Presenting
New Thesaurus Artists

Howard Vincent O'Brien—Commentator • Pinky Lee, The Sailor—Comedian

• These outstanding artists have been added to the ever-increasing list of THESAURUS talent—one of the reasons why THESAURUS programs are creating appreciative audiences and pleased sponsors for the 160 station subscribers using THESAURUS.

THE COMMENTATOR
HOWARD VINCENT O'BRIEN. Prominent American journalist, columnist and radio commentator, who contributes a series of brief but highly interesting talks covering a variety of subjects from politics to Parisian plumbing.

THE COMEDIAN
PINKY LEE, THE SAILOR. The diminutive star of stage and radio whose humorous experiences are sure-fire laugh provokers.

For information regarding THESAURUS Programs and Service—write

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service
30 ROCKEFELLER PLAZA, NEW YORK
MERCHANDISE MART, CHICAGO
Expanding your selling range in New England with one medium

THE NEW YANKEE NETWORK

STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
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<td>WTIC</td>
<td>Hartford, Conn.</td>
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<td>WEAN</td>
<td>Providence, R.I.</td>
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<td>WICC</td>
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<td>WCSH</td>
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<td>WFEA</td>
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<td>WSAR</td>
<td>Fall River, Mass.</td>
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<td>WNBH</td>
<td>New Bedford, Mass.</td>
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<td>WLLH</td>
<td>Lowell, Mass.</td>
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The new Yankee Network offers you concentrated coverage in all of New England's major markets, with the dominant station in each locality.

Thirteen out of ninety-three cities in the United States with populations of more than 100,000 are in New England. Nine of these cities have Yankee Network studios. Each of the other four cities is within the intense listening area of a Yankee Network station.

Now with added power in the new Yankee Network, you may be assured of complete market coverage in New England.

Here are the new members:

- WTIC, Hartford — 50,000 watts day and night
- WTAG, Worcester — 1000 watts day and night
- WCSH, Portland — 2500 watts days and 1000 watts nights
- WSAR, Fall River — 1000 watts day and night
- WNAC, Boston, the key station, now has 5000 watts daytime.
- WEAN, Providence, will have 1000 watts unlimited time.

Dominate the New England sales market with the new Yankee Network.
COLGATE-PALMOLIVE PEET SPONSORS NEW NAT

LEVER BROTHERS RENEW CBS CONTRACT

TEXAS COMPANY SPONSORS EDDIE CANTOR
“AND CO.” IN FALL CBS SERIES

CHEVROLET AND NASH MOTORS
ON CBS FALL SCHEDULE

HEADLINES...HE
tell the CO

N. Y. PHILHARMONIC SIGNS NEW
5-YEAR EXCLUSIVE CONTRACT WITH C

PET MILK CO. ADDS EVENING HALF-HOUR TO FALL SCHEDULE

CBS’ 28th OLYMPIC PROGRAM SETS TRANSATLANTIC
WIDE PROGRAM

CBS JULY BILLINGS UP 42% IN SEVENTH RECORD-BREAKING MONTH

LUCY STRIKE RENEWS ON CBS

COLUMBIA SALUTES MONTANA STATIONS JOINING NETWORK

CBS SIGNS RECORD-BREAKING VOLUME OF BUSINESS FOR FALL 1936

PLAY RECORD

CBS FORD PROGRAM CONTINUES
MOST advertisers who've ever really tried "spots" realize that in no other way can you get quite the same effectiveness and economy in radio.

By "spots" we don't necessarily mean 50 or 100-word announcements—though we can name some companies that have become big shots with little spots.

Buying a network is sometimes like buying a "deal" in merchandise—a few articles that you really need, plus a few articles that you don't want—all at a "bargain price" that's higher than you'd pay for the needed articles alone.

But when you buy spots—well, we see you're way ahead of us!

Shall we wrap you up a nice assortment of razor blades, shoe buttons and asthma remedy? All right, then—tell us what you do want!
Fall Time Sales Point to 100-Million-Year Business Is Well Ahead of Last Year in All Branches; Many Advertisers Replacing Spots With Programs

RIDING a wave of unequaled public and advertiser acceptance, broadcasting is entering the fall season with more business than any other time in history and with every sign pointing to the first $100,000,000 for time sales.

In all branches—network, transcription, spot and local—this fall's season is running substantially ahead of last year, which for the calendar 12 months smashed all records with a gross exceeding $87,000,000. A survey by Broadcasting discloses enthusiasm on the part of all networks and all business—enthusiasm solidly founded upon contracts in hand and bookings in view.

That the $100,000,000 mark will be eclipsed is revealed in the business statistics for the first half of the year (usually the smallest half) of nearly $51,000,000. (Broadcasting, Aug. 15.) And the figure is 12.7% higher than for the first six months of last year.

Network Bookings

OR preferred evening hours and or a substantial amount of daytime, both CBS and NBC networks are almost solidly booked beginning this month. The NBC Blue is lagging behind somewhat, but it is offering a 2% increase in accounts beginning this month. Mutual, the newest of the networks, has shown a considerable increase not only in business but in supplemental station outlets over which it previously placed accounts.

Regional networks likewise report an upswing for the fall. Checks with many stations in key markets, primarily those of the national networks, disclose virtual sellouts of evening time, due largely to agreements for network programs plus the unusually heavy volume of national spot. The timeliness problem with them is becoming more and more acute, and in not a few instances it is reflected in rate increases based upon expanded audience as well as availability of open periods.

The transcription spot field, World Broadcasting System reports that accounts literally "are in," as national and regional accounts follow the lead of such bellhivers in the spot field as Chevrolet and Ford by supplementing network presentations with transcriptions. Moreover, the overseas market of using more than one outlet of a medium in each market to present the advertisers' story is being adopted by more and more radio stations with resultant increases in spot business.

One of the healthiest signs evolving from this time demand is the gradual reduction in spot announcements, and substitution of program and 15-minute commercials. Short spots being often frowned upon as least desirable business, broadcasters in the main, have no time to solicit but to accept them in many cases in such volume as frequently to clutter their schedules. This situation in spots and the corresponding increase in program commercials is striking a swing not only with the public but with advertisers, who are becoming more meticulous about the radio company they keep and their "before and after" advertisers.

Another indication of transcription prospects was reflected in the recent important change in policy by NBC which announced that hereafter its transcription facilities are available to network clients for spot transcription placement on any stations they may select. Because NBC heretofore has restricted such placement to its own affiliated stations or to those competitive with affiliated stations, this is seen as a definite step by NBC to invade spot transcription on a basis competitive with others. More important to the industry as a whole is the fact that the influx of new accounts to radio is tending toward growing out of the undesirable ones. Laxative and medicinal accounts, while not disbarred under any law, are still regarded generally as not in the best of taste. More than noticeable has been the pruning down of such accounts, particularly at peak times, and their replacement with business in the more desirable lines. The increase in symphonic and other better musical programs is a notable trend that will be more evident this fall and winter.

The Federal Communications Commission, whose reactions have been regretted here by a barometer, has not cited a station for several months, so far as known, because of program complaints. A year ago there were a dozen a week.

Affiliates Annoyed

But the rise in business, notably spot, has also been accompanied by a series of barking on the part of network-affiliated stations over their contractual arrangements. Irked over their inability to clear time in many instances for premium spot business because of network commitments, some stations have given vent to their feeling that the differential between what the network charges for their time and the amount they receive from the networks should be narrowed.

Stations and programs are inclined toward spot business, which brings national card rates minus sales commissions, as against network commitments which yield substantially less in most cases. Nothing resembling a mass movement on this, however, has developed, but individual station owners have been

Fall Premierses Scheduled on the Networks . . . .

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<th>NBC</th>
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<th>Mutual</th>
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Network Time Sales Set Record in July; NBC-Red Tops All-time Mark for Month

JULY revenue figures released by CBS, NBC and Mutual reveal that advertising reaching all three networks was over $1,615,146, or over $25,218, which was an unusually hot month.

NBC-Red network reported July receipts of $1,615,146, the largest figure any network has reported for July since the beginning of broadcasting. It was the first time any network has billed more business in July than in June.

The high percentage of renewals with J-C-RD by all networks and sponsors anxious to retain their time periods, is responsible for this trend.

While NBC-Red turned in the greatest amount of sales volume

CBS reported the largest July percentage increase as well, with July, 1935.

Combined NBC sales for July were $2,429,683, an increase of 10% over July, 1935. Mutual had $2,142,990, an increase of 3% over July, 1935. These figures were released by Russell Feldman, vice president of Hearst's advertising department.

discussions have shown that the trend is a campaign--to meet the demands of independent stations and news.

Political broadcast in the case of the major networks, however, political broadcasts do not mean important changes in the overall trend, the major parties have shown an inclination to buy fixed periods of open time on late evening schedules.

Transcription Campaigns During Autumn Planned By Three Shoe Concerns

THREE big St. Louis shoe manufacturing concerns have recorded one-minute transcription for the first time, according to Jimmie Daugherty, E. G. Dorn, head of Jimmie Daugherty, Inc., the Central Shoe Co. (Perfect-Exp and Robin Hood shows), and three shoe concerns; and the National Tennis Association.

The coming broadcast field is Montgomery Ward, Chicago, mail order house, which is appealing to housewives with a series of markets through a program titled The Travels of Mary Ward. The 15-minute dramatic series, which is heard in seven Western cities, is a series of 50 episodes, each of which will be devoted exclusively to the music of Frank Cornwell's orchestra. This is a 15-minute program heard three times a week, over WJSR.

The show is The Cruise of the Polo Parade, and it is being heard over the Great Trunk Line, which is the national network.

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J. V. Connolly is Named New Hearst Radio Chief

SUCCEEDING T. J. Connolly, who has been named chairman of the advertising board of many Hearst enterprises, Joseph V. Connolly, president of King Features Syndicate, was named chief executive officer and director of Hearst Radio Inc., operating and representing the 14 Hearst-owned broadcasting stations, according to announcement Aug. 20. Mr. Connolly, as president, heads a provincial executive, which also handles Hearst's International News Service, Universal service and International News Photos.

Other Hearst Radio officers are: Emile J. Gough, R. F. McCauley, as general manager; P. O. H. Tonnell, treasurer; W. K. Miller, secretary. Directors are Mr. Connolly, Mr. Gough, Mr. Tonnell, Mr. Miller, Mr. McCauley.

NEW YORKER GETS WPEN-WRAX OPTIONS

AN OPTION to purchase WPEN-WRAX, Philadelphia, for a price of $240,000 has been acquired from the Wm. Penn Broadcasting Co., according to announcement Aug. 20. The option was acquired late in July from Paul Harron and Clarence Taubel, chief stockholders in the Wm. Penn Broadcasting Co., the Philadelphia, Pa., firm. The option is for placing a part of the stock of WJR on the market.

Mr. Feldman, it is understood, may dispose of the station to other interests since he himself is not an operator. The option was acquired late in July from Paul Harron and Clarence Taubel, chief stockholders in the Wm. Penn Broadcasting Co., the Philadelphia, Pa., firm. The option is for placing a part of the stock of WJR on the market.

The two stations share the 920 kc. regional frequency with 500 watts day and 100 watts each. They have specialized in foreign-language programs.

