-type loudspeaker for the home.
- First practical superheterodyne receiver for home use.
- First commercial marine vacuum tube transmitting apparatus.
- First to commercially introduce electrical phonograph reproduction by use of magnetic "pick-up."
- First to develop and market combination phonograph-radio.
- First to achieve round-the-world radio communication.
- First to introduce radio combination, including home recording device.
- First to manufacture RCA Metal Tubes.

—plus the initial development of scores of important, far-reaching radio advances made available to the entire radio industry.

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

ERICA · Radio City · NEW YORK
Mr. Aylesworth’s Status

CAREFUL inquiry by Broadcasting discloses that the persistent stories about M. H. Aylesworth’s imminent return to the helm of NBC are sheer fabrication. The RCA powers-that-be, who assigned Mr. Aylesworth to RKO to straighten out its affairs, have not so decreed — though it is significant that Mr. Aylesworth in recent months has been called in frequently to ‘‘tred shot’’ some of NBC’s accounts. He keeps an office at NBC, which is just across the Rockefeller Center plaza from RKO, and he bears the official title of vice chairman of the NBC board under David Sarnoff as chairman, but he draws merely a nominal salary from NBC. He sits in NBC’s board councils and frequently advises, but it is non-sense to assume that he rules the organization whose presidency he occupied for its first nine years.

Mr. Aylesworth today is absorbed in his film duties, almost to the exclusion of everything else. Half of RCA’s interest in RKO was sold to banking interests last fall with an option to purchase the other half, an option which is expected to be exercised before the end of this year. Whether Mr. Aylesworth will elect to remain in the motion picture industry thereafter, he alone will decide — for he has made a success in that field just as he made a success in pioneering the radio network field.

Mr. Aylesworth, despite his absence from the radio scene, still keeps his ‘‘feel’’ for radio and particularly for its merchandising aspects, is well illustrated in the interview he gave to the Motion Picture Herald, reprinted in this issue. His remarks on how the movies can benefit from radio, his views on the future of radio and television and their relationship to the movies — these are words of a born leader and intuitive thinker. This is the same Aylesworth speaking who showed such broad outlook during the founding and upbuilding days of NBC, who sensed and helped guide the inevitable peace that came with the press after years of warfare, who, as no one else could, handled radio’s cases before Congressional committees in masterful fashion.

It will be a pity if Merlin Hall Aylesworth’s great gifts are lost to radio.

The Status Quo

COMPREHENSIVE plans have been outlined by the FCC Broadcast Division for hearings this fall looking toward a reallocation of broadcasting station assignments, if one is desirable, as a means of improving the technical broadcast structure.

There can be no valid objection to the Division’s procedure — that of appraising the present assignments from top to bottom in the 550 to 1600 kc. range. Every interested party will have his say at these preliminary hearings. Each will be permitted to advance views on what should be done to improve existing station assignments, change existing classifications and otherwise bring technical broadcasting closer to perfection — an end out of reach under present conditions.

Even though it may not suit the wishes of many stations now on the air, or of the host of aspirants for new broadcasting facilities, we think the FCC would be wise if it once called a halt to all major shifts, and possibly to all new station grants, pending the outcome of the reallocation hearings and the promulgation of new policies governing allocations. We believe that the status quo in assignments, so far as possible, should be maintained, lest the task later become more involved.

If the FCC proceeds with its activity of recent months and continues to make so many changes in all parts of the country, it will obviously render more difficult the job of realigning the broadcast band following the allocation hearings. It will be time enough, following the declaration of new policies, to fit in new stations or improved station assignments where they will work without violating fundamental technical rules.

Political pressure to grant new assignments is as great now as it ever was — probably greater. Because of the many precedents established by the old Radio Commission as well as by the FCC in granting applications which flowed in the face of established regulations, it has been difficult for the Broadcast Division to reject requests for similar grants simply because the mileage separation was inadequate or because of quota limitations. Now even the quota defense has disappeared by reason of the repeal of the Davis Amendment.

The FCC today has the strongest argument it could ever desire to turn back doubtful demands for facilities which have even the strongest political support. It is considering a reallocation. Any grants it makes now might be of a routine or temporary nature, subject to change following the reallocation hearings. It should not make its job more difficult by clutching the ether with newcomers. All these pending applications can be taken into account after a new allocation policy is decided upon, and after present occupants of the broadcast band, by virtue of priority and proved public service, are accommodated with the rules and regulations.

Maintain Rates!

“MAINTAIN published rates.” Even though nearly a month has elapsed since the NAB convention in Chicago, those three words must still be ringing in the ears of every broadcaster who heard them.

It was during the panel discussion at the convention when Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, uttered them. Delegates were in the midst of a hot and heavy discussion of sales problems, arranged by H. K. Carpenter, WHK, Cleveland. Several agency men had discussed frankly their views about the shortcomings of station sales efforts.

Then Mr. Gamble asked to make an observation, said his only message was to implore stations, on behalf of agencies, to stick to the rates they publish. To those outside the industry such a thing is so elementary as to appear ludicrous.

Yet Mr. Gamble knew whereof he spoke. In all too many cases stations regard their rate cards as simply the asking price. There is hardly an agency in the country that will yet take for granted the published rate of most stations. They will still query the station for its “best rate” for a particular program. And in many cases they get a better rate than the one published.

Broadcasting is growing up. The panel discussion that day demonstrated an unprecedented interest in and knowledge of commercial, sales and organization matters by station executives. A sales managers’ division of the Association was formed for mutual interchange of views and results — a definite move toward buttressing sales methods.

But before any good can come of these efforts the industry must learn the fundamental lesson that rates must be maintained if stations are to command the respect of their clients and of the agencies. It is silly, in our opinion, to talk seriously about a single rate structure, commissions, cash discounts and the like until broadcasters — and every one of them — sell themselves on the fact that their facilities are worth so much and that they shouldn’t get a penny less for them. We have all heard the plaint that the “outer fringe” gives the industry the “black eye.” But, if what some of the agency men and even the advertisers tell us is true, rate-cutting still goes far within the fringe.

Off to Good Start

ALL CREDIT to the Democratic and Republican radio directors for their avowed intentions, already being carried out in the time purchases they have made thus far, of avoiding the disruption of regular program schedules so far as possible for their serial and single-time political broadcasts. The right of radio to be recognized by Messrs. Blackett and Dolph, for they are practical radio men; but, more important, the preferences of the radio audience at large, which resents the shifting aside of favorite entertainment programs for mere talks, are being considered in the interests of good will towards the candidates, the radio stations, the radio divisions of the major parties. It all looks as though there will be nothing of the sort of recriminations against radio on the score of “freedom of speech” or otherwise as ex-G. O. P. Chairman Fletcher raised so unfairly last winter.
H. PRESTON PETERS

IF SOME AMBITIOUS YOUNGSTER, FRESH OUT OF SCHOOL, SHOULD HOP TO ASK H. PRESTON PETERS HOW TO BREAK INTO THE BUSINESS OF SELLING RADIO TIME, HIS RESPONSE PROBABLY WOULD BE "BEGIN WITH PEDDLING STRICKLY FRESH EGGS AND ENGLISH MUFFINS IN YOUR OWN NEIGHBORHOOD." NEARLY EVERY CASE THAT WOULD BE AN ADEQUATE RESPONSE BECAUSE THAT'S THE WAY HE STARTED. AND HE'S A LIFE-LIKED EXAMPLE OF WHAT CAN BE ACCOMPLISHED IN MAKING SUCH A START, BECAUSE IN FOUR SHORT YEARS HE HAS RISEN FROM A PAVEMENT-POUNDING SALES MAN FOR FREE & FIELDS, INC., STATION REPRESENTATIVES, TO VICE PRESIDENT AND EASTERN MANAGER OF THE COMPANY AND OF ITS SISTER ORGANIZATION, FREE, JOHNS & FIELD INC.

MORE THAN THAT, "PETE" HAS JUST ACQUIRED A SUBSTANTIAL STOCK INTEREST IN BOTH ORGANIZATIONS AND, ALONG WITH JAMES L. FREE, PRESIDENT AND COFOUNDER, HE IS THE ONLY ACTIVE PARTNER IN MR. MCCARTHY'S EQUITY IN THE BUSINESS. WHILE NO OFFICIAL ANNOUNCEMENT HAS BEEN MADE, THERE IS CONSIDERABLE SPECULATION TO THE EFFECT THAT THE FIRM NAME OF FREE & SLEINIGER WILL SOON BE CHANGED TO FREE & PETERS INC. BEFORE AUTUMN.

THE CARRIER THAT RADIO AS A "YOUNG MAN'S GAME" IS H. PRESTON PETERS. WHEN NEXT FEB. 20 ROLLS AROUND HE'LL BE 22. IN CASE YOU FIGURE WE OVERLOOKED IT, THE "H" MEANS EXACTLY THAT AND NOTHING MORE. IT'S JUST AN INITIAL HIS CONTRACTO TO BELIEVE THAT THE FIRM NAME OF FREE & SLEINIGER WILL SOON BE CHANGED TO FREE & PETERS INC. BEFORE AUTUMN.

THE CAREER OF H. PRESTON PETERS GOES BACK TO 1905 IN THE CHICAGO SUBURBAN CITY OF GLENCOE, WHICH THEN HAD TWO COMMUTERS' TRAINS DAILY. IN GLENCOE HE ENTERED THE GRAMMAR SCHOOL AND THE NEW TIER HIGH SCHOOL, AND HAD AN EASY TIME GETTING IN AND OUT. THAT WAS BECAUSE HIS FATHER BUILT BOTH OF THEM.

IT WAS EARLY IN HIS HIGH SCHOOL DAYS THAT "PETE" GOT HIS FIRST SELLING EXPERIENCE AND ENTERED BUSINESS ON HIS OWN. IT WAS THAT EGG AND MUFFIN ROUTE HE ESTABLISHED. PETE LOVES TO TELL GLEEFULLY HOW THE HOUSEWIVES PAID TWICE AS MUCH FOR THESE ITEMS AS THEY WOULD HAVE PAID AT THE GENERAL STORE. ALL BECAUSE THE DELIVERY WAS VIA THE PETERS' FAMILY LIMOUSINE IN THE DAYS WHEN FERNS WERE SCARCE IN GLENCOE.

SERVICE FOR UNCLE SAM BEGAN EARLY WITH YOUNG PETERS TOO. IN LATER YEARS, IT MEANT A SUMMER CAMPING TRIP, AS SHORT-HANDED AND TYPING, AND, UNLIKE MOST STATION REPS, HE IS MORE THAN A ONE-FINGER ARTIST IN POUNDING OUT THE ORDERS WHEN THE SECRETARY'S AWAY.


IMMEDIATELY AFTER AMHERST CAME A SPELL WITH THE CHICAGO TRIBUNE IN THE CLASSIFIED ADVERTISING DEPARTMENT. THAT LASTED FOR TWO YEARS WHEN HE BECAME ASSOCIATED WITH F & S. IT WAS EXACTLY FOUR YEARS AGO THIS MONTH THAT HE LINCHED UP IN THE CHICAGO OFFICE OF THE REPRESENTATIVE ORGANIZATION.

HE DID EVERYTHING HANDLING THE DICTATION TO SWEEP OUT THE OFFICE AND CONTACT THE AGENCIES AT THE OUTSET. IN DECEMBER, 1933, HE WAS ASSIGNED TO NEW YORK TO OPEN EASTERN HEADQUARTERS, AT WHICH TIME HE WAS ELECTED A VICE PRESIDENT. THEN CAME THE FORMATION OF FREE, JOHNS & FIELD, WHICH OPERATES ON THE EAST- AND THEN THE OPENING OF OFFICES IN DETROIT, CHICAGO, SAN FRANCISCO AND LOS ANGELES BY THE SISTER ORGANIZATIONS.

LAST DEC. 17, MR. PETERS MARRIED MARJORIE HODGSON OF FINCA EL PACAYAL, POCUTA GUATEMALA. THEY RETURNED TO DETROIT.

If "Pete" has a hobby it is fishing in Canada's North Woods. He has spent several months in the Hudson Bay area in yielding to the piscatorial urge. He also dabbles in photography, particularly color, but "my best hobby," he says, is "a good fight with any client, provided I win."

PERSONAL NOTES

HENRY K. NORTON, assistant to David Sarnoff, RCA president, for more than a year and before that New York topper, has resigned, effective Aug. 1.

HARRY C. BUTCHER, CBS Washington vice president, and Mrs. Butcher, went July 11 on a protracted trip to the West Coast. Mr. Butcher planned to visit stations along the coast, and paid to attend the dedication of KPHB, Great Falls, Mont., and KBYQ, Missoula, Mont., which under present plans will join the CBS network Aug. 2. He also planned a fishing trip in Yellowstone with Ed Craney, KGFR, Butte. His itinerary is complicated for his return to Washington early in September.

VICTOR RATNER, sales promotion manager of CBS, spent the latter half of June 1936 in San Francisco looking over the new network setup on the Coast.

HORTON HEATH, formerly associate editor of the New Yorker and a former partner in the United Advertising Agency, has joined RCA headquarters in New York as assistant manager of the department in charge of C. E. Field and Frank Muller.

W. G. Quisenberry, vice president of Transradio Press in New York City, in Greenfield, Conn., July 21 to Isabel Streeck, who recently completed a picture in Berlin called "A Captain of the Free World," having spent only four months in New York City and over a week in London. Miss Streeck is suspected of espionage—an episode which attracted widespread news interest last year.

LEXON H. LOHLE, NFC president, is spending his vacation in Washington, D.C.

ELLIOTT ROOSEVELT, vice president of Hearst Radio Inc., in charge of radio station WOR, Newark, N.J., had a trip to Europe earlier this month.

RICHARD C. PATTERSON JR., former NBC vice president, has taken offices in Suite 3130, RCA Bldg., Radio City, and is devoting himself to public relations work.

FRANK MASON, NBC station relations vice president, left New York by plane July 21 for Los Angeles and San Francisco, to attend the annual frolic of San Francisco's famed Bohemian Club as the guest of its commodore, Mr. KFI and KECA, Los Angeles.

GEORGE MATEY, recent graduate of a leading Eastern law school, has joined the sales promotion department of WOR, Newark, specializing in market research.

BEHIND THE MICROPHONE

WILLIAM LUNDELL has resigned from NBC as director of special events, a position he had held for four years. No successor has been chosen. The department is temporarily being run by Jack Harkley who had been Lun- dell's assistant.

HOWARD CLANEY and Alastor Havilla, NBC announcers, sailed July 22 and July 26 respectively for London to visit the Olympics and pursue his hobby of yachting. Mr. Havilla will visit his birthplace in Pressov, Czechoslovakia.

DOUGLASS GUTTLE, editor of the Federal Radio, left Chicago earlier this month to attend the T.W.A. Convention in Cleveland, Ohio. He is back.

BLAKE RITTER and Joe Garrett, who have been announcing in Phila- delphia, have joined WPIL, Philadelphia.

CARL GEORGE, production director of WOR Cleveland, has been moved in June from the Western Reserve law school, Cleveland.

CARL NELSON, formerly with NBC, has joined ABC affiliate WJLA, Washington, as managing engineer.

CARL L. MCMAHON, formerly announcer, has joined ABC affiliate WJLA, Washington, as managing engineer.

ROBERT PARKES, who has been with ABC for the past 15 years, has joined the ABC networks as head of the audio department.

LLOYD E. YODER, NBC Western division press relations chief, surprised his friends at a party July 24 attended by the Missions and Missions-Washington, D.C., Woodrow Wilson. He is devoting himself to that work.

HOWARD NELSON, formerly of KGFK, Moorhead, Minn., has joined WDAY, Fargo, N. D. Robert Mur- phy has been appointed manager.

WAYNE JOHNSON, program director of Glens Falls, N.Y., has joined the radio staff of the Great Lakes Expo- sition at Buffalo. He is back.

LEO BFDOEY has been appointed director of National Broadcasting System.
ROSS, formerly of KWG, Stockton, Cal., has been transferred to KOMO, Seattle, where he is chief announcer.

FRANK WILBUR, recently active in college dramatics, has joined the announcing staff of KWG, Stockton, Cal.

J. C. MORGAN, production manager of KSFO, San Francisco, and Lucy Cody, in charge of that station’s dramatic department, head the radio faculty of the David Belasco School of Dramatic and Radio Arts in that city.

MILTON ADAIR, who resigned from the announcing staff of KSFO, San Francisco, over a year ago to study aviation at Randolph Field, Texas, has returned to the station. He was forced to leave the aviation school when he sustained injury to his back.

