WHERE YOU HAVE GROUND TO COVER

... One GOOD HOSE IS WORTH A dozen BUCKETS

- If time is no object, you can water a sizeable plot of ground, bucket by bucket. But where cost and results are important, you naturally prefer equipment big enough for the job.

Since cost and results are vital to radio advertisers, there is a natural preference for Station WHO, with 50,000 watts, as the profitable means of selling Iowa by radio. In contrast to compact metropolitan markets, Iowa stretches over 200 miles north to south, over 300 east to west. To sell Iowa you have ground to cover, a fact which makes WHO's high-powered transmitter of unusual value to the advertiser.

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

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
OKLAHOMA’S wheat, small grain and alfalfa crops already are safely stored. Valued at more than $27,000,000 today, over 70% of this year’s wheat will be held for rising prices . . . prices conservatively estimated to go 20c higher.

Cotton, a hot weather crop, promises a full, normal yield which will add $64,000,000 to farm incomes.

The farmer’s bankroll from livestock, poultry and produce will top $56,000,000 this year . . . his income from oil leases, rentals and royalties will well exceed the $35,000,000 mark.

AAA payments, purely “velvet box” money this year to buy the things they need and the things good advertising will make them want . . . Make them want YOUR product. Get your story told . . . get your product sold through the radio station that interests Oklahoma most . . . the station which Oklahoma listens most.

WKY will have important say as to how, when and where it is spent.

OKLAHOMA City

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

Representative — E. KATZ — SPECIAL ADVERTISING AGENCY
Announcing

The

NEW YANKEE NETWORK

WNAC BOSTON, MASS.  WTIC HARTFORD, CONN.
WEAN PROVIDENCE, R. I.  WTAG WORCESTER, MASS.
WICC BRIDGEPORT, CONN.  WTAG PORTLAND, MAINE
WMAS SPRINGFIELD, MASS.  WLLL LOWELL, MASS.
WFEA MANCHESTER, N. H.  WSAR FALL RIVER, MASS.
WNBH NEW BEDFORD, MASS.  WLLH LOWELL, MASS.
WATR WATERBURY, CONN.

We are now accepting definite orders for preferred time for Fall. For available time and rates write, phone or wire
THE YANKEE NETWORK, INCORPORATED
21 BROOKLINE AVE., BOSTON
or the office of EDWARD PETRY & CO., INC., nearest you—
New York · Chicago · Detroit · San Francisco
CAUSE & EFFECT

More people are listening to Columbia than ever before.

So—more advertisers choose Columbia than ever before.

And still more people tune-in Columbia.

...that's the A B C of it.

THE COLUMBIA BROADCASTING SYSTEM
THE other night we heard a road contractor plugging his 60-foot highways in one-minute spots.

“That”, thought we, “is silly. WE wouldn’t have sold it to him.”

And the funny thing is that we really wouldn’t! Maybe we’re the crazy ones, but we honestly believe that the only sure way to get ahead in our business is to prescribe no medicine that we wouldn’t take ourselves, if the positions were reversed.

If you’re having a tough time deciding between radio and other media—if you’re wondering how best to do some unusual job—if you’re puzzled by conflicting claims and counter-claims... then give us a ring. We believe you’ll find that we can help simplify your problem, and earn both your confidence and your thanks.

FREE, JOHNS & FIELD, INC

Associated with Free & Steininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8640

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
111 Sutter
Sutter 4933

LOS ANGELES
C. of C. Bldg.
Richmond 6184

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

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

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

Southwest Broadcasting System
Warner Return Quiets Copyright Turmoil

Four Years of Peace Foreseen Except for Legislative and Legal Battles; Schubert Catalog Is Still Out

WITH THE return of Warner music publishing houses to the American Society of Composers, Authors & Publishers after a little seven-month attempt to go alone, comparative peace is expected for the next four years in the relations of broadcasters and their cliental, but music com- ed owners, except for redoubled efforts by music users to reform existing codes of its infringement, air payments for music performed in the air.

Warner's re- alignment with ASCAP means that all of the country's broadcasting stations now have contracts that run until Dec. 1, 1939, for the catalog of what is said to be all of the leading publishing houses. During that time there little likelihood of any plywood-printed royalty payment form, whereby stations pay 5% of their net receipts plus fees to ASCAP. ASCAP's income from broadcasting for this year is expected to reach $4,000,000, as against $3,200,000 in 1935.

Reinstatement of Warner houses aug. 4, with their catalogs of ad- ministrative desires, was made possible by an indi- spensable, brought a sigh of relief from broadcasters, radio advertisers and agencies that have been struggling with the confusion over performances and checking and rechecking of numbers, repentant danger that the licenses would not be renewed for successful years of the month and, the return to the air of many theme songs of previously established value.

Warner Not to Rebate AS REPORTED exclusively in the supplement to the Aug. 1 issue of BROADCASTING, the return of the Warner houses was effected upon stipulation of the motion picture subsidiaries exactly as scheduled. The company retains its seniority among ASCAP members, as of an unspecified time in the past, and does not have to make any in- escapable payments in advance of the beginning of the primary subscriptions for which their services were required by the ASCAP contract, which will be for a period of three months.

It has developed, however, that only six of the seven Warner publishing houses have been reinstated in ASCAP. The seventh, which is a dispute with Warner, is the schubert music publishing Co., which controls the catalog of the Schubert compositions and does not have to make any payments in advance for the first half of the month.

The two important music catalogues in this catalog are Student Prince and My Maryland. The most important number is Yours Is My Heart Alone. These two operettas have been placed on the restricted list by Harms, along with all compositions involved, as a means of safeguarding against possible infringement, actions. Other numbers in the catalog were said to be non-existent insofar as performances are concerned.

Warner, it was stated officially Aug. 11 on behalf of the companies, does not plan to rebate to the stations the $290,000 stations which have had their use of music performances for three months. Prorated refunds for pay- ments made beyond Jan. 1, on which date Warner's return was effected, however, will be made to the stations in the form of a 10% advance. It is not known how much money will be involved in these refunds, but the sums probably will not exceed a few thousand dollars.

It is figured roughly that possibly $175,000 in license fees was committed to Warner stations which preferred to protect themselves via that route. However, it is known that many stations, suspecting a possible return of the motion picture subsidiaries to ASCAP, did not remit, and that in the aggregate not more than some $75,000 or $80,000 was paid in. It is indicated strenuous efforts will be made to secure reductions effective to Jan. 1 on the primary grounds that licensed stations would be unjustly penalized. The companies of stations which did not take Warner licenses and which were sued for alleged infringements, and having the slate wiped clean, while the licensees who acted in good faith suffer the financial burden of the Warner settlement.

Warner companies which have returned to the ASCAP fold are Harris Co., M. Witmark & Sons New York Music Corp., Remick Music Corp., and Victoria Publishing Co. Among the composers whose writings are now performable under ASCAP contracts, are those of Jerome Kern, Sigmund Romberg, Otto Harbach, George Gershwin, Victor Herbert, Oscar Hammerstein and Vincent Youmans. All told, some $5,000 songs in the Warner catalogs are returned to ASCAP control. It bolted ASCAP last Dec. 31 because it wanted more than the $350,000 it received against 1935 for its payments and a like amount for its composer members. Not only did it fail to obtain itself its time of other sum from its broadcasting contracts, but it felt immediate repercussions in its most vital spot, advertising for its musical motion pictures.

Suits Dismissed

REFUSAL of the major networks, plus more than half of the most prominent stations, to accept Warner licenses struck Warner operations with telling effect. Unloading of some $200 infringement suits against various stations and hotels and night clubs, seeking nearly $4,000,000 in damages, fizzled too. Nor is a single suit gone to trial.

Despite all this, the broadcasting industry took an "all is forgiven" attitude, though there was no way of making the future under the existing antiquated copyright laws and with all desirable music media under ASCAP banner. There was plainly evident the feeling that the industry must have its chance to keep its isolated along the lines of the Buffalo Bill, which died at the last session of Congress as a victim of ASCAP's policy of moving away from its formidable ASCAP, as an arsenal, to which all other stations have been removed. The ASCAP is formidable.

250 minimum damage weapon.

A fact that Herman Starr, Warner vice president and president of Music Publishers Holding Corp., Warner music subsidiary, who negotiated the separate contracts with stations and headed the onslaught against ASCAP's ASCAP, has been relieved of his music obligations. It was said he had "the whole of his time to other Warner interests". He was not involved in the negotiations for the Warner reinstatement, which were carried on by Joseph H. Hassen, staff attorney of Warner interests in Hollywood, and A. M. Watten- burg, New York attorney.

Return of Warner houses also strengthens measurably the government anti-trust suit against ASCAP, commonly, but incorrectly, in restraint of trade. While the broadcasting industry is some- what divided on the advantages of (Continued on page 41)
Spot Disc Service Broadened by NBC

Clients of Network May Place Discs Now on Any Station

TRANSCRIPTION facilities of NBC will be made available to its network clients for spot transcription services whether recorded from its own studios or from other stations selected by the client, in an important change in policy announced Aug. 10 by President Lenox R. Lohr.

While there was no elaboration of a one-sentence announcement made by Lohr, it has been interpreted that the network henceforth will sell transcriptions in the spot field, the step which was tantamount to announcing that the network will engage in manufacture and recording of transcriptions for clients, another service other than those associated with its networks.

Provisions of New Rule

THE POLICY, which becomes effective immediately, specifies: "NBC will make available transcription services whether recorded from NBC network programs or from studio productions arranged by or on behalf of stations selected by the client."

The new rule, it is presumed, means that any NBC network act will be available an hour before the network program, or make studio productions for transcriptions and other services will be provided for by NBC, but the client may desire, whether NBC or associated with any other network.

The upshot in transcription spot business during the last few months, plus the demand from network advertisers to be permitted to purchase transcriptions from other than NBC-originated programs, led to the change in policy.

Groove on Mutual

GROVE LABORATORIES Inc., St. Louis, Mo., and the WOC, Des Moines, on Sept. 28 starts Gabriel Heatter, WOR news commentator, on seven Mutual stations in a 26-week series. The series will be extended to the Don Lee segment of Mutual on the West Coast. The programs will be heard by laymen through all stations, 7:45-8 p.m., on WFIL, WBAL and WCAE, with rebroadcast at 9 m. to WOR, WCN, CKLW, WAAB. Heatter will be opposite Boake Carter on CBS for Philo, in Philadelphia, Pittsburgh and St. Louis, as his assistant and will handle the commercials. The programs will be keyed from WOR. The Mutual Network Ad Agency, New York, has the account.

Kellogg-WSM Football

WSM, Nashville, will broadcast all 1936 games of the Vanderbilt football team under sponsorship of Kellogg Co., Battle Creek (cereal). N. W. Kellogg & Son Inc., Philadelphia, is the agency. Arrangements were begun last spring by Harben Daniel, WSM commercial manager, and the Kellogg agency. Somefast is believed to be in effect each college has its own radio policy and it is necessary to obtain Kellogg's endorsement from both teams. Last autumn Kellogg sponsored the last four Vanderbilt games on WSM.

Bread Disc Series

For Local Bakers

W. E. Long Co. to Use Radio in Promoting Travel Movie Film

W. E. Long Co., Chicago, operating a research and advertising service to bakers, is planning to record and place 39 quarter-hour transcriptions for use this fall by independent bakers throughout the country.

The program will feature an adventure series based on Adventures of Captain Nemo, which was recently a world tour for W. E. Long Co., in search of facts about bread. It was tied into a feature film based on Williams' adventures as well as newspaper advertisers' point of - purchase merchandising.

Merchandising Tieups

CAMPAIGNS are to start in individual markets shortly after the opening of school. The series is designed to last a year or more since the original series of 39 transcriptions can be continued indefinitely.

The program, scheduled to air in Radio City Music Hall under auspices of the New York Museum of Science and Industry, according to the Long company.

The radio plot, while aimed mainly at children, is also designed to appeal to all ages. Commercials will be directed principally toward building interest in the motion picture. The newspaper campaign includes a free distribution of Williams' bread recipes.

Morgan May Join NBC

REPORTS persist, though they are still unverified, that Clayland Morgan, formerly with the French Line, will shortly join NBC in an administrative capacity. He was on its London staff under Lohr. If he accepts the post he believed to have been offered him, he will not become a vice president immediately but will move into an official of NBC despite recently published reports that this vice presidency appointments are to be made. Mr. Morgan came to the attention of NBC when he handled the publicity details of the maiden voyage of the Normandie last month.

Committee of 15 Asks Station Data

ANOTHER appeal to stations, agencies and advertisers to submit all research bearing on station coverage and listener habits, was made by Peter, secretary of the Joint Committee of Fifteen representing the NAB, ANA and AAAA, which has established the W. E. Long Co. as the initial chairman.

The committee is interested in the first step toward creating a radio research bureau to serve all three branches of broadcast advertising on a cooperative basis.

Having recently received its census of radio homes by states and counties [BROADCASTING, July 1], the Joint Committee's technical committeemen, C. L. Miller of New York and, after discussing the duties to be undertaken by Mr. Peter, ordered him to start first on coverage data.

Mr. Peter stated that, following his questionnaires to stations, agencies and advertisers which were supported by a letter to stations from James W. Baldwin, NAB managing director, and 90 responses were received. These brought forth data from nearly that many stations, maps and networks and about a dozen agencies. More data is needed, said Mr. Peter, to give the Joint Committee material with which it can determine every bit of data in the radio files of agencies as well as stations in the country, and 200 methods are to be employed in collecting authentic basic data for the medium as a whole. Information on individual researches, it was promised, will be kept entirely confidential.

Mr. Peter, at its recent Chicago convention, voted $10,000 toward support of the radio research bureau. More than a year ago NBC committed $20,000 and CBS $10,000 for the project and, including the two amounts, has been used in the preliminary work of the joint committee and now are depleting the overhead of Mr. Peter's office.

BILLINGS DIRECTOR OF HEARST IN WEST

THE transfer of Ford Billings to the coast of WCAE, Pitts- burgh, to Los An- geles West Coast, of the entertain- tivities of Hearst Radio Inc. and to supervise the thre e st ruc- tion of KEHE, Hearst- owner of that city, was ordered effective Aug. 10 by New York headquarters of Hearst Ra dio Inc. on the recommendation of President Johnstone and was preceded by the announcement of Pinkeye, Hearst commerce manager. Mr. Billings recently completed an assignment for Hearst to visit Los Angeles and San Francisco and to recommend organizational to the Hea rst company. He has been manager of WCAE for the last two years coming from KSTP, St. Paul, H. B. Listen to the ad agencies of WHK, Cleveland, later on the staffs of WHAM, Rochester; WGN, Chicago; and WOR, New York.

Billings is appointed a vice president of the station.

Fidler Goes to St. Loui

For J. Walter Thompson

FRED H. FIDLER, account representative of the J. Walter Thompson Co., San Francisco, for the Shell Oil account, will be transferred to St. Louis Sept. 1, to assume management of the office there. He succeeded Arthur Farlow, who returns to San Francisco Oct. 1 to resume his duties as account executive.

With Mr. Fidler's transfer, several other changes will take place in the San Francisco office of the agency. Norman Strome, former head of the media department, becomes account executive on TV and radio. Fred Gavitt, who will manage the Shell account, will be transferred from traffic to the media department. Fred Gavitt, who has been manager of the West Coast operations, resigns and his duties will probably be taken over by Lynn Baker, vice president at Pacific Coast manager for J. Wa- lter Thompson Co. in San Fran- cisco.

U. S. Alcohol Spots

U. S. INDUSTRIAL ALCOHO

Co., New York (Super Pyro, and Pyro Pyro) and the first time in a fall campaign to begin about mid-October. Plan are still in the making but it is expected that 36 stations will be used in the cold-weather area of the United States. Lambert & Co., Inc., New York, has the account.

TONY WAKEMAN sports a new announcer of WJAS, Pittsburgh, and Atlantic City, the Front -liners Club medal for the news broadcast of 1935 in recognition of his coverage of an eyewitness account of the Johnston flood over WJAS and CBS, Sept. 1 will join WOR, Washington, as sports and feature announcer.

Our New Headquarters

NEW headquarters with an augmented staff have been established by BROADCASTING Magazine in New York City. With Howard Leonard continuing as editor-in-chief, the newlv-appointed New York advertising representative, offices have been established in Suite 701, 1270 Sixth Ave., Rockefeller Center. The telephone number is Mural, 4031. Mr. Engen has been New York correspondent of BROADCASTING. Mr. Goldman on Aug. 1 joined BROADCASTING after four years in the sales promotion department of WLS, Chicago.
A Banker Appraises Radio as a Medium

By R. E. DOAN
Denver National Bank, Denver, Col.

Broadcasts Offer Ideal Means of Creating Confidence in the Sponsor and Arousing a Friendly Feeling

WHEN media want to do a bit of self-promotion, they take a big capital “I” and hang a song and dance around it. The result may be spiral bound and quite impressive. But much more effective is the view of the outsider, the unbiased buyer, who doesn’t have to conceal any dry rot in the family tree or saladam to any sacred cows. Mr. Doan, a financier and writer, has written a piece about radio from a banker’s viewpoint and for bankers’ consumption. It appeared in the July issue of the “Financial Advertisers Association Bulletin” in the radio section, conducted under supervision of Joseph F. Cornelius, of First National Bank, Spokane.

Not An Experiment

SOME hear of the marvelous results gained by other advertisers, and think of a radio station with a big audience is something to sign up for now. It is a realization that a radio station and its public listeners happen along at the psychological moment, then throw themselves into a program of direct mail, direct advertising, and trying to attract them to the station, and, indeed, they are “off” in most cases. Radio, like any other advertising medium, depends to a certain amount of planning, familiarity with its possibilities, sales effort, etc. So let us review and endeavor to solve the few of the problems connected with properly utilising this “fourth dimension” in advertising. In the first place, radio has long ceased to be an experimental proposition. It is now recognized by the advertising profession as a great medium, and facts will help to illustrate how it is used. Estimates show that nearly 25,000,000 homes in the United States are radio-equipped nearly 70% of the families in this country own and use radio receiving sets.

To add to its popularity, the last few years have seen a reduction in the number of stations; there may be taken into consideration—things not peculiar to any one business, but of equal use to all advertisers. To begin with, all businesses—banks especially—have the problem of “humanizing” their services or wares to the public. Without such “humanizing” effort, the public is inclined to look upon a bank as an impersonal, interested only in profits and not in the individual’s problem. Until radio made its appearance on the advertising horizon, the problem of word-of-mouth advertising—was about the best way to dispel this public feeling toward banks. Of course, to utilize this method, it was necess…

BROADCASTING • Broadcast Advertising

August 15, 1936 • Page 9
Philco Discloses Its Television Progress

B Y M A T R I N C O D E L

Clear Images Shown by Big Set Manufacturer Indicate It Will Be Important Factor in the Visual Field

FIRST in radio set sales during the last three years, Philco Radio & Television Corp., as its name implies, does not intend to be left at the post when television inevitably arrives in the not far distant future. Whether Philco will confine itself to the television set manufacturing field, or enter also into the visual field as a broadcaster, its officials are unprepared as yet to say—but the indelible fact that that company will be a substantial factor in television was pointedly demonstrated Aug. 11 when it disclosed for the first time what its laboratories have been doing in visual radio research and development.

Privileged to be one of a party invited to Philco's demonstration at Philadelphia, I can best begin this layman's description of what was shown by repeating the conclusions published in these columns last year after visits to the Baird television laboratories in London [BROADCASTING, June 15, 1936] and RCA's to broadcasting facilities in Camden [BROADCASTING, Dec. 15, 1936]. Television, I wrote then in effect and repeat now, is a technical reality that fascinates the observer and must baffle the imagination of those who can only read about it. It is not ready for the home as yet, partially due to technical "bugs" remaining to be overcome but more largely due to economic obstacles. What is being shown in the Philco laboratories and field tests, as in RCA's, is so remarkably good that, provided favorable technical factors are being favorable, the public should accept television in a big way once it is publicly introduced through adequate broadcasting facilities.

A "Tremendous Industry"

THAT Philco officials share this view, though they have elected to remain silent until now, probably for fear of the "bugs" that too much talk about television might do to radio set sales during the reviving market of the last few years, was indicated by Larry E. Cubb, Philco's president, when he told the gathering before the demonstration began:

"We don't believe television is just around the corner, but we do believe that when it does come it will be a tremendous industry." Mr. Cubb was correct except that in a prepared statement issued by Philco he was quoted as predicting, cryptically: "Commercial television will not come during 1936."

But J. M. Skinner, president of the associated Philadelphia Storage Battery Co. and president of the Radio Manufacturers Association, whose representatives were present, termed television the "new craft" and asserted: "In the language of President Roosevelt, television is the most important thing in the future. Whether we intend it or not, it will come." The statement is not intended to be prophetic, but that is the way it was said.

TELEVISUAL STILL — Time exposure picture of Jean Muir, film star, taken during Philco's demonstration directly off the fluorescent cathode-ray screen. This picture is "off the air" and was built up at rate of 345 lines framed 60 times per second.

Olivia DeHaviland and the third of Joan Blondell, all movie actresses, they were clear and luminous, mounted in black and white and lacking nothing in detail to distract the eye. Next came the front page of a Philadelphia newspaper. The streamer headline and the lesser headlines were easily readable by the type was not.