Disc Sponsorships To Gain in Autumn

WBS, one of the most popular radio stations in the nation, has added a new feature to its programming. It has added a new feature to its programming. It has added a new feature to its programming.

The new feature is a 15-minute dramatic series, which is heard in seven Western cities, each of which will be devoted exclusively to the music of Frank Cornwell's orchestra. This is a 15-minute program heard three times a week, over WJSR.

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Five Midwestern Stations Join Mutual: WLW Changes Status

KWK, KSO, WMT, KOIL, KFOR Affiliate With Net; WSM Takes Several Programs; WLW Turns in Stock

PRESSING toward its goal of offering nationwide network service, Mutual Broadcasting System on Aug. 26 announced the addition of KWK, Des Moines; WMT, Cedar Rapids; KOIL, Omaha, and KFOR, Lincoln. WSM, Nashville, also is accepting Mutual commercials on open time, subject to NBC 28-day booking period. Certain other stations already booked three Mutual accounts. In each instance, it is understood that stations will accept commercial programs on open time, subject presumably to the minimum audiences guaranteed for programs on national network time. The exact date of these arrangements is not specified, but it appears that the Don Lee Network officially begins to take Mutual programs, now scheduled at the latest for Oct. 1, will be on the air when Don Lee contract with CBS expires.

WLW Turns in Stock

WLW's new arrangement with the Mutual Network was effectuated with much resignation of details by WLW's three directors on the Mutual board—Powel Crosley Jr., WLW president; Lewis M. Croyle, vice president and general manager, and John L. Clark, former general manager and now a member of its board. WLW's three directors, independently, turned in their respective stockholders.

Meanwhile, the Mutual transcontinental project, it is understood, was responsible for the resignation of WOR, WLW, WGN and WWXY. The first three stations, however, were the only stockholders upon incorporation of the enterprise some months later; the last-named on Sept. 29, 1955, left Mutual to Join NBC-Blue stations. WLW joined Mutual by CKLW, Detroit-Windsor.

Will Take Programs

WLW, also a basic outlet of NBC, does not contemplate severing its connection with Mutual as an "affiliated" station, but directed to handle Mutual commercial business on the same basis as its own. WLW will, therefore, broadcast both sustaining and commercial programs.

KWK, which signed effective on Sept. 27, there is no contract covering service entered into by the station. WLW will not assume any liabilities or costs associated with the maintenance of Mutual, but will simply assume its pro-rata share of the line costs as do other stations which take spurious programs but are not corporately associated with Mutual.

Fred Weber, general manager of MBS, negotiated the new affiliations. Those of KWK and KFOR, with Clarence O. Abrams, vice president and head of the Mutual western division. Mr. Weber will continue his dual obligations with both stations and KWK, as well as KFEL-KFOR, Denver, a half-dozen stations are aligned to help cover the winch deal to the competition amounting about $900,000 annually.

KWK, it was stated at Mutual, has agreed to NBC affiliations beginning Sept. 27. This arrangement was said to have been consummated a series of conferences in St. Louis with Robert Convoy, president of KWK, and views of the city, general manager. KWK and the NBC-Blue outlet. Other NBC-Blue stations accepting Mutual commercials are WFIL, Philadelphia; WGBR, Cleveland, and WBAL, Baltimore.

OGAR, Cleveland, and WBAL, Baltimore, Aug. 25. Mr. Weber announced that the further expansion of Mutual has prompted enlargement of his staff, but it follows that E. F. Nelson had been named midwestern sales representative with headquarters in the Tribune Tower, Chicago, Ill., as fast as the sales staff of NBC. He will be associated with Ade Hult, Mutual's Chicago representative.

From the program standpoint, it is presumed, the status of WLW remains unchanged after the corporate affiliation with Mutual is terminated Sept. 27. The station has always followed the theory that network service should be on an no-exclusive basis. It was the first NBC affiliate to subscribe to Mutual programs—a move that provoked a controversy in network-station relations still unsettled.

WLW felt that Mutual is not the "quality group" theory of dense population centers. The smaller outlets was dissipated entirely with the expansion project, its officials contend. Although of its network coverage as any other station, WLW has consistently held in MBS councils that it did not project its programs duplicated by a multiplicity of stations, thus cutting down its autonomy. In a formal announcement, MBS said that WLW as an affiliate rather than a member station is the same as all other stations excepting WOR and WGN as stockholders, and CKLW, WLW and AFB. who participate in underwriting MBS operations expenses. "Affiliation with a network and publishing advertising rates for commercial programs and remitting 10% of the business in service and contracting business", it added. Renewals were held to have WLW and NBC affiliated station contract were made during the last fortnight, when Lenox R. Loh, vice president and general manager, vice president in charge of sales, visited Mr. Crosley in Cin- cinnati. The former, it is understood, has no signatures have been procured. The newly formed Mutual Network, which MBS president and regional manager of the western division, was announced six executive appointments.

Paul Rickenbacker, for the last seven years a resident engineer, was named assistant to Mr. Thorn- burgh, Charles Vanda, former publisher of the "St. Louis Post Dispatch" and now vice president of Mutual, arranges the speakers bureau, announcers, booking and publicity. Lester H. Bowmann has been transferred from WJSV, Wilkes-Barre, Pa., as booker and promotion manager. Red Miller, is now working on the program as a whole. Mr. Sauter is also vice chairman of the movie division of Democratic national campaign headquarters in New York.

The plan is to tie in local announcements in each city on the network in which a participating station is located, giving due credit to that bank.

The list of participating banks is very long. The following have already agreed to join as sponsors: Chase National Bank, New York; First National Bank, Chicago; the Pennsylvania Co., Philadelphia; First National Bank, St. Louis; First National Bank, Cleveland; the Marine Midland group (Buffalo, Rochester, Syracuse, Albany and Binghamton); Union Trust Co., Cincinnati; Ohio Citizens' Trust Co., Toledo; Bankers Trust Co., Des Moines; Rhode Island Hospital Trust Co., Providence; Lincoln National Bank, Fort Wayne; Marshall & Ilsley Bank, Milwaukee; The Denver Bank, Detroit; American National Bank, Indianapolis; Delaware Trust Co., Wilmington.

Executive Appointments To CBS West Coast Staff

As CBS began lining up its Pacific Coast operations this past fortnight, Donald Thornburgh, vice president in charge of the western division, made several executive appointments.

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Radio Not Directly Affected

By Battling New Federal Law

But Robinson-Patman Act Affects the Interests of Station Clients; Each Case Stands by Itself

THERE appear to be no jitters for broadcasters in the Robinson-Patman Act. That is a general conclusion reached by lawyers prominently identified with radio in a study of the Federal law, which has commercial interests running in circles and legal counsel running in books.

Broadcasters are not directly affected, it is believed, because the old Clayton anti-trust law, which has created the new Robinson-Patman act (which amends it) apply to sales of commodities.

The relationship between a radio station and an advertiser usually does not constitute a sales of a commodity. Radio sells services, not goods, according to the accepted legal construction.

There is one catch to the above statement. The Communications Act (Sections 311, 312) empowers the FCC and the courts to revoke a license to a station found guilty by a court of attempting to monopolize radio communications and holds that all Federal antitrust restraints and monoply are applicable to interstate or foreign communications.

That would be stretching the new law pretty far, it is thought, but stations are warned that there could be an indirect application of the act to them.

Of the millions of words written on the subject of the radio by the last, the only legal minds everywhere, not a single lawyer has been willing to make a prediction. However, sprinkling them with hens and haws, as well as reserving the right to change all opinions without notice, BROADCASTING’s observations on the subject are no exception. They are designed to aid broadcasters in complying with all Federal laws.

Effect on Advertising

ONE IMPORTANT result of the law may be to increase direct advertising appropriations for national advertisers at the same time decreasing indirect appropriations.

The latter often are designed to obtain local rates for national campaigns, the former placing the business through local dealers. This phase of the law applies to all forms of advertising media and is not peculiar to radio.

Rep. Patman (D-Texas), one of the authors of the law, said in the House that all phases are ambiguous and that amendments are necessary.

The Robinson-Patman Act, which amended Sections of the Clayton Act, became effective last June 19. During its tortuous path through Congress as "Anti-Chain Store Bill" and its purpose was to prevent chain stores from cutting low prices on commodities that were selling high in some price centers. It became effective under pressure of Federal Trade Commission, which has indicated each case on a case-by-case basis.

The law applies not only to chain stores, but to all persons engaged in the sale of goods in interstate commerce, which manifestly means to any sponsors commission.

Section 1-A of the new law makes it unlawful for any person through course of such commerce, whether directly or indirectly, to discriminate in prices between customers of like grade and quality * * * * where the effect of such discrimination may be a substantial lessening of competition or tend to create a monopoly in any line of commerce, or to induce a manufacturer or producer to deal only with sellers who either grants or knowingly receives the benefit of such discrimination, and thereby enables other of them * * * *.

This section is enforceable, among other means, by suit for treble damages.

By Section 1-F it is unlawful for AIR PROMOTION—WKRC, Cincinnati, is using a streamer towed by an automobile to advertise program. The banner is tossed an hour every day, always covering baseball crowds, amusement parks and places where crowds gather.

anyone "engaged in commerce, in transactions such as the transportation of goods, knowingly to induce or cause a discrimination in price which is prohibited by this section, nor for the seller but the buyer as well may incur treble damage suits.

By Section 3 it is made a criminal offense for any person * * * * to be a party to, or assist in, any transaction of sale, or contract to sell, which discriminates to his knowledge against competitors of the purchaser, in that any discount, rebate or allowance, or advertising service which is granted to the purchaser over and above any dis-

Radio Sales Named KNX, WEET Rep

As Kelly Smith Is Appointed Chief

WITH the national representation of the nation’s radio station, Bakersfield, Calif., being taken over by Radio Sales Inc., subsidiary representing all CBS owned and operated stations, a change in personnel has been announced in New York, Aug. 24 that it has appointed J. Kelly Smith, manager of the CBS owned and operated stations.

Mr. Smith, who was previously in charge of the station in Chicago and New York, serves as liaison between Radio Sales and all stations. His appointment was ordered effective Aug. 24.

Arthur H. Hayes continues as eastern sales manager for WCBS, New York and William Williamson continues as western sales manager in Chicago, with a Pacific Coast man yet to be appointed. All will report to Mr. Smith, whose sales post at WBWE has been taken by Horst & McDonald, Chicago agency, and will be divided between Chicago and New York, serving as liaison between Radio Sales and all CBS owned and operated stations. The appointment was ordered effective Aug. 24.

Ten stations thus come under the Radio Sales wing, nine of them owned or leased by CBS and the tenth, WBFL, Syracuse, continuing its arrangement whereby the latter represents it in the national field. The CBS-owned stations are WABC, WJZ, WBWE, WABC, WKCO, KNX, WTTW, WFTL, and WBBM. The leased stations are WEZL taken over Aug. 15, and KNX, is at the present time operated by the ABC owned and operated stations. It is to be noted that the Knx and KNSF, San Francisco, are completed — tentatively scheduled for the end of this year, though the date may moved up if mutual terms can be

GRABHORN NAMED BLAIR SALES HEAD

MURRAY R. GRABHORN, who has been Wakeman, New Jersey, and New York manager of John Blair & Co., a position he held since 1929, has been appointed general sales manager at John Blair, president.