TASMAN WARD, recently added to the announcing staff of KFRC in San Francisco, has resigned to go to New York.

PAUL NATHAN, radio editor of the Oakland (Cal.) Post-Examiner, has resigned to try playwriting in New York. His successor is Don Logan, formerly staff vocalist of KROW, Oakland.

FOSTER RUCKER, producer and technician of KNX, Los Angeles, was married July 26 to Pauline Stafford, member of the girls trio heard on the Crockett Family program.

DON HASTINGS, former CBS announcer and until recently in charge of special events for KFWB, Hollywood, has joined Hub Robinson Inc., publicity-advertising organization of Hollywood as radio production manager.

CLAIRE LA BELLE, Robert Hall, and Herb Caen, radio editors respectively of the San Francisco News, Call-Bulletin and Chronicle, have organized a horseshoe tournament and established NBC executives in that city. Entrants from the network are Harry Anderson, NBC western division sales manager; Leo Frost, assistant to Don E. Gilman, NBC’s western division vice-president, and Lloyd E. Yoder, western division press relations manager. The tournament starts Aug. 2.

LUVERNE E. SHATT, formerly chief engineer of KAST, Astoria, Ore., has joined KERN, Bakersfield, Calif., as announcer and operator.

VICTOR CRAZE, recent University of Texas graduate, has joined the news staff of WOAI, San Antonio.

ROBERT WALKER DEMM, director of the KSFO auxiliary studios in Oakland, Cal., was married to Eleanor Breed, daughter of State Senator Herbert L. Breed, in Piedmont, Cal., July 16. Ceremonies were performed by Rev. William T. Dunn, grandfather of the groom. Dunn is the son of Irey I. Dunn, president of the Associated Broadcasters Inc., which operates KSFO.

HERR ALLEN on the announcing staff of KYA in San Francisco for the past year, has gone to KFRC, that city, in a similar capacity. He succeeds Ralph Edwards who resigned to go to New York.

CHET CATHERS, former program director of KOMO and KJR, Seattle, has joined KROW in Oakland, Calif., as producer-announcer, succeeding Royal Wiseman, resigned.

RODERICK CUPP, formerly continuity director of KTLU, Tulsa, has been promoted to program director. Cupp replaces Fonton Jeffers, who was appointed national advertising manager. Charles Bush, formerly of KBIX, Muskogee, Okla., is now in the KTLU continuity department.

HAROLD SMITH, formerly sports announcer with KFZR in Oklahoma City, has joined the KTLU announcing staff.

GEORGE ROSS, formerly of KWG, Stockton, Cal., has been transferred to KOMO, Seattle, where he is chief announcer.

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HERR ALLEN on the announcing staff of KYA in San Francisco for the past year, has gone to KFRC, that city, in a similar capacity. He succeeds Ralph Edwards who resigned to go to New York.

CHET CATHERS, former program director of KOMO and KJR, Seattle, has joined KROW in Oakland, Calif., as producer-announcer, succeeding Royal Wiseman, resigned.

RODERICK CUPP, formerly continuity director of KTLU, Tulsa, has been promoted to program director. Cupp replaces Fonton Jeffers, who was appointed national advertising manager. Charles Bush, formerly of KBIX, Muskogee, Okla., is now in the KTLU continuity department.

HAROLD SMITH, formerly sports announcer with KFZR in Oklahoma City, has joined the KTLU announcing staff.

GEORGE ROSS, formerly of KWG, Stockton, Cal., has been transferred to KOMO, Seattle, where he is chief announcer.

FRANK WILBUR, recently active in college dramatics, has joined the announcing staff of KWG, Stockton, Cal.

J. C. MORGAN, production manager of KSFO, San Francisco, and Lucy Cody, in charge of that station’s dramatic department, head the radio faculty of the David Belasco School of Dramatic and Radio Arts in that city.

MILTON ADAIR, who resigned from the announcing staff of KSFO, San Francisco, over a year ago to study aviation at Randolph Field, Texas, has returned to the station. He was forced to leave the aviation school when he sustained injury to his back.

TASMAN WARD, recently added to the announcing staff of KFRC in San Francisco, has resigned to go to New York.

PAUL NATHAN, radio editor of the Oakland (Cal.) Post-Examiner, has resigned to try playwriting in New York. His successor is Don Logan, formerly staff vocalist of KROW, Oakland.

FOSTER RUCKER, producer and technician of KNX, Los Angeles, was married July 26 to Pauline Stafford, member of the girls trio heard on the Crockett Family program.

DON HASTINGS, former CBS announcer and until recently in charge of special events for KFWB, Hollywood, has joined Hub Robinson Inc., publicity-advertising organization of Hollywood as radio production manager.

CLAIRE LA BELLE, Robert Hall, and Herb Caen, radio editors respectively of the San Francisco News, Call-Bulletin and Chronicle, have organized a horseshoe tournament and established NBC executives in that city. Entrants from the network are Harry Anderson, NBC western division sales manager; Leo Frost, assistant to Don E. Gilman, NBC’s western division vice-president, and Lloyd E. Yoder, western division press relations manager. The tournament starts Aug. 2.

LUVERNE E. SHATT, formerly chief engineer of KAST, Astoria, Ore., has joined KERN, Bakersfield, Calif., as announcer and operator.

VICTOR CRAZE, recent University of Texas graduate, has joined the news staff of WOAI, San Antonio.
To meet the particular needs of certain Broadcasting Stations, Associated now offers, an entirely new

ASSOCIATED
"XX-HOURS" LIBRARY
Ready for delivery
Sept. 1, 1936

—Produced rigidly under the exacting Associated requirements respecting quality of performance and mechanical perfection.

—Comprising twenty hours of continuous playing time:
  10 hours popular and dance
  10 hours light standard

—Containing approximately 600 titles.

—One additional hour (about 30 titles) supplied each month.

—One hour of continuity service daily.

Recorded under license with Electrical Research Products, Incorporated. Vertical Cut—Wide Range—High Fidelity. All records pressed on Vinylite, the quieter, more durable material.

If you have need for a select transcription service of unquestioned quality

ASSOCIATED
"XX-HOURS" LIBRARY!

is just the thing for you

Write for particulars and prices

ASSOCIATED MUSIC PUBLISHERS, INC.
25 West 45th Street • New York City
“Amateur Hour”

RADIO continues to provide the stage with subject matter for plays, as it has the screen for several years. At New York, Conn., one of the numerous summer theatres flourishing in the East on July 20 opened Edmund Fuller’s “Amateur Hour,” a comedy satire on the amateur hour, set in the studio of the mythical “WHNT” in New York with “Col. Richard Cartwright” as the main character and the story built around his tribulations in scouting talent. If the play takes well, it may later go to Broadway.

Gillin Is Elected Head of Nebraska Association

JOHN J. GILLIN Jr., manager of WOW, Omaha, was elected president of the Nebraska Broadcasters Association at a meeting in Lincoln July 17. In his 31st year as manager, Mr. Gillin is a director of the NAB and served as chairman of the resolutions committee at the trade association’s convention in Chicago last month. The name of the Nebraska association was changed from the Missouri Valley Broadcasters Association. The organization decided to ask permission to broadcast the Cornhusker football games, which have been banned for several years. Further plans include advertising of Nebraska as a market and closer association of Nebraska radio stations.

John M. Henry, general manager of KOIL, KFAB and KOHR, was elected vice president, and Art Thomas, WJAG, Norfolk, was re-elected secretary-treasurer. Directors, in addition to the officers are Clark Stanford, KGFW, Kearney, and W. I. LeBaron, KGNF, North Platte. Mr. Gillin succeeds Dietrich Dirks, formerly head of KOIL and KFAB, as president.

Chevrolet to Add CBS

CHEVROLET MOTOR Co., Detroit (motor cars) starts a fall network series on 81 CBS stations, Oct. 18, Sundays, 6:30-7 p.m. The program will feature artists currently heard in the Chevrolet WBS transcriptions, Rubino, Jan Peerce and Virginia Rea. Graham McNamee will not be heard in the CBS broadcast. Effective July 26, Chevrolet renewed the WBS recorded series for another 13 weeks on 380 stations, Campbell-Ewald Co., Inc., Detroit, placed both accounts.

Chevrolet Augments

CHEVROLET dealers in Philadelphia are augmenting the WBS transcription campaign in that market with a drive on used car and new truck sales, using a 25-week series “Twentieth Century Highlights.” Each program is dedicated to a Philadelphia Chevrolet dealer, who is interviewed by Harold Simonds. Commercial themes are woven into the interviews. The program is based on an editorialized resume of the previous week’s events, an “editorialized resume of the week.”

Educational Script Is Offered Stations

Federal Group Submits First Of Cooperative Projects

CARRYING out the radio-education recommendation made by the FCC in 1935 when a Committee of 35 was named by Dr. John W. Studebaker, U. S. Commissioner of Education, to promote cooperation between educators and broadcasters, Dr. Studebaker and NAB officials have announced preparation by the Federal Radio Project of a series of scripts which are being sent to stations and schools.

The scripts, now six in number, are titled “Interviews With the Past.” Mr. Baldwin has advised stations to provide suitable time for broadcasting of the programs by local schools. Authors of the scripts are Dr. Donald G. Calhoun, feature writer and formerly history professor at University of Southern California, and Dorothy Donnell, author and editor. They were edited by Leo S. Rosencrans, script director of the U. S. Office of Education’s radio project and coauthor with Irene Rich of Behind the Screen.

Program Aids

THE PROGRAMS are imaginary interviews by a group of reporters for a local school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a group of reporters at a local school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a group of reporters for the school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a group of reporters for a local school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a group of reporters for a school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a group of reporters for a school paper with six historical celebrities.
New Broadcasting Control Being Drafted in Canada

CANADA'S new setup for the regulation of broadcasting, authorized by the last Parliament, is expected to be announced by Sept. 1. C. D. Howe, cabinet minister, is now busily engaged consolidating the Department of Marine, including radio, railways, canals and civil aviation, into a new Department of Transport under which the new general manager for radio will operate. The general manager will replace the Canadian Broadcasting Commission of three members, and will operate the CBC's owned stations as well as its network.

In the meantime, speculation is rife as to the board of nine governors to administer the radio act and as to the new general manager. The Toronto Telegram last month reported that it had heard that Maj. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp., has resigned to accept the Canadian post, but this remains unverified.

WFLA License Transfer

WFLA, Clearwater, Fla., which operates half time on the 620 kc. channel, sharing a common 1,000 watt night and 6,000 day transmitter with WSUN, St. Petersburg, would pass from ownership of the Clearwater Chamber of Commerce to the Florida West Coast Broadcasting Co. Inc., under an application filed with the FCC Broadcast Division June 17. No money would be involved in the transfer of the WFLA license, but as a part of the arrangement Florida West Coast would purchase half interest in the WFLA-WSUN equipment from the chamber, with the City of St. Petersburg retaining its half interest for use by WSUN. W. Walter Tison, manager of WFLA, and H. Baskin, Clearwater attorney and former mayor of the city, are the principals in the Florida West Coast company.

WHEN every announcer on the staff caught a cold, Paul Schulz, chief engineer of KYA, San Francisco, went to the rescue by disinfecting microphones.

Bar Group Advises Research on Radio Dangers of European System Pointed Out in Report

RADIO'S phenomenal march into the heart of international affairs, presenting complex political, economic, and legal problems, makes it desirable that an intensive program of research and study which should be undertaken by the legal profession is the standing committee on communications of the American Bar Association, in its report.

The field work of the committee is Headed by John W. Guider, Washington radio attorney as chairman, the committee recommends that the Association hold its annual meeting in London this fall. Headed by Julian G. A. Borchardt, law professor of Yale, Bruce W. F. Johnson, St. Paul, and Paul D. F. Spearman, Washington attorney and former FCC general counsel.

Intricate Issues

POINTING out that complex questions, differing from anything ever before known, are presented by the technical progress of radio during the last few years, the Committee said they must be solved because they affect not only the countries of the world but the service and convenience of practically every citizen. By virtue of radio, it said, American continental insularity is rapidly passing. During the last two years thousands of Americans have learned the short-wave broadcasts of foreign nations have been placed in use and broadcasts for the United States and for foreign countries are received regularly.

In Europe, the Committee said, the problem is acute because of crowding of available frequencies; efforts of some nations to parodyize neighborhoods; by radio; use of radio for its effect in international trade relations; varying laws of copyright and other factors. Deliberate and rumous interference to transmissions from Vatican City and Ethiopia have, from several European capitals have occurred so the programs could not be intelligibly received.

Emphasizing that this country is as important on foreign broadcasting as private, the committee brings out that communication agencies are early radio, in other nations, are conceded instruments of propaganda and government. "In America," it adds, "the freedom of the air has come to be recognized, even by the press, as a principle which is just as important as the freedom of the press. Both involve the freedom of speech, essential to over of government. It may generally be stated, as has been hereinindicated, communications and regulation by any nation of its communications will depend in the main upon the co-operative efforts of all nations to accomplish the desired results."

Broadcasting • Broadcast Advertising
American System and Radio Freedom
Favored at Institute of Public Affairs

STAUDNCH SUPPORT for a "free radio," untrammeled by government interference and permitted to go its way as free as the press was voiced by leaders in the industry and outstanding individuals in public life during the sessions of the Institute of Public Affairs at the University of Virginia last month. Two radio sessions—the first on July 14 on the subject "Radio and Public Opinion," and the second three days later on "Liberty of Expression in the Press, Radio and Motion Pictures"—were on the agenda of the Institute. It marked the first time that radio received such prominence at the annual Public Affairs conclave.

There developed during the debates an unanimity of view that a free competitive system of broadcasting should be maintained in this country. While there was sharp criticism on the part of certain speakers of methods employed on the air, notably by Roger Baldwin, of the American Civil Liberties Union, and Raymond Gram Swing, former editor of The Nation, there was no dispute on the question of superiority of a private American system of broadcasting as opposed to the government dominated systems in most other nations.

At the July 14 session, Lambdin Kay, general manager of WSB, Atlanta, Philip G. Loucks, Washington attorney and former managing director of the NAB, and Mr. Gwin, who spoke on the public opinion subject as applied to radio, after Mr. Swing, who is radio commentator on American affairs for the British Broadcasting Corp., and also comments over CBS, had berated American radio methods in the field of public affairs, engaged in a rapid-fire discussion with Messrs. Kay and Loucks who took an opposite view. Mr. Swing opposed sale of radio time for political purposes as "fundamentally repugnant to democracy." He said radio's crying need in this country was that of better editing of its programs.

In the Public Interest

Mr. Kay asserted it was his view that the American system of broadcasting, modeled after our singularly American ideas of free expression of thoughts," Mr. Loucks said, "has not only stimulated interest in discussions of all controversial public questions, with its resultant effect upon public opinion but, indeed, such discussions have made and kept American broadcasting the living, thriving pulsating enterprise that it is." Mr. Loucks also essayed to describe a broadcaster, in this way: the true broadcaster, trained in our typically democratic system of broadcasting, has developed a sense of fairness and freedom from bias which guarantees to the public the maximum in factual information. For the true broadcaster is neither Democratic nor Republican, neither Catholic nor Protestant; neither Jew nor Gentile; neither liberal nor reactionary nor laborite. The true broadcaster has learned through 15 years of hard experience that the public interest demands a full and fair discussion of all sides of all important public questions and he has learned that it is good to meet these demands. He has learned that there can be no honest difference of opinion which will not be discussed in the public interest and best business."

Longer Licenses

The PANEL discussion, led by Dr. Herman S. Hettenger, of the Wharton School of Finance and Commerce of Pennsylvania, precipitated considerable debate, which rested primarily with freedom of the press and newspaper practices generally. Participating in this panel were Louis G. Caldwell, Washington attorney and former counsel of the Radio Commission, Carl F. Arnold, Assistant General Counsel, F.C.C., Mr. Baldwin, Editha Hanson, Washington attorney and general counsel of the American Newspaper Publishers Assn., and Gordon W. Allport, of Harvard. On the fundamental question of "liberty of expression," all agreed that there should be freedom from government interference.