Then a hand brought forth first a package of Camel cigarettes and then a watch, practically actual size, and their clarity even to the point of reading the inscriptions called forth easy visions of how television eventually will be used for trade mark, package and commodity demonstrations.

Girls and Commentator

THE moving images started with two girls from the Philco plant, both obvious brunettes, one singing a classical number and the other a popular song. Every detail of their features, their garments and their dress designs could be seen clearly. When the television images were shown, they were in full length with their piano accompanist, the pictures were still clear but it might not be so easy to recognize the petals of the rose if you met them on the street later. Detail was lost as the camera took in wider ranges.

Next, the Philco announcer introduced Boake Carter, seen sitting at a desk and reading the script of one of his broadcasts. Mr. Carter's features were similarly clear; but when he bent his head forward to read his manuscript, some slight distortion was evident, indicating how the future camera unless he memorizes his script. Mr. Carter took up a telephone, called the Grimditch home and for 10 minutes or more conversed with various persons at the viewing end. The synchronism was always perfect.

A 16-minute Granlund Rice stereopticon of motion pictures, run off through an accessory projection machine at the transmitting end, was the next demonstration. The subject, jungle and underwater
British Television Experimenter Shows Large Pictures and Claims Movie Size

USING only a filament lamp as a tube and a new television system employing mechanical scanning and reproduction and capable of projecting pictures up to the size shown in the photograph, Mr. John E. Trumbull, a member of a group of electronics technologists which includes some of the inventors of television, has given a demonstration at the National Institute of Sciences of a receiver which he has built to show a picture of reasonable size.

The demonstration was given to members of the Institute of Radio Engineers in New York City, where the receiver was shown to be capable of reproducing a picture 3 feet high and 5 feet wide. The receiver was operated by a single filament lamp, and the pictures were shown on a screen 18 inches square.

**Movie Size Images**

"There is no difficulty in the case of the Scophony receiver in switching over from this standard to 60 lines interlaced, or vice versa, and actually the commercial Home Receiver has been designed to handle both standards."

"It was even a greater and most pleasant surprise for me to be given by the Scophony engineers an opportunity of seeing the first experimental results—actually only one or two days old—of a picture on the so-called Medium-screen Receiver. The size of the picture was 3 x 4 feet, again of the standard 240 lines, 25 pictures per second. The receiver was still in the process of being adjusted and tuned up, but even so the results on the screen were simply astonishing. The brilliance was more than adequate."

"There is no type of receiver uses all the basic features of the Scophony system, evolved for dealing with the present type of transmission as adopted by the BBC. [The BBC, under orders of a Parliamentary committee, is this summer introducing a combination of the EMI and Baird cathode ray transmitting and receiving systems.] There are the split-focus, the beam converter and the light control. This type of receiver is intended for demonstration in public halls, big stores, schools and the like. An arc is the only light source."

"The Home Receiver, the observer continues, using a filament lamp as light source, showed a 16 x 12 inch picture on its first laboratory model, while another larger device than the Medium-screen Receiver is being built intended for a picture 13 x 19 feet."

"From what I was able to examine in the case of the Medium-screen Receiver," the editor of the British periodical adds, "I see no reason why a good picture, with adequate illumination, should not be achieved by Scophony in the near future for presentation in large cinemas. My previous remarks about the unique achievement of the Medium-screen Receiver would, of course, apply even greater force to the large screen receiver."

**BOWES MOVES STAFF**

PREPARING for his CBS series under Chrysler sponsorship, Major Edward Bowes, impresario of the Ambassador Hour, on Aug. 15 will move his large radio staff into elaborate new quarters in the former Mayflower Theater building, currently known as the Manhattan, at 52nd & Broadway, New York. The theater itself is being converted into a modern Radio Playhouse by CBS for the Bowes and other audience shows. Major Bowes starts on 90 CBS stations Sept. 17, Thursdays, 9-10 p.m. (EDST).
Increase of 12.1% Is Recorded In Sales of Time for Half Year

Volume of $51,802,179 Is Shown for Six Months; Regional Network and National Spot Lead Field

RADIO advertising volume continued its march to higher levels during the first six months of the current year, according to statistics compiled for the NAB by Dr. Herman S. Hettinger, head of the Hettenger Advertising Research Corporation of the University of Pennsylvania. Total gross time sales of the medium during the six-month period were $51,802,179, an increase of 12.1% over those of the first half of 1935 by 12.7% and amounted to $50,802,179.

Radio continued to lead the major media in rate of increase, national magazine volume during the same period having gained but 10% and network advertising 11.5%.

Only national farm paper advertising surpassed radio in relative rate of increase, gaining 21.5% over the corresponding period of the preceding year.

Regional and Spot Lead

REGIONAL network and national spot advertising continued to lead the radio field. Regional network volume increased over the 1935 level by 11.5% for the first six months of the year by 98%, while national spot business experienced a gain of 4.1%.

National network volume rose 7.9% and local broadcast advertising 5.3%. Network advertising for various portions of the medium during the first half of the current year were as follows:

- National networks: $28,181,976
- Regional networks: $44,417
- National non-network: $115,547
- Local: $10,447,870

Total $50,802,179

In the field of non-network advertising local station volume continued to show the greatest rate of increase during the first six months of 1935 level by 24.5%. Clear channel and high powered regional station volume increased 16% and regional spot volume 21.6%. Non-network volume in the South and Mid-West continued to show the greatest gains over the preceding year.

The outstanding development in the rendition field was the marked strength shown by electrical transcriptions during the period under review. Total transcription business registered an increase of 50.4% over the corresponding months of 1935. National transcription volume increased 52.3% while local volume rose 41.8%. Local volume has made a consistently strong showing since the development of transcription libraries.

In spite of the increase in the transcription business, live talent programs continued to progress strongly. National live talent volume continued its upward trend and was up in line with the preceding period of last year. Local live talent business increased 8.9%.

One other interest was the decline in announcement volume, when contrasted to the development of the corresponding period of last year. Local live talent business increased 8.9%.

The decline in announcement volume, when contrasted to the development of the preceding period of last year. Local live talent business increased 8.9%.

Disparities in NAB and Census Data on Sale of Broadcast Time Explained

PUZZLING disparities between the 1935 broadcast advertising figures prepared by the U. S. Bureau of the Census and those published by the National Association of Broadcasters and by the National Association of Broadcasters in its own industry survey are presented in the July 8-6, by Dr. Herman S. Hettinger, University of Pennsylvania economist and the NAB monthly business index. Dr. Hettinger emphasized the correspondence between the two figures and how the NAB figures show the lowest NAB monthly business index. Dr. Hettinger claims the NAB figures are closer to accuracy for variance figures within the industry.

The Census figure is based on the gross volume of advertising, whereas the NAB figure is based on the number of stations involved. The Census figure is therefore 9% lower than the NAB figure.

The lack of correspondence is explainable by the fact that the two sets of figures are collected on a different basis. The Census figure is based on the gross volume of advertising, whereas the NAB figure is based on the number of stations involved. The Census figure is therefore 9% lower than the NAB figure.

In this instance, discounts arising out of the length of the broadcast contracts have been neglected. These are small compared to the national gross billings. However, they may be significant in the case of local and network gross billings. The Census figure is therefore 9% lower than the NAB figure.

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Obtaining Accuracy

"TURNING to the first probe that the relative proportion of national and regional advertising on radio, comprising 50% non-network total for the medium is probably in this instance the single most significant factor to the actual situation than are those of the U. S. Census. This true for the following reasons: Insignificant to the result of the reports of the various stations to the Bureau of the Census. The division of national and regional on the one hand and local on the other is certain to be a division of advertising estimates to part of the great majority of stations. Studies leading to the development of the standard for radio stations, conducted in 1934, indicated only to the thinnest separation of business between national and local stations.

"In addition, it is quite probable that the customary procedure of infusing the local rather than the national figure. Where network advertisers and local agents combine, such combined advertising is carried at the local level.

(Continued on page 46)
ALL EYES ON KANSAS

"Yellow Gold" — that’s what the farmers of Kansas call wheat. This year there are 134,000,000 bushels— a bumper crop—worth approximately $134,000,000.

In addition, there will be millions of dollars flowing into Kansas from corn, oats, barley, potatoes and from hogs and cattle. Real wealth in cash.

ALL EARS ON WREN

CENTRALLY LOCATED to serve Kansas City, Topeka, St. Joseph, and all surrounding cities and farm communities, WREN combines the BIGGEST RURAL and METROPOLITAN AUDIENCE.

If you want to sell to these wheat dollars, advertise over WREN.
Transfer of KOMA and WACO To Hearst Radio Is Approved

TRANSFER of the remaining two stations of the four of the Southwest Broadcasting System group purchased by Hearst Radio Inc. last spring for approximately $500,000 was approved Aug. 13 by the FCC Broadcast Division at a special meeting. The sales agreement between KOMA, Oklahoma City, for approximately $75,000, and of WACO, Waco, Texas, $100,000, was signed. On May 4 the Division had approved the sales of KTS, San Antonio, and WXXI, Austin local, at $180,000 and $50,000 respectively. The fifth station of the former Southwest owned group is KTV, Fort Worth, sold by Southwest to Raymond Buck, Fort Worth attorney, subject to FCC approval. This transfer likewise was approved at the Aug. 13 meeting, the FCC re-considering its former actions set- ting an 8-week time for hearing, on its own motion.

With approval of the additional assignments to Hearst Radio, the number of stations owned by the newspaper organization is increased to 10. Previously, the FCC had set the assignment applica- tions, along with that of KTAT, for a hearing presumably to have been held this fall.

Sold in the Spring

ARRANGEMENTS to sell the Southwest Broadcasting System were made last March by A. P. Barrett, of Fort Worth, principal owner of the stations. Elliott Rossen, vice president of the President, was named time vice president of Southwest and later named vice president of Hearst Inc., New York. Associated with Mr. Rossen in these negotiations was William F. Day, executive vice president of Surmind & Peaslee Inc., New York advertising agency. The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. The station is the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assu- med that these stations also will be under the regional direction of Mr. Roosevelt.

Oyster Shell Spots

OSTER SHELL PRODUCT, Co., New York (poultry grit), i selecting a list of about 20 station for advertising campaign in the East and Midwest during the autumn, Husband & Thomas Inc., New York, is agency.

be under the regional direction of Mr. Roosevelt. KTAT operates on 1240 kc. with 10 kw. and does not have national network affiliation. M. Buck is counsel for American An lines Inc., the head of E. L. Cord, owner of KFAC, Los Angeles.

The 10 stations now owned b Hearst Radio Inc., WINS, New York, WCAE, Baltimore; WBAL, Balt more; WINS, Milwaukee; KYA, late M. A. Lees, and the Southwest stations; KRO, KNOW, KOMA, WACO. In addition, however, there is the District of Columbia b lumbia courts a suit brought b Hearst Radio for special perfected work contract. Under a contract made with the station, it had agreed to purchase WMAI Washington, from the estate of late M. A. Lees. The station is operated under lease by NBC a Blue outlet. Hearst Radio agrees to pay $285,000 for the station, be the heirs of the estate subsequently refused to deliver.
WREC "OUTSTANDING" AMONG 77 NETWORK STATIONS

Read
What Campbell Soup Co. Says -

Campbell Soup Company

July Thirteenth, 1936.

Radio Station WREC,
Memphis, Tenn.

Gentlemen:-

We have gone over carefully the recent reports
made by stations on the Columbia Network on radioadvertising
activities for our two programs, "Hollywood Hotel" and
"Burns and Allen."

We want you to know that we feel you are doing
an outstanding job, equalled only by a half dozen stations
among the entire seventy-seven on the network we are using.
We feel certain that your fine work on our programs
must be producing excellent returns in your unceasing
efforts to build the audience of WREC.

Thank you again for your excellent cooperation.

Yours very truly,

CAMPBELL SOUP COMPANY,
Advertising Department.

"It ain't the individual
Nor the army as a whole,
But the everlasting teamwork
Of every bloomin' soul."

Place your next campaign with
WREC, and . . . "every bloomin' soul" will go to work for you. Try it—you'll be the winner.

Wide-Range Transmission. Memphis' Most Modern Broadcasting Plant—5,000 Watts Power.

WREC

A PLUS VALUE FOR ADVERTISERS... AT NO INCREASE IN RATES
Main Street of the Air Counts Noses

Dr. W. B. Caldwell Inc. Obtains a Good Idea How Many Listen in on ‘Monticello Party Line’ Disc Series

By C. E. YOUNG

JUST about a year ago Dr. W. B. Caldwell Inc., Monticello, Ill. (syr- up of pepsin), a unit of Sterling Products, introduced its Monticello Party Line on a group of Midwestern stations via Columbia Phonograph Co. transcriptions. It was Sept. 20, to be exact, and was launched following the usual summer layoff by a sponsor that had been satisfied to spend about 12½% of its advertising appropriation for radio.

This autumn the station schedule’s going to be different. Not so the program, however, for it has captured thousands of faithful followers in its present area. Some of the stations have been counted, so Dr. W. B. Caldwell Inc. will spend 75% of its appropriation for radio this season, six times the ratio of not so many months ago. The number of stations used during the fall and winter will triple the present list.

And Do They Listen!

BUT boasts that the mail from this transcription program exceeds, in many cases, the response to nearly every other program of any station, and has remained almost without a break since its inception.

The avalanche of silver wedding presents sent to Clem & Aggie Tuttle, two of the characters with the occasion of their silver anniversary of their marriage, which was June 30. These cards and flowers still surround the table of the desk of Maxwell R. Hott, vice president and a chief motive power of the Caldwell plant at Monticello.

The mail has been in response to occasional premium and sample offers, including its talent dramatics and the most generally accepted offerings of music, orchestral or vocal, and some of its most popular material at the end of the year. Its own production of the day is now being solicited, and is expected to be at least 40% of its production.

Country Gossip

AS THE name suggests, the story is a series of episodes which have been drawn from the daily experiences and conversations of the real-life southern people of the south. The countrymen are the author of the story, the “Main Street” of the air and has

Le Quatte Defends Standards of Radio

Points to American Programs
Superiority Over British

"Radio copy censorship is just as rigid as is that of other forms of advertising media. Having started with that idea, they need not relent as was necessary with some of the others." H. B. Le Quatte, president of the Advertisers Club of New York, said this tribute to radio in a recent interview over WNYC New York, in which John Black author and assistant editor of Textile World, questioned him on broadcast advertising.

Mr. Black if he thought the United States even a small nation would eliminate advertising from the air, as the British have done. Mr. Le Quatte posed with a definite "No!" and invited listeners to make the comparison themselves by tuning in British programs. He reminded that British pay a $2 an annual set tax and stated that the American plan seems more sound to him.

Feature of Radio

HE SAID that the important thought in commercial program material is to keep in mind that the listener "wants a program and not a sales talk." Queryed on the future of radio advertising, he suggested that the trend will be "less thought of the manufacturer and more of the listener".

The effect of advertising prices, said Mr. Le Quatte, is swell demand, which swells production, and that in turn reduces cost of production. Besides, he reminded, advertising speeds up turnover and produces greater profit, the whole combination resulting in savings to the consumer.

PREHISTORIC CITY REVEALED

WOW Broadcasts From Ruins of Ancient Habitation

And Reveals Mysteries of Indian Lore

WOW, Omaha, recently originated for NBC-Red network an educational program from the site of a prehistoric buried city near Lincoln, Neb. Dr. Earl H. Bell, director of the University of Nebraska archeological expedition, is preparing to his attention evidences indicating the existence of unusually large deposits of prehistoric Indian culture on the hills north of Lincoln, Neb., discovered to be the largest find of its kind in the history of the United States, Buried beneath from three to 12 feet of soil, Dr. Bell discovered the broken pottery, bone and shell evidences of a long dead civilization, showing a city three miles long and a half-mile wide.

Telephone men from a small village worked day and night for three days bringing special wires to the scene of the broadcast. Harry Burke, program manager of WOW, opened the program speaking from the top of the hill upon which the site was located. A special microphone was used to carry the broadcast over to Foster May, WOW's special event director, who gave a graphic description of the surrounding country and the Indian site itself. Carrying the microphone on a thousand foot extension cord, Mr. May ascended the hilltop and began the diggings. Seated at the bottom of the peak, Mrs. W. Bell, archeologist, about 125 degrees—so hot it almost melted the equipment.
We’re Just a Bunch of OLD MAIDS!

Nobody seems to be exactly reticent these days, least of all we of the radio world. And a success story, it seems to us, is always permissible if it contains information that is going to help other people become successful. Yet, what do you find us doing here at WOR? Going around being conservative, that’s what we do! Holding down our collective skirt and looking down our nose at the ballyhoo boys. Saying “Maybe” when we ought to be shouting: “You’re darn right we CAN!” Whispering: “A Mr. S. reports that his brief WOR dramatic sketch increased sales 60% without the aid of any other advertising, while plant production was doubled and distribution grew exceedingly well.” Whispering this, and the fact that there are 1,450,000 families in metropolitan New York alone with incomes that range from $6,000 down, when we should be shouting it from the housetops. But being old maids hasn’t hurt us any. What we don’t shout, our customers will tell you. They are up to their hips in the largest, most fruitful, most compact single market in the world and they’re using that market’s pet station to advantage. You might, too.
Roy W. Peet has been named to succeed Ken Dyke, resigned, as advertising manager of Columbia Records, New York. Mr. Peet is a grandson of Robert Peet, one of the three brothers who founded the old Peet Bros. Mfg. Co., Kansas City, which merged with the Palmolive Co. and then with Columbia to form the present firm. He has been serving as assistant advertising manager for C-P-P under Mr. Dykes and has been a member of the C-P-P advertising department since 1927.

**Absolutely Free!**

AND still they come—all I'll give-you-if-you-give-me-but-no-cash-exchanged offers that the broadcasting industry at large so often has rescued against. Newest “giveaway” offer is one from Electric-Vox Recording Studios, Los Angeles, proposing that stations carry its recording of Warren Stokes’ movie gos-sip transcription, Air Over the Waves, which costs stations “nothing at all.” Nothing, of course, except that they must carry a five-minute talk on beauty and cosmetics also advertised. “That’s all there is to it,” says the covering letter.

**Ridders Seek Station**

HAVING recently acquired the Duluth Herald and the Duluth News-Tribune, J. E. Ridders, president of the Ridder Brothers, publishers of various newspapers, including the St. Paul Dispatch and Pioneer Press, which own half of WTCN, Minneapolis, has applied to the FCC for a new 250-watt station in that city to operate on 950 kc. The Duluth-Superior area is now served by WEBC, and will shortly have the 100,000 kw KFXX moved there from Moorhead, Minn., under a recent FCC grant to the interests headed by Dalton LeMasurier. The Ridder brothers have an interest in the St. Paul baseball club of the American Association, and also publish the New York Journal of Commerce (“St. Paul Daily News, Aberdeen, (S. D.) American News, Grand Forks (N. D.) Herald and New York State Zeitung & Herald,” German-language newspaper.

**Colsevion Disc Plans**

PARAMOUNT PERMANENT WAVE CO., San Francisco (Colsevion permanent wave), has appointed Dave Adv. Agency Inc., that city, to direct its personal advertising. Along with other media, five-minute dramatic transcriptions, being cut by Titan Productions Inc., San Francisco, will be placed on various Western stations in a fall campaign, date of startings to be announced later. By arrangement, RCA is the account executive in charge.

**Five Stations Quit NAB Membership**

Three Withdrawn by Shepard
WSYR, WGST Also Leave

**FIVE stations besides WCAU Philadelphia have resigned from the NAB since the annual convention last month, mainly because of dissatisfaction with policies or practices of the trade association. They are WRCN, Boston; WEAN, Providence and WICC, Bridgeport; the four stations owned by John Schaefer, Mfg. Co., president; WSYR, Syracuse; headed by Harry S. Wider, and WCBS, New York, managed by Sam Pickard, CBS vice president.

The first NAB defection occurred at the Chicago convention. Isaac D. Levy withdrew WCAU from membership following his resignation from the presidency of James W. Baldwin, managing director. At that time he announced he would form another trade association, put to the test line that has materialized.

Opposes Copyright Plan

MR. SHEPARD asserted Aug. 4 that he had withdrawn three of his stations from the NAB not in sympathy with the NAB Copyright Bureau project fostered by Mr. Shaefer. Its creation is a threat to the development of public domain and other music and for several other reasons.

With one station—WAB, Boston; the WAB trade association, he declared he still is a member of the trade association. He was working for an order, he said. His primary interest is in its strict non-commercial and non-commercial practices and still he was not interested in the slightest degree in any plan of Mr. Schaefer to create another trade association.

A largely similar view was taken by Mr. Wider, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly dislike the work balance plan. He declared also that he had no intention of joining any second association such as the one advocated by Mr. Shaefer.

Since the Chicago convention, at which time the NAB membership stood at 407, two new stations have appeared on the trade association rolls. They are WSGN, Birmingham, a former member, and KGBW, Boise, Neb. These two stations joined the market, taking into account the five resignations since the conventions, totals 404.