Mr. Grabhorn is a graduate of Knox College.

Mr. Grabhorn is a graduate of the school of law, having been in the past, which is the time he has been in the business of advertising.

With the Blair organization since July, 1936, Mr. Grabhorn has originated many new concepts for the sale of advertising material and is considered a leader in that field.

Prior to joining Blair, Mr. Grabhorn for three years was sales manager of the Don Lee Broadcast- ing Station, Los Angeles, and then for 18 months in Los Angeles. He has been in advertising for about 20 years.

Mr. Grabhorn, who is a native of Fort Worth, announced that effective Sept. 1, his organization will represent WSPD, Toledo, WWV, Wheeling, and WMNN, Fairmount, Va.

KGBX Added to NBC

CONTINUING its expansion plans, NBC on Sept. 1 will add KGBX, Springfield, Mo. 850-watt station owned by the Southwestern group. This is in line with its gradual additions of stations. NBC has recently added KGBK, of Buffalo and WABY of Albany having recently been added to the list. The addition of the full network, which is the case, will move it into Fort Worth; Houston, and WDSU, New Orleans.

Page 10 • September 1, 1936 • BROADCASTING • Broadcast Advertising
A Simple Formula for Furniture Selling

By Edward Hoffman

President, Edward Hoffman Furniture Co., St. Paul

Reaching the Buyer in the Home Proves to Be Effective; Store Rises to Front Rank in Less Than Three Years

"The Edward Hoffman Furniture Company is called 'Hearth & Home.'" Some five times each week for the last hundred weeks—that announcement has been made on WTCN, Minneapolis, and it has been heard once a week for many weeks on KSTP, St. Paul.

Edward Hoffman Co. knows that has a successful radio program, which in turn has produced a new store in St. Paul, made it one of its many well-established furniture stores—least four large furniture stores it now has. Our radio program, "Hearth & Home," has brought in a number of new customers, a number of them interested in buying furniture. The store has taken its place as a leader in furniture retailing in the city in three years of its existence.

Service for Sale

Edward Hoffman Co. is a comparatively new store in St. Paul, having been founded only 30 years ago. The store has always been well-known for its excellent service and quality furniture, and this has been a major reason for its success.

The store was founded on the idea of providing high-quality furniture at a reasonable price. This concept has been the cornerstone of the store's success, and it continues to this day. The store's commitment to quality and customer service has resulted in a loyal customer base.

Edward Hoffman Co. is committed to providing the best possible customer service. The store's knowledgeable staff is always available to assist customers with their furniture needs. The store's commitment to customer satisfaction has resulted in a high level of customer loyalty.

Edward Hoffman Co. is proud of its history and its commitment to providing the best possible customer service. The store's success is a testament to the dedication of its staff and the high-quality furniture it offers.

Edward Hoffman Co. is a leader in the furniture industry, and it continues to set new standards for excellence. The store is committed to providing the best possible customer service, and it will continue to do so for many years to come.
KNX Rules Station Profit as Yardstick of Value

FCC Ruling Fixes Precedent
For Evaluating Properties

A NEW yardstick to govern sales prices of broadcasting stations was established by the FCC Broadcasting Bureau on the basis of 

KNX Station repeatedly service, where

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year

ations. In Congress,

Station
tical
ated value

1936,

area

New Yardstick

KNX Station

SECONDARY

KNX management and will

the network at the end of the year as its regular one. But the

KNX stands to earn a net profit of approximately $200,000 this year, the

vided the decision stated, would mean a return on the CBS invest-

approximately 15% or 17% of the annual revenue. The property and equipment of Station KNX is considerably less than $1,350,000," said the formal decision. This consideration should be given to the earning power of such an investment and the nature of the large listening public in the Western area will receive the Columbia sensibilities which has not here-

ference was not hereto-

In the past, FCC members have rarely looked askance upon large net profits for the stations. In Congress, too, charges have been made of "trafficking in broadcast property" in broad-

stituting a public franchise. The KNX decision, in the opinion of observers, is a new type of competitive station purchasers a new basis upon which to evaluate station properties.

Financial Structure

ANALYZING the KNX structure, the decision said that as of Jan. 31, 1935, it had assets and liabilities of $380,870.14. The original cost of the transmitting equipment was $777,836.62 and the consid-

red value $65,765.30. The FCC engineering department estimated replacement value of the entire trans-

including studios, at $217,297.85.

"A statement of income and ex-

expensive larger THE NAB explains that time sales for 1935. The statement calls for a more critical analysis of the public figures that found the figures in the NAB report. It is true that the U. S. Bureau of the Census figures showing the time sales for 1935 do not agree with the estimates for 1935 published by the NAB. The U. S. Bureau has asked the question of which set of figures is correct and has answered its supporting its own. However, before judgment is passed on the question, the methods followed by the Census Bureau and compare them with the methods of the NAB has followed the method of obtaining a report from every commercial broadcast station in the United States, whereas the NAB followed the method of obtaining a report from a sample of broadcast stations. Its sample represented about 40% of the total time sales and was considered a considerably smaller percent of the total number of stations.

There were 564 commercial broadcast stations in operation during 1935. Of this number 561 submitted reports to the Bureau of the Census. The three not reporting were small stations but no esti-

mate was made of their business. There was an estimated 114,754,626 amount of business done by 561 of the 564 commercial broadcast stations as reported by the Census Bureau. The reporting official certified to the general accuracy of the figures submitted.

There can be little question con-

cerning the accuracy of the total time sales figures published by the Bureau. The NAB raises a ques-

tion concerning the accuracy of the breakdown between national and regional spot advertising and local advertising revenue. It was the aim of the Bureau to obtain actual book figures showing total revenue as well as the breakdown of revenue between national and regional spot and local.

In the absence of book figures for some stations the Bureau pur-

sued the policy of asking a respons-

ible official of the station to esti-

mate the percent of the non-net-

work revenue from the sale of time

received from national or regional

advertisers, and the percent re-

ceved from local advertisers. Surely no one would question the proposition that an individual station official is in a better position than any one else to estimate the character of the business of his station.

But with all this caution and effort on the part of the Bureau

WHOPER — Accepting the chal-

lenge of Bob Catherwood (WOR) and Phil Hennessey (NBC), whose big fish captures were published in the Aug. 15 Broadcasting, William S. Borrett, editor of CHNS, Halifax, N. S., forwards this pho-

tograph of E. S. Campbell, CHNS, Borrett's giant tuna he caught off Nova Scotia early in August. The big fish was brought to gaff with rod and line after a battle lasting 8 hours and 20 minutes, during which Mr. Campbell's boat was towed 17 miles out to sea.

Station Copyright Group Suspended

AIRS Now Inactive Following Warner Return to ASCAP

SUSPENSION of Associated Independent Radio Stations Inc., a potentially important group of stations, followed the news that the music copyright problem was agreed upon at a meeting of its executive committee in New York last month. Some 150 sta-

Stations has been invited as members upon its formation last March, but few have shown real interest in joining the organization to the point of sub-

scribing funds.

At a meeting in New York Aug. 6 the AIRS executive committee agreed upon the suspension. It added that suspension would be lifted when "at a meeting of the executive committee of AIRS held in New York Aug. 6, 1936, it was min-

that piracy and misactivity, in view of the reentry of the Warner Bros. group into ASCAP and the NAB, will be the basis necessitated by the hearings before the FCC commencing in October."

"Further plans of AIRS are in-

nite." Under the leadership of Powell Crosley, president of Crosley Radio Corp., operating WLW and WSAI in

Cincinnati, AIRS was formed last spring to combat piracy and misactivity, in view of the reentry of the Warner Bros. group into ASCAP and the NAB, is planned. The former NRA Division Administra-

tor, was retained as counsel. Also planned was negotiation of a freedom of speech license by which AIRS would compensate copyright own-

ers for performance of their music. The committee now consists of Mr. Crosley, chairman, John L. Clark, formerly general manager of WLW and now presi-

dent of Transamericano Broadcasting and Television Corp., John Shepard 3d, Yankee Network; Edi-

tion, chairman; James C. Hanrahan, vice president. Continental Radio Co. Scopos, Inc., and an ASCAP subsidiary, Glen Snyder, WLW, Chica-

go; Walter J. Damm, WTMJ, Milwaukee; and A. Allen on.

there were 38 stations, or 6.7% of the total number reporting that gave no breakdown and the 550-pound ending

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Oil Companies Main Football Sponsors

Grid Classics Growing in Popularity as Advertisers Sign for Games; Southern College Ban Is Lifted

Big oil companies are taking the lead in contracting for sponsorship of college football games and football programs during the fall. Like professional baseball, the chaotic grid contests are growing in favor among sponsors due to increased popularity of their sport.

Among first oil companies to contract for football broadcasting are: Atlantic Refining Co., Shell Oil Co., Socony-Vacuum Oil Co., Associated Oil Co., Tide Water Oil Co., Standard of California, Gulf Oil Co., Socony-Vacuum Oil Co., and Eso Oil Co.

Networks and local stations are making program plans for football play-by-play broadcasts and games, with many stations obtaining local sponsors for games of interest in their area. NBC will cover some Sunday professional, as well as selected Saturday college games. The major networks are planning to cover the all-out game at New York Sept. 8 between the New York Giants, sponsored by the Yankee Network, and a team of college stars, as well as a similar game Sept. 1 between the Detroit Lions, national college champions, and college stars, also at the Polo grounds.

Southern Ban Lifted

HE Southern Conference has reversed its ban on college football broadcasts, leaving the matter up to individual colleges. The ban, several years ago, was based on the prestige of Kentucky State and Florida, and was supported by President W. K. Kellogg Co. That firm sponsoring Vanderbilt games.

A peculiar situation exists at Ohio State University, Columbus, which will permit Ohio stations to broadcast Ohio State home games, as carried by the university station, WOSU, but not on a sustaining basis and charging all stations a flat fee for the privilege and reserving the right to pass on programs booked after and free of charge to home broadcasts. All stations will be on the state outfit of fee stations, however, and not only sponsored Ohio State games if they pay the fee.

Tide Water Oil Co., New York, through Lennen & Mitchell Inc., is contracted for a series of 30 football game programs during the fall. These will be broadcast during Thursday, Friday, and Saturday, featuring Eddie Casey on 12 Yankee games, and Turner on 18 Ohio State games. The series will start Oct. 1 and end Dec. 7, and both stations will give football information and inside stories about coaches and players. Fridays, he will make predictions Saturday. Bank. Saturdays he will give the scores and comments on some of them. Another New England sponsor will be Atlantic Refining Co., Philadelphia, which has signed with Weed & Co., station representatives, for 12 play-by-play broadcasts of New England college games on WEEI, WTAE, WMAS, WJAR, singly or in combinations. Cost, including time, station fees and broadcast rights, is $15,744. N. Wyer & Son Inc., Philadelphia, is agency.

The schedule, worked out by Joseph J. Feen, president of the Weed firm, includes home games of Dartmouth and Holy Cross, and Harvard and Yale, among others. While Yankee Network has exclusive contract to Boston College home games, this does not include the Boston College-Boston University or Boston College-Holy Cross games, both of which are included in the Atlantic Refining series.