Mr. Baldwin, however, took the view that stations should not be in the position of "selecting" speakers or editing their remarks. In this regard, he argued in favor of the legislation introduced at the last session of Congress by Rep. Scott (R-Cal.) proposing a new political section in the law which would prohibit stations from editing political speeches in advance of their rendition. Mr. Caldwell engaged in protracted debate on this subject, the latter pointing out that if the government interfered with the power of stations to resort to "editorial selection" in the material broadcast that this inevitably would prejudice the government censors. At the close of the panel discussion, Mr. Baldwin appeared to concede that he was not favorable to any sort of interference by the government and that he felt that the evil which he thought existed might be cured by the public in expressing its likes and dislikes for particular types of programs.

Mr. Caldwell argued that three year licenses, in his opinion, would tend to eliminate any doubt in the public mind as to the encouragement by the government. Long term licenses, he said, would result in an automatic change in procedure by the licensing authority in that the burden of proof in cases of continuance of station licenses would be on the government rather than on the licensee. The present practice of penalizing stations on program matters, through the FCC, he said, would encourage the power to refuse renewal of licenses, he held, should be eliminated and the burden placed where it belongs, namely on the government.

Bureaun of Proof

Mr. Caldwell contended that in practically every other case of government licensing activity the government assumes the burden of proof. Action should be taken by revocation proceedings rather than on licensed renewals, he said. Moreover, he explained, the three year license permitted by law would tend to encourage broadcasting stations in their editorial

Standard 440 Pitch

THE standard musical "A" tone of 440 cycles will be broadcast at the U. S. Bureau of Standards, starting Aug. 29, on 5,000, 10,000 and 15,000 kc., as most American broadcasting stations will be continuous for two weeks except Tuesdays, Wednesdays and Fridays, not before 3:30 p.m. If demand for the service is sufficient, the signals may be broadcast for several additional weeks. A low-power transmitter is being used by the Bureau for the first broadcasts.

RECOGNIZED

by the "Spot Advertiser" as an excellent location for National Accounts, KGVO increases its audience value through its affiliation with the Columbia Network, which will take place about August 9th.

LOCATED

in the center of prosperous Western Montana, where crop failures are unknown, Missoula is the distributing center for a vast area of diversified interests, all contributing to the prosperity of the district.

KGVO

adequately serves this territory with its new 1000 watt transmitter and vertical antenna.

NOW Columbia

Network programs, together with the cream of our locally built shows and Five Newscasts daily ensure listener interest throughout our entire service area.

A good spot for "spot."
Radio Advisory Council Reviews Education Work

THE COMPLETE story of the National Advisory Council on Radio in Education Inc., 80 E. 42d St., New York, organized in 1931 to promote the more effective utilization of broadcasting in the field of education, is told in a booklet, *Listen and Learn* published last month by the Council and edited by its director, Levering Tyson. The booklet discloses that for three years the Council was supported by Rockefeller and Carnegie grants and at present derives its appropriation from other foundations and educational sources while "broadcasters have made their facilities available to the Council without charge for purposes of program experimentation." The organization, committees, articles of incorporation, publications and activities of the Council are all set forth in the booklet.

Progress of Television And Research Activities Narrated in RCA Book

THE STORY of television development by RCA, as related in addresses and technical papers by its executives and engineers, is told in detail in the first volume ever produced by the company on this subject, which was released July 21.

Coming at a time when development work with visual radio is being intensified, the volume contains 452 pages of research, technical papers, photographs and graphs about RCA's television research. The distribution, so far as known, is limited. It was published by the RCA Institutes Technical Press.

The book contains addresses and statements by David Sarnoff, RCA president, papers by Dr. C. B. Joliffe, former FCC chief engineer and now engineer-in-charge of the RCA Frequency Bureau; papers by Dr. V. K. Zworykin, inventor of a number of television devices and an RCA research engineer, and technical papers by other RCA engineers such as E. W. Engstrom and Charles J. Young.

RCA announced recently that it will demonstrate its system of television, held to be the most advanced in the world, to broadcasters this September. It is now actively engaged in transmission and experiments among the New York area with high-definition pictures, as part of its "million dollar" experimental undertaking announced earlier this year.

OLYMPIAN—Bill Slater, NBC sports announcer, in action. He will describe Olympic games from Berlin for NBC.

Networks Plan Complete Olympic Game Coverage

THROUGH the major events of the Olympic Games, American radio announcers will be at the microphones in Berlin to relay running accounts to the American audience via the networks. On board the *Manhattan* with the American team when it departed last month was Bill Slater, NBC sports expert, who broadcast directly from the ship to NBC and who will cover the events at Berlin as they occur and also broadcast summaries daily except Sundays from 6-6:15 p.m. (EDST) on the Red Network and at 7:15 p.m. on Sundays; daily except Sundays from 7:15-7:30 p.m. on the Blue Network and at 6 p.m. on Sundays.

From the time the games formally open at noon Aug. 1 with Hitler's welcome address, CBS will cover the major events with Ted Husing, its ace sports announcer, and Bill Henry, sports editor of the *Los Angeles Times*, at the microphone. They left for Berlin several weeks before the Carnegie team departed. They will be on staggered schedules according to the events, but Husing will also broad-cast a daily recapitulation from a Berlin Studio, from 5-5:15 p.m. (EDST).

Transatlantic radiophone circuits of RCA Communications and the Transatlantic radiotelephone of T. & T. will also be used, networks working in collaboration with the German broadcasting system.

KFH has ALWAYS had an audience many times greater than that of any station heard in this territory—NOW with a 5-fold increase in daytime power to 5000 Watts, KFH is serving an even greater "able-to-buy" audience.

Wichita, Kansas—the Heart of the Nation's Bread Basket

Wichita, Kansas, the home of RADIO STATION KFH, is in the heart of the bread basket of the nation, for more than half the wheat produced in Kansas in 1936 was harvested in the Primary Listening Area of KFH. The Kansas wheat crop is estimated at approximately 130,000,000 bushels, while the yield in the home county of KFH and the 23 counties immediately adjacent is more than 69,000,000 bushels. Here is a rich market which advertisers cannot afford to overlook.
The Business of Broadcasting

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

STATION ACCOUNTS

WOR, Newark


Slide Fasteners Inc., New York, weekly sp, thru F. Lynn Summer Co. Inc., N. Y.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), 3 weekly sp, thru Ruthrauff & Ryan Inc., N. Y.

Carter & Clark Inc., New York (liver pills), weekly t, thru Street & Finney Inc., N. Y.

New York Woman Inc., New York (publication), 3 weekly sp, thru Hackett, Barton, Durstine & Osborn Inc., N. Y.


WHO, Dayton
IC Reynolds Co., Durham, N. C. (proprietary), 800 sp, thru Harvey-Masseungale Co., Atlanta.

General Petroleum Co., 3 weekly sp, thru Dayton, Barton, Durstine & Osborn Inc., N. Y.


Postum Co., Buffalo (Postum's pills), 30 sp, thru Street & Finney Inc., N. Y.


Greyhound Management Inc., Cleveland (bus lines), 15 sp, thru Beamen & Hohman Inc., Cleveland.

WMAQ, Chicago
Golf Dust Corp., New York (Silver Dust), 5 weekly sp, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Kraft Pabst Cheese Corp., Chicago, 6 weekly sp, thru J. Walter Thompson Co., Chicago.


WHK, Cleveland
Dr. W. H. Caldwell Inc., Monticello, Ill. (proprietary), 6 weekly t, thru Creamer Advertising Co., Cleveland.

Gardner Nurseries, Osage, Ia., 6 weekly thru Thomsen North West Radio Co., Seattle.


KNN, Hollywood

WGY, Schenectady

E. L. Knowles Co., New York, (Rutine), daily sp, thru Lawrence O'Connell, Boston.

Johnson Edisor Food Co., Cambridge (baseballs), daily sp, thru John W. Queen, Boston.


Baldwin Laboratories, Sagerton, Pa., (aspidotite) 3 weekly sp, thru Yount Co., Erie, Pa.


WENN, Chicago

Deaver Convention and Tourists Bureau, Deaver, Colo., 2 weekly sp.


KDDA, Pittsburgh

Grunau Inc., Detroit (chemicals), 5 sp, thru C. C. Winnimngton Inc., Detroit.

WBZ-WBZA, Boston-Springfield
Van Camp Sea Foods Inc., Terminal Island, Calif. (White Star tuna) 2 weekly sp, thru Emil Brissacher & Staff, San Francisco.

TOONEVILLE FOLKS

By Fontaine Fox

Another reason why mother and dad could murder major bowes

ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT! ALL RIGHT!

ALL WITE! WITE! WITE! WITE! WITE! WITE! WITE! WITE! WITE! WITE!

From New York Sun

WOAI, San Antonio


Bunte Bros, Chicago (candy), 15 sa, thru Fred A. Robbins Inc., Chicago.


Procter & Gamble Co., Cincinnati (Drene), 20 sa, 35 t, thru Blackman Adv. Inc., Cincinnati.

Webster-Eisenhofer Inc., New York (Tarms), 500 sa, thru Greer, Cornell & Newell Inc., N. Y.

WHAM, Rochester

Procter & Gamble Co., Cincinnati (F & G soap), 120 t, thru Blackman Adv. Inc., Rochester.

E. R. Squibb & Son, New York (litograph paper), 100 daily sp, thru Greer, Cornell & Newell Inc., N. Y.


Rival Baking Co., Chicago (food), 5 weekly sp, thru Charles 5 & Son Inc., Chicago.

Delaware, Lackawanna & Western Coal Co., New York (Blue coal 2 weekly sp, thru Ruthrauff & Ryan Inc., N. Y.

CKNX, Wingham, Ont.

Soy Bean Products Ltd., Toronto (Soy) weekly sp, thru King Cadillac Productions, Cambellville, Ont. (aspidotite), weekly sp.

KYW, Philadelphia


KGO, San Francisco

Lindsay Ripe Olive Co., San Francisco (economies), 3 sp, thru Doremus & Co., San Francisco.

KGO, San Francisco

Marine Trading Co., Oakland, Cal. (fresh sea foods), 7 weekly thru Sidney Gardenkelf Adv Agency San Francisco.


KFCR, San Francisco

Procter & Gamble Co., Cincinnati (Drene), weekly sp, thru H. W. Kastor & Sons Adv Co., Chicago.

WICC, Bridgeport


WBT, Charlotte, N. C.

Armado Co., Des Moines (cosmetics) 3 weekly sp, thru H. W. Kastor Sons Adv Co., Inc., Chicago.

WIP, Philadelphia


WAAW, Boston

Cleveland Steel Products Corp, Cleveland, 100 sa, direct.
AGENCIES AND REPRESENTATIVES

YOUNG & RUBICAM Inc. has nearly completed plans to establish an advertising office in Hollywood, whence it will produce the Jack Benny and Fred Allen programs. Sid Blackeroff, Joe and Don Staufber and Tom Harrington returned to New York last week to complete the plans, after which Don Stauffer will return to the Pacific Coast; where Tom Harrington, producer of the Benny program, also will headquartered.

JOHN MACDONNELL, European manager of the radio department of J. Walter Thompson Co., has returned to the New York office after six months in the Hollywood radio department where he had been assigning on Shell Studio Party, Lux Radio Theatre and Shell Chateau.

ROBERT L. REDD has resigned as assistant manager of NBC, Hollywood, to join William Fry & Co., as producer of Camel programs. Ted Schwartzman has been transferred from the Chicago production staff to Hollywood.

PAUL NATION, formerly an account executive with Doremus & Co., and the Pacific Advertising Staff, in San Francisco, has joined R. B. Rhodes & Co. that city, in a similar capacity. He will service radio along with other accounts.

HARRY BETTGERIDGE, of the Detroit News staff, has been sent to New York to act as San Francisco representative here for WWJ, the newspaper's radio station which recently severed its affiliation with John Blair & Co. Offices are in the newspaper's branch at the Times Annex, WWJ is now programmed in the Chicago area by Glen & Hollingsbery, 307 No. Michigan Ave.

DONALD A. BREYER, radio account executive for Sidney Garfinkel Adv. Agency, San Francisco, will marry Miriam Jane Lohin of that city on Aug. 18. Their engagement was announced recently.

WALTER W. MONROE Jr., account executive in the San Francisco office of Walter Biddle Co. for the last six months, has been made manager, succeeding Don Robbins, resigned Robbins will remain in an advisory capacity until September, transmitting station before announcing future plans.

RALSTON LEWIS has resigned as radio account executive of KFRC in San Francisco and is motoring to New York to enter the agency field.

JOHN F. FINNERNAN has resigned as district manager of advertising for the Scripps-Howard newspapers to join Farnum & Bowler Inc., New York agency, as vice president, effective Aug. 5. Mr. Finnernan and A. W. Friftel, president of the Scripps-Howard papers, have been associated for many years as executives of the Garfield Co., Louisville. Mr. Finnernan has been with Scripps-Howard since 1928 when he joined the firm as a sales manager of the national advertising department.

B. H. VENNER, president of Conquest Alliance Co., foreign station representatives and transcription producers, will sail in mid-August for a tour of his company's South American offices. Mr. Venner will make it a vacation trip also, having been married July 7 to Miss Mary Payne, of Pittsburgh, Pa.

V. R. ARCHER, formerly of the advertising staff of the Houston Post, has joined Steel Adv. Agency Inc., Houston, as account executive.

Bonus for Squibb

E. R. SQUIBB & SON, New York, and the Squibb Weinberger branch in Philadelphia have announced that the recently formed network bureau on a spot broadcast over WGA, Cressey's Miami Telephone Co., Operating WKY, Oklahoma City. The new 5,000-watt Western Electric unit and a new 444-foot vertical radiator were added to their operations as a special project to broadcast a program from the transmitter site along with a half-hour program from CBS New York studios. About 300 guests were to be entertained at the party at the transmitter site. The station is under the management of H. J. Mayerson, former advertising manager of the Oklahoma City Daily Oklahoman. The transmitting plant and antenna, both designed by Bell Laboratories, are said to be the most modern in the country.

HERMAN BESS has resigned the presidency of Bess & Schiffin Inc. New York agency to assume the vice presidency of WNEW, Newark, in charge of sales. Al Schiffin succeeds Mr. Bess as head of the agency, renamed the Schiffin Advertising Corp. The WNEW sales department has been expanded to include representative, with Hugh Boice Jr., son of the sales vice president, who was transferred from the WNEW's national business and contacting agencies under Mr. Bess' supervision.

HARRY SELINGER, of the Chicago NBC program department, has joined Blackett Sampie Hummert Inc. as an executive account executive. He will work on radio among other accounts. At the time he was assistant director of the Chicago headquarters of Lord & Thomas.

MURICE C. LODGE and Rogers Porter have joined the M. E. Harlan Adv. Agency, San Francisco, as account executives and will service radio along with other accounts. Lodge was formerly associated with Ewell, Wasey & Co., that city. Porter was recently with the Sidney Harlan Adv. Agency, San Francisco.

RALPH W. HOBBS, Northwest advertising and merchandising specialist, has been appointed to an executive position with the McCombs Co., Inc., Minneapolis.

H. T. HOCHATTE, president of the Advertising World, New York, was interviewed by WNYC, New York, on July 30 by John Black, author and radio commentator of WNYC. The listener's reaction to commercial work was the theme.

S. LINTON, formerly with the sales staff of Walker, Hart, Schaffner & Marx, clothes, Chicago, will join brother, Ray Linton, in his own representation business after the latter returns from New York in mid-August, where he has been in consultation with the affairs of Inter-City Group.


WHEATENA Co., Rahway, N. J. (cereal) will bring Popeye, the Sailorman, back to the air on 33 CBS stations Aug. 31, Monday, 7:15-7:30 p.m. Popeye, leader King Feature Syndicate comic strip, was heard on NBC last fall and winter under the same sponsor, Rohrbaugh & Gibson Inc., Philadelphia, is the agency.

KLZ Plant Dedicated

PLANS to dedicate its new 5,000-watt transmitter on Aug. 1 have been made by KLZ, Denver, CBS outlet which a year ago was purchased by the Oklahoma Public Utilities Co., operating WKY, Oklahoma City. The new 5,000-watt Western Electric unit and a new 444-foot vertical radiator were added to their operations as a special project to broadcast a program from the transmitter site along with a half-hour program from CBS New York studios. About 300 guests were to be entertained at the party at the transmitter site. The station is under the management of J. L. Mayerson, former advertising manager of the Oklahoma City Daily Oklahoman. The transmitting plant and antenna, both designed by Bell Laboratories, are said to be the most modern in the country.