**Wons Sponsor Policy**

AGAIN announcing its policy of broadcasting collegiate football games without commercial sponsor-ship, WGN, Chicago, announced Aug. 15 the schedule featuring Midwestern games for Saturday afternoon from 1:30 to 7:30 p.m. in the fall. Quin Ryan will again be at the microphone, with Carl Meyers handling the details of all the football game news. Quin Ryan will again be at the microphone, with Carl Meyers handling the details of all the football game news. Quin Ryan will again be at the microphone, with Carl Meyers handling the details of all the football game news. Quin Ryan will again be at the microphone, with Carl Meyers handling the details of all the football game news.
The New York State Broadcasting System

WINS
New York City
WABY
Albany
WIBX
Utica
WMBO
Auburn
WSAY
Rochester
WBNY
Buffalo

6 KEYS to the Richest Market in the World

Until yesterday there was no such thing as a New York State regional network. Today we offer you the keys to the richest market in the world...at rates amazingly low.

TELEPHONE • TELEGRAPH • OR WRITE
The New York State Broadcasting System
114 EAST 58th STREET, NEW YORK
ELDORADO 5-6100

NATIONAL REPRESENTATIVE: HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Broadcast Advertising
August 15, 1936 • Page 19
Station Groups Getting Ready For FCC October Hearings
Clear-Channel, Two Regional and Local Groups Plan Cooperative Cases at Allocation Discussion

DESPITE assurances from the FCC that only evolutionary changes can and will be made in the case of the broadcast license application, no widespread reallocation is in view, battle lines are forming for the Oct. 5 hearing, and the reallocation committee on regional broadcast stations will be represented.

Superpower of 500,000 watts, as formal hearings indicate, in the clear-channel group, along with duplication on clear channels, appear to be the main theme. Retention of clear-channel groups and one of the regional groups already have been organized through retention of counsel and engineers, while the local group, represented by National Independent Broadcasters, as broadcasting commission to present still was considering counsel and engineering advisors.

Regional Organization
THE National Association of Regional Broadcast Station is formed, approved by the FCC, and one of the regional stations at the Oct. 5 hearings, completed its preliminary organization at a meeting in New York on August 15. The appointment of Paul D. P. Spearman, former FCC general counsel, as chief counsel and counsel of Mr. Greenleaf, president, consulting engineer of Boston, as chief engineering advisor.

Mr. Shepard 3d, president of the Yankee, and chairman of the new regional group, announced the purposes of the organization in a formal statement, setting forth that it favored 50,000 -watt night operation regional channels; is opposed to 500,000-watt night operation; and favors duplication on clear channels on the theory that the exclusive operation of one clear channel by a single station "is a waste of potential radio facilities in a large number of cases."

The president of the regional group also filed with the FCC a petition asking 5,000 watts at night, and the status quo insofar as regional assignments are concerned until the next policy is decided upon. The petition asks that no new stations be licensed on regional frequencies and that no local stations be assigned on them until after the hearing.

Although the Shepard organization declared its membership is open to any station operating on a regional frequency, it was contested by the vice president and general manager of WBNX, New York, that the organization is discriminating against regional frequencies. Mr. Alcorn on Aug. 4 sent a letter to all regional stations on their regional frequencies, setting forth this alleged discrimination and advocating that such stations file a "cooperative or individual representation" at the hearings if their channels and investments are to be protected.

Mr. Alcorn had declared that it was not the intention of his group "to attempt to take over or give up any of the certain designated channels only."

It developed that Mr. Alcorn has been invited to attend the Alcorn organization "as required," a committee of Mr. Shepard's organization but that he did not seem to fit to the committee's purposes, "by invitation to all other radio stations." Mr. Shepard informed him that the committee has not granted any stations to the meeting since it would have been impossible to effect an organization with several hundred present. As a result Mr. Alcorn made known his intention of proceeding with his plan to have the higher frequency regional stations represented separately.

Clear-Channel Plans
THE clear-channel group, which has had an organization active for more than a year, already has retained Louis G. Caldwell, Washington radio attorney and the first Radio Commission's general counsel, with support from engineering firm of McNary & Chambers as its engineers. The main problem of this group is the retention of clear channels for exclusive high-power station operation and opposition to any East-West coast division on them as fostered by the main regional group. The clear-channel stations also have advocated the proposition that the minimum power on clear channels will be as to permit 500,000 watts, but apparently they will propose that the present maximum power of 50,000 watts be made the minimum power.

There are now pending 12 applications for authority to use 500,000 watts on clear-channel WLB. Hearings on these applications, however, will be held after the Oct. 5 hearings and it is yet to be set. The applicants are WHO, WHAS, WSM, KFI, WJR, WGN, KNX, WZ, KDKA, WOAI, WGN, and WLW. The National Association for Regular Authority in lieu of its present experimental authority. Other applications, mainly from the network key stations in New York and Chicago, are contemplated.

Working with clear-channel group, in addition to McNary & Chambers, is a technical committee comprising John H. Deck, chief engineer of WSM, Carl J. Meyers, chief engineer of WGN, and Samuel Rockwell, WLW, technical supervisor.

Who the local stations will retain has not yet been determined. Edward A. Allen, president of NIB, and owner of WLVA, Lynchburg, Va., is supervising the plans for special committee to oppose to super-power operation. Many local stations are known to be opposed to super-power operation and they wish to tend to undermine their business. It appears certain, too, that the locals will foster a horizontal increase in their programs perhaps to 250 or 500 watts.

In its formal announcement the Shepard regional group said the purpose of the Association is to make a thorough study of the problems confronting the Commission in its five-radio, 15-watt high-frequency transmitters, a new type of amplifier recently designed by NBC engineers, and a nicker-plated telegraph antenna capable of being extended to meet the requirements of the frequency used. The transmitters will be operated on small gasoline power engine instead of batteries, thus obviating the necessity of carrying heavy batteries requiring frequent recharge. A one-half horse power engine, small enough to classify as a toy, will do the necessary power to operate the transmitter.

Group Representation
TO THE question whether it was the intention of the organization to advocate 5,000 watts only on certain designated channels, the answer is "yes" and "no," but the aim is to improve radio through the improvement of the facilities of regional stations. The possible possibilities of increased night-time power for those stations.

In further question to the committee on regional broadcasting, the statement said:

"The Commission is convinced from information which it already has and from facts which are common knowledge that a large number of regional stations can and should be authorized to operate with 5 kw. or more power, and that additional authentic data will be assembled and all of this information will be made available to the Commission at the Oct. 5 hearing. The owners of regional stations are convinced that the exclusive use of a clear channel by a single station is an economic waste of potential radio facilities in a large number of cases. The possibilities of increased night-time power for those stations."

"Some presentation on behalf of regional stations must be made because it is known definitely that clear-channel areas make an important exception in favor of 500 kw. Under the law, if no one else makes any presentation and the Commission decides on it, there is no recourse except individual opposition to the several applications. In such a case, economic factors of experience, will have little value.

"If as a result of this cooperation, the Commission went to favor areas for economical reasons, then further changes whatever, then the stations that has supported it would at least have 500 kw. that they have now; however, if no cooperation is made we are made it is the result of the varied activities and influences much might be lost."

Answering the charge that the organization was limited re (Continued on page 40)
Since 1929 radio listeners of Memphis have followed the finest of sports, news and civic programs from station WNBR. Since its inception, it has enjoyed able and talented directorship and won for itself a place of admiration with thousands of Memphians.

Today WNBR is under the banner of The Commercial Appeal and with expansion plans well under way WNBR is on the road to even greater popularity. In Memphis proper and the adjacent territory, listeners and advertisers are now enjoying a finer than ever service. All programs and advertising time over WNBR will enjoy the merchandising, program news features and support of The Commercial Appeal.—The South’s Greatest Newspaper.

As has always been the case with WMC, radio station WNBR will present only the finest of programs and will thus hold a large and responsive listener audience.

For those who want to reach the rich and responsive Memphis market and the nearby territory at a saving rate, WNBR can and will show a good accounting of profitable results.

THE COMMERCIAL APPEAL

JAMES HAMMOND
PUBLISHER

MEMPHIS, TENNESSEE

"DOWN IN DIXIE"
**Merchandising & Promotion**

Gasoline Dealers Have a Word—A Clip From KMOX—Infant Promoters—Fox Furs Selling Salmon

**TAPPING the opinion of gasoline dealers in Syracuse, WSYR, that car owners were increasingly preferring them as an advertising medium for petroleum products, the preference was noted by all other media combined.**

Response to three questions presented in an article do not know who was making the survey, follows:

1. Which one of the following advertising media have you found best in selling gas and oil advertised?—Radio 58%; Medium B 15%; Medium C 7%; Medium D 2%; no medium 15%.
2. Which one of these four kinds of advertising do your customers talk about most when buying the gas and oil advertised?—Radio 86%; Medium B 15%; Medium C 7%; Medium D 2%; no medium 15%.
3. Which one of the following methods do you think you would if you were planning an advertising campaign on gas?—Radio 66%; Medium B 15%; Medium C 3%; Medium D 3%.

A hundred questionnaires were distributed proportionately in Skaneateles, Auburn, Syracuse, Syracuse, Utica, Oswego, Binghamton, and 50 in the Rochester area, using radio in some form. The study covered 48.3% of the Amberjack market and 90.3% of the total population in the city in which most of the stations are independently owned. Survey distribution was 72% to owners or managers and 28% to station managers; 13% attended. Of the stations covered 62% were independent, 24% were operated by gasoline companies, and 14% were operated by automobile companies. Dealers were not influenced in surveys, as they did not know who was making the survey. Bias and suggestion were eliminated from the questionnaires and from interviews. Syracuse is a cut-rate gasoline market. Over 96% of the service stations are equipped. Half of the dealers had sets in their stations and 7.2 hours was the average time per day the radio was in use.

**WOAI, San Antonio, set up remote equipment at the opening of a new chain grocery store and at the debut of a new dairy plant, with civic, business and public officials present.**

**ED SIMS, commercial manager of WSYR, pointed out that the station has ready landed two new local accounts as a result of a series of broadcasts titled Your Advertising Day.**


the debut

WMFJ, ED SIMS, 15

advertising

Medium

"bring

2%
independently

26% leased

Which

chain grocery store

Cities Service,

attendants.

using

market.

Which

15

of a

bacon" sale,

dairy

gasoline

66

Survey

KNOW

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W9XBY

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in

the interior

great

space

accounts;

was glad

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reminded these

mailing list.


days,

casts

and

starts.

for

newspapers

starting

KJBS,

27.


tales

title

Eating

broadcasting

W9XBY, Kansas City, station

operating on 1500-1600 kc. "high fidelity" experimental band, has turned to national advertisers and agencies by sending out its own questionnaire. Prospective advertisers were asked if and when they planned to use radio advertising in the Kansas City territory. What further information do the stations need about W9XBY, if they are particularly of interest in sponsored programs or transcription programs. Accounts were also asked for their names and addresses of branch offices, wishing to be placed on the station's mailing list.

W9XBY reminded these accounts that such information would enable them to send the exact information and accompany it with a number of cards mailed to the station both advertisers and agents familiar with this opportunity, to express themselves. Information compiled from the returns has produced a great deal of valuable information. W9XBY as a guide to showing available programs and periods to prospective advertisers.

**HALE BROS. stores, San Francisco, San Jose and Sacramento and Whithorne & Swan, Oakland are sponsoring The Girl Who Knew Nothing, a new half-hour radio feature on National Network, using a weekly quarter, 11-11:30 Sunday mornings. Late flash news on NBC.**

**Hollywood designers supply style and a registered label indicates "authentic film fashioning" in fur for San Francisco, has the Hale Bros. catalog and produces the programs.**

**HENRY AIME, ABO, h. a., the weekly radio travel talk on NBC Golden State Menu Flashes, under the sponsorship of Monterey Catering Co. Ltd. (dairy products), has turned author, having written a book entitled Eating My Way Through.**

****

**SKINNER & EDY Corp., Seattle (Peter Pan canned salmon has sent to all its brokers a brochure which is to be used in the Home of the Free, a 15-minute radio program by the executive director of KTRB, Shreveport, la., to be used in the new series open new studios occupy an entire floor in the Commercial National Bank Building. A 15-minute program was broadcast the opening of the new quarters.**

Sterling Products Inc., New York, a manufacturer of metal, has recently offered a silverplate ladle with each purchase of a 3 1/2 oz. of Philips milk sheath.
**PROOF OF RESULTS**
In the first six months of 1936 WLS received 1,003,511 letters—47.8% contained proof of purchase.

**AGENCY REPORTS RESULTS**
The agency placing the advertising of a shoe cleaner on WLS reports “the factory running behind—under terrific pressure—they are jubilant.”

**HEAT WAVE**
With torrid heat most of July, a hot cereal advertiser received over 4,000 box tops—Lulu Belle’s personal appearances continued to break house and circuit attendance records—11,392 paid admission to the National Barn Dance—60% above last year’s attendance.

**LISTENERS PURCHASE**
WLS listeners had purchased to August 1st 57,251 copies of the Family Album and 29,533 copies of the new songbook, “100 WLS Barn Dance Favorites”. Each book sells for fifty cents.

**RENEWALS—ORDERS**
Ten Advertisers placed orders and seven advertisers renewed during July. 82% of these advertisers have used WLS before.
THE PEOPLE'S

CALIFORNIA

MAINE

KENTUCKY

NEW JERSEY

OHIO

VIRGINIA

PENNSYLVANIA

NEW YORK

FLORIDA

ILLINOIS

NEBRASKA

NEVADA

www.americanradiohistory.com
These radio stations are the Favorite Sons in their markets. They are the People's Choice.

As leading candidates for your Spot Broadcasting business they are running on a platform of a sound advertising dollar invested where it will bring you the best results.

Experienced Spot Broadcasters place their money on the People’s Choice and win by a landslide.

Their advice — and ours — is: Vote this ticket — straight.

Also
The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

August 15, 1936 • Page 25
New Shepard Net Linked to Mutual, New York Groups
WAAB Will Feed Programs to Colonial Network Members

NOT ONLY will John Shepard's second new regional network in New England, to be known as the Colonial Network, become an outlet of the Mutual Broadcasting System when it gets under way Sept. 27, but it will also be linked with the newly reorganized New York State Broadcasting System of six stations and on occasions will feed and be fed by the New York independent owned by the Loew theatrical interests.

This was revealed Aug. 10 by Mr. Shepard, amplifying the first exclusive announcement in the Aug. 1 BROADCASTING of his new network arrangement plans resulting from the Sept. 27 shifting of the network affiliations in Boston of WNAC (Shepard-owned station with NBC-Red) and WEEI (which joins CBS under a management lease arrangement).

In addition to the new 13-station Yankee Network, Mr. Shepard's plans for the Colonial Network involve using WAAB, his second Boston outlet, as the key station feeding sponsored and sustaining programs to the following New England stations: WHIT, Hartford; WATR, Waterbury; WLLH, Lowell; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WSAR, Fall River; and the new WSPR, Springfield. WTHT, new local station owned by the Hartford Times, went on the air Aug. 12, and, despite earlier plans, will not join the Inter-City Group but will affiliate with Colonial and through Colonial with Mutual.

WTHT started with Mutual sustaining programs the start of Colonial; its dedication was featured by addresses by U. S. Senators Longergan and Maloney, Gov. Cross and other dignitaries. Its directing head is Cedric W. Foster.

Mr. Shepard stated that, in addition to the foregoing stations, his other two stations — WEAN, Providence, and WICC, Bridgeport, both of which on Jan. 1, 1937, join the NBC-Blue network — will on occasion be linked with Colonial when time is available. Edward Petry of Providence, who will be at Colonial, will re-"feder" the NBC-Blue network and the Colonial Network in the national field.

Regional Nets Overlap

Mr. Shepard's two networks overlapped to some extent for the lineup of the new Yankee Network [see Aug. 1 BROADCASTING for further details] will be as follows: WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WMAS, Springfield; WFEA, Manchester; WTIC, Hartford; WTAG, Worcester; WCH, Portland; WLBZ, Bangor; WNBH, New Bedford; WSAR, Fall River; WLLH, Lowell; WATR, Waterbury.

Some of these stations have other network affiliations which preclude their taking Mutual programs via Colonial, but all of the independents in the Yankee Network will become part of Colonial and will get programs (1) through Colonial for regional sponsors; (2) through Mutual; (3) through hookups with the New York State Broadcasting System [BROADCASTING, Aug. 11] comprising WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAF, Rochester, and WB NY, Buffalo, and (4) through hookups with WHN, New York, which has a wire connection with Shepard headquarters in Boston.

While representing the two regional networks nationally, Edward Petry & Co. will also continue to represent WNAC, WAAB, WEAN and WICC (the Shepard-owned stations) individually in the regional field. Mr. Shepard announced that he had reappointed the Petry organization as exclusive representatives for these stations and for the Yankee Network for another five-year period on a non-cancellable basis.

Oral Argument Expected In WOL Power Increase

HOLINESS that the FCC Broadcast Division, in spite of a dispute over the expiration of time which request should have been filed, will grant oral arguments to the half-dozen parties protesting its decision last month authorizing WOL, Pittsburgh, to become a regional station, was seen in official circles. Although the ruling may not be forthcoming until next month, it is felt the Division would prefer to avoid denying the oral arguments upon a technicality and will set a date in September or October for them, in the meanwhile setting aside its favorable grant.

On July 22 the Division reversed the recommendation of Examiner M. H. Dulberg and granted the application of WOL for a shift in frequency from 1310 ke. with 10 watts to 1290 ke. with 1,000 watts. That same day WCAE, Pittsburgh; WFDM, Indianapolis; WRC and WMAL, Washington, Continental Radio Co., ( Scripps-Howard News papers subsidiary) and Senator C. C. Dill, all applicants or interese in the WOL applications for interference or economic reasons, filed oral argument requests. They did so on the ground that the FCC acted prematurely and that the five-day period in which such requests are in order did not expire until the closing of business July 22.

WOL is expected to become Mutual Broadcasting System outlet even if it does not get its power increase. There are pending a half dozen applications involving network station facilities in Washington and litigation has been indicated.

ARTHUR GARBETT, NBC western director of educational broadcast in San Francisco, proposed a new plan of teaching music composition, harmony and counterpoint which will be introduced as used in the Oakland, Cal., school.

“Holer-in-One”

DELL SHARITT, CBS announcer in New York, joined the ranks of the Holers-in-One when he negotiated the 165-yard, 17th hole at the Hillcrest (Long Island) Country Club with a single stroke. The ball dropped into the cup on the fly, never touching the ground in flight.
Westinghouse

“The Pioneer of Broadcasting”

Announces The
Addition of

WOWO And WGL

FORT WAYNE • INDIANA

With the acquisition of WOWO and WGL, Fort Wayne, Westinghouse adds an important audience to its present millions of listeners, at home and abroad, who enjoy the programs of Westinghouse Stations KDKA, KYW, WBZ, WBZA, W1XK, W1XKA, W1XKB, W3XKA, W8XK and W8XKA.

WOWO WGL

10,000 Watts • CBS • 1160 Kc. 100 Watts • 1370 Kc.

WESTINGHOUSE RADIO STATIONS

E. KATZ SPECIAL ADVERTISING AGENCY, National Representatives

New York • Chicago • Kansas City • Detroit • Atlanta • Philadelphia • Dallas • San Francisco
More Retail Sales!

The interior California area served by McClatchy Radio Stations has more total retail sales than any STATE west of the networks basic areas — except California and Texas.*


Above Average Purchasing Power

Here are Major Markets with unusually high per capita purchasing power worthy of your complete coverage by radio.

KFBK KMJ
Sacramento Fresno
KWG KERN
Stockton Bakersfield

Only through these McClatchy Radio Stations can this great area be adequately covered.

Radio Representatives:

JOSEPH McGILLVRA
485 Madison Ave., NEW YORK
919 N. Michigan Ave., CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg. LOS ANGELES
1358 Russ Building SAN FRANCISCO 1038 Exchange Bldg. SEATTLE

McClatchy Broadcasting Co.
SACRAMENTO, CALIFORNIA

McClatchy Newspapers: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE

WOWO and WGL Are Reorganized
Westinghouse Making Plans to Improve Ft. Wayne Stations

APPOINTMENT of E. Katz Special Advertising Agency as national representatives for WOWO, Fort Wayne, Ind., was announced Aug. 10 by Walter C. Evans, manager of the radio division of Westinghouse E. & M. Co., which on Aug. 1 took over operation of the station along with WGL, Fort Wayne 100-watt.

The 10,000-watt clear channel station, purchased by Westinghouse at a cost in excess of $300,000 along with WGL, is under Mr. Evans' general management, with W. W. Dorrell, formerly of the Westinghouse headquarters staff at Chicopee Falls, Mass., as manager. An application for change in the name of the licensee of the two stations from Main Auto Supply Co. to Westinghouse Radio Stations Inc., was filed Aug. 12 with the FCC.

To Improve Equipment

THE PRESENT staff of the station, according to Mr. Evans, will be retained, but the exact organization has not yet been determined. J. E. Conly, of the general accounting department of Westinghouse at East Pittsburgh, Pa., has been appointed office manager. The station will continue as a CBS outlet.

Studies of WOWO will be remodeled and modernized while the equipment of WGL will be replaced. In addition to the signing of the Katz organization as national representatives, WOWO has contracted for the complete morning and evening leased wire reports of International News Service. The stations also have purchased the NBC Thesaurus transcription library.