Atlantic also will broadcast all Cornell-U. games, many on the entire New York State network starting Sept. 26 and perhaps the Columbia- Army and Colgate-Syracuse games. All Duke U. games will be broadcast by Atlantic on WBT, Charlotte.

Exclusive rights to University of Pennsylvania games, to broadcast on WCAU, Philadelphia, and University of Pittsburgh games on WCAE, are held by Atlantic. Home games of the University of Virginia will be sponsored on WOR of New York, WJZ of Baltimore, WGR of Buffalo, WBT and WBTM of Charlotte, and WSKY, WPTV of West Palm Beach, Fl. The game on Sept. 26, Richmond vs. Virginia, may be carried by WOR, WJZ and WPTV.

Other companies have contracted for games. In Chicago, Pat Flanagan, former WBBM sports announcer (left) will handle play-by-play. Kenneth L. Wilson, Northwestern athletic director (right), congratulates William J. Gerwe, Socony-Vacuum automotive division manager.

ON THE DOTTED LINE — Socony-Vacuum Oil Co., Chicago division, go division, will broadcast the events of the college games. William Parren has been signed by Yankee as sports announcer, starting Sept. 1. Howard Hooper of WGN will sponsor Eddie Dooley on 10 Saturdays, Thursdays and Saturdays, 6:30-6:45 p.m., with football predictions and resumes. Hanf-Metzger Inc., New York, is agency.

Socoey in Chicago

SOCONY-VACUUM Oil Co., Chicago division, will sponsor their entire home grid schedule of Northwestern University on WBBM, Chicago, with Pat Flanagan as announcer. Two out-of-town games will be included, making eight games in all. J. Stirling Gethel, Inc., is agency.

Plans of other Socony-Vacuum divisions for football sponsorship have not been divulged. Standard Oil Co. of Indiana, Chicago, will sponsor all professional football games played by the Chicago Bears and Detroit Lions, of the National Football League. Bob Elson, WGN, will handle Bear games, while Detroit Lions games will be broadcast on CKLW, Detroit-Windsor, although that team is owned by George A. Richards, owner of WJIR, Detroit. All games will be played on Sundays, with the Bear-Lions Thanksgiving contest included. WGN will allow sponsorship of pro games but will not carry sponsored games, keeping them in the sustaining class as in past years.

Wesley L. Nunn, advertising manager of Standard, said in announcing the sponsorship plans: "For a long time our dealers have been reporting to us the tremendous and rapid growth of public interest in the broadcasts of professional games. A number of surveys have indicated that more than 43% of the radio homes in Chicago and in WGN's primary listening area tune in these games. Great interest in the Lions, national champions, was also indicated in Detroit and the surrounding area." McGann-Erickson Inc., Chicago, is the agency.

Wadhams Oil Co., Milwaukee, with its network of stations, sponsored all football games and other play-by-play sports events on WTMJ, Milwaukee, last fall. They contracted for all University of Wisconsin games and all professional games of the Green Bay Packers and the football Saturdays and Sundays respectively.


Associated of California, San Francisco, for the eleventh consecutive year, will sponsor the Pacific Coast major collegiate football games on the Pacific Coast. Nearly 100 major games will be presented by Associated's 36 stations by Associated's staff of 22 trained sports announcers, according to Harold R. Deal, advertising manager and president of Associated. An exclusive contract for broadcasting privileges with 22 stations is now being made up and Deal pointed out that the task of arranging for these broadcasts will be more difficult than ever because the Conference's new schedule will mean no games for team playing each other. Three and sometimes four important games will be played on the same day, according to Deal, for the larger non-conference elevens, he stated. The KNX-KSFQ hookup will be among other groups of stations.

Games for Everyone

"THE SCHEDULE this year really calls for football on some days," Mr. Deal said. "Unfortunately there are only three network stations this year, so we will have to do some intricate schedule juggling. However, as in the past, we will make every effort to broadcast every section of the Coast hearing the games they are most interested in. This year even over on the air this season. Many of the independent colleges are interested in a broadcast of games that will rival the conference contests in importance.

"During the past 10 years of sportscasting Associated has built up a sports audience that wants and appreciates the broadcasting of games. As sports games have become more popular under the network, we may be disappointed this year. As in the past, we will urge all fans who can to attend the games, while we serve the hundreds of thousands of football fans who cannot get near the games.

GallenKamp Stores Co., San Francisco, Pacific Coast retail store chain, will start its third year of recreating high school football in the San Francisco Bay region on KGGC, that city's new AM station, in the fall season. Every major high school game will be covered by 14 high school football sportscasters. An assistant thoroughly familiar with the participating schools and players will call the game and complete notes taken of every play. Thirty minutes after the game is over, it will be reeceived over KGGC.
Three Tough Nuts--How to Crack Them
Department Stores, Public Utilities, and Banks:
A Commercial Manager Tells What to Do About Them

By: HARRY TRENNER

DEPARTMENT STORE business is desirable not only from a dollar and 'cents' angle, but it is 'green' for the newspapers. Newer self-service merchants who copy the media policies of the big spenders. Probably the biggest job any time salesmen have is to get a story that has leaped on newspaper advertising for perhaps half a century. The story is, 'We're trying to convert radio. It doesn't have the same, so they're satisfied. attitude toward its old days.'

Let's start with the supposition that you are having a rough time with the department store's advertising manager. He makes his living with newspaper layouts. He believes that radio is the answer to all sales problems. He's got a program that everybody can't talk about and you can't come up with anything. So you have to blame the merchandise, you've bought. They've had the benefit of newspaper advertising and window display and your boss, but you just keep going back selling him for it. The early program, you see, was designed with a girl, describing the bargains. The girl is probably the most universally effective department store program... perhaps the only thing that isn't perfect, is that they have to use it for sales. While we have department stores on the radio, we have four programs of this type of program is most successful.

After they reach the point of giving you a trial, make your merchandised goods advertised over the air. When they go on the air for a 'so-called' test, the merchandised goes under the counter, and the clerks are told not to push it. As we are making a test of radio, you've used newspaper ads long enough to think it's a hundred days, and 'we'll show you have a medium as good or even better. The only way is to test it--we'll have an equal bar and don't test it! Stay away from the institutional stuff. The way you take it, the more you are going to have to fight down the old argument that 'radio is a good institutional medium, but I don't believe it can sell merchandise'. Ask for tangible items. Only the big stores do a consistent institutional job in small and medium sized towns, can't afford it consistently. If you get that type of business, you can expect a few programs or announcements three or four times a year, whereas a department store should be a steady spender, with you.

Maybe you can sell 20 fur coats for the season, but it's more money than you can get if you sell two or three hundred printed hats, ties, and dresses. Some three hundred women marching through the store 'look mighty good, and that's what creates the interest. But is it not the store's greatest problem? Traffic, that's why it's a department store merchandising job in most stores. When they get ready, they'll give this stuff to you for a test, and if you don't care, they won't tell you they've been trying their brains out in the newspaper for the last ten years. They just blame it on radio. Spend a little time in watching the various departments. When you get to first base, they'll like you better if they think they know what it's all about.

PUBLIC UTILITIES

Utilities are probably represented in your paper by somebody who is not a public utility man. It's not the same. As far as the public is concerned, the electric company is a thing they have to put up with. They're not going to call it a department store. It's not a department store. It's a department that every city is trying to get for a dress can get out with a number of other things she needs. Everyone walking past with their

(Continued on page 54)

NAB Sales Group Has 214 Members
Lottridge Names Fox, Trenner As Heads of Committees

LESS THAN two months after its organization from scratch at the National Association of Broadcasters Sales Managers' Division of the NAB on Aug. 26, had a membership of 214 representatives in attending 226 stations, according to an announcement by J. Barry Lottridge, chairman of the NAB's Radio Managers' Division, has announced that his organization now has set up two heads of committees to take care of particular sales problems, and perhaps to hold periodic regional meetings, in addition to the annual convention next year. Mr. Lottridge was enthusiastic over the response to the formation of the sales management division, and he expected real benefits would be reaped from the advertising and sales staffs.

On Aug. 26, Mr. Lottridge announced the appointment of J. Leroy Fox, KMBC, Kansas City, as chairman of the new Division of National Business, and Harry Trenner, commercial manager of WABC, New York, as chairman of the Committee on Local Operations. Other members of the new business committee, named were: H. M. Felts, KOMO-KJR, Seattle; Jack Cross, KWWH-Share Corp., Salt Lake City; E. Y. Plants, WSPD, Toledo; and one other to be named. Designation of the new Division of National Business, in turn, indicates a move to have a national meeting at a central location in January.

Division of Work

MORE than likely the Sales Managers Division will have to run a branch of the Commercial Section of the NAB prior to the next cor annual convention, since the question of the trade association at the time, having been some constitutional resolution at the last convention, has been left to the NAB to determine.

Of the stations already enrolled in the Sales Managers Division, it is probable some two dozen are clear channel stations, more than 100 regional, and a fairly good number of locals. Approximately 100 are members of major networks with 52 independents at 36 regional conventions. As to the action of Mr. Lottridge, to distinguish the committee members, the Division comprised John W. Trenner, chairman; H. M. Felts, secretary; J. T. Lottridge, Mr. Fox, L. H. Aver, WGR-WKBW, Buffalo; H. H. Brehm, MBC, Madison, Wis.; E. J. Luther, WOC, Davenport, Iowa; W. W. T. Hargreaves, WWC, Rochester, Minn.; H. M. Felts, WTAD, Quincy, Ill.; M. C. Walters, WHEC, Rochester; Mr. F. L. Mial, Gross, Mr. Greig, and R. W. Lueden, WIBC, Indianapolis, and R. E. Lueden's, Inc., Reading, Pa. (molotch drops) will sponsor another...a load-boarding idea that has been their policy for years. Buy a hot water heater. Buy an electric range.

(Continued on page 54)

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BROADCASTING  •  Broadcast Advertisin
AT RIGHT — H. R. Gross, who handles noon, early evening and night news broadcasts over WHO. With a background of 14 years' reporting and news-desk experience, Gross has given the WHO news a top broadcast-ranking in the extensive area covered by WHO.

The news-broadcast in the morning is handled by Jack Shelley.

News on Station WHO is news you can't buy, because just at present we haven't any left to sell.

WHO broadcasts United Press News four time daily — morning (Iowa Hardware Dealers), noon (Alka-Seltzer), early evening (Kentucky Winners), and night (Phillips Petroleum).

Each news broadcast is now contracted on a 52-week basis, because the sponsors have found that, in WHO territory especially, news-broadcasts are a remarkable buy.

In cities where one newspaper edition after another rolls off the press nearly every hour, newscasting is still an interesting radio service. But out in the semi-open spaces of the corn belt, where folks formerly have had to wait 12 to 24 hours, or even longer for much of their news, WHO's newscasting service brings world events hours nearer than ever before.

In addition to regular newscasts, major news items are flashed over the air as soon as received. The desire not to miss any of these flashes, is just another reason why so many sets in WHO territory stay tuned to WHO most of the time.