81.9% of ALL HOMES in KIRO Primary Area have One or More Radios

Western Washington, the market of KIRO is not the largest in the United States, but more people depend on their radios more hours each day for entertainment and information than in any other comparable area. KIRO, the major independent station of the Pacific Northwest, through a well-planned program structure, justly merits its confidence and interest of this "radio-minded" audience. For programs and times available for your program, write or call our representatives John Blair & Company.

* Based on Census of Radio Homes, Jan. 1, 1936, by joint committee ANA, AAAA and NAB

BROADCASTING • Broadcast Advertising

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Mutual Picks European Program Contact Man

JOHN STEELE, former London and European correspondent of the Chicago Tribune, has been appointed European representative of Mutual Broadcasting System at his home "Unterdowns", Chaldon Way, Coulsdon, Surrey, England. Arrangements for his engagement were completed last month by E. M. Antrim, executive secretary of MBS and assistant manager of the Chicago Tribune, during his trip abroad. NBC is represented in London by Fred Easte and in Central Europe by Max Jordan, Basle, Switzerland. CBS is represented in Europe by Cesar Saechinger, with offices in London.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of Broadcasting:

R. Schiffman, Co, Los Angeles (Asth- 
marador) Feminine Products Co., Inc., New 
York (Peristik deodorant) 
Beirs Lake, Inc., Hartford, Conn. 
(Beirs Therapy) 
Consumers Credit Co., San Francisco 
(ioans) First Pub. Sughs. & Loan Assn. of N. 
Y. (loans) 
Virginia Dare Extract Co. Inc., 
Brooklyn, N. Y. 
Ward Refrigerator Co., Los Angeles 
Seidlitz Paint & Vanish Co., Kansas 
City 
Bob Jones College, Cleveland, Tenn. 
(voice culture) 
Skidoo Co., Columbus, 0. (cleaner) 
Blatz Brewing Co., Milwaukee 
(Cold Spring Brewery Co., Lawrence, 
Mass. (Macker's beer & ale) 
Peter Fox Brewing Co., Chicago 
(bkr) 
M. K. Geitz Brewing Co., St. Jos- 
eph, Mo. (Country Club beer) 
(blr & ale) 
Hyde Park Breweries, St. Louis (beer) 
NMC Thesaurus has signed seven 
more stations for the library service, 
making 153 stations now taking the 
service, introduced at the 1935 NAB 
convention. New clients are WOPP, 
KONO, WWO, WJAC, WAKL, 
KALB, WAYX. 
NEW subscribers to World Library 
during the last fortnight were an- 
nounced by WBS July 29 as follows: 
WXQ, WKBX, KLML, KBIN, 
KWTY, CFCF, CWOW, CJRM.

JUVEil NIC SUCCESS

Over 10,000 Join Local Club 
In Short Period-

SHOWING radio's ability to reach 
particular markets or groups of 
customers, the 10,000 club for the 
twin-club or local club, organized by 
the sponsor. The programs, pro- 
\voting Dr. Brown's Gel-Ray, are 
broadcast weekly on 
New York, with the Uncle Abe broad- 
casts being supplemented by space 
in three Jewish daily newspapers. 
After 13 weeks on the air, the 
sponsor has renewed its broadcasts 
for another ten weeks. The 
programs are on the air 
Wednesday mornings, 8:30-8:45 a.m.

Maybelline to Discs

MAYBELLINE Co., Chicago (eye 
makeup preparations), which 
\vcludes two years on a 56-station 
NBC-Red network in September, 
will replace the network musical 
series Penelope Sereum with a 
transcription campaign on 25 sta- 
tions. Discs are being cut by 
Columbia Records, Chicago. 
programs consist of 
beauty talks by Dorothy Hamilton, 
and include WGU, WAP, 
WEIG, WCKY, WJR, WIK, 
WGRT, WPA, KLZ, WJX, 
KBOH, KWOW, WRT, WE, WMC, 
KSTP, WSBM, WFM, WXY, 
WKY, KFIL, WDF, WCAE, 
WMGB, KGO, WWK. 
Cramer- 
Kratzell, Co., Milwaukee, is 
the agency.

ELIN on WMCA, WICC

ELIN Inc., Newark (refrigerators) 
on July 20 began a series of 
musical programs, Breezing Along 
With Don Kerr, WMCA, New-

York, and WICC, Bridgeport, 
beginning through members days 
11:30-11:45 a.m. The program 
signed for 52 weeks through 
Shelton Adv., Columbia, 
emancipates from WMCA and 
keyed to WICC through the 
WMBS lines to Yankee network.

Packer on NBC-Red

PACKER MFG, Co., New York 
(tar soap and shampoo) through 
Stack-Goble Adv. Agency, New 
York, has signed for a 26-week 
program on the basic NBC-Red 
network beginning Sept. 27, Sun- 
ds, 2:30-3 p.m. Talent has not 
been selected.

TAX FREE DANCE MUSIC

L-ANG-WORTH FEATURE PROGRAMS

450 Madison Ave.
New York

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been selected.

Take 10,000 Blondes,

Gentlemen... 
... ask them to name their favorite Pittsburgh radio 
station.

Or, if you prefer them, 10,000 brunettes. Or any group 
or any cross-section of Pittsburghers.

They'll tell you it's WCAE they prefer. In fact WCAE 
has 22% more listeners than the second station, 82% 
more than the third. (Ross Federal)

Audience — blondes, brunettes, men, women, children— 
is the one way to sales. WCAE gives you audience.

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HOT!

Yes-Sir-ee! 
Business is HOT in and around WSOC... The 
HOT SPOT of the Carolinas

WSOC Charlotte, N. C. 
Representatives: 
Hibbard Ayer, New York 
A. T. Sears & Son, Chicago
BEAUTY MARKET

(Continued from page 28)

The beauty market for the product you intend to advertise.

Radio, as an individual advertising identity, offers a strong case for prospective sponsors. Radio has proven from the days of its infancy that it can sell anything that the public will buy. The rapidly increasing number of women's programs on the air also proves that the female radio audience eagerly turns to radio and is always in a susceptible mood for sale.

Sales resistance, a comparatively new term, but always identified under some name or other, has always been present. Everyone has sales resistance. Some people have a great deal. But, it is known that very often sales resistance is proportional to tactless sales insistence. Most people want to buy, and particularly women. Yet people like to feel that they're making their own decisions.

With this thought forming the hub of a radio campaign and a basically sound, but elastic marketing program for forming the spokes, it would be a rather simple task for the modern beauty product manufacturer to appeal to, and grab the business of, the radio beauty market that awaits his arrival.

Reunion in Nashville—Two of radio's most famous figures of 15 years ago—Harold Hough, WBEA manager, and "Hired Hand" of earlier days, and George Hay, WSM impresario, whose "Solemn Old Judge" is still riding high in the South—did another double act at WSM on July 25. Several weeks ago Hay visited Port Fort, and was royally entertained by the "Hired Hand." The "Hired Hand" paid a return visit and appeared on the "Opry" broadcast. Left to right are a very happy Hay and Judge, with the Opry audience in the background.

ECHOS of circus days and the touring street music box raunch when WOCO, Minneapolis, inaugurated a regular series of circus concerts July 13, heard Monday evenings. Broadcast direct from the river-boat, Capital, docked in St. Paul, the steam calliope is played by one of the staff drummers of the ship's orchestra.

WHBQ, Memphis, has leased an auditorium seating 600 to be used for three weekly night programs and a Saturday daytime haunted program. The auditorium is being remodeled and will be called WHBQ's Radio Playhouse. Other programs will originate in the Hotel Claridge studios.

WIP, Philadelphia, on Aug. 23 will start a new series of shows of the "Opry" type, tentatively called the "Country Review," using a mid-afternoon to hour Sunday. Leading colored artists and orchestras are to be heard in a Sunday night series to start Sept. 3. WORL, Boston, has organized a first-rate band and has selected Eldest Cob, continuity editor, and is presenting weekly series of radio dramas. A second series is to be added in the fall.

WHEN KLZ, Denver, acted as host for the day program of the Colorado Press Association July 19 it broadcast the first of a series titled "Special Stories" which features highlights of Colorado newspaper achievement. As the series is being broadcast in the manner of a weekly series of radio dramas, a second series is to be added in the fall.

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If you eat with a knife .... or buy radio time, you've simply gotta have Balanced Coverage.

In Northern California get what you've gotta have from KSFO 560 KILOCYCLES 1,000 watts full time SAN FRANCISCO-OAKLAND

MAIL proves where the audience is. And KSFO mail proves the KSFO audience is all over Northern California in amazingly direct ratio to the distribution of set ownership. Your John Blair man has the whole story.

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

AHEAD OF THE PARADE

at
Jimmie Allen
Air Races

J. C. Denny, W. T. Atkins, A. A. McMullen
590 KILO 5000 WATTS
WOW Omaha, Nebraska
"Covers the Nation's Basketbread"

ON THE N.B.C. RED NETWORK

Program Linking World Stations Given Approval
By International Union

THE STAMP of approval of international exchanges of programs to foster good will, already projected by the International Broadcasting Union at Geneva (U.I.R.) and the first of which will be broadcast over combined hookups and shortwave facilities of NBC and CBS Sept. 20, was given at the Union's July meeting in Lausanne, Switzerland.

The first program will start with the roar of Niagara Falls and will consist of native American music of all categories. Stations through-out the world will be urged by the U.I.R. to pick it up and re-broadcast it, the broadcasts being scheduled for 3 to 3:30 p.m. EST, which is evening time throughout Europe. A European program is also scheduled for Jan. 3, comprising New Year wishes in the characteristic styles of each European country and the networks and stations here will be asked to relay it.

The U.I.R. summer session, to which came delegates from 23 European countries and the European representatives of NBC and CBS, both of which are associate members, was selected by President M. Rambert, administrator of the Swiss Broadcasting Society, that the number of radios in use in the world now totaled 52,200,000 and that their audience numbered about 230,000,000 persons.

Broadcasting. It was asserted, has thus become one of the most powerful — and it was evident that in some countries it is the most powerful — means of influencing public opinion and general culture.

The Union's aim is to preserve broadcasting as an instrument of peace and good will among the nations, and it is behind the movement to seek better international regulation by the League of Nations against broadcasts from one country that are designed to foment trouble in another.

Among the technical committee's findings reported, largely on the basis of the statements of the representative reports from the Union's central station at Brussels, was the one that the frequency stability of transmitters is constantly improving and that many stations now do not deviate more than two-tenths of a cycle per second. Long distance wave measurements, it was reported, have also revealed that the resumption of radio waves is increased when they pass close to either of the poles. Thus the South American stations were found to give increase of reception in Europe greater than those of the U.S.A., although the latter are nearer.

Monseigneur Rambert was re-elected president of the Union, with Prof. Gian Carlo Baatz of Rochester, Minn., vice president. The Central Broadcasting Station at Nanking was elected associate members.

Ether Swimming

ENTER the radio swimming class. KROC, new station in Rochester, Minn., figured that perhaps such a broadcast would work out. Rather timidly it tried the first broadcast sev- eral times a day, in the hope that it would fall as the incident it well that the program now is scheduled three-times weekly, by virtue of public demand.今天小编, Simultaneously, the sports editor — announcer of KROC collaborated with Sportswriter of the Rochester Post-Bulletin, and the result is similar to that of the setting up exercises of radio's early days.

KNX Goes to CBS
By Early Autumn

FCC Approves Sale of Station
And Grants Regular Renewal
FULL CONTROL of KNX, Los Angeles, will be taken over by CBS, in the result of an FCC decision July 15: approving sale of the station by Western Broadcast Co. to the network.

Simultaneously, the FCC granted KNX renewal of license on a regular basis, and urged the station to obtain authorization under which the station has operated since last October, because of circumstances having to do with an allegedly improper program.

In announcing its decision, which was predicted in the July issue of Broadcasting, the FCC Broadcast Division made the effective date Sept. 15. In the interim, its Law Department will draft a statement of facts and grounds for the decision. It is entirely possible that the station will be allowed to continue a fortnight if the statement of facts is ready by that time.

West Coast Key

WITH KNX under CBS ownership, the station later this year will switch from individual status, becoming major principal coastal outlet. It will replace KFJH, Don Lee key station and Los Angeles, and San Francisco, where CBS will shift from KFRC, Don Lee outlet, to KSFO, independent station which may be leased by CBS. A lease arrangement has been drafted and shortlv will be filed with the FCC. Should the FCC approve prior to the time the network shift is made, KSFO will remain as an affiliated station.

Meanwhile, Donald Thorburn of New CBS Western vice president is on the Coast planning the new organization. He is supervising the details in connection with the building of additional CBS studio in Los Angeles as well as in San Francisco. All personnel Union affiliated with the network will also fall under his jurisdiction. So far as known, Mr. Rogers, vice president and general manager of KNX, will remain in the management of that station.

HOMER RODEHEAVER, everethereal, gelastic singer and trombonist, has been named permanent conductor of the radio Community Sing on CBS, Sundays, 9:30-10 p.m.

MIDAS LAND
A Domain of WEALTH
Within Sound of All

590 KILO 5000 WATTS
WOW Omaha, Nebraska
"Covers the Nation's Basketbread"

BROADCASTING • Broadcast Advertising
WOL Given Regional Status; Appeals Creating Legal Maze

FCC Grant of 1 kw. Leads to Delicate Controversy Over Expiration of Five-day Period for Appeals

AN ACTION which promptly took a maze of legal complications, the FCC Broadcast Division on July 22 granted the application by WOL, Washington, for a change of status from a 100-watt local to 300 watt regional. The decision reverses the recommendation of Examiner Melvin H. Dalberg, followed from a six-year battle by the station to graduate to the regional classification Commissioner Case dissented.

Once the action becomes final, effective, or possibly even before, WOL is expected to become the Washington outlet of Mutual Broadcasting System. Negotiations to that end have been going on and the station, at present an outlet of the Inter-City group, already has taken sporadic IRS programs.

The favorable decision, taken on the morning of July 22, was followed the same afternoon with requests from five stations involved in oral arguments before the Broadcast Division on the ground that the five-day period for such requests did not expire until July 22. The intention was that the FCC act reenacted.

Arguments of these complaints are that the FCC must set aside its grant and hear oral arguments concerning the case. On the other hand, counsel for WOL claims that the five-day period expired on July 21 and that the FCC acted properly. Under the law, the FCC must grant oral arguments of parties in interest filed within the required time.

May Go To Courts

S: BROADCASTING went to press last night, the date of this unprecedented legal muddle was undecided. The question will be considered by the Broadcast Division almost any day. It must decide whether the time for oral argument requests actually expired when it acted, or whether its decision was premature. The regulations simply say that requests for oral arguments must be filed five days after exceptions to the reports of examiners are made. Paul D. P. Spearman, counsel for WOL, filed his exceptions to the unfavorable Examiner's Report on July 16 at the CC, but the copies were not received by counsel for the respondent stations until July 17. It is a question which date will be considered the date for the filing of exceptions. If the date of filing the FCC is sustained, then the action must be construed as in order. On the other hand, if the July 17 date is upheld, then the action becomes premature.

In any event, the FCC made its action effective as of Oct. 13.

Conceivably, it can wait several weeks before deciding on the oral arguments. It is expected, however, that it will decide within a few days or within two weeks at the most. Following the Broadcast Division meeting July 22 the Division decided to recess indefinitely at the call of the chairman. It may hold another meeting about Aug. 15.

The requests for oral arguments were filed by WCAE, Pittsburgh, and WAYB, Indianapolis, on the grounds of interference, since WOL would be shifted to the 1280 kc. regional channel upon which they operate; and by NBC on behalf of WRC and WMAL, Washington, on economic grounds; by Monocacy Broadcasting Co., which is an applicant for a new station in Rockville, Md., adjacent to Washington, and originally had the application granted only to have it set aside, and by Continental Broadcasting Co., Scripps-Howard Newspapers subsidiary, which has applications pending before the 1280 kc. assignment in Washington and for the present WOL local station assignment on 1310 kc., with 100 watts.

Related Applications

FAVORABLE action on the WOL application indicates denial of several related applications pending before the FCC for stations in adjacent territories. Scripps-Howard applications, as well as those by former Senator C. D. C. Dill asking similar facilities.

The Washington Post also is an applicant for the facilities of WMAL, which station has been involved in litigation over an agreement to sell to Hearst.

There is also pending the application of William B. Dolph, WOL manager and radio director of the Democratic National Committee, for the local station facilities of WOL, which was made contingent upon the granting of the regional application. Both Senator Dill and Continental seek this local station assignment on a similar contingent basis.