Mr. Evans announced that on Aug. 15, Dwight Myer, plant manager of KDKA, Pittsburgh, will be transferred to Boston as plant manager of WBZ, and J. E. Baudino, WBZ, plant manager will go to Pittsburgh in the same capacity. The move, he said, is in accord with the Westinghouse policy of rotating supervisory personnel. Mr. Myer has been with Westinghouse since 1922 and Mr. Baudino joined the company in 1927.

Ralston to Return

RALSTON-PURINA Co., St Louis (cereal), will return to the air Sept. 28 with a children's dramatic program, to be heard on NBC-Red network Mondays, 5:15-5:30 p.m., with rebroadcast b KSD at 6:15. For the last five seasons Ralston has featured Too Mizz Stories, but it is not known whether this program will again be used. Gardner Adv. Co., St Louis, has the account.
* If you speak THE LANGUAGE OF SALES, you can talk with WLW in your own language

* For it is fundamentally SALES that give WLW its title . . .

THE WORLD'S MOST POWERFUL BROADCASTING STATION
NBC Accounts For More Than a Third Of RCA Gross; Major Source of Profit

THAT the NBC networks during the first six months of 1936 accounted for more than one-third of the gross income of their parent organization, RCA, is disclosed by a comparison of the RCA consolidated statement of income and surplus for that period with the gross income figures of the NBC-Red and NBC-Blue networks for the same period published in the Aug. 1 Broadcasting.

What proportion of RCA's net income the two chains represented, is not revealed for the RCA consolidated statement of income and surplus for that period with the gross income figures of the NBC-Red and NBC-Blue networks for the same period published in the Aug. 1 Broadcasting.

The RCA statement discloses a total gross income from all sources during the first six months of this year amounting to $44,582,100.81 against $40,028,867.84 for the same period last year. Its net income for the period was $4,028,867.84 against $4,028,867.84 during the same period last year. From this net is deducted $2,264,916.43 for interest, depreciation, amortization of patents and federal income taxes, leaving a net profit for the six months of $2,289,135.80 for the same period last year.

This net profit transferred to surplus, which amounted to $12,401,099.46 as of Jan. 1, 1936, brought RCA's surplus to $14,164,879.08 from which dividends of $1,667,532.88 have been paid, leaving a surplus as of June 30, 1936, of $12,497,346.20. This compares with a surplus as of June 30, 1935, of $10,425,632.68.

The NBC-Red network during the first six months of 1936 grossed $1,667,532.88 from time sales $10,282,722, according to available figures. The Blue network grossed $5,783,702. The aggregate of $16,076,455 bulks large against RCA's gross from all sources of $44,382,100.81, which includes income from RCA Co., RCA Communications Inc., Radiomarine Corp. of America and other subsidiaries.

American Firms Expand Foreign Spot Business

REPORTING booming activity in radio advertising in foreign countries which permit it, Conquest Alliance Co., New York representatives of foreign stations and program producers, announces the signing of 26 half-hour musical programs in Paris, three of which will be syndicated. A 60-minute program for Paris and Brussels was also announced. In addition, foreign stations are being contacted for overtures to extend program sales to their areas.

Bigger Network Planned In Northern California

PLANS to increase the Northern California Broadcasting System to its present approved facilities and operated stations have been revealed by Ralph R. Brunton, owner of KJBS, San Francisco, and KQW, San Jose. Brunton has applied to the FCC for a permit to move KQW to Sacramento and to erect a new 250,000-watt station on 970 kc. in San Jose. He also has on file an application for a new fourth station in San Jose, Cal., bearing on which was scheduled for October.

In petitioning to move KQW to Sacramento, Brunton is asking for a power increase from 1,000 to 5,000 watts daytime on its present frequency of 1010 kc. Providing the FCC approves, KJBS will be moved from its present San Francisco location to a new building at 1475 Pine St., that city, to which the FCC has also called for a new frequency of 1080 kc. for the present 1970 kc. studio, embodying the latest developments in radio engineering and acoustic design, and a vertical radiating antenna 250 feet high, are planned. Besides KJBS and KQW, the CBS-Los Angeles is also linked up with KROW, Oakland, and KGIM, Stockton.

True Story Renew

MACPADDEN PUBLICATIONS Inc., New York (True Story magazine), has renewed for 52 weeks, effective Sept. 4, its True Story Court of Human Relations on NBC-Red stations, Fridays, 9:30-10 p.m., with a rebroadcast at 12:30 a.m. on Oct. 2, after the end of daylight time, the West Coast rebroadcast will be scheduled for 11:30 p.m. Arthurruduermer, New York, has the account.
And Key Station on the Pacific Coast Blue Network, KGO has a lot to offer advertisers. Serving an immensely wealthy community that spends more per capita than any other in the country, KGO delivers paying customers—and most economically. Let us give you the details.

**KGO**

7,500 WATTS

NBC Pacific Coast Blue Network

SAN FRANCISCO

Completely programmed by NBC
FORD V-8

goes Coast-to-Coast

through

TRANSCRIPTION

CROSBY

WORLD

WORLD BROADCASTING

NEW YORK • CHICAGO • ATLANTA • LOS
Another compelling "case history." . . . At WORLD'S Transcription Headquarters, FORD recorded the new coast-to-coast program featuring Job Crosby and His Orchestra, with the Freshman Take Trio. It’s a hard-working campaign that goes to the field through more than 100 specially selected radio stations and sells Ford cars! . . . ORD has employed from 150 to 300 stations in this plan of Selective Broadcasting. What is more, for the past two years, FORD has supplemented the regular wired network campaign with 30 additional stations, broadcasting WBS transcriptions of Fred Varing and His Pennsylvanians. . . . Here is sound strategy in the sound merchandising of an eminently American product. Numerous other cases show that, no matter HOW FEW OR HOW MANY STATIONS may be indicated by your exact marketing requirements—whether isolated cities, regional territories or a national plan—you can do an efficient job through Transcription Headquarters. With highly selective coverage. With unlimited flexibility. With definite economy. . . . At Transcription Headquarters your WBS recordings are produced by the wide range vertical method—and each WBS disc goes straight to the heart of a carefully selected marketing area.

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

WBS facilities include: expert production assistance, when desired, for program building; station relations division, an aid in clearing time; shipping division, for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.
Fight Just Begun

WARNER Bros. music publishing houses are back in ASCAP because they simply could not go it alone. They found the microphone mightier than legal duress. They found that without radio performances they lost not merely royalties but, what was more important to the Warner movie interests, they suffered tangible box office losses on their musical pictures. They found, in the face of radio's general determination to ignore them, that it was foolish to carry on the fight.

The situation created by Warners' secession from ASCAP proved the strength of broadcast and the fallacy of Tin Pan Alley's oft-repeated argument that without music there can be no radio. The Warner capitulation proved definitely that there no longer can be any popularity for music without radio.

The broadcasting and broadcast advertising fraternities naturally welcome Warners back—chiefly because of the nuisance of the fight. But the broadcasting industry is not yielding in its determination to curb the arbitrary royalty-levying powers of ASCAP, exercised in an arbitrary way under an antiquated copyright law.

Warners' return is a signal for the broadcasters to begin fighting—fighting for enactment of the Duffy Bill which failed at the last session of Congress for want of broadcasters' support, fighting for wholehearted support of the Government's anti-trust suit against ASCAP as a means of bringing competition into music sales.

The Department of Justice suit against ASCAP is strengthened measurably by the Warner reunion with ASCAP. That suit is far from dead, as Tin Pan Alley might have you believe. True, it has been removed from the court calendar in New York, but it is more alive than ever. The parties are attempting to stipulate the evidence and reduce the case to fundamentals. It is entirely possible that it will be back on the calendar later this year.

When Warners withdrew last January, the government lost its strongest weapon in the case. There was, theoretically, no longer a monopoly in the music radio performed. With its return, the status of the suit is where it was just two years ago when the Government initiated it, because the combination is as strong as ever. There is no competition in music, and ASCAP holds the arbitrary power under the existing law of charging whatever it pleases for music.

Now, more than ever, strong leadership for the industry is required. Copyright is only one of the problems confronting broadcasters, but it is an important one. Present contracts with ASCAP (including Warner Bros.) run until the end of 1940. In the interim broadcasters should see to it that substantial legislation, protecting their interests, is enacted along the lines of the Duffy Bill, so that when 1940 arrives they will not be faced with a repetition of the hodge-podge negotiations of the past, which might result in even higher than 5% royalties on their gross receipts.

Beware of Subterfuges

REPORTS are reaching us of efforts already being made to inculcate political "pluses" into ordinary sponsored programs, that is, into non-political programs. One scheme is to gag in slaps at the administration; another contemplations outright partisan statements or quips in the commercials. Network policy, of course, opposes any such doings—and every station in the land should be wary along with the networks of attempts to make political capital out of entertainment and selling programs.

The reasons for such vigilance on the part of the broadcasters are too obvious for detailed comment here. Already the charge is being made that, inasmuch as so many industrialists are anti-New Deal and that big industrialists are the major sponsors of radio advertising, their radio programs will be used as vehicles of partisan propaganda. We would like to believe no radio advertiser would be stupid enough to attempt this sort of thing.

Radio time can be bought for political broadcasts and labeled as such. Radio time sponsored for commodity and service salesmanship must not be used in partisan politics for the sake of the broadcaster, and the advertiser, because they simply cannot afford to arouse the resentment of the audiences, with all their diverse political outlooks and faiths. The mission of the commercial program is to entertain, sell and build good will; let the politicians do their own "selling" in their own time bought for that particular purpose and without any subterfuges.

Exaggerated "Muder"

THE INCESSANT yipping of Tin Pan Alleyites over radio's alleged "murder of music", scuttling of musical instrument sales and signing of phonograph record sales to oblivion calls for another look at the record. The smoke screen set up by copyright owners, and now by the so-called recording artists, to jus-
MALLORY CHAMBERLIN, manager of WNBC, Memphis, who headed the group that recently sold that station to the Memphis Commercial Appeal, is handling the radio advertising department, and has become involved in the creation of a new station. He is now living in Memphis, and is working on plans for the station.

JOHN McLOUGHLIN, formerly in the Chicago advertising department of WNEW, has been transferred to the New York office of the Chicago Sun, where he will handle the radio advertising department.

B. H. JUPP, general manager of WLS, Chicago, has announced his retirement from his position.

JACK HALL, the San Francisco radio station manager of KPO, has announced his intention to resign from his position.

BETHANY FISHER, formerly with KPI, Kansas City, has been transferred to the New York office of the Kansas City Star, where she will handle the radio advertising department.

WILLIAM F. ROTH, formerly with WOR, New York, has been transferred to the New York office of the New York Times, where he will handle the radio advertising department.

JAMES D. JOHNSON, formerly with WOR, New York, has been transferred to the New York office of the New York Post, where he will handle the radio advertising department.

FRED HARRY FIDLER

IS HOST of friends in the radio advertising fraternity all along the Pacific Coast, are going to miss their friend Fred Fidler, account executive of the J. Walter Thompson Co., handling the Shell Oil account, who is leaving in September for a position in the management of a large advertising agency in New York. Yet they are happy with this dynamic young executive, who has been associated with Fidler during the past year.

FRED Fidler might be called a "solo" radio man, for after more than three years of intensive radio planning and production work he was assigned to general office work on the Shell account. He continued, nevertheless, as a member of the agency's publicity department and was regularly called upon for public relations work and to advise the radio division end of the agency's Chicago New York radio department.

Fidler looks older than his age (he is not much over 28, he has been in the radio field since Feb. 1908) and he confesses that he had to prevaricate about it frequently when his youth might have been questioned, but he has repudiated the denials of responsibility. Having attended high school in Indianapolis, he finished at taunton (Va.) Military Academy, to which he went into newspaper work in the Midwest.

His most exciting newspaper assignment, he asserts, was covering the 1926 Florida hurricane at Miami Beach. For two years he did special interviews in Florida for New York and Chicago newspapers, and during the real estate boom served as assistant real estate editor of the Miami Daily News.

At the ripe old age of 21, in 1929, he went to New York at the invitation of an advertising agency executive—but that executive apparently forgot the bright and energetic young man he had met in Florida, for when young Fidler ar-}

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www.americanradiohistory.com
CHARLES BATENLDER, formerly of WYOU, Orlando, Fla., has joined WMAB, Jacksonville, Charles Stone, formerly of WJBY, Gasden, Ala., also has joined the staff.

JAMES COX, announcer for Kansas City Power & Light programs on WUSX, Kansas City, has joined the station's regular announcing staff.

GENE SHUMATE, formerly of KFRI, Columbia, Mo., has been added to the staff of sports announcers of KSO and KRNT, Des Moines, to fill the vacancy left by Hal Parks, who has returned to Chicago.

WILLIAM BALDWIN, pianist of KSO, Des Moines, has been named announcer for musical programs, Mr. Baldwin was formerly with NBC in Chicago and with WOW, Omaha.

ED TURNER, of the announcing staff of KRNT, the married July 1st to Miss Helen Holly, society editor of the Des Moines Register & Tribune.

GLY HEISCH, formerly in charge of transcriptions, has been promoted to production manager of KF, Los Angeles.

BERTON BENNETT, formerly with KFI and KECA, Los Angeles, who has pinch-hit for Sam Hayes, the Richfield Reporter, at various times, on Aug. 15 joins the NBC announcing staff in San Francisco, succeeding Harold Brattsie, resigned. Larry Keating, formerly chief announcer of KNO, Portland, Ore., has also joined the NBC San Francisco announcing staff.

HARRY S. ROGERS has resumed the program directorship of KYA, San Francisco after an interruption of seven months during which Lee S. Roberts, composer, filled the post. Rogers served as Roberts assistant during the period. Roberts has gone to New York where he will seek publishers for a number of new songs.

ADELE DE ETTE HOOVER, of NBC's San Francisco sales promotion department, is to marry Dana Edwin Bremer, attorney of Santa Rosa, Calif., on Aug. 15 in Berkeley, Calif. The ceremony was originally scheduled for last April 25 but was postponed because of the death of the bride's father.

TED MAXWELL, who left NBC's San Francisco studios two years ago to join the network's Chicago staff, has returned to the Western division headquarters as continuity writer and dramatic reader.

JOHN WOODBURN, former NBC continuity writer, is working his way to the Orient from San Francisco to get atmosphere for a new book he plans to write.

KENT JOSEY, formerly with WJIM, Lansing, Mich., has joined WKZO, Kalamazoo, Mich., as program manager. William Cavannah, formerly with WJAY, Cleveland, is now production manager of WKZO.

Z. WAYNE GRIFFIN, for the last eight months on the production staff of KYA in San Francisco, resigns effective Aug. 25 and will go to Los Angeles to establish himself in radio.

Final Papers Are Filed For Purchase of KMPC

By Richards, Fitzpatrick

ESCROW papers were filed Aug. 5 concluding the sale announced last week by G. A. "Dick" Richards and Leo J. Fitzpatrick, owners of WJR, Detroit and WGR, Cleveland, to purchase KMPC, located in Beverly Hills, from the S. A. Scherer estate for approximately $112,000. They have held the option for purchase for a year, and it was exercised July 26. (See Aug. 1 issue). The sale is subject to FCC approval.

Lewis Allen Weiss, assistant general manager of WJR, acting as agent, completed negotiations and returned to Detroit Aug. 9. Before leaving, he told Broadcasting that Richard Connor, KMPC manager, who has been ill for the last month, will continue his leave of absence, and a new head will be named. When Mr. Connor returns, he will be public relations manager and handle certain broadcasts.

The station operates on 710 kc., limited time with 500 watts. An application will be filed for an increase in power to 1,000 watts and possibly for full time. Mr. Richards plans to extend the year in Beverly Hills. WOR, Newark, is the dominant station on the channel.

Lipton Continues Two

THOMAS J. LIPTON Inc. Hoboken, N. J. (tea) renewed effective Aug. 13 Ralph Kirby on a specific NBC-Red network, Thursdays, 11-50-11:45 a.m. The 18-week renewal includes the basic Red with WLW and WTMJ, WIB. KSTP. The sponsor also has renewed the program on WJZ, New York, for another 13 weeks, using the 7-6-5 p.m. period Mondays and Fridays. Frank Frechbery Co., New York, is agency.

Western Union Spots

SUCH good results were obtained by the local Western Union branch in Atlanta in announcing new low Christmas greeting rates last winter, that it has contracted with WSB for a series of 26 50-word daytime and night announcements during August to promote its tourate, birthday greetings and "Thank You" messages. The account is handled direct.

Pecos Publishers Obtain New KLAH; Other Calls

CALL letters assigned to new 100-watt stations recently authorized by the FCC: KLAH, Carlsbad, N. M., to be operated on 1210 kc. by Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller under a new Crystal Broadcasting Co.; WPRW, Mayaguet, Puerto Rico, to be operated on 1570 kc. by Emilio Delillo Ramirez under the name of Porto Rico Advertising Co. In addition, the FCC announced that call letters of the new 100-watter on 1370 kc. in Rapid City, S. D., recently authorized, will be KOBI instead of KHBI, Robert Lee Dean heads the group building this station. These stations are among 34 granted by the FCC since last Jan. 1. (See Broadcasting July 1, July 15 and Aug. 1.) Mr. Hawkins and Mr. Hubbs, among the partners in the KLAH project, own the Pecos (Tex.) Enterprise and KUIN, Pecos.

LUDENS Inc., Reading, Pa. (cough drops, candy) is forbidden from selling candy to wholesalers under an arrangement that involves use of a lottery scheme when distributed to consumers, in an order handled by the Federal Trade Commission.
Bird vs. WGY
A LITTLE sparrow recently made WGY throw its big transmitter off the air. Kenneth Durkee, engineer of the Schenectady station, heard the bird fluttering back of the panel of the 50,000 watt transmitter. Fearing damage to transmitter as well as electrocution of the bird, Durkee switched to the auxiliary transmitter while he captured the sparrow.

Mr. Perkins, radio trade statesman, held a meeting held by the Oakland Broadcasting Club. Perhaps the real lies in the fact that radio is a baby of the media family, he suggested. "What the man on the street thinks of radio" was the theme of the meeting. Robert W. Watson, president, and Scott Oakley, production manager of Row in Oakland, was chairman for the day. The meeting was dedicated to the Northern California Broadcasting System which consists of KJBS, San Francisco and QW, San Jose, and also links Row, Oakland, and KGDM, Oakland.

Scott Oakley, in the guise of the Inter-{
Member of the Oakland, and located at 14th Street and Broadway, busiest intersection in Oakland, for 15 minutes questioned citizens on the radio, the answer being moved back to the Ad Club meet-

Regional Chains
L. McCarthy, radio advisor to the regional network, one of the principal speakers at the luncheon meeting, discussed "The Story of Regional Chains", outlining the story of regional chain broadcasting as pioneered by the Yankee network, the City-Group, Mason Dixon, and the Broadcasting System. He was president of NCBRS, spoke on "Pioneering in Concentrated Radio Coverage", and told the story of the early days of KJBS. Mr. Perkins, radio relations council for the Northern California Broadcasting System, had his topic "What We Mean by Merchandise by Air".

"Radio sponsors must have proof they purchase in the form of a score of soap box flaps, tin cans, or bottle caps, or slogans of ten words or more to believe in radio." Mr. Perkins complained. "Personally it is my belief that the radio audience is fed up with hearing "evers" beg for slogans and and the praises of contests into the living rooms of American homes. Henry Ford seems to get

International Concert
LANS for the first international concert to be broadcast on a worldwide network Sept. 20, 4:45 p.m. (EDST) have been completed. Both NBC-Red and CBS are participating in arrangements for the program, which will open with the first of Niagara Falls and bring to our audience the best of the International Congress, Geneva. The concert is first of a series under the auspices of the International Congress, Geneva. The concert is first of a series under the auspices of the International Congress, Geneva. The concert is first of a series under the auspices of the International Congress, Geneva.
Fan Letter Romance

WEDDING BELLS will ring out in a quiet little English village in the near future because five years ago, a pretty NBC stenographer chanced to add a personal postscript to the answer to a letter from a British radio fan. Marjorie Cole is the NBC stenographer whose postscript won a husband, and she sailed for England aboard the S. S. Aquitanian early this month for the wedding ceremony Aug. 29.

Practical Radio Course

In All Colleges Forecas

BOSTON UNIVERSITY, first big educational institution in Neve England to train students for the program and business end of broadcasting, through the cooperation of WEEL, held a "Behind the Scenes" night at the station Aug. 6 for summer students. Harry Fellows, new manager of WEEL, arranged a special program to demonstrate how the station uses its newly modernized studios and equipment to originate local shows, handle program that originate in New York, broadcast transcription shows, produce sound effects and other important workings of the station.

Ralph Rogers, in charge of radio courses at the university, predicts that it will not be long before all of the leading colleges of the country will be cooperating with broadcasting stations in training students for the program and business end of radio. When that time comes, he adds, the degree of "Bachelor of Broadcasting" will become as common as many of the other degrees now given in the fields of medicine, law, journalism and business.

Gerald King Quits As KFWB Manager

Future Plans Not Yet Decided; Succeeded by Harry Maizlish

ENDING more than a decade of service, Gerald King, well-known Pacific Coast broadcaster, resigned Aug. 1 as general manager of KFWB, Hollywood. Differences on policy matters with Jack Lammle were the cause of the resignation.