And why advertisers find WHO stays at or near the top of any station-list in returns per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager

Phone 3-7147

The Central Station—WHO—Des Moines

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

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

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

BROADCASTING • Broadcast Advertising

September 1, 1936 • Page 15
KFRU

OWNED AND OPERATED by the
ST. LOUIS STAR-TIMES

COVERING A

$75,000,000.00
(75 MILLION DOLLARS)

RETAIL SALES MARKET

1,000 Watts—630 Frequency
(500 Watts at Night)

IN THE CENTER OF MISSOURI

National Representatives

WILSON — DALTON — ROBERTSON
Kansas City Chicago New York

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BROADCASTING • Broadcast Advertising
How the Roosevelt Voice "Looks"

VOICES AT CHAUTAUQUA—An oscillograph analysis of the president's broadcast of Sept. 15 showed that the voice of Mr. Roosevelt at Chautauqua was not only an interpretation of the Roosevelt graph as showing a faster rate of speech than that of Landon, a steadier pace, lower pitch and emotion in voice. The heavy tick shows the steady pace; the breaks, or low dips, indicate either pauses, applause, a cough or halt for breathing. The "higher pitched" voice which engineers hold their dial low for shows that the Landon voice goes "sailing up" without notice, and danger is it will break through the much slower on the radio now than a drink of water. Landon's recording shows a high-pitched voice while Roosevelt engineers hold their dial low for because after Landon's voice goes "sailing up" without notice, and danger is it will break through the much slower on the radio now than a drink of water.

Democrats Buy Regional Nets; Preparing Disks

Democrats are preparing a special independent nine-station state hook up, the New York State Democratic Committee on Oct. 15 will begin a schedule of half-hour political broadcasts to be picked up from various parts of the state. Through U. S. Advertising Corp., New York, the committee has engaged staggered time schedules for 14 nights up to Oct. 31, chiefly between 9 and 10:30 p.m., on WOR, WABY, WSYR, WGR, WMBO, WJEX, WOCY, WNBN and an unselected Rochester station.

Democratic National Committee headquarters in New York City advertised, "Autumn DRAMATIZATIONS" as it went to press that its broadcast campaign [see adjoining column] will be repeated on PBSN and KJZK networks and individual stations during the next two months, still remains an enigma. Networks and stations have not been able to accept as sponsors the programs of such organizations as Father Coughlin's National Union for Social Justice, the Liberty League, the Jeffersonian Democrats, the Townsend Old Age Revolving Pension group, and the Share-the-Wealth movement, some of whom already have used local time.

Governor's Disc Dramatization of state and national political issues through sponsored and unsponsored broadcast programs is being recorded by Columbia Graphophone Co., Chicago, for placement on stations throughout Illinois. Twenty-six 15-minute programs, in which Gov. Henry M. Horner is featured in talks and dramatic scenes, are to be placed on WJID and WCFL, Chicago; WIBS, Bloomington; WMBD, Peoria; WHFB, Rock Island; WROK, Rockford; WTD, Quincy; WJBL, Decatur; WCBS and WTA, Springfield; WCL, Joliet; WJZ, Tuscola; WTM, E. St. Louis.

Townsend Radio Chief

HOWARD RAY, at one time correspondent for the New Mexico Daily Press, and now manager of KOB, Albuquerque, has been appointed general manager of KCCO, Townsend, to manage its Old Age Revolving Pension plan, with headquarters at the Old Age Pension Building, Washington, D. C., and as president of Townsend Old Age Revolving Pension plan, with headquarters at the Old Age Pension Building, Washington, D. C., and as president of sectional organizations throughout the West by the annual Forum on Current Problems conducted in New York by the New York Herald-Tribune.

RODCASTING • Broadcast Advertising

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FACSIMILE on Broadcast Band Provided in New FCC Rules

Experimental Operations Permitted in Revision of FCC Rules; High-Frequency Rules Changed

DEFINITE provision for use of the experimental facsimile along the lines often advocated by many broadcasters, is made by the FCC Broadcasting Division in a recent revision of rules and regulations governing high-frequency broadcast and experimental facsimile. The change in the facsimile rule will allow broadcasting stations to operate facsimile transmitters experimentally during early morning hours on their regular channels and should significantly advance the development of this kind of improving visual radio art.

Other changes in the rules concern the time allowed for announcements on international frequencies, high-frequency broadcast stations and international stations. Moreover, the regulations described that any two adjacent frequencies in this range might be used. Another change clarifies that the carrier frequency shall be for visual broadcast, whereas the present rule left this optional.

Rules governing visual broadcast services were divided into two separate groups—one for television and the other for facsimile. These rules were to be defined in regulations or policies from the rules as originally promulgated, although there is considerable variation in language.

The most important revision is that pertaining to facsimile. In the original rules there were no specific frequencies assigned for this service, although the frequencies were to be allocated where interference would be caused from among those designated for television.

The revised rules provide that three frequencies—1210, 1215 and 1220 kc.—will be shared by experimental facsimile broadcast stations provided they are not adjacent to the television stations operating in the band 2000-2100 kc. Then it is specified that if the facsimile program of research and experi-

Regional Station Group Enlarges Ranks And Prepares for Reallocation Hearing

ACTIVELY pursuing its plan of presenting to the FCC Broadcast Division at the "reallocation hearings" this December a comprehensive plan for a horizontal increase in power for regional stations, the National Association of Regional Broadcast Stations on Aug. 27 announced formal payment of membership by 49 stations. John Shepard 3d, president of Yankee Network and chairman of the executive committee, explained that other stations had signed intention of joining, but these will not be admitted as members until they have paid the initial assessment of four times their highest-quarter-hour rate.

Meanwhile, it is evident that battle-lines were being formed for the hearings, with super-power of 500,000 watts likely to become a seething issue. The newly formed regional group has expressed the desire to present its case in support of the retention of clear channels with high power as a means of serving rural listeners, and of opposing duplication on such channels. Louis G. Caldwell is counsel for this group of a dozen stations, with McNary & Chambers, consulting engineers, to present technical testimony.

Lockd.Ormons and a not yet designated counsel. Through Edward A. Allen, president of National Independent Broadcasters Inc, efforts are being made to align them in a group and procure funds to defray the costs. Thus far, apparently, the efforts have been unsuccessful. All parties have until Sept. 15 in which to file appearance and answer the schedule and some decision may be reached in advance of that date.

An informal meeting announced also that Paul F. Godley, consulting engineer of Montclair, N. J., and Joseph F. Pickard, chief technical consultant and general manager of WNBN, New York, who takes the view that the opposition to super-power is and arranged, or, that the Shepard group is discriminating against regional stations on the higher frequencies.

Clear Channel Plan

The so-called clear channel group, consisting of the three stations already in case in support of the retention of clear channels with high power as a means of serving rural listeners, and of opposing duplication on such channels. Louis G. Caldwell is counsel for this group of a dozen stations, with McNary & Chambers, consulting engineers, to present technical testimony.

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AGAIN, WLS filled the grandstand on the opening night of the 1936 Illinois State Fair. Almost 9000 people paid from 25¢ to $1.00 each to see the five-hour broadcast of the WLS National Barn Dance from an open air stage in front of the amphitheatre.

Gene Irwin, manager of the State Fair, said “You folks certainly have what the people want. Twenty-five percent of our State Fair mail has asked about the Barn Dance. We had to open our clerical offices two weeks sooner than usual to care for advance ticket orders.” That’s listener interest. And listener interest predicates advertising results.

Starting in 1924, WLS has broadcast from the Illinois State Fair each year bringing major features of the Fair to those unable to attend personally. One of many projects conducted regularly by WLS—in the public interest and for service to its listeners.
Disc Dedicator
Pawl Speaks at WTMJ and
KWK at Same Time.

Chairman Prall of the FCC was the principal speaker at the dedication of new broadcasting stations in St. Louis and Milwaukee on August 28, at approximately the same hour. He performed the feat by electrical transcription, invited to both dedications, and unable to attend either, Mr. Prall resorted to the modern transcription method, having had his address recorded at the U. S. Recording Co., Washington. KWK dedicated its new 5,000 watt transmitter with a half-hour program attended by many out of town guests, while WTMJ ushered into service its new ultra-modern studios.

In each case Mr. Prall expressed satisfaction with the new installations, declaring that investments of this character tend to lend stability to broadcasting as an industry. The FCC, he asserted, looks with favor upon installations of modern equipment as an indication of the “awareness of public service” of the station owners.

New York Court Decides Theatres Used By Radio Must Hold City License

In a ruling handed down by the Supreme Court Justice Lloyd Church in New York Aug. 19, the court decreed that all theatres coming under the jurisdiction of the New York Commissioner of Licenses, Paul Moss, cannot be leased by broadcasting companies for radio broadcasts unless the theatre holds a theatrical license. The ruling was an outgrowth of the suit filed by the Dry Dock Savings Institution, New York, as owners of the New Amsterdam Theatre, restraining Commissioner Moss and Police Commissioner Valenzano from entering with radio programs broadcast from the studio atop the New Amsterdam Theatre. The bank contended that broadcasts are private theatricals to which no fee is charged and to which the audience is invited. It also contended that the license law was passed prior to radio and was not intended to apply to broadcasts.

Commissioner Moss said that CBS had licenses on all three theatres which it utilized and that a license was necessary to certify that the Fire and Building Department have approved the premises. In the original complaint, Dry Dock Savings Institution had claimed that Mutual and CBS have signed leases for the use of their radio theatres this fall. So far as broadcasting could ascertain, no such leases have been signed by either network and no broadcasting company is using the theatre at present. Moss is not involved in the case, their studios not being classed as theatres since they are located in the RCA Building.

Dedicated to Bob Burns, radio comedian, whose borsalina and stories about fictitious knives down in Arkansas came out of Van Buren on the map in a big way, the Van Buren Press-Argus has issued an 18-page Bob Burns Edition to commemorate his homecoming.

Fall Series Signed By Yankee Network

Revised Lineup Now Includes 11 New England Stations

ELEVEN instead of 13 stations will comprise the new Yankee Network when it comes into operation Sept. 27 under the management of John Shepard 3rd. This was disclosed when the Rate Card No. 1 was issued Aug. 15, listing the individual and collective rates for the realigned regional network [first announced at Aug. 1 and Aug. 15 broadcasting]. The final lineup of stations omits WMAS, Springfield, and WATR, Waterbury, at first scheduled to join the net, leaving the list as follows: WNAC, Boston, key station; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WLBT, Bangor; WPEA Manchester; WSR, Fall River; WHRB, New Bedford; WLLH, Lowell. These stations will also take programs from or feed to WOR, WHN and WINS, New York, the rate card states, and the network will be represented in the national field by Edward Petry & Co. Plans for the Shepard-operated Colonial Network, a second New England regional to be keyed from WAAB, Boston, which will be the New England outlet of Mutual Network and will also hook up with WHN or with the New York State Broadcasting System, remain the same. [Broadcasting, Aug. 15.]

New Contracts Signed


Safeway Stores Inc., Oakland, Cal. (chain stores), will call attention to the opening of its new milk plant in Portland, Ore., with one-minute dramatic discs twice daily on KGW and KQIN, Portland, during the week of Sept.
KSD was started by the Post-Dispatch in 1922—
one of the pioneer stations to serve a discriminating radio audience. KSD has taken advantage of
every opportunity to use its facilities for the entertain-
tainment and enlightenment of all classes of listeners.