Examiner Dalberg in a report last month had recommended de

WNOX

New Five Story
Quarters Keep Pace
With Progress In
The TVA Territory

WNOX

KNOXVILLE, TENNESSEE

TEXAS produces over 40% of the crude oil that keeps America "on wheels", and this giant industry alone creates over $1,000,000 in new wealth in the Lone Star State every day in the year. It has an annual payroll in Texas of over $180,000,000 . . . purchases $876,000,000 worth of supplies and equipment each year! That's why, "when you ride in your car, you put money in Texas pockets!"
LITTLE RED SCHOOL SELLS FLOUR
Airy Fairy Program on KSD Staged in Quaint Locale
With Human Interest as Success Secret

AT 1:30 each Sunday afternoon, from loudspeakers in thousands of St. Louis homes come the familiar strains of the Missouri Waltz, identifying one of KSD's most popular radio features. The station announcer makes a few concise remarks, then comes the cue, "Okay, Golden Valley...take it away!" and they are on the air at the Little Red School House in Golden Valley.

Such are the bare facts, but behind them is an interesting story concerning the origin of this increasingly popular program. Golden Valley is a beautiful, fertile region in Western Missouri where some of the world's finest wheat is grown, and richly endowed by Nature, indeed, is this lovely land;

luxuriantly folaged rolling country, with its extensive fields of waving golden grain, its wooded hills and green meadows, and this entire panorama set off by a pattern of silver, woven by the valley's clear and sparkling streams.

A Radio Natural
THE NATURAL beauty of this scene has provided appropriate locale for originating point of these programs, the Little Red School House. The School House, in turn, has provided an appropriate stage for the community meetings conducted each Sunday by Prof. Beasley, beloved Golden Valley schoolmaster over a quarter of a century. The Village folk of Golden Valley and the neighbouring farmers are tremendously proud of their principal agricultural product, and they together claim it the finest in all the world. From this wonderful wheat Airy Fairy Flour is made, the lightest and whitest of all the flours grown, and of course textured ever. At a contest held some years ago in the Little Red School House to select a suitable name for this flour, little Belle Clinton was given the prize for the name "Airy Fairy". The grand party held in her honor was the beginning of two famous runs. It marked the beginning of the rise to new and greater fame for Golden Valley's celebrated flour, under its new name, "Airy Fairy".

The story of both is now related in the extremely interesting fashion on the KSD broadcasts. Age is no obstacle on these programs. One of the youngest performers, to date, was all of three years old, while the other was an old school teacher who was approaching the three-score-and-ten mark.

On a recent broadcast a young miss of 12 was unusually successful, and brought her entire family the following Sunday, mother, father and two brothers. The five had the time of their lives singing the old songs the older people had loved so well in the early days of the valley's history.

The basis of the extraordinary success of both the programs and Airy Fairy Flour may be summed up in two words, human interest. The professor is a human and intelligent mind, and a symphonic kind. The other is a highly developed sense of humour, that will crack the shell of the most hard-boiled sophistication.

Commander Larabee Corp., Minneapolis, is the sponsor and Chappelow Adv. Co., St. Louis, is agency.

Colgate on CBS Network
With Goose Creek Parsons

Colgate - Palmolive - Peet Co., Jersey City (Super Sod) or Aug. 25 will start the popular Don Lee Goose Creek Parsons program on a nationwide CBS network of 64 stations, three times a day. The program emanated from the Country Church of Hollywood, with Josiah Hopkins, clergymen, and his wife and daughter as the church choir participating.

Broadcast time will be Sunday 7:15-7:30 p.m. and Wednesday and Fridays 7:30-7:45 p.m. will rebroadcast at 12 midnight. Will the change from daylight time this month that the program will be heard at 7:30 p.m. Mondays, Wednesdays and Fridays with rebroadcasts at 1:55 p.m. last spring Colgate sponsored the program on the De Lee network for Peets granulat soap. Benton & Bowles Inc., New York, planned the account.

WJSV Seeks Move
WJSV, CBS owned station serving Washington, but which actually is located in Alexandria, Va., across the Potomac from the Capital City, on July 23 filed with the FCC an application to move its facilities from Virginia to the District of Columbia.

In Washington, where it business offices are located, also, with supplementary studios. The new station will be filed as a move of changing the official location, not Washington. Under the old quota it was revealed by Mayor's Amendment of Congress June, WJSV was charged to Virginia quota. Since quota is a longer legal factor, the shift sought by WJSV.

Rep. Monoghan Beaten
REP. JOSEPH P. MONOYHA (D-Mont.), author of a bill at the last session of Congress which proposed government operation of broadcasting, will not return to Congress when it convenes next January. He was defeated in the Democratic primaries for th. of state. James E. Mur ray, and forfeited his seat by run for reelection in the House. Mr. Monoghan had developed a antagonism toward broadcasting and during his campaign; attacked KGDR, Butte, Mont., an affiliate of the Mutual Network, Ed Cranmer Manager, Ed Cranmer, and Mr. Monoghan's bill (H.R. 8475) did not get out of committee during the last session.

WLAC Seeks 50 kw.
AN INCREASE in power from 5,000 to 50,000 watts on its high power regional channel of 1470 kc. was requested by WLAC, Nashville, in an application filed with the FCC Broadcast Division July 17. There is also pending before the FCC the application of WCKY Cincinnati, operating on the high power regional of 1490 kc., for similar increase.

New Carlsbad Station
A NEW local station in Carlsbad, N. M., was authorized July 22 by the FCC Broadcast Division to the Carlsbad Broadcasting Co. The station will operate on 121.0 kc. with 100 watts unlimited time. Partners in the organization are Barney Hooks, A. J. Crawford, and Jack Hawkins, and Harold Miller.

WWW
WWNC
ASHEVILLE, N. C.

Bigger Business!

FACT: Asheville area are more popular with tourists and visitors than in years.

RESULT: Business is UP--and will continue to be stimulated for months to come.

Put Your Campaign on WWNC--Share This Bigger Business!
PROGRAM STUDIED
FOR CAIRO PARLEY

PROPOSAL that the radio
industry and government agencies
study the technical phases and
cost of high frequency interna-
tional broadcasting, with the possi-
bility of recommending an in-
creased number of channels to the
FCC in the fall of this year's pro-
gram for the parley.

The preparatory committee,
headed by FCC Chairman T.
Craven, took up allocations
and decided to hold in abeyance un-
til the fall of 1937, pending further
study, any recommendations on
orid allocations of the ultra-high-
frequencies and to analyze during
the coming year the characteristics
and interfering range of this por-
tion of the spectrum to give the
American delegation a complete
understanding of the parley con-
ference.

The study of international
broadcasting was proposed by James W.
Baldwin, NAB managing director,
after his recommendation for the
United States to propose at Cairo
considerable widening of the inter-
national broadcast band had
been rejected by the preparatory
committee. Mr. Baldwin had lost
a committee vote a proposed
recommendation to allocate to
broadcasting the lower-wavebands
320-210 kc. and 220-540 kc., be-
goevernmen by a large vote be-
cause of the effect of this move
on established government and
airlines and the proximity
of the band to the 500 kc.

international distress call fre-
quency. Mr. Baldwin, however,
was to submit a minority report
which will receive consideration at
the main committee during early
next year when the final prepara-
tory work of formulating the American
opposition to the Cairo parley
will be accomplished.

Omega Oil Fall Plans
LOCK DRUG CO., Brooklyn
Omega Oil) will launch an un-
selected program on WEAF, New
York, Oct. 1, 7:45-8 p.m. The
broadsats is signed for 26 weeks
with Husband & Thomas Inc.,
New York. More stations will be
announced shortly, it is under-
stood, for a spot campaign.

American Home on NBC
AMERICAN HOME PRODUCTS
Co., New York, has signed with
NBC for a three-quarter hour
block five mornings weekly for 39
weeks on the Red network to pro-
mote three of its products on ad-
joining programs from 10-10:45
a.m. with repeat at 1:15 p.m.,
using basic Red with WSAI for
mornings and Red Mountain
and Pacific for the rebroadcast. During
the first quarter-hour anacin will
be promoted. The second will be
devoted to Outdoor Girl or Kiss-
proof lipstick and Kolynos tooth-
paste will receive the third quar-
ter-hour. Talent has not, yet been
selected although it is tentatively
planned to use Mrs. Wiggs for
Anacin, Blackett-Sample-Hum-
mer Inc., New York, is agency.

Cudahy on CBS
CUDAHY PACKING Co., Chicago
(Old Dutch Cleanser) will start a
dramatic sketch Bachelor's
Children on 7 CBS stations
(WSBM, WHK, WJK, WABC,
WCAU, WCAE, KMOX) Sept. 28,
Mondays through Fridays, 9:45-
10 a.m. It is believed to be the
first time the sponsor has used
networks to promote the product.
Roche, Williams & Cunyngham
Inc., Chicago, placed the account.

PUERTO RICO'S fourth broad-
casting station was authorized by
the FCC July 17 when it granted
the application of Emilio Defillo
Ramirez to erect a 100 watt night
and 250 watt day outlet on 1370 kc.
in Mayaguez. Mr. Ramirez
operates the Porto Rico Advertis-
ing Co.

The Political Campaign
(Continued from page 8)
works as well as numerous one-
time broadcasts, is a foregone
certainty. They also plan to have
transcriptions made, featuring pro-
grams addressed specially to
foreign lan-
guage groups, but
these plans are still in the contem-
plation stage. The first plans for
the purchase of local time were left
to Mr. Allen who on July 28 was
dispatched into the field from New
York as advance radio agent for
G.O.P. Chairman Hamilton's speak-
ing tour extending from July 31
to Aug. 15. He will buy local sta-
tion time for each of Mr. Hamil-
ton's speeches, and in a few in-
stances may buy regional hookups.

The Hamilton tour will include
cities in Indiana, Iowa, North Da-
Kota, Utah, Idaho, Montana, Wash-
ington, Oregon, California, Ar-
izona, New Mexico, Texas, Colo-
rado, Oklahoma and Missouri, and
will wind up in Chicago for an
Aug. 15 rally.

WOL
FIRST among local stations
in the United States in
Total Business.

WASHINGTON, D. C.

Heart throws beat an emotional
accomplishment the other day
when WCBG was taken over by
the ex-boyfriends of the Big
Brothers Association — the occasion,
the start of the third year of broadcast-
ing WCBS messages in a substantial
hope to directed boys.

Do we ever tell you wrong? Glenn
Snyder of WLS justified the opin-
or on top of the column a month ago
that he was "tops" as a radio executive
when he made the NAB Convention
ride happily along!

When Sam Hutton of Erwin Wasey
renewed Clorox the other day, he
said some mighty kind words about
"personal service" on the part of
our WGES staff. We try to treat
the other fellow's problem as if
it were our own.

Soon after this issue goes to press,
WCBG will put on its best "bib
and tucker" to welcome celebrities
to initiate a brand new radio "set-
up" in Chicago: It's WCBG's new
studio and new radiator 289 ft.
above the street, atop Mid-Town
office building. We believe it's
America's model local station right
in the Nation's population center.
It has long been Chicago's greatest
local station!

Still another pet peeve: We've long
since disposed of the announcer who
introduced musical numbers with "and
now" — but we don't seem to be able to
change the fellow's habit of following an
episode in a skit with "well, it looks as if,
etc."

Andrew T. Stanton (ex-WGES,
WCAU, WMCA, WLB, etc.)
reminds us that WGBS was the first
radio station in America to use a "tailor-made program for an ad-
vertiser, special artists, continuity,
theme and all! — and WGES origi-
nated the radio "strip" (continued
skit, way back about the same
time.

Advertisers who know, tell us our
WCBS rates are TOO LOW (5 kw
on 1908). There'll be a right smart
shift upward in September, we've been replying.

* * *

Over the lands like the waters
over the sea

K H B
HILO, HAWAII
KG M B
HONOLULU, HAWAII

R A D I O C A S T I N G • Broadcast Advertising

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www.americanradiohistory.com
New Business

SEARS ROEBUCK & Co., Chicago (mail order house) on Sept. 3 starts announced program on 91 CBS stations, Thursdays, 10:10-10:30 p.m. Placed direct.

MALTEX CEREAL Co., Burlington, (cereal) on Sept. 14 starts Ad


RALSTON PURINA Co., St. Louis (cereals) on Sept. 25 starts an unannounced program on basic NBC-Red network, Mon. thru Fri., 5:15-5:30 p.m., to be rebroadcast to KSD at 6:15-6:30 p.m. Agency: Gardner Ad. Co., St. Louis.


MURINE Co., Chicago (eye wash) on Nov. 4 starts program on 3 Mutual stations, Fridays, 8-8:30 p.m. Agency: Neisser-Meyerhoff, Chicago.

GUER WATCH MAKER'S GUILD, Cincinnati (watches) on Sept. 17 starts program featuring Frank Hawks, the flier, on 4 basic Mutual stations, Fridays, 8-8:30 p.m. Agency: DeGarmo Corp., N. Y.

CARBORUNDUM Co., Buffalo (abrasive) on Oct. 17 starts Carborundum Band on 18 CBS stations, Saturdays, 7:30-8 p.m. Agency: Hatten, Barton, Durstine & Osborn Inc., N. Y.

CBEVELOET MOTOR Co., Detroit (auto) on Oct. 18 starts Rubenoff on 88 CBS stations, Sundays, 6-7 p.m. Agency: Campbell-Kwaido Co. Inc., Detroit.


GILLETTE SAFETY RAZOR CO., Boston (safety razors) on Sept. 6 starts Community Sing on 94 CBS stations, Sundays, 10-10:45 p.m. Agency: Rafter & Ryan Inc., N. Y.


 RADIO GUIDE Inc., Chicago (Radio Guide magazine) on Oct. 2 starts unselected program on the basic NBC-Blue network, Fridays, 10-10:30 p.m. Account placed direct.

PACIFIC COAST BORAX Co., New York (borax) on Oct. 2 starts Death Valley Days on the basic NBC network, Fridays, 8-8:30 p.m. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., New York (cereal) on Oct. 17 starts a musical program on NBC-Blue basic network, Fridays, 8-8:30 p.m. Agency: Young & Rubi

INTERNATIONAL SILVER Co., Meriden, Conn. (Silverware) on Sept. 27 starts program on NBC-Red basic network with WLW, the Red Mountain and Pacific groups. Sundays, 8-8:30 p.m. Agency: W. Ayr & Son Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill. (Cream Cheese) on Oct. 4 starts Grand Hotel on the basic NBC-Red network with WSAI. Northwest, the Red Mountain and Pacific groups, Agency: Amy, Moore & Wallace Inc., Chicago.


AMERICAN HOME PRODUCTS Co., New York (Anacin, Kolyvos toothpaste, Outdoor Girl) on Oct. 14 starts three new dramatic programs on basic NBC-Red network with WSAI and the Red Mountain and Pacific groups. Mon. thru Fri., 10-10:45 a.m. for basic network and 11-11:45 a.m. for western groups. Agency: Blackett-Sample-Hummet Inc., N. Y.

GREATERAL SHOE Corp., Nashville (Jarman shoes) on Oct. 15 starts program on NBC-Blue network, Thursdays, 10-10:30 p.m. Agency: C. P. Jones, N. Y.

JOHN MORRELL & Co., Chicago (Heart dog food) on Sept. 17 starts Kerr's Heart dog food program on 8 NBC-Red stations, Thursdays, 4-4:30 p.m. Agency: Donald Inc., Chicago.

COLGATE-PALMOLIVE-Peet Co., Jersey City (Super Suds) on Aug. 26 starts Peanut Butter Fri. & Sat. on 8 NBC stations, Sun., 7:15-7:30 p.m. Agency: Kodak Inc., N.Y.

DURKHEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on Sept. 19 starts program on NBC-Red network, Fridays, 7:30-8 p.m. Agency: Beeghan & Lembke Inc., N. Y.


Renewal Accounts

LEHAN & FINK PRODUCTS Co., New York (Lysol) on Aug. 31 starts Life of Harry S. Sinton on 3 stations (WLW, WGN, WCAI), Mon. thru Fri., 5:15-5:30 p.m. Agency: Bennett & Bowl Inc., N. Y.


LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Sept. 30 renew on 45 CBS stations, Saturdays, 9-9:30 p.m., and Fridays, 10-10:30 p.m. Agency: Newell-Emmet Inc., N. Y.