Harry Maizlish, who for the last half dozen years has been associated with Warner interests as publicity man, was promptly named to succeed Mr. King. At the same time William Ray, formerly on the announcing and program staff of KFWB, returned to the station as sales manager. Mr. Maizlish said no changes in personnel are contemplated at this time.

Mr. Maizlish comes to radio after many years in the motion picture field as an exploitation and publicity man, theatre manager, and producer.

Still With Standard

MR. KING, who is also president of Standard Radio Inc., transcription company, will continue his active management of Coast operations of that company. Whether he will spend all of his time in the transcription field, or whether he will assume the management of another station, he has not yet definitely decided. He is considering one proposal which would allow him to direct Standard Radio while managing another broadcasting enterprise.

Meanwhile, Mr. King planned a vacation in the East beginning Aug. 15 and probably will decide upon his plans afterward. He started in radio in 1922 in Kansas City on the old WQO, at the time Leo Fitzpatrick, general manager of WJR, Detroit, was in his hey-

day as the Merry Old Chief of the Footballers over WDAF.

KFWB, which has been operating with 2,500 watts daytime and 1,500 watts at night, on Oct. 1 will increase its daytime power to 5,000 watts under a recent FCC grant. Site for a new transmitter is now being surveyed. Under the supervision of Leslie S. Hewett, chief engineer, new 450-foot towers will be erected and entirely new equipment installed.

PUT THIS GREAT POWER TO WORK FOR YOU

WXZY, Detroit's N. B. C. Blue network station, heads a chain of 8 stations in Michigan's largest cities. Thus WXZY and the Michigan Radio Network probe the very heart of Michigan's great market centers which are today bristling with activity. Combine this coverage, strength and program appeal with the WXZY merchandising service and you have SALES PRODUCING POWER at low cost per sale.

Wire or write for full particulars of this great plus service which secures dealer distribution for new products or revives and increases distribution for established products.

BROADCASTING • Broadcast Advertising

Increase to 5,000 Watts Broadens Coverage

KV1 by early fall will have a new transmitter on Mt. Gower halfway between Seattle and Tacoma with increased daytime power of 5,000 watts, night 1,000 watts. Sell Tacoma and Seattle at one low cost.

Pioneer CBS Station in Pacific Northwest

Covering the Tacoma Seattle Markets

FREE & SLEININGER INC.
National Representatives

KIBC-TRENDEL BROADCASTING CORPORATION
105 MADISON THEATRE STATION, DETROIT

WH. C. RAMSEAU Co. Representatives, 1601 Chicago Ave., Chicago

Page 38 • August 15, 1936
purchase of WOV for $300,000 By Bulova Is Effected

Paulist Station Envisaged;
NEW Control for Iraci

ALE of WOV, New York, for 90,000 to Arde Bulova, watch manufacturer and station financier, a deal that envisages a 500,000-watt full-time station in New York for the Paulist Fathers, who in turn would lease or sell it to Bulova, was consummated with the filing of papers th the FCC on Aug. 10 for assignment of the WOV license from Iraci to Mr. Bulova. Although without the present provial of the Paulist Group which has been battling incessantly for a full-time station, the transaction upssets original plans whereby CBS would have figured the purchaser for the Paulists and then would have leased or re-chased the new 500,000-watt full-time WLWL from the Paulists. stead, Mr. Bulova has taken over CBS phase of the negotiations purchasing WOV, the key to a whole shift, without the consent of either of the Paulists or of BS. It is understood that while the deal actually has been consummated, the plan envisages moves whereby Mr. Iraci will take an interest in WNEW, of which Mr. Bulova is the major owner, in lieu of his $300,000. This is conditioned upon Mr. Bulova's ac-
tion of the 5,000-watt full-time WLWL, however. Mr. Iraci, it is asserted, he did not want to have WOV in the first place, then continue his business on NEW, which operates nearly full time, whereas WOV is a limited time station. Mr. Iraci remains with WOV as its manager until such a deal is consummated.

East Coast Net Planned

NEW is now owned 60% by Mr. Jova, 20% by Milton Biow, of Biow Co., advertising agency, and 20% by Dick O'Dea, of Pat-

nson, N. J. Under the transac-
tion, Mr. Bulova, and Mr. Biow could turn over their interests to Mr. Iraci, with Mr. O'Dea remaining. Mr. Biow, however, would not be identified with the lease or ownership of WLWL, however, as it could be learned.

If Mr. Bulova acquires WLWL a full-time outlet—and there no assurance that he will—then it is expected it will serve as the key for a new East Coast network, embracing WLWL, WEL, New Haven, WNBC, New York, and WBZ, Boston, all of which have been licensed during the last year all of which were financed by Bulova capital. Mr. Bulova, in add-

tion, is identified with the ow-

ship of WFTI, Athens, Ga., which has received authority to move into Atlanta.

What the outcome of the cur-

rent situation will be is prob-

aitional. The original arrangement the Paulists with CBS hinged on sale of WOV to the Paulists for $300,000; the junking of WOV; such; the transfer of its facilities to WPG, Atlantic City, domi-

nant station on WO 1100 kc. clear an l, which then would acquire full time with 1,000 watts on 1130 a; the assumption by WLWL of

TRAIL BLAZER—WFBL, Syracuse, has equipped this trailer, easily attachable to any auto, to carry its three shortwave transmitters for special events and public address purposes at big gatherings.

Radio Departmental

Radio departmental meeting of the San Francisco Advertising Club will be held in the Palace Hotel there, Aug. 20, with Nathan Danniger, president of the organization, presiding as chairman in the absence of Clyde COombs, NBC account executive, who is on vacation. Philip G. Lasky, manager of KSFO in San Francisco, will revive the NAB convention activities. Lindsey Spahty, Pacific Coast manager of John Blair & Co., station representatives, will discuss the last 12 months of radio and prospective developments.

TIPS TO TRAFFIC

WBBM Guides Sunday Autists

By Plane Broadcasts

WBBM, Chicago, has taken the sky to direct Sunday motorists to the least congested highways. First of the series started Aug. 1 when Lester J. Laird, of the sheriff's highway police, circled Cook County in a TWA airliner during the traffic rush at 7:30 a.m., with Thomas Bartlett, WBBM announcer.

A large map of the surrounding area is mounted in the plane. Broadcasts are picked up on 2750 kc. from a special transmitter. When weather prevents flying, Laird will gather information from roving squad cars and broadcast from WBBM studios in the Wrig-

ley Bldg.

N E W

WROK - Rockford

240' Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS

SOUTHERN WISCONSIN
Philco Seeks Injunction To Restrain Alleged RCA
Effort to Get Trade Data

The BITTERNESS of feeling prevailing between RCA and Philco, rivals in the radio set manufac-
turing and distributing fields and in television research, took the form of a lawsuit filed in the New
York Supreme Court Aug. 5 by Philco Radio & Television Corp. against RCA and its subsidiary, RCA
Mfg. Co.

The Philco company, a licensee of RCA patents, accused RCA of engaging a detective bureau to
seek "information concerning the confidential methods, business methods, trade practices, designs
and technical and scientific developments and processes of the plaintiff." It named John S. Har-
ley Inc., described as a detective agency, as defendants, and charged agents of that concern dined and
feted Philco women employees in an effort to get the company's business secrets. An injunction to
restrain the defendants from alleged unfair and illegal business practices was sought.

Col. Manton Davis, RCA vio-
president and general counsel, in a statement issued when the suit was filed declared: "We intend to
answer this complaint and vigor-
ously deny its allegations. There is no foundation whatsoever to the charge that RCA has by espionage
or any improper means attempted to obtain information as to the laboratory research, designs, dis-
tribution policies or any other trade secrets of Philco."

Stations Prepare for October Hearings

(Continued from page 20)

Mr. Alcorn, in his letter to the regions in the band from 1220 to 1450 kw., brought out that during
the NAB convention in Chicago, a meeting was held attended by a large number of representatives of
regional associations, to organize and prepare for the hearings and for furthering certain undisclosed
objectives. It was said attendance was rest-
icted, apparently to those re-
gionals on the lower frequencies, with the exception of certain high-
power regions, and that repre-
sentatives of other regions were not invited. He referred to an article in the Nov. 1, 1935
issue of BROADCASTING as indicat-
ing the sort of issue likely to arise at the hearing in connection with higher power on certain re-
gerional channels.

Mr. Alcorn said he felt that there is no reason, technical or otherwise, why all regional sta-
tions, without discrimination, as to locality, frequency or network con-
nection (if any), should not be permitted a horizontal increase of power to 1450 kw. Such an increase
would be grossly unfair and dis-
criminatory, and unsound techni-
cally, he added, for some regions to be permitted to increase while others serving the same commu-

nity or using an adjacent fre-
quency are restricted to their present power. Particularly, said he, would it be unfair to grant this
increase to low frequency re-
gionals.

Disagreeing on the opposition to "any increase," Mr. Alcorn said his investigation revealed that "too
much of a smoke screen is being raised on the fact that certain clear-chance regional stations
would have applied for an increase in power to 500 kw., and too little attention has been given to the fact
that a few regional stations expect to obtain their discriminatory increases to a far higher level.
On the other hand, a 500 kw.
clear-channel station would not materially affect the competitive situation so far as regional sta-
tions are concerned, particularly since such a station will have to increase its rates and its addi-
tional coverage may be the least, from the point of view of the most, be in territory now served or sold by regional stations. In any event, we are not asking you to allow your attention to be distracted from the proposal that a few re-
gional frequencies be opened up to a few kw., and that the others remain in their present condition or be
made worse."

WSOC
Still has some choice spots open for your fall campaign.

WSOC is a real pro-
ducer, because it has
the listeners and the listeners have money to spend.

WSOC
Charlotte, N. C.
NBC AFFILIATE
Representatives
Hibbard Ave., New York
A. T. Swier, Inc., Chicago

The Pioneer Commercial Station In St. Louis
FIRST in St. Louis to produce and originate a net-
work program!
Longer Licenses For Stations Seen
(Continued from page 7)

ated in responsible Commission circles that a part of any plan worked out by the FCC will be longer licenses. It is not suggested, however, that the licenses will be or longer than the year. Even if that would be an improvement, it would not satisfy the industry, particularly since the law, from the time of the preconvention statement, had made provision for three-year licenses for broadcasting stations in the discretion of the Commission.

At the NAB convention in Chicago last month, the membership adopted its perennial resolution favoring issuance of station licenses for at least three years. Nothing more was done at the convention but it is known that strong sentiment exists for an intensive campaign to deliver longer licenses.

Industry spokesmen repeatedly have brought home to the Administration that the broadcasting industry is placed in an unfavorable light with competitive media, such as newspapers, because of the lack of stability of the industry. Unlike the newspaper industry, broadcasting stations live by a franchise that is subject to subsequent recall by the public, presumably from the will of the licensing authority. This reasoning has been used with respect to broadcasting. The Administration, it is generally conceded, is sympathetic to longer license tenures. The friendliness to radio grows out of a feeling on the part of Administration leaders that newspapers, generally, are unfriendly to the New Deal. The report is current in Washington, for example, that the Administration figures that possibly 80% of the total newspaper circulation of the country is anti-New Deal. Broadcasting, on the other hand, has shown itself to be clearly non-partisan except in one or two remote instances. Only by using radio, in the opinion of Democratic chieftains, can the true uncensored story of the New Deal be carried to the public. That, fundamentally, is the reason for the New Deal's affection toward radio.

Freedom of the Air

Both of the political parties, in their platforms, pronounced themselves unequivocally in favor of freedom of expression and of the radio. Neither, however, took formal cognizance of the longer license plea of broadcasters. Both, it can be said now, had considered the longer license phase as a possible plank in their platforms.

The Landon organization is also decided pro-radio. To help handle the public relations and publicity for the Republican campaign, two publicists well-known for their selection—Mr. Ross Landon trained for his microphonework. While there has been no official announcement, it is understood that Republican chieftains have indicated that they would favor an immediate five-year policy or, at least, not to reissue at all, to the law rather than a mere FCC fiat. There hasn't been one word of complaint from either of the major political parties on this matter, from the smaller groups, against the allocation of time for those broadcasts—at least, not since ex-G.O.P. Chairman Fletch-er's outburst of last Spring over the refusal of networks to carry his Liberty at the Crossroads anti-New Deal dramatizations. The highest praise has been voiced by spokesmen of practically all of the groups for the manner in which networks and stations handled the broadcasts of the major convention time.

Gov. Landon, as reported exclusively in the March 1 issue of Broadcasting, is president in favor of free radio. This was supplemented by Col. Frank Knox, Repub-lican vice-presidential nominee, in a radio broadcast, indicating that the fundamental express in the Constitution itself on free speech and free press.

President's Position

PRESIDENT ROOSEVELT on several occasions has made clear his desire to extend freedom of the radio. His most recent expression was in his letter to Mr. Ross Landon in the Central Broadcasting published in the July 15 issue in which he pointed out that the Republican platform had been the fundamental express in the Constitution itself on free speech and free press.

When this Ad was Written...

... a few choice periods still were available on Pittsburgh's First Station.

Those periods will not be open long.

You should sell Pittsburgh this Fall.

The most economical (proven) way to do it is through—WCAE
The Business of Broadcasting

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

STATION ACCOUNTS

WKWZ, Muskegon, Mich.

Grand Rapids Brewing Co., Grand Rapids, 100 sp., thru Stevens Inc., Grand Rapids.

Hinkle Brewing Co., Jackson, 100 sp., direct.

Hibshle Brewing Co., Jackson, 100 sp., direct.

Hemphill Deisel Schools Inc., Detroit, 12, thru R. H. Alber Co., Los Angeles.

Mission Dry Corp., Los Angeles (beverage), 24 sp., thru McCarty Co., Los Angeles.

HWL, Cleveland

Milan Brewing Co., Cleveland, 6 t., thru Richardson - Oswald, Cleveland.

C. S. Welch Co., New York (Bathua-
tucky), 15 t., thru M. E. Harlan Adv. Agency,

San Francisco.

Chevrolet Motor Co., Detroit (motor cars), 18 weekly sp., thru Campbell-Emery Co., Inc., Detroit.


Angelo-California National Bank, San Francisco (banking), 42 weekly sp., thru San-Ericson Inc., San Francisco.

Boeing School of Aeronautics, Oakland, Calif., 14 weekly sp., thru J. Walter Thompson Co., San Francisco.

WGY, Schenectady

Tide Water Oil Co., New York (gas, oil), 3 weekly sp., thru Lemen & Mitchell Inc., N. Y.

Delaware Lackawanna & Western Coal Co., New York (Blue coal), 9 weekly sp., thru Ruthrauff & Ryan Inc., N. Y.

Niagara Hudson Power Co., Buffalo, 5 weekly sp., thru Ratten, Barton, Durstine & Osborn Inc., N. Y.


WMAQ, Chicago


Peter Fox Brewing Co., Chicago (Fox beer), weekly sp., thru Gale & Peter Inc., Chicago.

Griffin Mfg. Co., Brooklyn (shoe polish), daily time signals, thru Bingham, Castleman & Pierce Inc., N. Y.

WBT, Charlotte, N. C.

Comet Rice Co., New York (Cook-Rice), thru Lock-Jawson Inc., N. Y.

Dominion Bros. Corp., Detroit (auto), 28 sp., thru Ruthrauff & Ryan Inc., N. Y.

WDNC, Durham, N. C.

Carter Medicine Co., New York (liver pills), 30 weekly sp., thru Street & Finney Inc., N. Y.

Adams School Brewing Co., Norris-

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WDNC, Durham, N. C.

Carter Medicine Co., New York (liver pills), 30 weekly sp., thru Street & Finney Inc., N. Y.
Ruthrauff & Ryan Names Underwood to Aid Kirk

WITH Myron P. Kirk promoted Aug. 1 to the vice presidency of Ruthrauff & Ryan Inc., New York, in charge of the agency's radio department, Cecil Underwood will join the agency's New York radio staff on Aug. 15 while Edward L. Dunham, Ben Larson, Nathan Tufts, Clark Andrews, Byron Snowden and F. B. Ryan Jr. continue in radio production. Miss Elizabeth Ryan continues as radio program manager of the NBC Hollywood studios, and her place is being taken by Sid Godwin, night program supervisor in San Francisco, effective Aug. 15. Mr. Godwin has been with NBC since 1930, coming from the announcing staff of KGW, Portland.

Don E. Gilman, NBC Pacific Division vice president, announced Aug. 8 that Richard Eilers has been elevated to night program supervisor. Paul Gates, announcer, becomes assistant to William Andrews, chief announcer.

NBC Mail Sets Record

FIVE records in fan mail are claimed by NBC for the first six months of 1936, with a "considerable portion" of the letters having been written in response to offers by sponsors. The records: Best single month, with 4,006,517 letters; best March, with 1,015,685 letters; best April, with 886,265 letters; best June, with 580,551 letters; best single month in NBC history, March. NBC found that 88% of the mail this year was written as a result of daytime programs. The daily average mail during the period was 27,000 pieces. The record day, over 100,000 pieces, was during March.

SAM PIERCE has resigned from the continuity department of KHJ, Los Angeles, to join Hinson-O'Donnell Inc., that city, as head of the agency's radio department.

PRESTON FUMIREY, at one time a member of the New York radio department of Benton & Bowles Inc., has joined Bruce Chapman-Stephenson Inc., New York, radio producers, as general production director.

WE HAVE STATED in our previous ads that we can show you a definite increase in your sales. If you will get in touch with us or our representative we can show you definite facts and figures to substantiate our claims and leave the decision entirely up to your own judgment.

THOMAS PATRICK INC.

ST. LOUIS, MO.

REPRESENTATIVE

PAUL H. RAYMER CO.

NEW YORK

CHICAGO

SAN FRANCISCO
QUALITY TIME IN FORT WORTH
KFJZ Uses Band Transcriptions, Humor and Time

Announcements for Early Morning Hour

By ELBERT HALING
KFJZ, Fort Worth

WHAT TO do with the early morning hours has caused the program directors of larger stations than KFJZ, Fort Worth, to let down their hair in supplication to the peculiar whims of the early morning listener. What to present was not so much the difficulty as ascertaining what to present that would be listened to by those in KFJZ's metropolitan and rural primary area. It was ascertained after a survey that the greater proportion of the KFJZ audience was reading the paper, eating breakfast, or preparing for work between the hours of 7 and 8 a.m. A different than ordinary program by a small independent station is necessary to attract people with such listening habits. Quality Time was the answer.

Being an independent station with no network affiliation and unable to secure a band that would compete with those on competing higher powered stations, electrical transmissions came to the rescue. Being a subscriber of the NBC Theatres and with ready access to the latest recordings, KFJZ obtained a break in this regard. Next, what type of music should be used to merit attention? The other stations were checked at this time and it was found that without exception every local was featuring popular music. Just to be different, therefore, it was decided to mingle band and martial airs with popular music on Quality Time.

To compete with listeners who use their morning radio programs as a background for newspaper reading and prop that worthy article before the sugar bowl on the breakfast table, news flashes are presented at regular intervals during Quality Time. These bulletins are received via shortwave and are supplied by Radio News Association. Each news period is preceded by a brief buzzer attention signal. Cleverly interwoven with the variety music are "Interesting Facts About Texas", thus affording an excellent combine with the Texas Centennial.

Obvious Humor

REALIZING that too much humor of a too subtle nature is not the best breakfast food in the world, only a few anecdotes are used on the Quality Time feature. As two announcements were made in the period regularly it is a simple matter to work in routines of rather obvious humor. And not to overwork the suburban philosophers, a "Thought For the Day" forms an integral feature of the program. Listeners are invited to send in their favorite philosophical gems and humorous stories, and from the large number submitted definite proof of the period's popularity is obtained in part.

Each quarter-hour of Quality Time is sponsored by a separate and evidently well-satisfied sponsor. July 15 the program was in its third month of consecutive daily programs excepting Sundays. The current sponsor list includes four of the leading advertisers in the Fort Worth trade territory: Pat Crow, prominent refrigerator dealer; Duncan Coffee Co.; Renfro Drug Stores, 26 in number, and the Worth Food Markets, 13 in number.

The Renfro Drug Co. has banners in each of its stores calling attention to Renfro's participation in Quality Time. One week their soda fountain even featured a creation known as a "KFJZ Special". The Worth Food Markets, which by the way, is the largest group of food stores in Fort Worth, have two 20-foot antennas on a miniature replica of KFJZ's, erected on the parking space before the main store (see photo).

Appropriate display cards publicizing the program are changed regularly and Worth Food Market officials maintain their display always attracts attention and comment, some customers even asking if the program is broadcast from the stores. Restaurants, hotel coffee shops and dealers are using window cards and banners for admiration and Bright & Early Coffees, the promotion material being supplied by the Duncan Coffee Company, being definitely with KFJZ and Quality Time.

The unusual amount of advertising and promotion expended by the experienced advertisers sponsoring Quality Time is definite proof of the program's success. The time is riddled every minute during the hour program.