KSD facilities to serve have kept pace with the
growth of the radio industry. From microphones to
antenna, this station's equipment is the very latest.

KSD is owned and operated by the St. Louis
Post-Dispatch, with this newspaper's energy,
resources and prestige to keep it ever alert to
opportunities for the extension of the Station's
helpful service to the public.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES
Best Business in Seven Years

$100,000,000 Cotton Crop
In Mid-South Brings
Smiles to Memphis

By JACK BRYAN and NED TRAPPELL
Press-Scimitar Staff Writers

The Mid-South will have the biggest cotton crop known since 1895.

More than $100,000,000 will pour thru Memphis market from cotton alone.

Full business in every quarter is stocking biggest season since 1895.

Already the movement is under way.

Retail stores have increased their stocks 25 per cent. Wholesalers have increased their business 25 to 50 per cent.

Rail traffic has grown to 30 per cent last year's figure.

Bank traffic is 25 per cent greater.

Bank debits, the "spending money" of business and individuals, is 12 per cent greater last year ago in Memphis.

Lumber sales are 15 per cent greater than 1935.

Steel and construction supplies are jumped 50 per cent or better to meet the widespread revival in repairs, building and new construction.

Building permits are more than doubled.

Memphis citizens are investing heavily in home furnishings, as they spread out from depression-resisted homes into their own establishments and the housewife's Moss Men given three cheers.

**MERCHANTS CAUGHT BY THE RUSH**

Merchants were almost cashed by the early rush to outfit children for school well ahead of time.

Radio, refrigerators, new water systems are going in swelling volume to the farm.

Business is singing a song of triumph in Memphis and the Mid-South.

Backed by a swelling chorus of customers, wage-earners and farmers, it will reach its climax in another month when the new cotton crop begins to come in.

King Cotton is pouring the main push. Memphis is on the verge of the great cotton season since the war. Merchants are betting their gold in these deals, as they cash in--because with cotton money, farmers buy machinery, Ford cars, new clothes, hardware, building materials.

Farmers spend the dollars, and this year they are going to spend it on things they have saved and wanted for years.

**MONEY GOING BACK TO WORK**

"It's more than a year ago, which is a sign of Kennedy of the Memphis Clearing House, "I'm going to be more idle money," he said.

At the cent ahead of last year, the above figure for $1,000 ahead of last year reflects how much last year, showing the cotton traffic and the cotton itself, in the Mid-South, is $2.65, Memphis, for it costs $2.30 to $2.50 in the harvest. A box of seed, which the short corn crop, vegetable oils, cottonseed 40 pounds of crude oil, 500,000 bales of lint, sold for $600 a box, which recently go down to $100.

The cotton itself comes from the south, and while its

**WREC TO SELL THIS RICH MARKET FOR YOU**

NATIONAL REPRESENTATIVES
PENNSYLVANIA'S FIRST AND MEMPHIS PAUL H. RAYMER COMPANY
CHICAGO - SAN FRANCISCO
FINER RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Texaco Promotion For Cantor Series To Blanket Nation

Posters, Hats, Huge Cutouts, White Space Will Be Used

BEHIND the New Eddie Cantor-CBS program starting Sept. 20, the Texas Co. New York (Texaco oil products) will place an extensive merchandising campaign. Using the 42,000 Texaco dealers across the country as the starting point for distribution of merchandising aids, the Texas Co. will literally blanket the country with Eddie Cantor promotional material.

A total of 25,000 life-size cutouts of Cantor will be prepared for the campaign and also will be reproduced in the Saturday Evening Post, Time, September 14, Collier's, Oct. 3. The ads will be page two black and white insertions. Eight-color cutouts depict Cantor as a Texaco salesman carrying a placard announcing the radio series. The famous Texaco Scotties of a few years ago have been revived and they accompany Cantor in the cutouts.

Dealers will receive 100,000 small window stickers; 100,000 large window strips in four colors; 50,000 hats will be distributed in two colors, and 100,000 large canvas banners in a four-color combination. These banners will be featured on all trucks hauling Texaco products, in addition to service stations.

A novelty called the Eddie Cantor Pop-Up folder, in which the Cantor face jumps into view when the folder is opened, will be used for direct mail. A total of 4,000,000 will find their way into the hands of radio listeners before the program is a week old.

House Organ Plans

INSTEAD of a broadside to dealers, the Texas Co. is using the September issue of its house organ in the eight-page tabloid, to tell dealers about the series. In subsequent issues the company will carry follow-up stories on the program. The house organ is mailed to 50,000 dealers and prospects. The already famous Texaco Fire Chief hat will again be in evidence but due to a new company policy the hat will be given only to the studio audience.

The house organ has been changed slightly, and they will be souvenirs of the Texaco Town broadcast since the series will revolve around a mythical town.

Whether the program will return to the old format or how the format on Sep. 30. The program on Sep. 30. The program will come from Hollywood, Texaco will use the Music Box Theatre in New York it will use the newly leased Manhattan Theatre. To introduce the series 250-line ads will be taken in 225 Sunday newspapers on Sept. 19-20. For the next four or five alternate Sundays 100-150 line ads will be used.

Other merchandising plans will be announced after the program has been on the air a couple of weeks. It is estimated that the cost of the Eddie Cantor program will be well over $20,000 for each half-hour period. In addition to Cantor the program will feature James Weldon, Fred Allen, Joe E. Brown, Walter Winchell, Bob Hope, Eddie Cantor's brother, 'Elroy', Bobby Breen, and Jacques Renard.

**EDDIE AND TEXACO** — This poster is part of Texas Oil Co.'s elaborate merchandising program for its new Eddie Cantor series.

Disc Library Designed For Smaller Stations to Be Issued by Associated

A SECOND transcription library service designed for smaller stations has been launched by Associated Music Publishers Inc. to supplement its basic service now being used by some 50 stations, according to announcement Aug. 24 by M. E. Tompkins, president. The new library, to which about a dozen stations have subscribed, is in production and will begin formally on Sept. 15.

According to Mr. Tompkins it will be the same as the larger library in quality, but will comprise only 20 hours playing time initially, with an hour additional per month. The basic service, launched last Jan. 1, comprises 50 hours initially with a guaranteed supply of 1½ hours additional per month. Cost of the new library varies from $37.50 to $50 per week, depending upon station and market. The basic service is supplied at $75 per week.

Simultaneously Mr. Tompkins announced the addition of Jack Hayes, formerly of Transcription Co. of America, as Chicago representative for AMP's transcription branch. He is now traveling the midwestern territory under the direction of Loren Watson, AMP sales manager.

Gordon Jones, formerly recording engineer on the New York staff of Electrical Research Products Inc., has joined AMP as recording engineer.

ARNOLD MAGUIRE and Van Fleming, NBC producers in San Francisco have a combined library containing a total of 30,000 humorous situations, gags and anecdotes, all classified and cross-indexed.
Oklahoma City Leads the Nation in Building Gain First 7 Months!

A recent Dun and Bradstreet building report showed Oklahoma City gained 347.8% over last year for the January to August period, leading the nation in percentage of gain.

**Oklahoma City Building at 5-Year Peak!**

Homes have been going up at an average rate of three and a half a day since January 1st. With Oklahoma City growing at the rate of five families a day during the same period, residential building is due to continue without let-up to meet the growing demand for homes in this constantly growing city.

Besides residential construction, a $6,500,000 civic center project, a $1,560,000 federal low-cost housing project and scores of business structures, schools, streets, water, sewage and miscellaneous projects are under way.

Throughout Oklahoma City's trade area building activity is at a new peak keeping an army of workmen busy at good pay and making business hum for manufacturers and dealers who supply the vast amount of materials and equipment.

**A Standout Sales Area!**

In the building picture here you can see conclusive, factual evidence of the healthy, vigorous condition of this market and of a sales potential far above average.

And WKY is the station in Oklahoma City best able to translate this above-average potential into above-average sales.
Pioneer Wireless Experiments Recalled
By Dr. DeForest at WWJ Anniversary

MEMORIES of the early days of wireless experimentation which led up to voice and music broadcasting were recalled by Dr. Lee DeForest, noted inventor of the audion tube which is the heart of radio, speaking at the 18th anniversary celebration of WWJ, of the Detroit News, Aug. 20, the occasion also being the informal dedication of the station's magnificent new studio and transmitter plants.

The formal dedication of WWJ's million-dollar plant has been set for Sept. 16, when the station will begin a week of special programs featuring big-name talent.

Dr. DeForest paid tribute to WWJ as "the original broadcasting station" of the country, declaring that KDKA at East Pittsburgh was founded 11 weeks later and that he believed WSB was the second station to be operated by a newspaper. Though one of his men installed the transmitter for what was later to become WWJ, Dr. DeForest's remarks opened anew the controversy as to whether WWJ or KDKA is the oldest station still on the air — the former insisting that it is and the latter claiming that it started on Nov. 2, 1920, with the call letters KDKA on a regular broadcast schedule and therefore is entitled to pioneer claims.

The First Announcer

THE FAMOUS inventor, recalling his own early experiments in radio-telephony, asserted that he was "the first radio announcer" and declared that in 1909 he wrote that "some day the news, and even advertising, will be sent out to the public on the wireless telephone." "My memory wings back to 1906," he said, "when after six eventful years devoted to bringing into life the then miracle of commercial wireless, I decided it might be actually easier for me to devise a system of wireless telephony than ever to become personally proficient in sending and receiving the telegraph code.

"Never suspecting at that time that the three-electrode audion detector tube could be made also to generate alternating current of unlimited energy at any frequency, I developed instead a radio telephone transmitter using the same alchemy of heavy microphones in the earth connection), nevertheless radio broadcasting was first initiated; and until 1915 this was the only known method of wireless voice transmission.

"By its means the actual voice of Caruso, in December, 1908, was radiated from the roof of the Metropolitan Opera House. I could hardly call it 'broadcasting' in that early epoch, when the radio audience to the greatest tenor voice in musical history was limited to a few wireless operators near New York harbor, plus a small group of reporters planted for this occasion in nearby Newark. Yet this was to me the realization of a dream cherished since 1900.

"Few indeed were found at that time who could even dimly envision any commercial application for the new 'wireless telephone.' Unless perchance every office or home in a great city could have its own wireless telephone, with complete secrecy from all interlopers, of what possible commercial money-earning value could it ever be? Thus sagely argued the wise financial lights, some of these my own classmates in New York, loathe to consider financing basic patents on inventions which since then have actually earned hundreds of millions of dollars.

"And then, 11 years later, and for the first time in history, this prophecy was actually realized when on Aug. 20, 1920, the Detroit News opened the original commercial radio broadcasting station. WWJ. The 16th anniversary of that momentous inauguration, so courageously hazardous at that time, so epochal in its subsequent world-wide influence, we are celebrating today.

"From the time of my discovery, in 1912, that the three-electrode tube connected in a 'feed-back' circuit could be made to generate high-frequency electric currents, suitable for use in radio signaling, I had zealously striven to realize, by means of this new modality, my early dreams of general worldwide broadcasting of words and music.