NORFOLK—PORTSMOUTH

NEWPORT

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BROADCASTING • Broadcast Advertisement

WWE

GIVES Live Local Representation

In Three Prosperous Cities

Representatives:

WILDROOT Co., Buffalo (hair toning), on Aug. 31 starts program on 12 CBS Don I stations, Tues., Fri., 11:15-11:45 a.m., CBS.

PACKARD MOTOR CAR Co., Illinois (motor cars) on Sept. 14 starts program on 12 CBS stations, Wed., 1:15-1:45 p.m.


DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on Sept. 20 starts program on NBC-Red network, Fridays, 7:30-8 p.m. Agency: Botsford, Constantine & Gardner Inc., San Fran.

Network Changes

WILDROOT Co., Buffalo (hair toning), on Aug. 25 starts program on 12 CBS Don I stations, Thurs., 7:45-8 p.m., on CBS.

PET MILK SALES Co., St. Louis (canned milk) on Sept. 29 shifts time the Fred Astaire program starts Sept. 8, to 9-9:30 p.m. Agency Young & Rubicam Inc., N. Y.


WEE GIVE

GIVES Live Local Representation

In Three Prosperous Cities

Representatives:

919 W. Michigan Ave.
Chicago, Ill.

WILLY BLIDKIN
303 Chamber of Commerce Bldg.
Los Angeles, California
ROLL CALL at B.B.C.

THROUGH SEVEN LONG YEARS OF BOOM—DEPRESSION—RECOVERY WGR PRODUCES FOR DEPARTMENT STORE . . . . . . . .

We might claim that the Jahraus-Braun Company is the oldest broadcast advertiser among department stores. We do claim that their Half Hours of Familiar Songs are better known to the million and a half radio listeners of Western New York than many a network show.

As Mr. Fred C. Jahraus states in his letter, we have cooperated in the development of this program and its advertising theme. That's what we try to do with all advertisers, whether they plan to spend $10 for an announcement or $1000 a week for a smashing campaign. Maybe that's one reason why an overwhelming majority of all national non-network and local advertisers prefer WGR and WKBW.

If you are planning a campaign in the Buffalo market, be sure to include WGR and WKBW on your lists. Complete facts about the market and the station are yours for the asking.

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

WKBW

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free & Sleninger, Inc.
Transfer of KGKO Favorably Reported
Shift From Wichita Falls to Ft. Worth to Be Blue Outlet

RMRA Slate Announced
APPOINTMENT of committee heads of the Radio Manufacturers Association for the ensuing year, has been announced by President Leslie F. Muter, Dr. W. R. G. Baker, of General Electric, has been reappointed chairman of the Engineering Committee; Arthur Moss, of New York City, the newly appointed chairman of FCC Committee and A. H. Gardner of Buffalo, named chairman of the Legi-

RMA Board of directors.

Favors chamber of commerce and other civic interests, have asked the FCC for an extension of time in which to file exceptions to Mr. Arnold's report, designed further to delay the move.

Examiner Arnold held against the protests of KTAT, formerly operated by Southwest Broadcasting System, but sold last April to Raymond Buck, Fort Worth attorney, as part of the deal whereby Hearst Radio Inc. acquired four of the SBS outlets and Mr. B. Klugh, of Chicago, who has re-

Sears, Roebuck on CBS
Sears, Roebuck & Co., Chc
gajo mail order house which all operate numerous retail outlets, has been installed

Tests of Coaxial Cable
To Be Started in Autumn

WHILE installation of the new A. T. & T. coaxial cable between New York and Philadelphia to be tested for television transmission is progressing rapidly, no testing of the circuit in its entirety is expected before November or December. The principal task is installation and testing of repeaters, which must be accomplished before complete satisfaction is obtained. Testing of the entire cable can be done. The cable itself has been stretched from New York southward towards Philadelphia, and in the underground ducts to a point several miles south of Princeton, N. J., according to spokesmen for the Philadelphia Cable Company.

Repeater stations at Newark and Princeton have been completed and installed. So far only one of the manhole repeaters to be spaced ten miles apart in the 99-mile cable span between the two cities has been put in place. The terminal equipment at the Long Lines Department at 62 Sixth Ave., New York, and at the Bourse Block, Philadelphia, has been installed and is now being wired. The cable placing has moved along very satisfactorily with all splices in the various sections completed.

BROADCASTING • Broadcast Advertising

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Jewelry On the Air
(Continued from page 13)

the photograph of the Radio Reporter (no name mentioned) and his message which is continued on the back page. The double-page spread on the inside is 30x36. The advertised items and special numbers.

A Bit of Novelty

TO INJECT a little more novelty into the program, a listener who took a great deal of active interest in the broadcasting and who had a sense of humor, was featured for awhile as "Moon Mullins" of the air. He talked "natural" and fan mail doubled.

The scripts are written by WHB and are "regulation" announcements. Here are a few lines out of one announcement: "Many feel that there is bound to be a period of inflation and what better hedge against inflation could you make than the purchase of a fine diamond? No one who owns a diamond is ever down and out. Many regard them as the best investment because of the portability and constant value. You can buy a fine diamond at Harris-Goor's and put it away for your children's or grandchildren's future..."

Kindig Station Denied

REVERSING Examiner George H. Hill, the FCC Broadcast Division July 29 denied the application of W. H. Kindig, Los Angeles political, for a new station in that city to share time with KFAC, Los Angeles. Considerable conflict came to light when the application became of no effect because of statements made on behalf of Mr. Kindig at a formal hearing to convince the FCC that he would confine the station to a very limited range.

Kindig's proposal included provision for the station to operate in Los Angeles, San Diego and Santa Barbara, with an estimated nighttime audience of 100,000 people. The applicants' only financial support was to be obtained from KFAC and the Los Angeles Times, which owned the Call Station.

An advertising campaign placed with KWK assures you of a definite increase in sales. We have not failed to show the advertiser satisfactory results.

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

Sound Effects
(From Life)

Extensive Library—Approximately 500 effects

Custom - Built Transcriptions

Commercial Plating

Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

An advertising program has been developed for the station to operate in Los Angeles, San Diego and Santa Barbara, with an estimated nighttime audience of 100,000 people. The only financial support was to be obtained from KFAC and the Los Angeles Times, which owned the station.

An advertising campaign placed with KWK assures you of a definite increase in sales. We have not failed to show the advertiser satisfactory results.
neering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the Commission to change or not to change its regulations, the entire industry should have an opportunity to come before the Commission in an informal public discussion of the existing broadcasting problems as well as to determine the merits of any proposals for changes in the principles of allocation."

"It is felt that the hearing on October 5, 1936 will afford the Commission and the industry the opportunity to cooperate in an open manner toward a logical solution of the existing broadcasting problems confronting the nation."

"Plans of the networks have not yet been advanced but it is certain they will present views on proposed changes in existing allocations and in the clear channel group they are expected to support high power on certain channels, and perhaps East-West Coast du-}
Digital Data

WMEX, Boston, has started a series of finger-printing programs and every week presents the latest information on digital developments in cooperation with the U. S. Marshall's office. A supply of identification cards has been printed and records are made in the WMEX studios. Smaller cards can be carried for personal identification. Arrangements are being made to file the prints with the U. S. Marshall. Identification episodes from official files provide dramatic material.

Gulf Tests on WIS

MAURICE STEFAN, professor of French at the University of North Carolina, has been engaged by WIS, Columbia, S. C., as news commentator for a new five-week series sponsored by Gulf Refining Co., Pittsburgh. Gulf placed the account last month through Young & Rubicam Inc., New York, with Bryan Houston of the agency coming to Columbia for the opening program. Listener reaction to the program, said to be the first a new series of spots contemplated by Gulf to augment its Sunday night show on CBS, is being checked by offering low-priced auto accessories which can be obtained through Gulf dealers.

Local Political Time

RATED primary campaigns in ter July required almost nightly clearances for studio and remote political broadcasts in Georgia, Texas and Oklahoma, where virtually all of the stations were urging the politicians regular commercial rates. While most stations will get their local political inness from now until November, the campaigns in those states were staged earlier under state laws. For WSB, Atlanta, John ter, commercial manager, handed nightly bookings the last week in July with Roy McMillian the announcing staff and Mark Johnson of the engineering staff signed to the remotes.

Canada Expands News

ADDITION to the ten-minute summaries being furnished Canadian stations through the Canadian Broadcasting System, the Canadian Press is now furnishing its daily summaries to all stations in the Dominion telegraphed from Toronto.

Thomas McLaughlin

OMAS MCLAUGHLIN, 27, one of the original members of Maj. Capito Family, later a announcer with New York stations, died in Bellevue Hospital, New York, July 28.

J. EDWARD A. DAVIES, the former manager of John Faulkner and Advertising Agency, Philadelphia, and formerly program director of WIP, left July 27 for two-month vacation in Norway and Sweden. He was accompanied by his wife.

CK LATHAM, radio time buyer with Young & Rubicam Inc., New York, is in the Harbor Sanitarium, recuperating from an appendectomy.

To Completely Control the Puget Sound Market

Use Both of Seattle's Pioneer Radio Stations

KOMO  NBC-Red
National Representatives — EDWARD PETRY & CO.

KJR  NBC-Blue

BROADCASTING • Broadcast Advertising

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Aylesworth Says Radio Is Movies’ Friend

(Continued from page 9)

appearances. This,” Mr. Aylesworth believed, “will be a boon to the studios who heretofore have been confronted with the all too numerous financial demands of stars and featured players who feel that their income is insufficient and who have become disillusioned generally as a result.”

Mr. Aylesworth refuted the charges made principally by exponents that commercial radio broadcasts “de-glamour” Hollywood’s glamorous stars. The argument has been made that the motion picture spends millions to build up a personality and radio uses that romantic or glamorous personality to sell tin cans, toilet goods, gasoline, ice, groceries, hair tonics and whatnot.

The NBC-RKO executive explained, first, that public appearances do not necessarily hurt the star, citing the ambition of “every exhibitor in the country” to have stars make personal appearances at their theatres, if they could but afford to book them. “The objections, then, cannot be against the personal appearance,” Mr. Aylesworth added, “none of the glamour of the star is lost, because not only is the star not tied in directly with the commercialities of the program, but, and more important, the public already has a definite impression of that star, and they visualize the star on the broadcast in accordance with their impression. That impression is so strong and the visualization so keen that there can be no influence such as that complained of from the mention of the sponsor’s product.”

On the other hand, Mr. Aylesworth continued, the national advertisers are spending millions of dollars in direct aid to theatre box offices, not philanthropically, of course, but because they know the values of the stars. “But these advertisers do not complain of the constant reference of the stars to their studio work, to their current productions, to their forthcoming screen appearances, and, too, they are willing to permit the widespread use of music from pictures on their programs, with full credit being given the production.”

“As a matter of fact,” Mr. Aylesworth said, “the thought has been expressed that maybe the national advertisers should charge the motion pictures for some of the free advertising their pictures and people are now receiving on the sponsored programs at the expense of the advertisers.”

Promoting Films

“What greater attention can motion pictures get than a radio build-up for their forthcoming productions?” asked Mr. Aylesworth. Answering the query himself, he said that several feature pictures of his own RKO company have been given stronger box office power with a week. The distributing executives of RKO, like most other executives in motion pictures, have not always agreed with Mr. Aylesworth. They, too, had felt that broadcasts in jured box office ratings. But now he explained, they have tangible proof, from certain pictures, of the benefits that accrue from a radio-film understanding. “Radio to-day is RKO’s greatest exploitation asset,” Mr. Aylesworth declared, adding: “And if I were wrong, I lose my job.” He declared the “radio can make people want to go to the pictures.”

Mr. Aylesworth deprecated the oft-made complaint that the exploitation of the public to free radio broadcasts is unfair competition to the motion picture theatre box office. “The records show that theatre business is on the up, so obviously, these so-called studio radio broadcasts with invited audiences have not injured the box office.”

To the contrary, he continued, “We of NBC-RKO recently spent a whole month observance of persons coming from NBC’s broadcasting studios to determine whether they went from there, and in 50 per cent of the cases, they walked directly to a motion picture theatre.”

“The reasons,” he explained, “that most of the important radio broadcasts over by 8:00, 9:00, and 10:00 p.m., and the public attending the broadcasts find themselves with an entertainment appetite that has not been satisfied by a half-hour broadcast that cost them nothing. We bring them out of their homes.”

“Remember,” he advised, “people do not and can not go to the motion picture theatre after the radio has been on, for the radio usually averages two attendances nightly. So, the radio on the other five nights constantly carries home exploitation and publicized aspects of the motion picture, pictures and personalities, always reminding the public of the motion picture.”

“Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good radio programs broadcast on these evenings than any other night. How can you explain this? The argument that radio keeps people away from the house is pure bunk, and everyone will admit it in any other year.”

“Radio now gives the music, synopsis, the cast and other exploitation expressions for and behalf of a motion picture, at a cost of the bugs in the show business are sitting around trying to figure out how they can stop it.” Mr. Aylesworth returned to the idea of effecting a working understanding between the radio and the

GOOD NEWS to the advertiser or sponsor wishing to get his message to this specialized market with its generally rising farm prices. This is OUR audience, served for more than 12 years by the pioneer farm station of the middle west—

KFNF

SHENANDOAH, IOWA

“The Friendly Farmer Station”

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BROADCASTING • Broadcast Advertising

MORE FARM RADIOS

Ames, Iowa, July 6—(INS) Attributed to generally rising farm prices, the number of radios being operated on Iowa farms increased 36 per cent, or 12,008 sets, during 1935, it was announced today. The number of sets on January 1, 1933 was 35,312 and the number a year later January 1, 1934 was 107,230, the report showed. The percentage of farms having radios was 50.2 January 1, 1936 as compared with 39.8 per cent a year earlier.

WRITE

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Political Conventions direct from State Capitol!
Tip to the Motion Picture Industry

Reprinted from Motion Picture Herald

RADIO broadcasters must have motion picture material to satisfy their listeners, say the thoughtful business men of the production teams, but then be sure that they have gone seriously into the question of how much and what kind of motion picture material is good for radio listeners and, at the same time, for the box office. Already available, in all studios and on practically all products, are 15-minute transcripts, some of them scenes from pictures, others interviews with players, at not, suitable for morning programs.

Reports from the exhibition field thus far indicate that this type of so-called entertainment meeting is with substantial response when coupled with the usual format. In addition to direct ticket sales value, of course, the discs serve a regulatory action of substantial if indirect consequence. They keep incompetent producers from cluttering the air with erroneous and ill-advised chatter and, by the terms of their availability, they confine broadcasting of motion material within those hours.

As yet the transcriptions have attained no established form or plan. Audiences are feeling their way and watching results. All the old-type problems—how much plot to expose, how much sales effort to put, whether to spread or concentrate the bookings—remain to be worked for the new medium. Satisfaction with progress made to date is general.

He envisioned such a relationship eventually working to the benefit where a man such as Amos could attend the movies twice a week, to be commonly broadcast, in the usual format advertising the picture. Amos could attend the movies twice a week, "Brush your teeth twice a day," he said, "Amos 'n Andy' slogans done more for the toothpaste advertising. And dentists' and dental professionals' any other medium in history. Attent. The movies twice a week," he continued, "should be an advertisement of the automobile, a cooperative idea. The automobile is the motion picture's greatest competitor, not only, except that in another year 10,000 cars on the road will be radios, and right there the petition of the car will be less considerably as the car like to start making the occupants aware of its consciousness."

In the Laboratory 'LEVISION still is in the laboratory,' Mr. Aylesworth explained, "there will be another three years before it goes into the homes of urica on a commercial basis. In planning my idea for radio-motion-creation, I suggest that the motion picture business now turn its attention to television co-operatively. They could let the experimenters use old films, out of ablation, to televise. Motion pictures will be the first form of entertainment to be televised on any large scale.

"Television will never be a competitor to the regular theatre screen. They will not televise feature pictures produced expressly for the purpose of a single television broadcast. Because of the enormous sums required for production, imagine any advertiser spending $500,000 to broadcast a picture of 'Little Women'?"

"The only way to get one industry to work with another is for both to work cooperatively. In practically all other countries, Mr. Aylesworth continued, there is a definite cleavage between radio and the screen. There is almost no cooperation, each working independently of the other and in direct competition. But television is already being extended by films by radio in this country."

"Let there be an understanding between us!"

NBC Speeds News

NBC has installed a speed-up system in Radio City for broadcasts of news bulletins a few seconds after they have been received. Microphones, automatic volume control panel and other facilities have been placed in the office of the supervisor of announcers. The seconds a bulletin is received the announcer on duty can push a button which automatically connects his microphone to the network and fades out programs. A staccato hum of wireless signals is heard at the opening and closing of each news flash. Formerly a delay of two or three minutes was involved in rushing bulletins by messenger and setting up lines.