Oregon Station Sold

PURCHASE of KAST, Astoria, Ore., by M. R. Chessman, editor and chief owner of the Astorian Budget, and T. Cooker, now associated with KOIN, Portland, was disclosed Aug. 14. An application for voluntary assignment filed with the FCC. Mr. Cooke, who is 49% stockholder in the newly formed Astoria Broadcasting Co., would manage the station, with Mr. Chessman owning 50% of the stock. Mr. Chessman is superintendent of the newspaper, owning the other 51%. The transfer by Shapiro, present owner, pends FCC approval. Mr. Shapiro, it is understood, is leaving radio on account of his health. The price was approximately $10,000.

NATIONAL Television Corp., of New York, authorized to operate temporarily in the medium high-frequency band with television, has been assigned the temparory call letters W2XNT for its station.

QUALITY TIME — Worth Food Markets, largest food store organization in the Fort Worth area, use 29-foot antenna masts before their stores to advertise their participation as one of the four sponsors of the cooperative "Quality Time" program over KFJZ.

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BROADCASTING • Broadcast Advertising
Cosmetic Industry Seeks Trade Rules

FORTIFIED with greatly enlarged trade practice powers, the Federal Trade Commission soon will call for a preliminary meeting with makers of perfumes, cosmetics and other toilet preparations at which plans for a set of trade practice regulations including rules on false advertising will be discussed.

The FTC action will be based on a recent request of Toilet Goods Industries, New York, representing a large portion of the industry. Members of the association voted at a meeting held in New York in late July to ask the FTC to sponsor a trade practice conference.

Adoption of trade practice rules by industries can be accomplished under greatly broadened powers provided by the much-discussed Robinson-Patman act, enacted at the last session of Congress. In general, the procedure in trade practice conferences is to adopt mandatory and optional regulations. Committees are set up to detect violations and to inform the FTC of them.

Wholesale value of the industry's output, not including sales in barber shops and beauty parlors, exceeded 180,000 million dollars. Products involved are perfume, toilet water, face powder, face cream, rouge, shaving cream, deplorators, manicure preparations, toilet soap, etc. The toilet goods association has requested that the conference be held as soon as possible but adoption of such regulations frequently requires several months or longer.

MEMBERS of the Motion Picture Producers' Association held several meetings in Hollywood during the last fortnight to discuss the protests of film exhibitors against the booking of screen stars on radio programs. Although the producers would make no statements, it is understood they have appointed a committee to study the situation and make a report before taking any action, one way or another. Meanwhile, the star bookings continue, none having been cancelled.

Australian Visitor

J. F. COATES, one of the two government directors of the Amalgamated Wireless Co., Australia's government-owned broadcasting corporation, is a guest of WBNX, NBC news, and is on tour of the world. Coates, who is also a member of Parliament in Australia, is completing a five-month tour of the world's broadcasting stations. His visit here is the result of a special request by the government. An outstanding feature of his visit will be his broadcast from the studios of WBNX, New York in late August. During his visit, Coates will broadcast to listeners in Australia, during which he will give a weekly bulletin of the activities of the radio stations in the world's different countries.

JAPANESE Association of America has filed an application with the FCC for a shortwave broadcasting station to be erected in San Francisco which will be devoted to agricultural and market news and will be presented in the native language for farmers in central and northern California.

IF YOU'RE INTERESTED IN FIGURES...

<table>
<thead>
<tr>
<th>5,000 WATTS DAYTIME</th>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATTS NIGHT</td>
<td>AREA</td>
<td>AREA</td>
</tr>
<tr>
<td>1,000 WATTS NIGHT</td>
<td>94</td>
<td>90</td>
</tr>
<tr>
<td>Total Population</td>
<td>1,908,109</td>
<td>2,398,894</td>
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<td>Radio Homes</td>
<td>289,100</td>
<td>327,400</td>
</tr>
<tr>
<td>Radio Listeners</td>
<td>1,127,490</td>
<td>1,276,860</td>
</tr>
</tbody>
</table>

KFW in the Heart of the Nation's Richest Wheat and Oil Territory.

Wheat Production in 24 KFW Primary Area Counties 69,000,000 bu.

Kansas Oil Production in 1936 350,000,000 barrels

August 15, 1936  Page 45
WRITTEN IN VIVID STYLE FROM AUTHENTIC FACTS FOR RADIO PROGRAMS

KECA's New Plans
WITH the inauguration of its new 5,000-watt transmitter scheduled with appropriate network salute ceremonies Aug. 31, KECA, Los Angeles, will concentrate on NBC-Blue network programs and will gradually eliminate the classical recordings that have been its chief feature during the last year. The station, sister outlet to KFI, 50,000-watt also owned by Earle C. Anthony Inc., will operate with 6,000 watts days and 1,000 nights under the direction of Harrison Hollway, general manager of both stations, with Glenn Dolberg as program director. The new 365-foot single-nast antenna is being installed under the guidance of H. L. Blatterman and Curtis Mason, KFI-KECA engineers.

Shepard Names Voynow
To WEAN-WICC Position
RICHARD VOYNOW, until recently with WLW in the production department, who resigned when John L. Clark left WLW as manager to head the newly formed Trans-American Broadcasting & Television Corp., has been appointed by John Shepard 3d as sales and production manager of WEAN, Providence, and WICC, Bridgeport, Shepard-owned stations which on Jan. 1, 1937, leave CBS to join the NBC-Blue Network.

Mr. Voynow, a brother of Edward Voynow, Chicago manager of Edward Petry & Co., was formerly with the Brunswick Record Corp. He will divide his time between the two stations, which will continue to be represented nationally by the Petry organization. WEAN and WICC will also be outlets of the Yankee Network and will occasionally join the Colonial Network, second New England regional hookup, scheduled to get under way Sept. 27.

Social Agencies Acquire
Welfare Script of WBBM
MADE available at nominal cost so that they can be used for local community chest and other public welfare drives, copies of the scripts of the With Other People's Money series carried on WBBM, Chicago, have been purchased by social agencies in 94 cities in the United States, Canada and Australia for production on local stations. The programs, written by Kaye McLaughlin as a public service feature for the Council of Social Agencies of Chicago, won the annual award of the recent National Conference on Social Work as being the greatest educational contribution to social work of the last year.

Phil Bowman, WBBM production man, and John D. Fitzgerald, Chicago special events director for CBS, handled the series on WBBM. One script of the series, which rates on WBBM this fall, was chosen "the best example of an educational radio program" for production before the 1936 convention of the Red Cross.

Harold Thomas, owner and chief engineer of WATR, Waterbury, Conn., has applied to the FCC for a new 100,000-watt and 250-watt day station on 1310 kc in Pittsfield, Mass.

Roosevelt v. Landon
Yale v. Harvard
Lewis v. Green
NEW'S is your best bet this fall.
RADIO OPPORTUNITY IN CHINA

Shanghai Offers Good Market for National Accounts,

According to U. S. Trade Commissioner

MISS SMITH

gets it on the last lap after the programs have gone half around the world. The need for a special directional beam broadcast from the United States to the Far East is paramount and one which should be given every consideration, Miss Smith believes. "It would be an excellent stimulus not alone in the promotion of American trade generally but in the creation of a greater understanding of American-Chinese relationships if America's cultural, political and economic life were regularly portrayed by well developed programs by a special directional beam to the Far East," said Miss Smith.

"Radio listeners in China would welcome the institution of such a broadcasting service. While no statistics are available reliable sources estimate that there are between 100,000 and 300,000 radio sets in China at the present time. The modern educated and trained Chinese is a keen radio fan, while an ever increasing group of English-speaking Chinese as well as the large colony of foreigners constitute a radio public well worth cultivating." Miss Smith said American interests in China as well as Chinese interests in this country would like to see a beam short-wave station established on the Pacific Coast for regularly scheduled transmission to the Far East to offset the broadcasts of other nations and promote Sino-American trade and relations. At present there is no international broadcast station west of China.

Existing regulations specify that international broadcasts may not be sponsored except insofar as commercial programs over regular stations are rebroadcast by short-wave, and then the commercial credits may be transmitted internationally. The originating station, however, cannot "sell time" for international reception.

Miss Smith has been in this country for about a month, and shortly will go to the Pacific coast to discuss, among other things, the possibility of establishing a short-wave station for Far-Eastern reception on the Coast. She plans to sail for Shanghai from San Francisco in November.

Pineapple Campaign

PLANNING to use radio along with other media, Pineapple Producers Cooperative Association, San Francisco (canned pineapple), early in August announced the appointment of Botsford, Constantine & Gardiner, San Francisco agency, to handle its new campaign. Mrs. Ern. P. Proetz, vice president of Gardner Advertising Co., St. Louis, affiliated with the San Francisco agency, was in San Francisco during latter July to confer with Stanley G. Swanberg, the afternoon executive vice president, on plans for the pineapple campaign.

How to increase your "Spot" Business

To increase your spot business we have available, subject to prior sale, the following tried and proven transcribed features.

THE ADVENTURES OF SONNY AND BUDDY—100 Quarter Hours of thrilling drama with a real kid appeal.

HARMONY ISLE—50 Quarter Hours of restful soothing tunes played by Dick McIntyre's Hawaiian Orchestra.

BREAD BITS—20 thirty-second dramas providing an additional thirty seconds on each for local tie-in commercial. Built especially for Bakein accounts.

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

IT'S WSBC rightfully claiming dominance in this issue! Here's the first picture of its new vertical radiator, 289 feet above the street. WSBC is America's MODEL local station located in the population center of Chicago and the Nation! Among locals: FIRST in amount of commercial business. FIRST in income. FIRST in public service. FIRST in popularity!

Yes, you can cover Chicago amazingly well with WSBC — and the rates are mighty low!
RADIO ADVERTISING PAYS...

YOU CAN'T TAKE THIS FRONT WITH A PEASHOOTER!....

To gain and hold new "positions" or to entrench your present position more firmly, you need the barrage of BROADCASTING's near 100% coverage of time-buying executives among the agencies and the advertising managers. During the last year more than 150 broadcasting stations have "shot" their sales messages to time buyers through BROADCASTING... and have conquered new and renewal "spot territory". Now they are being joined by other station recruits in the front line offensive of BROADCASTING's display pages, taking advantage of its double-barrelled coverage of the active and prospective radio advertising sector.

...IT PAYS TO
Several Suits Involving Performance of Records Over Radio Are Litigated

Determination of the rights of recording artists to perform, record over broadcasting stations, on grounds of unfair competition, and then sold, remained unsettled Aug. 5 after WEVD, New York, consented to the issuance of an injunction by Lawrence Tibbett, brought on by half of the National Association of Performing Artists, recently formed. At the same time counsel for Audio-Scriptions Inc., a recording service, consented to a permanent injunction by Don Voorhees. Previously Teleflash Inc., wired service, had consented to an injunction.

There remains to be tried before the state Supreme Court in New York the suit of Frank Crumpton against WHN, which was adjourned until Aug. 19 at the request of Maurice Speiser, general counsel of NAPA, who instituted the suit. It is from this case that an adjudication may be expected, since, in the others no precedent was established because the injunctions were consented to without considering the merits.

Isidore Frey, of the Marcus London Booking Agency, owners of WHN, is expected to argue the case on Aug. 19 against Mr. Speiser.

Final adjudication of the rights of performing artists in their recorded works in being sought on behalf of the broadcasting industry. In the original test case brought in Philadelphia by NAPA Audio-Scriptions Inc., a recording service, consented to an injunction, and then sold, the suit of Frank Crumpton against WHN, which was adjourned until Aug. 19 at the request of Maurice Speiser, general counsel of NAPA, who instituted the suit. It is from this case that an adjudication may be expected, since, in the others no precedent was established because the injunctions were consented to without considering the merits.

NOTE TO Advertisers and Agencies:

notice where Cleveland’s local advertisers spend their money—and notice the “still forbidden” orders they give us... maybe we can’t do a job for your client, but you’ll never know what the Cleveland market can deliver until you check the sales results after we’ve gone to work for you!

EDDYTHE FERN MELROSE
Manager WJAY Cleveland
Camegie Hall
Cleveland 0644

THE STATION THAT GETS RESULTS

WJAY
Cleveland - 610 Kilocycles

Artist Bureau Gets NBC Dance Unit

Charles E. Green Takes Over Bands After Union Ruling

As the aftermath of an important decision by the New York Musicians’ Union refusing to engage broadcasting companies the right to engage in the band and booking business, NBC dance orchestras management was valued in excess of $1,000,000 have been turned over by the network to Consolidated Radio Artists Inc., a new corporation with offices in New York, Cleveland and Chicago.

The CRA fold are such orchestras as Paul Whiteman, Richard Hiber, Peter Van Steeden, Fer Grofe, Leo Reisman, Fletcher Henderson, Ben Pollack, Dorsey Brothers, Russ Morgan and about 5 others.

Heading CRA is Charles J. Green, who negotiated the NBC Dance Band Division previous to the Union ruling. For six years before his NBC affiliation Green had been president of a company known as Consolidated Radio Artists Inc., and with the Union agreement between the CRA and NBC known in May he resurrected that name and worked out a deal with NBC whereby all of that network’s dance-orchestra management equipment came into possession of CRA, with no NBC strings attached.

Paul Whiteman’s contract expiring in 1951 was included in the transaction.

Buses NBC Time

Mr. Green expressed the importance of radio in the CRA set up by stating that dance-orchestra popularity is contingent on broadcast appearances. He states that 50% of CRA business is deriving from radio, although his organization represents its orchestras in every management phase. Currently, the CRA has orchestras on the air for WOODY, Studibaker Lifebuoy Soap, Bristo-Myers and Kraft Cheese, and they also are featured at various hotels and night spots in New York and Chicago. CRA orchestras broadcast over NBC and CBS. The new company itself is an independent, and he purchased 20-hour late-night per week on network with NBC hookups to exploit and promote its bands. Time has been purchased on a long-term contract.

Jim Post, NBC top time-sales man for the past 12 years and recently with World Broadcasting System in a sales capacity, heads the radio division of the new organization. Mr. Post is credited with having brought such accounts as Max well House, Firestone, R. J. Reynolds, Consolidated Cigar Corp and Collier’s into the NBC fold.

In BALTIMORE they listen to MARYLAND’S PIONEER BROADCAST STATION

WESTERN RADIO BROADCASTS

Voice of the Nation

William J. Snyder, Manager

BROADCASTING • Broadcast Advertising

BROADCASTING • Broadcast Advertising

The Story of the Wise Laundry Man

REGAL LAUNDRY wanted Baltimore housewives to know what a good laundry they run — so they naturally turned to WFRS. Three months on The Old Philosopher’s program just as naturally led to three more months, and Regal is still on WFRS.

— Why? Well, here’s what they told us — “30% of the mail returns developed into customers — new business we never expected — the best radio police we ever made.”

In BALTIMORE they listen to MARYLAND’S PIONEER BROADCAST STATION

National Representatives:
EDWARD PETRY & CO.
NEW YORK - CHICAGO - BOSTON - SAN FRANCISCO

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BROADCASTING • Broadcast Advertising

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE

IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Mr. Green
Political Parties Booking Time

(Continued from page 14)

tie Bok, of Philadelphia, who featured the opening Happy Days program on CBS. These programs will run throughout the campaign and will be heard on 27 stations, 1:15-1:30 p.m. (EDT).

In addition to Stanley High, the Rev. William L. Studiger, of Kansas City, and Burke Boyce, all of whom are collaborating with the Democratic radio division, the Democratic National Committee early this month announced the appointment of Mrs. Henry Morgen- thau Jr., wife of the Secretary of the Treasury, as radio director of its women’s division. Mrs. Morgenthau’s duties have not been definitely prescribed but she is seeking a $25,000 appropriation from the radio division’s fund for special women’s features on the air.

Fr. Coughlin’s Convention

The NETWORKS on Aug. 16 and 17 were scheduled to carry, as a sustaining feature, highlights of the Cleveland convention of Father Coughlin’s National Union for Social Justice, but thereafter the Coughlin-Lemke-Townsend-Smith forces were expected to buy time like the other political parties. Union Party headquarters in Chicago indicated they intended to do so, but no commitments have been made.

Another political party which has indicated it expects to buy time on the air is the Socialist Labor Party, whose presidential candidate, John W. Aiken, last April had a period on CBS. Its new state secretary, Emil F. Teichert, 45 Rose St., announced that it is already getting donated time on a few local stations but that it also expects to have several national hookups before the election.

For reasons undisclosed, it was announced early in August by Leo J. Laspatri, manager of WJR, Detroit, and radio advisor of Father Coughlin, that the radio priest’s regular fall and winter series of Sunday afternoon discussions would not be resumed in October over his special independent network of about 30 stations but would start sometime after the first of the year. It is presumed this is due to Father Coughlin’s campaign activities. Mr. Laspatri stated that Father Coughlin is planning to reserve a schedule on the Mutual Network for the Lemke-O’Brien ticket, which he is espousing, starting in September and continuing until the elections, but MBS has announced no time reservations as yet.

Metropolitan Auditions

SHERWIN-WILLIAMS Co., Cleveland (paints) will present the Metropolitan Auditions of the Air over a nationwide NBC-Red network, starting Oct. 18, Sundays, 3:30 p.m. Last year the program was broadcast on NBC-Red. The program again will be auditioned by the Metropolitan Opera Association. Cecil, Warwick and Cecil Inc., New York, has the account.

They’re reputation is a “Buy” word. The obvious value of these three stations quickly won recognition for them wherever “Spot” advertising was bought.

The ONE LOW RATE has its appeal—but shrewd time buyers appreciate the large responsive audiences loyal to the “Missouri Triangle”. Write any station listed below for complete data.

• KWTO-KGBX
  Springfield, Mo.
• KCMO
  Kansas City, Mo.
• WTMV
  East St. Louis

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  Springfield, Mo.
• KCMO
  Kansas City, Mo.
• WTMV
  East St. Louis
IRC Yarmouth Convention

PLANS for the seventh annual convention of the International Radio Club in Yarmouth, Nova Scotia Aug. 24 to 28 were announced Aug. 6 by Jack Rice, president. The party, made up of broadcasters, engineers and others identified with broadcasting will sail from Boston for Yarmouth on Aug. 23 aboard the Eastern Steamship Line Evangeline, returning to Boston Aug. 29 after a round of entertainment, fishing trips and other festivities. Election of officers will take place Aug. 27.

THE FRENCH postal authorities are considering a stamp issue bearing the heads of General Perrier and Edouard Branly, the French radio pioneers.

KMBF Sells 2 Shows

TWO SHOWS first introduced over KMBF, Kansas City, early in August were sold by Arthur Church, KMBF operator, to big advertisers during a trip to New York. Ted Malone's Between the Bookends, now featured as a sustaining on CBS, was sold to Lehn & Fink Co. for Hinds Honey and Almond Cream, and starting Oct. 5 will be sponsored five nights weekly for 15 weeks on CBS. The KMBF Crystal Gazebo program has been sold to Colgate-Palmolive for Double Flame and White Soap and may be tested as a spot campaign for 13 weeks, placed through Benton & Bowles. Having also placed the Happy Hollow and Pillowman features, originated at KMBF, Mr. Church recently assigned Dr. George Halley, the station's Chicago representative, to full time work on the exploitation of KMBF shows that have syndicate possibilities.

FRC Cites Pro-Ker

PRO-KER LABORATORIES Inc., New York (hair treatment) is charged with exaggerated claims for its product in a complaint issued Aug. 14 by the Federal Trade Commission. The alleged exaggeration involves claims that Pro-Ker is a competent treatment for baldness; that it corrects or cures any hair or scalp disorder; forces nature to replace false hair; produces a new growth of hair and makes the scalp healthy and strong.

NETWORK ACCOUNTS

(All times EDT unless otherwise specified)

New Business

R. B. DAVIS Co., Hoboken, N. J. (cocomit), on Oct. 4 starts Joe Pen- ner on 48 CBS stations, Sundays, 6-5:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.


SPANIARDS & ITALIANS IN THE METROPOLITAN NEW COVERAGE for the approach, 6 fishing. The Election 29 of LAKES in Rice, 15,7936 Steam-officers Ferrie of, Night Effective nature produces Fink hair or scalp disorder; forces that it can corrects or cures any hair or scalp disorder; produces a new growth of hair and makes the scalp healthy and strong.

For Complete COVERAGE of HEAD of the LAKES and IRON RANGE REGIONS

WEBC DULUTH W MFG HIBBING, MINN.


FISHER BODY Corp., Detroit (Capezio stairlifts), on Aug. 22 one time only, presents Fisher By Stairlifts on 30 NBC stations, Wednesdays 10 p.m. Agency: Arthur Kudler Inc., N. Y.

Renewal Accounts

RALSTON-PURINA Co., St. Louis, Mo. (Brown & Blue) on Sept. 6 renews Seal Valley on 35 NBC-Red stations, Saturdays, 9-10 p.m. (shifted weekends, Fridays). Account placed direct.

BUDD & VOTAV, San Francisco (Pebble Beach neckties), on Aug.,news for 12 weeks Your Pet's Opinion with Bill Davide narrator, on 4 CBS-Don Lee network stations, Saturdays, 6:45-7:30 p.m. (PST). Agency: Doremus & Co., San Francisco.

MACFADDEN PUBLICATION, Inc., New York (True Story magazine) on Sept. 6 renews True Story Court of Human Relations on NBC-Red network stations, Fridays, 8-9 p.m. rebroadcast 10-11 p.m. midnight. After Oct. 2 rebroadcast will be at 11:30 p.m. Agency: Doremus & Co., N. Y.