"Many of my listeners tonight may recall the 'radio concerts,' as I then styled them, which three nights a week issued from the very first pioneer broadcasting station located at High Bridge, New York City. We had progressed so far that in November, 1916, 20 years ago, we broadcast news bulletins of the Wilson-Hughes Presidential election. I well remember, as the first radio announcer, gleefully informing my audience of some hundreds of 'ham' fans that 'Hughes had been elected President of the United States!' and at 11 o'clock bidding them all a glad Good Night! Only to learn next morning after the California vote had come in, that a slight error had been unwittingly perpetrated the night before."
Announcing

KWK'S NEW TRANSMITTER

In keeping with our policy of continually staying abreast of the latest in broadcasting, KWK now offers the advertiser and the listener the newest and finest in Western Electric Transmitters... High Fidelity... 100% Modulation... and a 400 foot vertical half wave Blaw-Knox Radiator. KWK, with the most modern transmission equipment in St. Louis, assures the advertiser increased coverage and the finest presentation of his message that is possible in the St. Louis area.

THOMAS PATRICK INCORPORATED
Hotel Chase St. Louis, Mo.
PROPRIETARY GROUP PLANS TRUTH DRIVE

AT A JOINT meeting of the Proprietary Association and the Medicine Manufacturers held in New York under the auspices of the American Druggist and Drug World, Hearst publications, it was decided that the two associations would sponsor a joint campaign of truth abouttable proprietary products which will be laid down on a national scale on the radio as well as in magazines and newspapers.

The campaign is being directed by a committee headed by Dr. Frilley, director of the Proprietary Association. The campaign was approved by the Proprietary Association as chairman of the committee. The committee was formed by T. Howard Kelly, executive director of the Proprietary Association and Drug World.

The campaign is being directed by a committee headed by Lee Bristol, Bristol-Meyers Co., of the Proprietary Association as chairman. Mr. Kelly, secretary and P. L. Frilley of the Medicine Manufacturers is the treasurer. It was decided to call it The Committee on Information for the Drug & Cosmetic Industry. Committees were included within the scope of the committee because many of the concerns in the associations manufacture toilet articles.

On Aug. 13 the committee discussed plans to utilize independent stations and networks in the educational program. Mr. Bristol and W. Y. Freyer (Vick Chemical Co.) of the radio subcommittee reported that preliminary parleys with broadcasting officials indicated that networks would cooperate in arranging for dramatic programs of an educational nature. It is also understood that the campaign will not begin before the presidential election. In addition to Mr. Bristol and Mr. Freyer, the meeting was attended by Frank Blair, R. L. Frilley, William Jacobs, Dwight E. Austin, Edward Gardner, Edward Gardner, Edward Gardner and T. Howard Kelly. Pending the launching of the radio efforts, publicity continues in the newspapers.

TANGEE PLACING DISCS

Over 21 Latin Stations

GEORGE W. LOFT Co., New York (Tangee cosmetics) on Aug. 12 inaugurated a 26-week series of radio messages to 21 Latin American stations. The program is modeled after Tangee's successful radio feature, "Hollywood Reporter," and is titled "Tangee's Hollywood Reporter." It features Carlos Borcosque, popular Spanish-speaking Buenos Aires movie columnist whose writings are syndicated in more than 50 Latin American cities. The Tangee export account is handled by the Export Ad Agency, New York City. Stations were selected by Broadcasting Abroad Ltd., New York City. Stations 15-18 weeks American stations will be added to the list shortly. Newspaper tie-ins will publicize the program are being used extensively.

U. S. EXPORTS of radio transmitting apparatus to foreign countries were valued at $1,590,586 during the fiscal year ended June 30, compared with $1,485,586 during the preceding year. Reports, reports, reports for the manufacturers association. Central and South American countries continue to be good export markets for American-made broadcast equipment.

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

PARENTS AND OFFSPRING

AGREE

THIS IOWA NETWORK SHOW IS OKAY

Mr. Tyson, until recently manager of Al Pearce & His Gang, is now in charge of KMPC, Beverly Hills, Calif., and was a member of the NAB board and also a director of the Los Angeles Advertising Club. He is a graduate of the University of Virginia and the U. S. Naval Academy.

Richard Connor, who has been manager of KMPC, continues on his leave of absence due to ill health, but is expected to return to the station within a few months as public relations director.

Standard Returns in West With Educational Series

STANDARD OIL Co. of California, San Francisco, which last March sponsored symphonic programs over the NBC Pacific Coast network since 1927, on Oct. 1 renew for its tenth year of weekly broadcasts.

The hour concerts, currently broadcast by the Standard Symphony Orchestra under direction of Michel Piazzo, are heard Thursday at 8:15 p.m. (PST). During its nine years on NBC, Standard has sponsored the principal symphonic orchestras on the Pacific Coast including the Los Angeles Philharmonic, the Los Angeles Philharmonic, Portland and Seattle symphonies. The Standard School Broadcast, a Thursday morning series of elementary and advanced lessons in music appreciation, with string ensemble illness, and then in the air during school vacation, returns to the NBC-Pacific Red network Oct. 15 for its tenth year. Lessons for this week’s broadcast are prepared by Arthur G. Barnett, NBC western division educational director in San Francisco, and Adrian F. Michaelis, of Standard.

KMPC Asks Full Time; Leo Tyson Now Manager

DECISION to apply to the FCC for full time operation of KMPC, Beverly Hills, Calif., was announced by A. Richards and Leo J. Fitzpatrick, owners of KMPC, Beverly Hills, and WDR, Cleveland. It is planned also to seek 1,000 watts power.

By Priscilla Wayne.

The sponsor of Uncle Bill and the comic pages every Sunday morning is certainly doing a grand service to the parents of Iowa, as well as the children.

"Uncle Bill Reads The Funnies" is now in its fourth year, having graduated to a Network hook up a lusty start on KSO. Statewide circulation of The Des Moines Sunday Register means that children in every county of the state can follow this lively program—and results achieved for the sponsor show they do follow "Uncle Bill" every Sunday. Of equal age is the children's show sponsored by Iowa's largest department store, "Younger's Junior Broadcasters" now scheduled for its fourth winter. Successful shows such as these are the best testimonial that we know how to reach the children in Iowa. Write now for information; or call the nearest office of our national representatives: E. Katz Special Advertising Agency.

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In northern Ohio, the areas of WTAM fit the concentration of purchasing power just like a mold. It’s the only high power, clear channel station that covers the entire Cleveland Chamber of Commerce trading area. Direct your campaign to the audience of 1,017,000 NBC radio families—and—the die is cast!

WTAM 50,000 WATTS
NBC Red Network
CLEVELAND

Completely programmed by NBC
Acquires World completely revised Colo., Sheridan, gram providing stations with headed it claiming stations, KOMC, Six according to the announcement of KFKA, Lakeland, Fl.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.; KFKA, Greeley, Colo., and CHSJ, St. Johns, N. B. WBS also announced that in the last few months it had increased by 50% the new releases sent its affiliates each month, together with completely revised continuity service designed to aid stations in sale of transcriptions to local sponsors, and tested merchandising plans. The WBS library now contains more than 1,600 musical selections, it said. The continuity department, headed by Garrett E. Hollihan, is providing stations with 20 hours per week of programs designed for commercial sponsorship.

MOST POWERFUL IN INDIANA

WOWO is the most powerful broadcasting station in Indiana — 10,000 watts.

Power alone proves nothing.

But WOWO programs, keyed to the needs and preferences of audiences in the tri-state area of northern Indiana, southern Michigan and western Ohio, have won the 429,000 families in WOWO’s primary listening area to WOWO, their station, the Hoosier station.

Power plus program originality and sincerity of service have made WOWO most popular as well as most powerful in Indiana.

WOWO The HOOSIER STATION

Westinghouse Radio Stations Inc.

Ft. Wayne, Indiana

10,000 Watts • CBS • 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

Public Educational Stations Advocated

Viewed as One Hope of Making Radio Truly Democratic

"The educational station, publicly owned and supported, is the one making the broadcast in America truly democratic and socially responsible," declared Prof. F. Nalder, executive director of WHA, Madison. Wis., before the annual convention of the National Association of Educational Broadcasters held at the University of Wisconsin, Madison, Aug. 17-18.

Prof. Lighty was one of two speakers on the subject "Our Place in the Picture", the other being S. Hoskins, executive secretary of the National Committee on Education by Radio.

Contending that all stations are given limitations by their basis of operation, Mr. Evans pointed out that to have an improved radio service it is necessary for broadcasters to admit and make allowances for them. With the place and function of each type of service recognized it would be possible to draft regulations to cover the situations, he asserted.

Power Problems

INEQUALITIES, contended Mr. Evans, are created by a system which grants one station 50 kw., power, gives to another in the same city only 100 watts and then expects them to exist under a competitive system. William D. Boutwell, director of the Federal Office of Education's Radio Workshop, explained the developments in that project. Its function, he said, was to explore and develop methods and techniques for building educational radio programs. Its work in producing network features, while important, should not be considered the sole objective. Mr. Boutwell is working with educational stations to secure from them ideas, scripts and plans of successful educational features.

The interest of education in the FCC allocation hearings was discussed by C. M. Jansky Jr., Washington consulting radio engineer. He explained the interests of certain groups of stations in regard to allocations, and told of the differences between the clear-channel group and the shared-channel group. The present conflict, he said, is within the industry and not with outside interests.

The ultra-high frequencies are effective for urban areas, or over short distances only, said Mr. Jansky. Comparatively little is known of their characteristics. It is not likely that these frequencies will solve the problem of facilities for education, or serve where geographic coverage over areas such as a state is needed.

Officers elected for the ensuing year were: President, H. B. W. Martin, WHA, Madison; vice president, Carl Menzer, WSUI, Iowa City; treasurer, B. B. Brackett, KUSD, Vermillion, S. D., and executive secretary, Arnold A. Engel, WHA, Madison. The executive committee consists of C. A. Taylor, WESG, Cornell; R. E. Higley, WWSU, Ohio State; E. P. Humbert, WTAH, Texas A. & M.; E. D. Dammon, WABA, Purdue; F. F. Nalder, WSC, Washington State; W. E. Phillips, WILL, Illinois.
Transfer of KOMA* and WACO* To Hearst Radio Is Approved

✓ Service from sale to broadcast through one organization.
✓ As easy to buy all ten stations as one.
✓ Intensive coverage of 10 major markets

*MEMBERS COLUMBIA BROADCASTING SYSTEM
Still Growing!

**WADC**

Now 5,000 Watts Daytime

- Completely equipped with new Western Electric high fidelity speech and transmitting equipment.
- New Truson 365' half wave vertical radiator.
- Field intensity strength increased approximately 42%.
- 11 years a Basic Member Columbian Network.

**FOUR MARKETS — ONE LOW COST**

Strategically located ... 22 air miles from CLEVELAND ... 33 air miles from YOUNGSTOWN ... 16 air miles from CANTON ... WADC, Akron, offers the shrewd Advertiser intensive coverage of these Four Important Ohio Markets at ONE LOW COST.

RESULTS ARE WHAT COUNT

WADC has been delivering results to its clients for 11 years. Include WADC in YOUR Advertising Campaign and increase YOUR sales in Northern Ohio.