We Hand YOU an IMPORTANT Memo regarding New York

WBNX affords a NEW approach to the Metropolitan New York Market! Watch this space in next issue or...

... WRITE and ask about it today!

Movie Opposition To Radio a Myth

HOLLYWOOD radio programs have yet to feel the effects of the so-called motion picture exhibitor tirade against broadcasting by important film stars. Such programs employing picture names as Shell Chatter, Kraft Music Hall, Hollywood Hotel, Lux Radio Theatre and Camel Caravan have continued to book stars, and their agencies report no opposition from the film studios. All, with the exception of Hollywood Hotel, pay their screen guests. Louella Parsons on that program securing their services gratis in exchange for publicity in her Universal Syndicate columns.

None of the agency or network executives have had any of the thousands of letters purported to be swamping the film producers as a matter of fact the editors of the Hollywood trade publications that have carried numerous scurrilous stories on the situation admit that they haven't seen the letters either.

One Hollywood trade publication pointed out that radio entertains as many millions an hour as movies do throughout the day and that it will find attractions no matter what anattraction picture it takes. The only complaint from exhibitors is said to be against producers who do not put entertainment good enough to offset attraction of some big radio programs.

Meantime NBC and CBS in Hollywood, not only are originating the aforementioned programs using guest stars, but are preparing new fall shows either starring film names or using picture talent in guest spots. Such programs as Joe Penner for Coconamt, Nelson Eddy for Vics, Jack Benny for Jello, Eddie Cantor for Texaco, Fred Astaire for Packard, Marion Talley for Rykrips, Burns & Allen for Campbells are definite. There are a half-dozen others, largely in the rumor stage.
Boake Carter Case Offers Libel Test

Hoffman Suit May Provide First Big Liability Ruling

WHAT MAY prove to be the first broad test of alleged libel uttered over broadcasting stations, and of the liability of stations and their audiences to speakers, is seen in the $100,000 action brought by Gov. Harold G. Hoffman of Pennsylvania against Boake Carter, Philco radio commentator; WCAU, Philadelphia; and KXAN, Austin, Texas, and the Philco company and its subsidiaries. Gov. Hoffman based his suit upon statements made by Carter in one of his CBS broadcasts for Philco in connection with the Hauptmann case, alleging he suffered injury to reputation, name and integrity.

The suits were filed in the New Jersey Supreme Court, Middlesex County. WCAU was joined as the originating station, CBS as the network which carried the program, and the four Philco companies because of sponsorship of the Carter broadcasts. Some questions have arisen about the validity of service in connection with certain of the companies sought to be made parties. Isaac D. Levy, part-owner of WCAU, was served on the originating station, CBS, and probably will be a number of motions to quash the various services before the case is set for trial, which will take weeks to elapse. Ralph F. Colin, of Rosenberg, Goldmark & Colin, New York attorneys, probably will represent CBS, with WCAU for WCAU, and C. J. Hepburn of Philadelphia for Philco and Carter.

Law is Unsettled

THE ONLY important radio libel case was that of Sorensen vs. Wood in Nebraska, several years ago, in which the State Supreme Court held the station jointly liable with the speaker in a particular case. There has been no adjudication of such a case in the Federal courts.

The Hoffman suit charged that Carter made libelous statements in his broadcasts of March 30 and 31 and April 1 and 2. Afterward Carter in one of his broadcasts challenged Gov. Hoffman to bring his actions in Pennsylvania rather than in the governor's state. Mr. Carter contends freedom of the press applies equally to radio as well as newspapers. Thus, in legal preliminaries, several of the respondents scored on July 27 when Judge Harry Heher in the Supreme Court of New Jersey, Middlesex County, directed Gov. Hoffman to show cause on or before Oct. 6 before the Supreme Court at Trenton, why the service of the summons and complaint upon the defendants Philco Radio and Television Corp., Philco Radio & Television Corp. of Pennsylvania, Philco Storage Battery Co. and C. J. Hepburn, of New York, should not be set aside, and staying all proceedings against those defendants until ten days after the final decision on the rule to show cause, the rule was procured by CBS counsel Colin.

Simultaneously counsel for the respondents entered into a stipulation with Gov. Hoffman's counsel extending the time of WCAU, Atlantic Broadcasting Corp. (operating WABC) and Philco Radio & Television of New York to answer or otherwise move until Aug. 21. This considerable time will elapse before action on the motions to quash service, and before answers are filed.

Part of the broadcast alleged by Gov. Hoffman as slanderous was:

"And so crazier and crazier grows the Hauptmann affair—more and more desperate over the week of Spokane, Washington, now putting up a HIGHER vertical radiator"

Estate Stove, Macadden on Two-Station Hookup

SPECIAL hookups of two-station units of the Mutual Network were arranged in late July for stations KMOH and KOL of St. Paul-Minneapolis. KMOH, 1090 kHz, with the station's usual two-station hookup, will link with WOR, New York, for 9:30-10 p.m. drama shows based on stories in current issues of the magazine. KOL, 850 kHz, will stage along the same lines Macadden's True Story program on the NBC-Red network.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 120 spot announcements.

CASE HISTORY 21
National spot advertiser found WAT to be the lowest cost per inquiry in the New York metropolitan area.

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

Boake Carter and the Highest Local Rate

These are FACTS you can substantiate. Ask our REPRESENTATIVES:

J. H. McCall, 105 Madison Avenue, New York
and Palmahi Building, Chicago

BROADCASTING • Broadcast Advertising
Dyke Leaves Colgate

KEN R. DYKE resigned July 29 as advertising manager of Colgate-Palmolive-PEET Co., Jersey City, leaving immediately for a vacation trip in the West. The company's advertising account, it was stated, will remain with Bartton & Bowles, New York. Mr. Dyke, onetime advertising executive of the Johns-Manville Corp., has not divulged his future plans, but he will continue in his post as chairman of the board of the ANA.

Grange on Football

SINCLAIR REFINING Co., Inc., New York, has signed "Red" Grange, former Illinois football star, to be heard in a new series of programs on the NBC-Red network, Fridays, 10:15-10:45 p.m., and Saturdays, 7-7:15 p.m. (EDST), starting Sept. 4. The programs will be devoted to news about football, with the Friday night talk dealing with games to be played the next day and talks by guest coaches. The Saturday night period will announce the results of the games that day with highlights of the more important contests. Grange will also be heard on Sinclair's regular NBC-Blue network program, Mondays, 8-9:30 p.m. Federal Adv. Agency Inc., New York, handles the account.

Vallee for Royal

AFTER over seven years of promoting Fleischmann's yeast for Standard Brands Inc., Rudy Vallee's Variety Hour on NBC-Red, Thursdays, 7-8 p.m. (EDST) on Oct. 1 will switch commercial announcements to Royal Gelatine, another Standard Brands product. Frank Fay, who was signed for Royal Gelatine after appearing on the Vallee program last spring, will continue his NBC-Blue series, Fridays, 8:30 p.m., on Sept. 4. The Fleischmann Husbands & Wives program on NBC-Red, Saturdays, 7:30 p.m., will continue to promote Fleischmann's yeast.

John Morrell on NBC-Red

JOHN MORRELL & Co., Ottumwa, la. (Red Heart dog food) on Sept. 3 will start a musical program on 27 NBC-Red stations. Titled Tea Time at Morrel's, the program will feature Joe Galliechio's orchestra, Gale Page and Don McIntell, who will be master of ceremonies. Henri, Hurst & McDonald Inc., Chicago, is agency. The Morrell Company, old-line packing concern, has been a frequent of network and spot time.

MERLE TUCKER, who has been handling publicity for the Texas Centennial on behalf of the State of Texas, has resigned to accept the position of radio director for the Fort Worth Frontier Centennial.

West), Gerald King, KFWB, Hollywood.

Present at the Chicago meeting were Ralph L. Atlan, WIND-WJD, Gary-Chicago; E. H. Twamley, WBBN, Buffalo; W. E. Hutchinson, WAAF-Chicago; Luther L. Hill, KGO-KRN-Portland, Ore.; Sumner D. Quarton, WMT, Cedar Rapids, la.; Mr. Ryan, Mr. Shewar, Mr. Wooten, Mr. Petee, Mr. Scripps, Mr. Dann, Mr. Bill and Mr. Slavick.
WHTH, Hartford, Names Its Executive Personnel
WHTH, new local station of the Hartford (Conn.) Times, will be headed by Cedric W. Foster, who will carry the title of director of programs and who also will have charge of public relations, it was announced July 28. The station, shortly to begin operation, will be the tenth outlet of the Inter-City Group and will also be a member of Ray Shepard's new Colonial Network.

Other personnel will include Warner Murphy, son of Francis S. Murphy, general manager of the Times, in the commercial department; Walcott Wylie, for the last three years program director of WFLA, Tampa, on programs and announcing; Richard K. Blackburn, formerly of WQIC, Hartford, as chief engineer; Howard Wesenberg, engineer, and Paulette Wolozin, formerly of WATR, Waterbury, secretary and artist.

In Washington
The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

One Ice Cream Manufacturer In Your City Is Interested In More Sales!
YOUR STATION and Ice Cream Radioaids are the solution to his problem — For further information about Ice Cream, Laundry, Bread, Used Cars, Loans, Furniture Radioaids* Write or Wire

RADIOAIDS INC.
1357 North Gordon Street
Hollywood, Cal.
* Jewelry Radioaids ready for release August First. Audition samples now available.

Prayer Answered
"I WISH someone would bring me a drink of water," Gary Breckner, baseball announcer of KNX, Los Angeles, was heard during a baseball broadcast. The tiny daughter of a Monrovia, Cal., listener sympathetically put down a loudspeaker where it was rerouted to a rug.

On page 2 of our study, you will note that we reproduce the national advertiser's dollar from 1930 to 1938. It is clearly stated that this national advertiser's dollar is a separate analysis from the individual figures which we quote later on in the study. We show that during 1938, all national advertisers spent a total of $366,612,000 in newspapers, magazines, outdoor, ear cards and chain broadcasting.

The breakdown of the individual advertisers we show indicates that 387 national advertisers covered spent $290,197,000 in newspapers, magazines and chain broadcast.

If you have any questions about any studies we issue, we would be more than happy to answer them. This, it seems, will be easier than printing a review of something with which you are not familiar.

WWTN, Hartford, announces addition of 20 sides of added sound effects to its sound effects library.

Hookup of WOR - WC
For Cudahy, Continent
TWO special hookups of WO Newark, and WGN, Chicago, range through Mutual Networks and using Mutual lines, have been signed for important spot starting soon. A one-hour program, starting Aug. 9, will be sponsored by Continental Baking Co., New York (WC); a spot from Sept. 28 through Fridays, 9:15-10:30 p.m.

The Continental bread program will be titled Wonder Show and will feature old-time melodrama, beginning with the famous Uncle Garth. It will feature Uncle Sam, The Happy Bower Baker and a cast of 25 members, from WOR Playhouse atop the N. American Theatre, New York. Batten, Barton, Durstine & born Inc., handles the account.

The Cudahy show will be key from WGN, and will be handled by Roche, Williams & Cunynham Inc., Chicago. The Cuda comic show will also be sponsored through Mutual. A daily spot on Sept. 28 is also starting Boler's Children on a new network: stations Monday through Fridays, 9:45-10 a.m.

Gruen's New Series
GREN WATCH CO., Cinnaminson, N. J., for its Gruen Watchmaker's Guide which sponsored the Washington Merry-Go-Round on the four Mutual Networks last fall and winter, on Sept. 18 will return to that network with a new show, to be titled "WOR, to be held Fridays, 8:30-9 p.m. Plans the program include singing Fra Hawk's famous fly for show to be titled Time Flies in Hawks who will tie it up with plane which he is now building special company of which will be broadcast from the plane. Garman Corp., New York, is agent.

New Wisconsin Group
PLANS to sell four Wisconsin stations, as an auction, though they are not linked as a network, w'd. some time ago W. F. Benjamin, W. F. Allen, New station representative organization at 820 Main St., Chicago. It is currently in the market to call the group the consin Lake Shore Group. It comprises WENP, Milwaukee, WMA, Green Bay; WHB, Buffalo, and WRJN, Racine.

BEST BY TEST
Now You Be The Judge
100% shadowproofed Needle
Your tracings are at their b. with the best needles.
Easily checked by outline test made to fit the requirements.

Cutting needles for Acetate
Playback Needles for all Transcription

Dist. by H. W. ACTON, CO. Ltd.
Set of 12
7th Ave.
New York City

Page 64 • August 1, 1936
CAREFUL PLANNING OF FACILITIES in the 12F Speech Equipment is of interest, but of more importance is the technical excellence of every amplifier and component part, each of which contributes toward unsurpassed performance.

The 12F Speech Input Assembly is specifically designed for broadcast stations desiring to transmit, monitor and rehearse programs with one set of equipment.
DECISIONS

JULY 17

APPLICATIONS GRANTED

NEW: Caribbad Brdctg., Co., Caribbad, N. B.; -Examiner denied reconsideration.

KFWB, Hollywood — Modification

KBW, Whittier, Calif. — Amended application.

Mutual Broadcasting System, Inc. — Chicago. - Examined.

Renew License (temporary basis) — KNX, Los Angeles. - License to "NEW.

Mutual Broadcasting Co., Inc., Minneapolis. — Exchange of programs with KCLW.

ReneWAL LICENSES (temporary basis) — KXN, Los Angeles. — License to "NEW.

WB, Whittier, Calif. — Amended application.

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WB, Whittier, Calif. — Amended application.

Wisconsin Broadcasting Corp., Inc., Kingston. — License to "NEW.

FEDERAL COMMUNICATIONS COMMISSION

BROADCASTING • Broadcast Advertiser

JULY 15 TO JULY 30, INCLUSIVE

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Negotiations for Acquisition by Bulova Of WLWL Appear to Be Near Agreement

BULLETIN

NEGOTIATIONS were in progress this week, the last step prior to the COMMISSIONER OF BROADCASTING going to press, under which it appeared likely that the time had arrived when Mrs. Bulova's offer to take over the CBS end of the WLWL-VOV enterprise would be accepted, with WLWL being sold or leased in part or all interest to WNEW.

MORE confusion has been added to the unceasing efforts of WLWL, New York Paulist station, to procure additional facilities to cover the gaps created through the enforced sale of WOY, New York Italian-language station, by the injection of Arde Bulova, New York watch manufacturer, of a mysterious new application by a New York Protestant Episcopal church for the WOV facilities.

The application was filed last month under a tentative deal with John Iraci, owner of WNEW, to sell his station to WLWL for $750,000, as part of a deal whereby WLWL would have obtained full time, and would then be in a position to carry on in the direction of the station. At CBS, it appeared just a fortnight ago that the deal would be consummated by Aug. 3. Then Mr. Bulova of New York, and identified with the ownership of at least four other stations, set up a deal with 2 other individuals, became connected with the venture by offering a station, to cover the CBS end of the WLWL deal.

Even this, however, did not stop the confusion, for the FCC on July 29 amended a license to take the application of the St. Michaels Protestant Episcopal Church, Brooklyn, N.Y., to Rev. Warren Cromely, its rector, for WOV's facilities on 1130 kc, with 1500 watts daytime operation. This application, which is in proper form, means that this case automatically must go to a hearing unless it is withdrawn voluntarily, consequently, obviously, could not approve a deal for the sale of WOY either to the Paulist or to CBS or to WLWL until this hearing is over and a decision rendered.

Mr. Bulova's Activity

WITH the sale of WOY, and the station of the same as New York is concerned, and with several other station and frequency shifts and consents—all of which presumably would have been worked out—it was planned to move WLWL to a full-time 5000-watt station in New York, in lieu of its present two hour a day. Then CBS was to have bought a receiver for the station, paying to the Paulists an additional $75,000. Mr. Bulova stepped into the picture by means of an application WCP, Boston, in which he is also financially interested, for full time on the 1130 kc. station, in New York. This application would scotch the entire plan worked out in connection with a full-time WLWL.

Mr. Bulova, according to best available information, offered to take over the CBS end of the deal under conditions which he believed would be satisfactory. WLWL, however, after the arrangement with WLWL and CBS, might possibly be forced out of the broadcasting business, it is reported that under the Bulova deal, Mr. Iraci would become part owner of WNEW and be in position to move his WOV business to the station, thereby remaining in broadcasting.