A. G. HORMEL & CO., Austin, Minn., on Aug. 23, renews A & A Medals and His America Marins Band on 5 Mutual CBS stations (WBNX, KRCB, KMBF, KFAB, WOC) "screen time" on 12 CBS stations (WBNX, KRCB, KMBF, KFAB, WOC, KSCY) shifting to Thursday 10-11 p.m. Agency: W. A. Ad Agency Inc., Chicago.

American Ointment Co., N. Y. (heating equipment) on Sep 13 renews Fireside Recital on NBC-Blue network stations, Thurs., 9-10 p.m., with rebroadcast at 11 p.m. Agency: W. A. Ad Agency Inc., Chicago.

Macfadden on Mutual

MACFADDEN PUBLICATION, Inc., New York (Liberty magazine) on Aug. 18 starts a series, Talks By Bernard Macfadden, published Macfadden magazines, on the 5 basic Mutual stations beginning Aug. 25, Tuesdays, 10-11:15 p.m. Mr. Macfadden's talks will carry up the Liberty magazine's editorial, which are anti-New Deal in nature. Programs will originate from WOR, Lennen & Mitchell Inc., New York, placed the count.

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BROADCASTING • Broadcast Advertisements

ALMA MAISON, GA.

John Blair & Co.

National Representative of Radio Stations

NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO
A Banker Appraises Radio (Continued from page 9)

...that billboards, magazines, direct mail, newspapers, and other media sell goods, services, or institutional names—whatever the advertiser desires and brings out effectively. We know this because we are old and well-established dia, because of our personal use of such media, because of our success with others, or because we ourselves look at billboards, read direct mail, magazine and newspaper ads and are influenced by them.

As for radio, we know that it is passed the experimental stage ago and is today a well-established medium. Yet繁荣 that ineradicable types of business have ed, and are using, it to their deel advantage, and we know that it influences our own buying specific cases. What more is needed?

A common question asked by advertisers contemplating the use of radio is: Should a special approbation be made for radio in relation to the other advertising media used, or can radio successfully place newspaper, magazine, direct mail, and other advertising effort?

In general, radio should be regarded in the same key as newspapers, magazines, billboards, direct mail, etc. as a major advertising medium, but not as do-all cure-all. In only comparatively few cases can radio do the entire job for an advertiser, and this same atement, of course, applies equally to other forms of advertising media.

When conducting a direct mail campaign, no intelligent bank advertiser would completely eliminate a newspaper, magazine, billboard, or any other form of advertising. We realize that each of these media has its special field of effectiveness, that each supplements and reinforces the others — so we do not endeavor to eliminate or neglect it to pay for the other. In like manner, radio should properly be considered as a major medium, and should properly be given a definite appropriation in the well regulated advertising budget.

It certainly should not be paid for or by eliminating other forms of advertising altogether and then expecting it to do the whole job. It will be readily realized, it is highly important, at least at the start, that other media be employed to support the radio program, to call attention to it. And the radio program most certainly will give added interest to the advertiser’s messages in newspaper ads, direct mail, etc.

Radio has the power of creating a feeling of friendliness and personal interest probably far greater than any other advertising medium. The building of this direct feeling of friendliness would, if there were no other reason, justify the investment in radio advertising. And it should always be remembered that radio also reciprocates the support given it through other media indirectly by virtue of this very power of creating and sustaining interest.

The listener has come to know and like the radio advertiser — providing, of course, that the program is a good one. Until such a personal interest is taken in the advertiser, his ads in the newspapers, his direct mail pieces, etc., are not apt to receive more than casual attention.

With the coming of such a friendly feeling toward the spon sor as radio can bring about, however, the individual is much more apt to read the advertiser’s messages in other media with real interest, for he feels that personally knows this institution. Using a rather homely example: We will pass to read a news item about a friend or an acquaintance, whereas the same item about a stranger would not interest us. And when radio, properly utilized, has established the sponsor as a friend in the listener’s mind, that sponsor’s advertising in other media benefits.

Wise advertisers consider this fact, and their main attempt in radio advertising is not always to “clinch” the sale in the program, but rather to utilize radio as a means of developing this friendly, interesting feeling on the part of the listener so that he or she will be more apt to react favorably to other media which may lend themselves to more detailed sales effort when such is needed.

In other words, radio offers an ideal means of establishing confidence in the sponsor which, after all, is one of the major objectives of any bank advertising.

Of course, the foregoing presupposes the selection of a program designed to appeal to the desired audience; the selection of a station which, by virtue of the type of programs generally carried, logically caters to the audience you desire; and efficient merchandising of the program to gain the attention of your audience at the start. These are necessary steps to the success of any radio effort but, properly taken, you can be assured that radio will do its part as a major medium in effectively advertising your bank.

JOHN D. FIELDS Inc. has been organized in W. Va. several years ago, and has applied to the FCC for a new 100-watt station there on 1310 kc. David H. Cannon and Reed E. Callister, attorneys of Glendale, Cal., who control KIEV, Glendale, own 50% of the stock of the Las Vegas corporation.

And Still They Come!

Does WWVA have listeners and if so, HOW MANY? Well, surveys of various and sundry accepted types say that we do! But coverage maps and data of competing stations sort of chisel right in on the primary area we claim. It is said that figures don’t lie, but we’re not so sure about coverage maps — so let’s look at figures:

Saturday, July 11, marked the 169th consecutive appearance of the famous WWVA Midnight Jamboree! At that show 4100 PAID to see their favorite WWVA entertainers in action. Yes, and 2000 more listeners were turned away! But there’s more — the thermometer registered 104 degrees!! And so, once more an attendance record was set for the WWVA Jamboree! AND after 169 consecutive weekly presentations — a record established by loyal listeners within a 200-mile area.

Does WWVA have listeners? The above figures speak for themselves. Give your sales message to “the Friendly Voice from out of the Hills of West Virginia” and you’ll get action aplenty.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Columbia Station

ONE THIRTY - WORD ANNOUNCEMENT A DAY OVER WNOX

For three days brought 1728 people into Royal Jewels’ Knoxville Store.

WNOX
KNOXVILLE, TENNESSEE

KEX—Oregon's most powerful Radio Station (5000 watts both day and night)—operates on 1180 K.C.—the only clear channel in the State.

If you want to blanket the Portland market area—with a good measure of “outside” coverage thrown in—here is the Radio Buy of Buys!

KEX
5000 WATTS—1180 KC.
NBC Blue Network

The only station in Oregon operating on a clear channel.
The Radio Service of The Morning Oregonian, Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Perry & Co., Inc., New York, Chicago, Detroit, San Francisco

August 15, 1936 • Page 53
Jewelry Radioads in –
40 Sparkling Episodes

With a Sales Presentation of how to get your Jewelry Client a PREFERRED INTERVIEW with, "THE TWO BUYERS".

Wire or Write

RADIOAIDS INC.
1357 North Gordon Street
Hollywood, Calif.

Jeffersonian Democrats

DEAN Gleason L. Archer, of Suf- fer, L. A., school, who has been prominently on the radio there locally, on Aug. 13 announced his appointment as radio director of the Jeffersonian Democrats, the group formed early this month under the leadership of Senator Reed of Missouri to oppose the New Deal. No announcement was made regarding plans to buy radio time.

NOW
250 WATTS
New Vertical Radiator, all New Equipment

BROADCASTING • Broadcast Advertising
Philco Discloses Its Television

(Continued from page 11)

are greyish, really black and white, and for some hours after the demonstration eyes suffered from strain which I can attribute only to having watched the pictures so intently for nearly an hour.

My general reaction, without knowing the technical details of either system, was to feel that both systems were loath to make comparisons, but there were only a few cases where Philco people, who have been shown to work as comparisons, but there were only a few cases where Philco people, who have been shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, were shown to work as comparisons, 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general aspect of the Philco television laboratory, even to the control panels with their monitoring pictures, was almost exactly that of RCA.

All in all, the demonstration furnished convincing proof that the laboratory workers have television well in hand; that picture quality equal to home movies as Philco's official statement said, must still be their goal; that the researchers are exceedingly close to home movies in definition, with the pictures, as they now are, probably acceptable to the public; that when Philco presents the present apparatus and increases the number of lines to 440 or 450, as it proposes to do, home movie definition may be attained — and television at that standard, according to the RCA's position, may be ready for the public.

G. Washington on NBC

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., which has been testing Prof. Quix on WJSV, Washington, and lately on both WJSV and WABC, New York, CBS stations, has booked a 13-week block for a special network of eight of its owned and managed group. The program, scheduled for Saturdays, 7:30-8 p.m., would start Sept. 19 and be on WJZ, WBZ, WBAI, KDKA, WGY, WRC, WTM and WENR or WMCA. Cecil, WARD, WOR and Cinel Inc., New York, is agency.

LOOK into KFPY's Local Picture

JUDGE KFPY by its growth in local sales ... its growth in listener audience (larger than all other Spokane stations combined) ... its growth in facilities and coverage (new preparing for an increase in power to 5 KW) ... and you'll agree with local advertisers that the station to use is...

ny In Spokane

RPETITIVES


THE FRED McCULLER ASSOCIATES

PITTSBURGH, PAH,AIIW.

REPRESENTATIVES


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THE FRED McCULLER ASSOCIATES

PITTSBURGH, PAH,AIIW.
Warner Return Quiets Copyright

(Continued from page 7)

this litigation, the NAB for two successive years has gone on record in its support as a step in the direction of bringing about fair and equitable dealings with copyright owners and of ultimately resulting in procurement of music in an open competitive market.

Simplifying Evidence

AT THIS time the suit, filed Aug. 30, 1934, is not on the calendar of the Federal District Court in New York, but ASCAP and Department of Justice attorneys assigned to it are seeking to stipulate portions of the evidence as a means of making the case less cumbersome for court handling. The untimely death of Nathan Burkan, ASCAP general counsel, several months ago retarded this work, but it is to be resumed shortly.

When Warner withdrew from ASCAP the suit lost a strong point, since Warner houses, with about 25% of the ASCAP repertoire apparently "broke" what the government called a monopoly. Its reinstatement makes the monopoly charge intact. The admission of failure, through its return to the ASCAP fold, is a strong point in the Government's favor since it tends to confirm the government contention of ASCAP's complete dominance, and the inability of a single group—even one as strong as the Warner group with millions in resources—to operate independently. Warner, which complained bitterly of ASCAP methods at the time of its withdrawal, may find itself in the position of a witness against ASCAP in the Government suit. Statements made by it at the time of its withdrawal indicate government allegations of monopoly and restate the evidence to support government allegations of monopoly and restate the suit, whereby ASCAP might agree to abstain from certain practices and place inmates of a defendant jurisdiction as a guarantee against this. At the outset of the suit two years ago, it was learned, there was such a thought.

E. C. Mills, ASCAP general manager, authorized the statement Aug. 10 that it was the intention of ASCAP to "try the case on its merits and we believe we will win." He said a consent decree had not been discussed, and so far as he was concerned, would not be.

The Power of Radio

WHILE the major networks and independent stations which refused to sign Warner contracts were not inclined to withdraw from ASCAP, and their return, they feel that their judgment was vindicated and that they proved the worth of their music. While various networks are making commitments to ASCAP, with the Warner contract, and it is possible for them to provide more music from radio for the same amount of music.

Meanwhile, James W. Baldwin, NAB managing director, declined to comment upon the Warner return. He left for a brief vacation Aug. 7 but kept in touch with his office by phone. Mr. Baldwin's only statement in connection with the Warner reaffiliation was a bulletin sent to members, upon being apprised of the negotiations, in which he said it would seem that stations licensed by Warner would be justified in withholding further payments until full information was obtained. Mr. Baldwin is pressing forward with his Bureau of Copyrights, authorized by the NAB board and affirmed by Mr. Mills, for the next few weeks. Watson, looking toward the creation of a reservoir of common domain music and other compositions designed to tide the industry over in the event of another emergency. Data is being compiled under the direction of Edward J. Fitzgerald, copyright director. The initial work of this bureau is that of making available a broad, complete index of active musical compositions and to create a standard library of compositions, taken mostly from these catalogs. Warner, which complained bitterly of ASCAP methods at the time of its withdrawal, may find itself in the position of a witness against ASCAP in the Government suit. Statements made by it at the time of its withdrawal indicate government allegations of monopoly and restate the evidence to support government allegations of monopoly and restate the suit, whereby ASCAP might agree to abstain from certain practices and place inmates of a defendant jurisdiction as a guarantee against this. At the outset of the suit two years ago, it was learned, there was such a thought.

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IN THE CONTROL ROOM

Liam Kotera, chief engineer of WWV, Omaha, is back at his desk following a serious attack of crista.

Eric M. Lenhart, former chief engineer of Audion Corp., Francisco transcription concern, has been appointed recording engineer, Techna Corp., broadcasting and sound equipment manufacturers in New York.

L. S. Lemon, operator of XAL, Boston shortwave broadcasting station, on Aug. 4 was granted patents No. 2,048,062 and 2,051,030, on systems for “transmitting influence”, radio-typewriter devices which he has assigned to International Business Machines Corp., New York.

SEPHE Chambres, of the Washburn consulting engineering firm of Nary & Chambers and former chief engineer of WLM, has succeeded at that firm. He and Chambers are the parents of a baby girl, Elizabeth Ann, their second daughter, born Aug. 4 in Cincinnati.

Cohan, CBS technical director, who supervised technical service for a Ford broadcast from the Gulf region studios.

W. F. Wein, chief engineer of WNBC, Newark, who has been frequently with WAVV, the station’s chief transmitter, has contacted flying urge and is learning to be a pilot.

Alfred Bradley Martin, of Fairly, Pa., and Perry C. Noble, of Westfield, Mass., have been elected directors of the American Radio League for the Atlantic and New England divisions, respectively. They are the board vacated created by E. C. Woodrauf, of Pennsylvania State College, and George W. Bailey.

At Weston, Mass., newly elected president and vice president of the amateur organization.

EQUIPMENT

WWA, Wheeling, has ordered a new 5-foot vertical radiator from Blau mox Co., to replace the two 225-foot towers it has been using for erection. Erection is to be completed in 60 days. The site was determined to be Jonas & Bailey, Washington engineering firm.

ORDING TRANSFORMER Corp., New York, issues announcement of a cut over equalizing and filters broadcast, recording and similar service. Included is a description of the unit’s universal equalizer for broadcast and recording service, just announced. It incorporates separate circuits for high and low frequency equalization.

STATIC Microphone Laboratory, Youngstown, O., has designed a new “detector” for microphone pickups where the instrument is to be concealed or hidden. Known as Model 18, it is a single diaphragm crystal, 6th the interior assembly cushion mounted, to permit use under adverse conditions of vibration. It has a wide angle unidirectional pickup and weighs only 6% ounces. 2% inches in diameter and 3% inch thick, with a back, back screen front and a ring clip for attachment.

WGH

Hollister Crystal Co.
Wichita, Kansas

BROADCASTING THE OLYMPICS — At left is neon-animated master switchboard, in the shape of a miniature stadium, which controls more than 100 microphones outlets carrying reports of the Olympic Games at Berlin to 37 foreign countries, including the United States, as well as to Germany’s vast shortwave system over which running accounts in various languages were continuously broadcast throughout the world. At right is a newly designed German crystal mike mounted with pre-amplifier in a tube and wrapped in rubber sponge, used by announcers covering the regatta events of the Olympics.

CRTC to Go to 5 kw.

CRTC, Vancouver, Canadian Radio Commission station, will place a 5,000 watt transmitter in operation this autumn. Work already is underway on the equipment and studios are being modernized. The 400-foot single radiator will be the first of its type in Canada. The CRTC engineering department is handling the installation.

WRFT

Raleigh North Carolina

FEDERAL TELEGRAPH CO.
FAMED FOR PERFORMANCE

Set Sales for Six Months Far Ahead of Last Year

SALES of radio sets during the first half of 1936 advanced 15 to 30% over last year’s figures, with production reaching the highest rate in history, according to a review of the radio industry announced Aug. 8 by Dun & Bradstreet Inc.

Outstanding in the six-month period were sales of auto radios, the volume running from 30 to 150% above last year, the review states. The trend to floor and console models is noted, contrary to past years when midgrid and cheap table sets were at the height of their popularity. Sales of battery sets to farm districts also are far ahead of last year. Perfection in design and engineering are noted in the new 1937 models.

“A” CUT CRYSTALS

(Approved by FCC)

If you are remapping 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.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

“ABOVE THE AVERAGE”

WPTF frequently makes the claim of serving an “above the average” territory... and no phrase could be more aptly used in describing North Carolina!

The population of the territory reached and influenced by WPTF is “above the average” in buying desires and BUYING POWER due to “above the average” income from “above the average” commercial, industrial and agricultural sources.

As a result, North Carolina offers an “above the average” market for merchandise of every description.

As for WPTF, careful surveys show that the Capital City station offers “above the average” coverage (more than 150,000 Carolina homes with thousands more in adjacent territories) with “above the average” listener interest.

Consequently, WPTF has been able to consistently do an “above the average” job for YOU in North Carolina, the “above the average” market place.

Write Free, John & Field, Inc., or direct for data and coverage map.

WPTF

RALEIGH-CHURCHLAND, NORTH CAROLINA

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
Interchangeable with U.V. 857 and L.E. 266A

FEDERAL TELEGRAPH RADIOTELEGRAPH CO., INC.
Woolwich Ave., Newark, N. J.

“F”-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "Famed for Performance" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanence of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

AUGUST 1 TO AUGUST 13, INCLUSIVE

Decisions . . . .
(These actions are subject to ratification by the FCC and are effective on its next regular meeting.)

AUGUST 5
SPECIAL AUTHORIZATIONS:
KGBK, Tyler, Tex.—Extension temp. auth.
KQDK, Dallas, Tex.—Extension auth.
KXLU, Joplin, Mo.—Extension auth.
KXPL, Oklahoma City.—Extension auth.
KXQ/FRC, New Orleans, La.—Modif. CP trans., authorized.
KXRS, Muskogee, Okla.—CP time to Aug. 15.
KXSL, Des Moines, Iowa.—Extension auth.
KGKJ, Portland, Ore.—Extension auth.
WJOC, Nashville, Tenn.—Extension auth.
WTIC, Hartford—Extension exp. authorized.
WZFU, Muskegon, Mich.—Extension auth.

KGW, Elgin, Ill.—Extension auth.
denied.
denying its applic.
KFJN, Chicago
1040 Co.
920 kw
KSH, Leniwill, Ind.—CP trans., vertical
radiator 1600 kw 10 N "$ D
KWTO, Springfield, Mo.—Modif. CP trans., vertical radiator.
KRRK, Sherman, Tex.—Modif. CP trans., authorized.
KJWJ, Portland, Ore.—Extension auth.
to 90 kw 1 kc
WTIC, Hartford—Extension exp. auth.

WJCI, Martinsville, Ind.—Extension auth.

WEMK, Lincoln, Nebr.—Modif. CP

KBOC, Long Beach, Calif.—CP temp.
remand applic. KTFI for time to

KGNO, Norfolk, Neb.—Extension temp.
auth. simul-WBAL with 10 kw
KWGI, Tulsa, Okla.—Modif. CP trans.

KRLD, Dallas—Simul-WTIC.

W-J-J, Jackson, Miss.—Modif. CP

WHLY, Virginia, Minn.—Modif. CP trans.

KIFI, Spokane.—Modif. CP trans. re.
time. auth.

KMA, Shenandoah, Ia.—Modif. CP
temp. auth.; time.

ASH, Ashland, Ky.—Modif. CP local

KBCO, Boulder, Colo.—License for CP

KAAA, Minneapolis—License for CP

KBVH, Richmond, Ind.—License for CP

KJNQ, Redondo Beach, Calif.—License

KWM, Pine Bluff, Ark.—Extension temp.

APPLICATIONS RECONSIDERED AND GRANTED:
KQIK, Pittsburgh, Pa.—License to CP

KWY, Norfolk, Va.—License to CP

W-S-U, New Orleans—License for CP

WPTF, Raleigh, N. C.—License for CP new
tenant.

WOFL, Tallahassee, Fla.—License for CP
ew equipment, move studio locally.

WQH, Newport News, Va.—CP vertical radiator.

WECA, Providence, R. L.—Modif. CP trans.,

WCAZ, Cartersville, Ga.—License for CP

WHZO, Dayton—License for CP increase

WLBI, Muncie, Ind.—License for CP

KRIC, Alhambra, Tex.—Modif. CP trans.,

KYOS, Merced, Cal.—Same.

KANSAS CITY, reconsidered grant modif. grant.

KUGG—WUMTS—WJL, St. Louis (april.
CP) and Star-Time Pub. Co.,
1450 kw 1000 N "$ D; to be heard Sept. 24. APPL. NO. 151698.

New, Kansas City, Mo.—New

Licensed to CP 1930 kw 1000 N "$ D to

further effective to June 1.

KWNL, New Haven, operate 50 kw L-S-P

KAPS, Marietta, Ohio, L-S-P

100 m 120 kw 30 days

Examiners' Reports . . .

NEW, Thalere-Kings Counties Radio As sociates, Vic. License for CP (applied for)

New, Jack E. Brantley, Mrs. Jack E. Brantley, Jr., Mr. and Mrs. W. T. Knight Jr., Savannah—Exami

New, Gulf Coast Broadcasting Co., Corpus Christi—CP trans.,

New, Black River Valley Broadcasters Inc., Watertown, N. Y.—License for CP (applied for) 1470 kw 500 N "$ D to be heard Sept. 17.

New, Wilma, Okla.—CP 1470 kw 500 N "$ D to be heard Sept. 17.

KGFF, Oklahoma City—Examiner Bram- lhall recommended (under 1-270) that application be granted.

KGDE, Dubuque, lowa—License for CP (applied for) 2600 kw 300 N "$ D to be heard Sept. 17.

New, W. F. Hunter, Mr. and Mrs. W. F. Hunter, S. H. to unid. be granted; for transfer certificate license to L. H., Mr. and Mrs. L. H., to be heard Sept. 17.

New, William H. Wilcox, Mrs. W. H. Wilcox, New Minneapo lis, Minn.—License for CP (applied for) to be heard Sept. 17.

New, Gulf Coast Broadcasting Co., Corpus Christi—License for CP (applied for) extended (under 1-270) that application be granted.

New, Alfred L. Baker, Mr. and Mrs. Alfred L. Baker, Min nesota—License for CP (applied for) extended (under 1-270) that application be granted.

New, Minnona Radio Service Co., Des Moines, lowa—License for CP (applied for) extended (under 1-270) that application be granted.

New, W. E. Cox, Mr. and Mrs. W. E. Cox, Fort Worth, Tex.—License for CP (applied for) extended (under 1-270) that application be granted.

New, Palace, Conn.—Examiner Wilard recommended (under 1-274) that application be granted.

New, Harold Johnson, Leslie M. Perkins, Cedar City, Utah—Examiner Wilard recommended (under 1-274) that application be granted.

New, William H. Bower, Mr. and Mrs. William H. Bower, Cochrane, Alberta—Examiner Wilard recommended (under 1-274) that application be granted.

New, Jack W. Burnham, Mrs. Jack W. Burnham, Bend, Oregon—License for CP (applied for) should be extended (under 1-274) that application be granted.

New, Andrew R. Waller, Mr. and Mrs. Andrew R. Waller, Rich mond, Va.—License for CP (applied for) should be extended (under 1-274) that application be granted.

New, Philip S. Stowe, Asst., Green ville, Tex.—Examiner Wilard recommended (under 1-274) that application be granted.

New, V. E. Sharp, Mr. and Mrs. V. E. Sharp, San Antonio, Tex.—CP 500 kw 10 kw $ D to be unid. be granted.

New, Paul F. Smith, Mr. and Mrs. Paul F. Smith, Muscatine, lowa—License for CP (applied for) to be granted.

New, John D. Field Co., Las Vegas—License for CP (applied for) to be granted.

New, John D. Field Co., San Francisco—License for CP (applied for) to be granted.

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New, John D. Field Co., San Francisco—License for CP (applied for) to be granted.
Lohn & Fink Completes Plans for CBS Series

EHN & FINK Inc., New York (cosmetics, proprietaries) on Oct. starts its 45-minute noontime schedule on 26 CBS stations, breaking the period into three blocks to promote three products.

The first segment, 11:45-12 noon, will present Dr. Allan Roy Dafoe, socioeconomic physician, speaking directly from Callander, Ont., and will promote Lysol. It will be heard Mondays, Wednesdays and Fridays. From 12:15-12:30 the program will be The Groups, based in the comic strip, and will promote Peco toothpaste Mondays through Fridays. The 12:15-12:30 period will promote Hinds Honey Almond Cream, with Ted Malone as talent, also Monday through Friday. Malone will broadcast his Between the Bookends program from Kansas City, where it attained popularity on KMBC.

Wisconsin Campaign

JOHN B. CHAPPLE, Republican candidate for Governor of Wisconsin, inaugurated his radio campaign Aug. 13 when he broadcast the first of a series of sponsored campaign speeches over the Wisconsin group of the Affiliated Broadcasting Co. network, using a selected station from each of the 11 affiliated stations.

Ford Branch Spots

Ford branch offices in Dearborn, Mich., and Omaha are using announcements on WJR, WXYZ, WWJ, WOW and KOIL as part of Ford dealer campaign. The announcements are broadcast seven days a week and are scheduled across all stations.

Scripps-Howard Has Fight

Scripps-Howard newspapers will sponsor the Joe Louis-Jack Sharkey fight Tuesday, Aug. 18, on 80 CBS stations. The account was placed direct by arrangements between the network and Karl Bickel, president, and James Hamilton, vice president, of Continental Radio Co., Scripps-Howard radio subsidiary.

NBC Promotes Shechter

A. A. SHECHTER, NBC news editor in charge of Esso, PressRadio, Lowell Thomas and Walter Winchell news broadcasts, on Aug. 13 was promoted to director of special features and news, combining his present duties with those formerly exercised by William Lundell, who resigned recently as special features director. Mr. Shechter will report to John Royal, NBC program vice president.

Special Drene Hookup

PROCTER & GAMBLE Co., Cincinnati, for Drene, has contracted for the 7:30-7:45 p.m. (EDST) period, Wednesdays, starting Sept. 9 for eight weeks, on WEAQ, New York, NBC-Red key, and WMAQ, Chicago, also NBC-owned, using Frank Parkers and Ramona. The program is piped to WMAQ from WEAQ. P & G will also start a Jack Randolph program on WINS, New York, starting Sept. 6, Mondays, Wednesdays and Friday mornings, 10:45-11, for 34 weeks. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the accounts.

Squibb in West

E. R. SQUIBB & SONS, New York (toothpowder), on Aug. 10 placed three quarter-hour programs weekly on KFI, Los Angeles; KOMO, Seattle; KFRC, San Francisco, and WDAF, Kansas City. The programs are taken off the line by WBS from WOR, Newark, on which Squibb is broadcasting. The Daddies feature Ray Giersdorf, vocalist, and Frank Cornell's orchestra. Geyer, Cornell & Newell Inc., New York has the account.

JACK LATHAM, radio time buyer for Young & Rubicam Inc., New York, has fully recovered from his recent operation and will be back at his desk on Aug. 17.

An elaborate radio program was auditioned for a sponsor who, after hearing it, declared that it would not "fit in" with his product. Station policy dictated that all auditions be recorded, and because of this policy, it was decided to audition this program for various other advertisers, with the result that on the T W E L F T H showing, a sponsor was found, whose product tied in with the program.

The cost of twelve "in the flesh" auditions would have been prohibitive. The cost of making a PRESTO INSTANTANEOUS RECORDING was trifling.

Daily, in hundreds of broadcasting and recording studios, PRESTO is earning a handsome return on its cost. The installation of instantaneous recording equipment is economically sound. Hundreds of broadcasting stations have learned that PRESTO INSTALLATIONS insure quality reproduction ... dependability and 100% satisfaction.

Remember ... Whether you are considering the purchase of a complete instantaneous recorder or a needle only, rely on PRESTO ... the only centralized source of supply in this country. At PRESTO HEADQUARTERS, you will find everything for your recording requirements ... from a needle to a complete studio installation.

Descriptive catalog and technical data gladly supplied on request.

EXPORT DIVISION (except for Australia and Canada)
N. SIMMONS & SONS, INC.
25 Warren Street, N. Y. C.
Cable: Simmonste, N. Y.

PRESTO RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

BROADCASTING • Broadcast Advertising

August 15, 1936 • Page 59

www.americanradiohistory.com
Long-Wave Bands Denied to Industry

Cairo Group Against Alloting Waves for Broadcast Use

RESERVATION of the 1600-1600 kc. band for broadcasting and denial of the NAB's request that the 180-210 and 520-550 kc. bands also be designated for broadcasting were decided upon Aug. 5 by the main United States committee preparing for the 1805 International Telecommunications Conference at Cairo.

The American delegation was instructed to favor no changes in the 1600-3500 kc. band, and not to propose allocations above 30,000 kc., where most television experimentation is taking place. The recommendations have been submitted to a drafting committee which will whimp them into complete form by September for submission to the State Department.

Definitions Adopted

OTHER recommendations made by the committee follow:

New definition adopted for Broadcasting—A service carried on by a station employing emissions of which are primarily intended to be received by the general public, regardless of the type of emission authorized.

Definition adopted for Facsimile Transmission—Transmission and reproduction of fixed images.

Definition adopted for Television—Transmission of transient visual images.

An entirely new Article VI on the legality of emissions was proposed. It will be submitted by the Americans for discussion at the forthcoming Buchtelic technical conference. New frequency tolerances and band widths of emissions are specified. In substance the proposed section requires waves to be kept as close to the authorized frequency as the start of the art permits. Frequent checks on emissions are advised.

Mr. Baldwin served notice that he would file a minority report on the denial of the 180-210 and 520-550 kc. bands to broadcasting. Capt. R. C. Hooper, of the Navy Department, observed that there is a difference of opinion among broadcasters on the proposed 180-210 and 520-550 kc. requests of the NAB.

Classification of Emissions

IMPORTANT changes in the classification of emissions were approved. They make the main line of classification that of the type of communication for which the emissions are used, assuming that continuous-wave transmissions are employed. The existing plan is based on the distinction between continuous and damped waves.

New classification for short waves:

AO—Waves of which successive oscillations are identical. Such waves are used for special purposes such as standard frequency modulation.

AI—Continuous-wave, waves received in accordance with a telegraphic code.

AT—Television, waves resulting from modulation of carrier wave by speech, music, or programs.

AF—Facsimile, waves resulting from modulation of carrier waves by frequencies representing fixed images.

FCC Refuses to Postpone Requirements for Safety

VETOING requests that its equipment cleanup regulation (Rule 132) requiring stations to install safety features in transmitter facilities according to the National Electric Code be deferred beyond its effective date of Nov. 12, the FCC's Broadcast Division on Aug. 8 that the rule would become effective as originally planned. This 60-day notice of the interest of safeguarding life and property at stations and requires that the equipment shall be so constructed and operated in accordance with good engineering practice.

Another ruling, the FCC Broadcast Division stated that requests had been received for authority to use a common antenna system for two or more stations. It held that two or more stations owned by the same company may be permitted to use a common antenna, but different licenses will not be authorized to use a common antenna, since such conditions of operation cannot have complete control of all the apparatus necessary to control the external effects of the station.

Public Eagerly Observing

Don Lee Net Television

WHILE RCA, Philco and Farnsworth are giving only occasional private demonstrations of their television systems, Don Lee Broadcasting System, demonstrating the system at least six years by its television director, Harry R. Lubcke, is continuing its public showings which began late June. So great have been demands for the release of the images and that its images that Don Lee has had to erect additional temporary booths who secure tickets at KHIJ, Los Angeles.

The demonstrations are in the Don Lee Bidg. Each is accompanied by a lecture explaining the system, which employs a cathode-ray tube projecting 300-line images 24 times per second. To those who desire them, instructions are available for obtaining receiving sets to pick up the images broadcast by W6XAO on the ultra-short waves.

TED SISSON, of the NBC production department in New York, has resumed the production staff of Lord & Thomas.

Vice Presidents Added

In RCA Personnel Shift

M. F. BURNS and Ralph B. Austrian, motion picture and radio executives, have been elected vice presidents of RCA Mfg. Co., according to announcement Aug. 10 by G. K. Throckmorton, executive vice president of RCA. Mr. Austrian, who has offices in New York and will handle motion picture producers and theatre contacts for RCA Films, will. Burns will have similar duties on the West Coast.

Paul C. Richardson, formerly of Curtis Publishing Co., has been made manager of field activities.

Henry C. Bonfig, former manager of the Western division, has been transferred to Camden.

RCA-Victor has announced appointment of Vance Woodcox, formerly a member of the sales department and before that director of advertising for Kelvinator Corp., as manager of the newly created Central division located in Chicago.

James E. Francis, formerly in charge of Hollywood operations, has been appointed western division manager with offices in Hollywood.

John W. Griffin continues in charge of the Eastern division.

SOME question about efforts of MacGraw-Hill to block radio performances, to sell its products on the basis of current accounts of recording artists, to block radio performances, to raise in letters to the NAB from stations, according to James W. Baldwin, NAB advertising director. A study of the whole situation, with particular reference to the American Society of Recording Artists, is being made, it was learned.

THE GENERAL RADIO TYPE 731-A MODULATION MONITOR

Features:

• A d-c meter for setting carrier and for indicating carrier shift with modulation

• A peak flashing light which operates on all peaks exceeding a predetermined value

• A high-speed meter indicating continuously the percentage modulation on either positive or negative peaks

The General Radio Modulation Monitor uses a high-speed meter to indicate the modulation indication. This meter faithfully follows the signal. It is calibrated in decibels for maintaining the transmitter input at any desired level. The instrument is well shielded so that no spurious signals are obtained even when the monitor is operated in close proximity to a high power transmitter.

Type 731-A Modulation Monitor, complete with tubes and accessories, $375.00

Orders are being filled in rotation and shipment on orders received immediately will be made on or about September 1st.

Write for Bulletin 37-B if additional details are desired

GENERAL RADIO COMPANY
Cambridge, Massachusetts

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
KIMBC's Remote Coverage of a Big Political Event

WITH its newscaster car, KMBC, Kansas City, provided thorough coverage of the recent Landon notification ceremonies at Topeka. Other facilities included lines to the Kansas Hotel and a loop to the speaker's stand at the state house. Erle Smith, newscaster, is shown in the center picture talking on a transcontinental CBS network through WAXE, the short-wave car, with Jack Starr assisting. Asked by B.F. Worley to control the恺 during the notification ceremonies. At right is Smith in the center picture standing on a transcontinental CBS network through WAXE, the short-wave car, with Jack Starr assisting.

CBS School of the Air: To Add Musical Series For Pupils This Autumn

WHEN the American School of the Air resumes on the CBS network Oct. 13 under the direction of Miss Helen Johnson of the network's educational staff, it will feature two innovations designed to heighten interest among the ten-thousand of school children in the schools and adults in the homes who tune in the programs daily during the fall season. One will be a series of Tuesday musical periods during the first semester in which performances by famous historical figures will be played. The other will be a Thursday series of soloists and choruses singing popular music and brought over via short-waves from various European countries. This series, featuring the second half-season of the School of the Air, is being arranged by Cesar Searcherger, CBS European representative. The new school season will start with the musicals; thereafter the programs will be heard each school day for 26 weeks with the usual school holidays intervening. 2:15 to 2:45 p.m. (EST). The subjects to be presented each day at this time will be: Mondays, history; Tuesdays, music and literature; Wednesdays, geography; Thursdays, music, literature and science; Fridays, vocational guidance and current events.

Cooperating with the Weather Bureau, the recently organized Florida Association of Broadcasters has pledged its member stations to join government radio services instantly to broadcast tropical storm warnings.

Universal Velocity and Carbon Microphones

Universal's newest combination — Built for stage use — is designed for temperature or humidity. This famous responsive capsule from 4 to 15,000 c.p.m. Output: 63 d.B. when connected to 1500 ohms. No direct or indirect ear damage. Completely balanced. Weight, less than 10 oz. A head rests in a rubber pad which is cushioned against black enamel and artistic chrome plate. Ask for new catalog. 商品名Model ML, XP, RJ and CB—List $22.50. Universal Microphone Co., Ltd. 454 Warren Lane, Inglewood, Calif., U.S.A.

In 3 years!

The Dykanol "A" Series of High Voltage Transmitting Capacitors has won an enviable reputation in broadcast engineering circles among those requiring sturdy, compact, dependable characteristics, and their ability to operate under the most severe working conditions. The company is making them available to radio engineers at the world over.

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.

You would do well to SPECIFY C-D DYKANOLS for future condenser requirements . . . for truly . . . there are none better.

Catalog No. 127 for radio and industrial engineers, listing in complete detail the Dykanol series, is available free on request.

"DYKANOL "A" . . . is a special liquid dipinal impregnating medium, developed after thorough experimentation designed to make it non-inflammable and resistant to the effects of moisture. These capacitors are made of 100% above rating. The high dielectric strength and low moisture absorption makes it possible to use these units at 200% over previous units, without losing their high quality characteristics.

CORNELL-DUBILIER CORP. 4370 BRONX BLVD. N.Y.C.

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OTHER FELLOWS’ VIEWPOINT

We Stand Corrected

To the Editor of Broadcasting:
Thank you so much for the noticel concerning our return to the air, page 20 of your Aug. 1 issue. Civic pride and an undying and unfailing interest in the “Power City of the World”, Niagara Falls, leads me to point to your eror in giving the address of The Carborundum Company as Buff.In. All of which, of course, does not lessen my interest in a most newsworthy of all radio publications.

FRANCIS D. BOWMAN,
Advertising Manager,
The Carborundum Co.,
Niagara Falls, N. Y.

Aug. 5, 1936.

WHEN the air conditioning system for studio No. 3 of WBBM, Chi-
ci-Io, went temporarily out of com-
mision one recent morning, Mil-
ton Charles, WBBM organist,
played his scheduled program in his shorts, for the sake of comfort.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in Broadcasting cost 7c per word for each
insertion. Cash must accompany a box number. If two words are
25th and 10th of month preceding

Help Wanted

Texas station desires operator-announcer who can copy Transwestern Dial fal
experience. Age, education, references, salary expected. Box 533, Broadcasting.

WANTED

FRED O. GRIMWOOD,
Consulting Radio Engineer
Specializing in FM of Broadcast, Transmission and Coverage Development.

WANTED

HERBERT L. WILSON,
Consulting Radio Engineer
Design of Directional Antenna and Antenna Placing Equipment. Field Strength Surveys, Station Location Surveys.

WEIENS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment.

For Sale—Equipment

Western Electric 106-B Transmitter
This equipment is in excellent operating condition, having been taken out of service
only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and
parts. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

Western Electric 1 Kw

FOR SALE

RADIO TRANSMITTER

For Sale—Equipment

Western Electric 106-B Transmitter
This equipment is in excellent operating condition, having been taken out of service
only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and
parts. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

Western Electric 1 Kw

FOR SALE

Radio Transmitter

SEALEY CORP.

FOR SALE

Radio Transmitter

SEALEY CORP.

FOR SALE

Radio Transmitter

SEALEY CORP.

FOR SALE

Radio Transmitter

SEALEY CORP.
Like our athletes now in Berlin, each of these local NBC stations represents the pick of its particular section of the country. These are the same stations on which all-star NBC programs are helping to win sales events for spot and local advertisers.

Covering nine rich markets, they have won their sales spurs in broadcasting against the best local competition.

**Effective September 1, 1936**

*In America's 4th Market... Philadelphia*

**KYW**

Another great station has been added to this select group. KYW now offers spot and local advertisers the benefit of broadcast advertising "completely programmed by NBC."

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

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>PITTSBURGH AND THE TRISTATE MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAF . . . 50,000 watts</td>
<td>KDKA . . 50,000 watts</td>
</tr>
<tr>
<td>WJZ . . . 50,000 watts</td>
<td></td>
</tr>
<tr>
<td>THE GREAT NORTHEAST</td>
<td></td>
</tr>
<tr>
<td>WGY . . . 50,000 watts</td>
<td></td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td></td>
</tr>
<tr>
<td>WBZ-WBZA . . . 51,000 watts</td>
<td></td>
</tr>
<tr>
<td>NORTHERN OHIO</td>
<td></td>
</tr>
<tr>
<td>WTAM . . . 50,000 watts</td>
<td></td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td></td>
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<tr>
<td>WRC . . . 1000-500 watts</td>
<td></td>
</tr>
<tr>
<td>WMAL . . . 500-250 watts</td>
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</tbody>
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**Complete Program**

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.
RCA 100-E TRANSMITTER

8 IMPORTANT POINTS

1. A new, simplified transmitter designed specifically for low-power stations. Emphasizes performances, discards items not needed on low-power transmitters, and introduces simplifications for economy and increased reliability.

2. High-fidelity performance equal to that of deluxe high-powered RCA transmitters. Meets the most critical of present standards, and is equal to any likely future standards—thus minimizing early obsolescence.

3. Latest engineering advances forestall rapid depreciation. Has such new developments as zero-coefficient crystals, class B modulation and others, which increase quality and reliability. These important assets greatly increase life of transmitter, allowing cost to be liquidated over greater period of useful life.

4. Self-contained, all AC-operated unit. Almost as easily installed as a receiver. No rotating machinery, starters or parts to get out of order; can be easily moved. Operates from a single-phase 110-volt supply, requiring no special power lines. Has its own speech-amplifier.

5. Uses inexpensive tubes. Employs new and different arrangement of tubes, especially developed by RCA engineers. They are inexpensive types noted for long life. Tube costs with this transmitter are approximately half those of any comparable 100-watt transmitter.

6. Most economical-to-operate transmitter ever developed...because of the simplified design and reduced number of components. Power consumption is extremely low. Guarantee against defective materials reduces replacements other than tubes. Minimum of servicing required.

7. Carries all standard RCA guarantees and patent protection. Fully guaranteed, exactly as are the larger RCA transmitters—complete insurance against unexpected replacement costs. Moreover—the user is adequately protected against patent infringement damages.

8. A standard transmitter reasonably priced. Offers small stations "high-fidelity" and RCA quality at a low price. Guarantees quality, reliability and protection previously available to larger stations only.