One report was that CBS offered to allow Mr. Bulova to supply additional facilities to WLWL, separate from any deal for the WLWL-VOV station, to the Paulists. But the Paulist group maintained it desired to acquire both the ownership with CBS and also to deal with Mr. Bulova. The Paulists was guaranteed 15 minutes a day, the WLWL under the CBS deal, with one hour on Sundays for religious programs.

Mr. Bulova is reported to be identified not only with the ownership of WLWL and WCOF, but also of WFTI, Atlanta, WNBC, New Britain, and WELI, New Haven. It is reported that Rep. John O'Connor, Chairman of the House Rules Committee, has interested himself in the Bulova phase of the transaction.

There have been many political ramifications to the WLWL-VOV deal. Some of the recriminations against radio and the FCC in Congress have been traced to it. There has been rather general anxiety to have it settled.

Progress of Negotiations

IN GENERAL, the original channel shifting provided that WLWL, now operating only a few hours a week on the 1100 kc. clear channel, upon which WPG would be the dominant station, would get full time on that channel in New York through the voluntary relinquishing of its WPG for purchase, would be removed from its 1130 kc. daytime assignment, and WLWL would take the assignment in Atlantic City, providing full time through consent of KSL, Salt Lake City, dominant station in the territory. WLWL would operate with 1,000 watts and the $25,000 expense of new equipment would be absorbed by CBS as part of the transaction. Consents of other stations which might be affected by this deal also would have to be procured.

WLWL for several years has sought full time. The fight has been led by WPG and eventually R. B. Hall, Superior of the Paulists, and by James P. Kiernan, listed as commercial manager of the station.
CBS Signs Philharmonic
NEW YORK Philharmonic - Symphony Society will continue to broadcast its regular Sunday afternoon concerts exclusively over the CBS for the next six seasons, according to an agreement recently negotiated on a five-year basis. It will be in force following termination of the present agreement in the spring of 1937.

NEW YORK CITY's board of education has passed a resolution providing that all new school buildings be equipped with a central radio system, with loud speakers in every classroom and auditorium.

THE SCHOOL OF EXPERIENCE

America's Foremost Training School For Radio Operators


CURRENT EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XG (New High-Fidelity from Mike to Transmitter—1000 watts—$500 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 280 kc. and 100 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Television Operators' License (First Class).

ATTENTION: Station Owners and New License Applicants: We have available engineers/operators capable of installing and operating new equipment. These men will come fully recommended.

TRADING DIVISION

FIRST NATIONAL TELEVISION, INC.

Eng. Dept., Power and Light Bldg., Kansas City, Mo.

Purdue and National Television Granted Right to Use Medium Frequency Channel

Although major television experiments are expected to take place in ultra-high frequencies, the FCC at an en banc session July 21 granted Purdue University authority to continue with visual broadcasts on its present 2,750-2,850 kc., until Sept. 15 and after that date on 2,000-2,100 kc. National Television Corporation has received special authority to use 2,000-2,100 kc. up to Sept. 15 for tests of its claimed "multicat" and band superimposing modulating system, a decision to be rendered after observation of these tests.

The new intercity police radio-television network will occupy 2,750-2,850 kc. band after Sept. 15 and also will be assigned frequencies in the 2,000-2,100 band with provision that the network will not interfere with Purdue's visual broadcasts. Other services using the latter band are broadcast relay and fixed private and government services.

The FCC ruling followed a hearing July 14-16 on the protests of Purdue and National against amendment of the latter's license to use 2,000-3,000 kc. band. Purdue has operated an experimental visual broadcasting station W9XG since 1929 on the 2,750-2,850 band and National Television sought a license on 2,000-2,100 kc.

Narrow Band

The highlight of the testimony on behalf of the Purdue station was that its experimentation had demonstrated a wide rural and small-town coverage which could not be accomplished by ultra-high frequency television stations in large cities with their restricted areas of dissemination. The most interesting proposal of National Television was the description of a potential narrow band of only 3,470 cycles for the transmission of television from 90-100 kc. limited definition. A trio of FCC technical experts—Telegraph Assistant Chief Engineer E. E. Bruns, Assistant Chief Engineer A. D. Ring, and Dr. L. P. Wheeler, technical information director—presented their views of the needs of modern television as well as the frequency requirements in the two bands, 2,000-2,100 kc. sought by National Television and 2,750-2,850 kc by Purdue. Lieut. Jett, pointed out that since the FCC Rule 229 amendment eliminating television from the ultra-high frequencies the government had taken over a number of frequencies in the 2,750-2,850 kc. band while Cleveland had a number of government and commercial fixed stations. In the latter case there were three non-government visual broadcast and we used broadcast pickup stations. He mentioned the intercity police network on 2,000-2,100 kc. of 2,750-2,850 kc. and declared it would be impossible for it to operate simultaneously with television.

With the new intercity police radio-television network will place the visual picture elements, scanning and details, together with the scientific views. Dr. Wheeler testified that low definition would not be satisfactory to the receiving person and did not believe enough information had been furnished by National Television to prove its contention of narrow band transmission. He added his view that such a system did not seem possible. Mr. Ring described the visual frequencies to television, citing that Purdue was the only active station out of 11 assignments and gave particular attention to its performance. Contrary to press reports to the effect that the FCC engineers and administrators reported in their testimony and had been forced to withdraw conclusions under cross-examination of the Purdue and National Television counsel, Mr. Gerber in his oral argument before the Commission lauded the work of the Lieut. Jett, and made no concerted attempt to cast aside the other technical views on television by National Television, Lieut. Comdr. Edward H. Loftin, USN, retired, reported on tests which he had observed on that certain laboratory during this year. He claimed that it had resulted in narrow band television through the use of the frequencies of 20,000 and 40,000 cycles on the carrier frequency and had a theoretical range of 1735 cycles on each side of resonance. He thought this usage had value in wire communication. The two Purdue technical professors—Charles F. Harding and R. E. George—described the results of their experiments and transmissions with their television station W9XG since 1932. They stressed that these had received reports of highly satisfactory reception from a number of sections of the country, including many listening stations 2000 miles away.

Aero Schools: Air

BOEING SCHOOL OF AERONAUTICS, Oakland, Cal., to call attention to its summer course in aeronautics, on July 17 started a two-weeks' operation, using only one-minute spot announcements twice daily on KGO, KYA, KJBS, KABC, KFSTO, and KLXK, Oakland. J. Walter Thompson Co., San Francisco, is the agency.

WBNX, New York, broadcast as usual late in July while its transmitter was being repaired. Lieut., J., who was turned around completely during alterations preparatory to going to 1 kw.

CBS Appoints Bowman As West Coast Engineer

APPOINTED the new technical advisor to the Pacific Coast, one of the two top technical positions on the Coast, Mr. Bowe, succeeds Mr. Bowman, who recently retired from the position.

Mr. Bowman, who is a native of New York City, is a graduate of the University of California and has been associated with the industry for over 30 years. He will now be in charge of the entire West Coast operations of the company, including all of the stations in the Pacific Northwest and the Southwest.

Bowen, who has been associated with the industry for over 30 years, is a graduate of the University of California and has been associated with the West Coast operations of the company for over 30 years. He will now be in charge of the entire West Coast operations of the company, including all of the stations in the Pacific Northwest and the Southwest.

Kelvinator in West

H. S. BASSOFF Co., San Francisco, announced the appointment of a new manager for its East Bay operation.

Kelvinator, West Coast

Mr. Kelvinator, who has been associated with the company for over 30 years, is a graduate of the University of California and has been associated with the West Coast operations of the company for over 30 years. He will now be in charge of the entire West Coast operations of the company, including all of the stations in the Pacific Northwest and the Southwest.

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IN THE CONTROL ROOM

H. POPPELE, chief engineer of W. Newark, was the President's guest in the Annual Handicap Tournament at Cranston Country Club, at Orange, N. J. The cup was awarded annually by Herbert N. Best, owner of L. Best & Co. Three absences are required for permanent session.

H. HANSON, NBC chief engineer, Ted Smith, in charge of transfer sales for RCA Mfg. Co., in Rochester, N. Y., sailed July 21 aboard the S. S. Statendam for Europe. Mr. Hanson will study the operating methods and engineering systems of major broadcasting companies in England, Holland and Germany. Following five weeks on board, whose trip was described as vacation, plans a six-weeks stay in England, France and Germany.

WEST WILSHURST, formerly of NBC on the West Coast, has joined the engineering staff of WFIL, Philadelphia.

PENNY, formerly of WMAQ, Chicago, and other stations, has joined the control staff of WJW, Cleveland. Kenneth Sherwood, WQAR transmitter engineer, critically injured in an automobile accident.

ARLES BRANNEN, formerly of WJAI, WLA, and various other stations, has joined the engineering staff of WNAC-WAAB, Boston. J. D. McClintock was guest engineer at WNAC.

LOTT MAEBACH, formerly of KFVS, Pierre, S. D., has been named the engineer of WDAY, Fargo, N. D.

N. B. MUNDINE, chief control engineer of WOAI, San Antonio, is recovering from an appendicitis operation.

LIOTTT MAEBACH, engineer of KNOM, Austin, has taken the place of A. M. Stuart, WBAP, Fort Worth, who went to the Fort Worth Frontier. A. M. Stuart, former chief engineer of WLOM, Des Moines, has been named chief engineer of WZIL, Des Moines.

L. M. TODD, chief operator of WNAX, Yankton, S. D., is out of hospital after an operation for appendicitis.

L. YOUNG, development engineer of WRCA, addressed the Chicago Broadcast Advertising Club. Jack Savage, WOR, New York, who was in attendance, reported that Savage had just returned from a tour of the West Coast. Mr. Savage reported that the broadcasting industry of the West Coast is not as well known as the East Coast, but that it is the future of broadcasting.

C. CLINTON NORMAN, formerly of KHJ, Los Angeles, is now assistant chief engineer of KTHS, Spring, Ark.

E. D. WOLFE, master engineer of WNAC-WAAB, Bos- ton, and Mrs. Wolfe (nee Doris Johnson) are the parents of a boy born July 21.

H. CAMPBELL, technician of WOR, New York, is the father of a boy born July 16.

E. L. WORCESTER, director of the Don Lee Broadcasting Co., on July 14 was interviewed by Francis Coughlin of the WGN chain, continuity staff on his telephone experiments. The program was aired over the combined Mutual networks.

G. B. KINNEM, formerly of NBC service department, has joined the engineering department of WRCA, New York.

L. TOTTEN, veteran NBC radio announcer, will go into work of the Brookfield Zoo, Chicago, with a portable microphone, doing what the animals are doing.

ROADCASTING • Broadcast Advertising

EQUIPMENT

New equipment announced by RCA Mfg. Co., Transmitter Sales Section, in literature made available July 25, includes the uni-directional microphone (Type 77-A), making possible uniform wide-angle response from the front side, and negligible response at all frequencies from the back; an improved velocity mike (Type 41-A) with the junior velocity (Type 74-A); a monitoring amplifier, (Type 56-A); tri-amplifier (advanced type 55-A), claimed to be an entirely new speech input unit; new remote pickup equipment (Type 62-1) and a collapsible microphone stand (Type 59-A).

KVA, San Francisco, which was granted an increase to 3,000 watts, daytime power, will completely reorganize its technical equipment, including the installation of a vertical radiator. The new transmitter will be located at Bayshore and Third streets, in the city. The present transmitter is now atop the Whitchem Hotel. Installation of new equipment will be under supervision of Paul Schulte, KVA chief engineer.

WNMC, Memphis, plans construction of a new transmitter house on Thomas Road, near Memphis, and a 621-foot vertical radiator of the four-sided muntated type. Fred J. Sexton Co. is contractor.

General Electric Testing New Broadcast Circuit TO EXPERIMENT with a new type circuit for broadcast reception and transmission, General Electric Co., operators of WGY, Schenectady, on July 17 filed with the FCC Broadcast Division an application to operate between 12 midnight and 6 a.m., on channel with 250 watts. The station is regularly licensed for 50,000 watts. Details of the experiments were not divulged.

W2XAD, international shortwave adjunct of WGY, Schenectady, increased its daily schedule of operation by adding 1 1/2 hours to its broadcasting time on July 15. The station operates daily including Sundays on 15,330 kc. and 950 kc., will continue to broadcast from 4 p.m. to midnight.

G. C. BEADLE, program director of British Broadcasting Corp., has been named director of staff training in the training reserve to be formed Oct. 1 to create a personnel reserve.

“A” CUT CRYSTALS

(Approved by FCC)

If you are revamping to comply with FCC Rule No. 132, you will probably need an approved low drift crystal. We offer them for immediate delivery at $50.00 each including mounting.

HOLLISTER CRYSTAL CO.
WICHITA, KANSAS

BLAW-KNOX VERTICAL RADIATOR

“Reputation is reputation”

The ever growing list of Blaw-Knox Vertical Radiator Installations represented by hundreds of Broadcasting Stations throughout the world suggests a preference for Blaw-Knox engineering and construction.

The illustration at the left shows the 179 ft. Vertical Radiator furnished by Blaw-Knox for

STATION WBNY
Buffalo, New York

If you plan improvements in your antennae it will pay you to consult.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH • PENNSYLVANIA

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FLORIDA STATION FORM NAB DIVISION

FLORIDA'S 15 broadcasting stations met in Gainesville July 21 and organized the Florida Association of Broadcasters, the tenth such state organization to be formed as an affiliate of the NAB. President Fred W. Borton, WQAM, Miami, was elected president; W. Walt Tison, WPLA, Clearwater, president; Garland Powell, WRUF, Gainesville, secretary-treasurer; Senator John Beacham, WJXO, West Palm Beach, and T. W. King, WMBR, Jacksonville, members of the executive committee.

The meeting was called to order by Mr. Powell, director of station and University of Florida station, WRUF, and he served as chairman of the organization meeting. The association passed a meratorium resolutions, including pledge to support the NAB, also resolved to study radio conditions in Florida with a view, correcting many local and state problems.

A committee, headed by Mr. Powell was named to state station establishment of a state-wide shortwave station at Gainesville with a series of directional antennas to feed stations of the state with important programs beaming from WRUF. A code was adopted on practice of members and several committees were appointed.

WANTED

For Sale

Western Electric 304-A, one kilowatt transmitter, complete with one of the most sophisticated and partial set of spare parts: also 300-A oscillator, 5500-A AC, complete, operational; 827-A oscillator, in first class mechanical and electrical condition. Equipment removed from service because of increased power. Can be had for immediate delivery. Original purchase price $15,000. Offered at $7500 f.o.b., Columbus, Ohio.

FCC 62043 243 lists the 304-A equipment "as satisfying the requirements of engineering practice" promulgated in accordance with Rule 132. C. Richard Shafer, Station W135 Cola. 8, S. C.

WESTERN ELECTRIC 1 KW 106-B TRANSMITTER

This equipment is an excellent operating condition, having been taken out of service only because of an increase in power. The transmitter is supplied complete, with two sets of spare parts and elaborate sets of monitors and pumps. Designed for operation from 220-VAC DC, but can be easily modified for AC operation.

The transmitter is available immediately. It is in perfect condition and is priced at an unusually attractive price. Box 106-B BROADCASTING.
POWER AT WLW...

is in the program department as well as in the transmitter.

The selling power of WLW program ideas and the excellence of WLW production account for the fact that more local originations—by far—are sponsored this summer than ever before.

THE CROSLEY RADIO CORPORATION -- CINCINNATI
When WHIO joined the NBC Basic Red Network, February 9, 1935, it had 1000 watts. The transmitter was the famous RCA 1-D. The following October the station was made a member of both NBC Networks, Red and Blue. On June 28, 1936, WHIO took another important step forward, when it increased power to 5000 watts l.s.

This power increase was accomplished at minimum expense. The original 1-D equipment was retained; two new units were installed; and thus the RCA 5-C, 5 KW transmitter was created on the spot. This swift and economical method of increasing power is one of the outstanding advantages of the RCA principle of coordination. Apparatus so constructed can be expanded by additions at any time.

Along with WHIO's growth in network association and in power went an increase in sponsor regard. One product, for instance, realized an 18% increase in sales. Another sponsor pulled 71,712 votes from only 12 shows. And a telephone survey showed 66% of interviewed listeners were tuned to WHIO.

Address Transmitter Section: RCA MANUFACTURING CO., Inc. Camden, New Jersey • A Service of Radio Corporation of America