For Additional Information Write or Wire

**ALLEN T. SIMMONS, OWNER-MANAGER**

5,000 Watts Day  WADC  1,000 Watts Night

Writers Akron, Canton and Tallmadge, Ohio
Basic Network Station Columbia Broadcasting System

1000 Watts 710 KC

**KIRO, SEATTLE, WASHINGTON**

**KIRO LOOIE says:**

"I fly through the air with the greatest of ease."

**FREEDOM OF AIR**

**WOL Commentator Supported**

In 'Watch Tower' Stand

**WHAT** is believed to be a real "first" in radio startled listeners to WOL, Washington, the evening of Aug 22 when Charles Benford, editorial commentator, heard sustaining nightly except Sunday, advocated the turning out of a control program on that station. The program was three 5-minute broadcasts of an electrically transmitted lecture at the Park Tower Society. WOL has carried these talks for several years on a commercial basis. Recently the station has directed his attention to the Catholic hierarchy, making remarks which have been turned Monday at the verbal "blue Monday" what with telephone calls, letters and personal visits from observers. Basing his talk on the inalienable right of citizens of this country to speak freely, Benford's broadcast a reminder of Rutherford's right to express opinions. Benford explained that the station itself does not condone derogatory utterances against any religion regardless of the nature of the program. To clearly drive home his point to those who have denied an explanation from the station as to why WOL admits such lectures to emanate from its transmitter, Benford added:

"So those of you who have voiced your protest—and perhaps will continue to do so as long as this station broadcasts the program by Judge Rutherford—you are not concerned—but again I suggest that you tune this station out during the periods of these broadcasts." The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford.

**WLG Transfer Becomes Involved In Maze of Events**

Paulists Protest Bulova Entry

WPG Withdraws Its Consent

MORE confusion than ever now seems to prevail over the series of moves and counter-moves made by the clear channel owners, perhaps more so than when WLG, New York station, operated by the Paulist Fathers, would acquire full time on a clear channel, as a result of incidents during the last few weeks.

Arde Bulova, New York watch manufacturer and broadcast station owner, announces plans bring about the new station in New York by purchasing WOV, New York, found himself the subject of a vigorous attack at the hands of the Paulists in a letter filed with the FCC by Father John B. Whitney, Superior of the Paulists, who objected to his intrusion in the negotiations.

WPG Withdraws Consent

THE possibility of working out the plan conceived by Mr. Bulova, whereby he would become the lessee or the owner of WLG as a full-time outlet, also appeared to be in serious doubt when WPG, the Atlantic City municipally owned station, which figured in the deal, rescinded a "consent" it had given whereby the clear-channel arrangement might have been worked out with the withdrawal of this consent, it may be that Bulova is still in the running for the WLG station. However, no announcement has been made as to the status of the WLG station broadcast to the Atlantic City station has agreed to accept a full-time assignment, with 1,000 watt power on the 1,130 kc. channel, relinquishing its six-sevenths time on 1130 kc. to WLG, as a part of the original Paulist plan, in which CBS would have figured as the lessee or purchaser of WLG, guaranteeing to the Paulists certain time for its religious broadcasts. Instead, the Bulova group stepped in by purchasing WOV, part-time Italian language station, from John Iraci, for $300,000, and proposed to take over the CBS end of the deal.

The Paulists, however, have made known to the FCC, which must approve the transaction, that they do not intend to deal with Bulova and made accusations of breach of faith. The letter, dated Aug. 19, was addressed to Chairman Prall and to the other members of the Broadcast Division.

Mr. Bulova, in his purchase of WOV, is understood to have agreed to pay $20,000 for the station under any circumstances which may arise. Mr. Iraci, in turn, would become 80% owner of WNEW, New York, in which Mr. Bulova is heavily interested, if the latter become the lessee or owner of WLG as a full-time, 5,000-watt outlet in New York.

It has been indicated that if Mr. Bulova acquires WLG, the station would become the key of an east coast network, including besides WLG, WELI, New Haven; WNBC, New Britain; and WCOP, Boston, all of which have been licensed during the last year, and all financed by the Bulova company.

The station is owned by Bulova interests.
That's NBC's Denver station, KOA. A big station designed for a big area. It gets results for advertisers because it has the power, prestige and popularity to influence the buying habits of a vast, prosperous audience.

KOA 50,000 WATTS DENVER

Completely programmed by NBC
Radio Used Frequently By Seattle Paper and Striking Guild Members
(Special to Broadcasting)

SEATTLE, Wash., Aug. 26—Using heavy schedules of sponsored time on nearly every radio station in Seattle, both the Seattle Post-Intelligencer, Hearst-owned morning newspaper, and the striking members of the American Newspaper Guild have taken to the air to explain their actions and enlist support from the people of western Washington.

With the dismissal of a feature writer and a staff photographer, both Guild members, as their announced grievance, all Guild members of the Post-Intelligencer staff went on strike on the afternoon of Aug. 13, asking reinstatement of their dismissed members, plus better hours, wages and working conditions. Aided by members of other friendly union organizations, a picket line was formed around the paper's plant and publication of the Aug. 14 edition was suspended. Up to the present time, all publication has been suspended, with both sides seemingly willing and able to "fight it out along these lines all summer".

Seattle radio stations have maintained an absolutely neutral position in the controversy, but have gladly cleared time for both sides, with all stations charging political rates, as far as can be ascertained. Because of the highly controversial nature of the dispute and the proximity to national election time, premium charges have been considered necessary.

New Inter-City Rates

A new rate schedule for the Inter-City Network Rate Card No. 4, has been issued as of Sept. 1. It covers the eastern seaboard group of nine stations jointly and individually, the network embracing WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WIXBS, Waterbury; WMEX, Boston; WPRO, Providence; WMLI, Laconia, N. H. The rate card, available upon request from Bertram Lohr, Jr., WMCA sales director, quotes the morning and evening scales of rates for each station separately as well as for the whole network.

Child Program Contest

CHARLES COBURN, Broadway actor, producer and director, has named the seventh judge in the $2,500 NBC Children's Program Contest closing Sept. 1. Prize-winning scripts will be announced Oct. 19, with prizes of $1,000, $500, $400, $300, $200 and $100 to be awarded and with assurances the scripts will be enacted on NBC. The other judges are Louis Schuman, juvenile book authority; Dr. Rollo Reynolds, principal, Horace Mann School; Homer Cray, novelist; Mrs. P. F. Langworthy, president, National Parent-Teachers Association; Mrs. Sidonie Gruenberg, secretary, Child Study Association of America; Dr. Frank Payne, psychologist.

Police Protection Sought As WDGY Gets Threats

MYSTERIOUS telephone threats to "blow up" WDGY, Minneapolis, unless it stops carrying the Judge Rutherford transcripts under auspices of the Watch Tower Society, Brooklyn, led Dr. George W. Young, owner of the station, to seek police protection early in August. Members of the local Jehovah's Witnesses group and Ed Shurick, assistant station manager, also threw a cordon around the transmitter to protect it during the broadcasts.

Washington representatives of the Watch Tower Society on Aug. 13 presented a memorandum to the FCC calling attention to the Minneapolis situation, in which they stated that Dr. Young and his station have several times been threatened unless the Rutherford talks are discontinued. A sworn affidavit by Mr. Shurick attesting to the threats was also attached. Dr. Young reported that, though frequent requests to take the transmitter out of the air was received, these were the first threats of physical violence. The programs are accepted at regular rates and have eight months to run under their contract, which Dr. Young indicated he has no intention of canceling.

"Hail to Pitt"

When the University of Pittsburgh's Panthers roll down the gridiron this Fall, for the first time in history a radio station will report the entire season's games play by play direct from the stadium.

The station, of course, is Pittsburgh's FIRST station—WCAE
No Sir! We employ no tricks. No zealous letters from Eskimo listeners ... no supposedly spectacular records of coverage of the South Sea Islands.

We don’t care (and we don’t think you do either) whether somebody out in Hellangone hears your broadcast or not. To reach the buyers is the important thing.

And that’s what we do to perfection. We give a powerful signal in seven Ohio counties (Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake) ... a concentrated market where homes are seldom a good stone’s throw apart, and where people rub elbows more often than at county fair time.

Within this blanketed area of ours is nearly one-third of the state’s population, better than one-fourth of the retail outlets, the automobiles, and the residence telephones. And tie this. More than one-third of the state’s retail purchases are made within the boundaries of these same “big seven” counties.

Advertisers must figure the way we do, too. They have put more money into our cash register within the past year than they have spent with any of our worthy competitors.

And we believe the reason is that we concentrate on the buyers ... charge only for reaching those buyers ... and leave the hocus-pocus to the Houdinis and the Thurston's.

W·G·A·R

“CLEVELAND’S FRIENDLY STATION”

Member NBC Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives
Pan-American Airways...swift transportation system linking the United States with 33 foreign countries. Similarly, RCA Communications joins 32 large American cities and 47 nations with fast radiotelegraph service... Above is pictured the famous China Clipper, Pan-American Airways' mighty transpacific airliner, one of a fleet of new and super-powered sky giants.
TWENTY-FOUR HOURS EACH DAY, the Radio Corporation of America, through RCA Communications, Inc., provides the world with dependable, efficient, economical domestic and international radiotelegraph service.

Messages sent "Via RCA" flash across nations with the speed of light, winging along invisibly over snow-capped mountain peaks, scorching deserts, mighty seas and sunken valleys, to swiftly bring together thousands separated by time, distance or raging elements.

The communications systems with which RCA achieves this far-flung service extend across thousands of miles, forming an invisible bridge between 32 important metropolitan centers in this country and 47 foreign lands. At Rocky Point, Long Island, RCA owns and operates Radio Central, world's largest and most powerful radio station. From this point and several others, domestic and trans-oceanic messages are shot into space. Next time you send a message anywhere—send it "Via RCA."

This, however, is but one of the RCA's radio services. This organization alone is engaged in every phase of radio. That's why the American public regards RCA as a house deserving of the utmost confidence. And because of this confidence, any product trademarked "RCA" sells well.

Hence, RCA dealers do a better business—enjoy finer profits. They are connected with Radio’s Leader—the institution that has been first with radio's greatest sound achievements—the organization that some day will thrill the world with radio sight—RCA!
The Outlook and Why

THINGS LOOK mighty bright in broadcasting these days. Business is better than ever before. We have heard it said that a station that can't make hay these days just doesn't fit into the industry and should close down.

Business is good because radio has proved itself an outstanding medium. The experience of trial and error methods of a few years ago has built up generally sound methods. Although it took some rather stiff proddings from Government sources, broadcasters learned to say "no!" in the majority of cases to advertisers and their agencies who sought to load the ether with excessive and objectionable sales talk as a means of moving merchandise.

There is still a lot of work to be done in building better programs. Experience has proved that just the number of words and the high pressure that sells to the radio audience, the manner and method, not only cut radio returns entirely by box tops or contests.

The steady improvement in the quality of programs and their methods of selling will continue as the demand for time increases. Broadcasters are in better position now than ever before to select their sponsors and to check their sales efforts rigidly, not only as a means of protecting their franchises but also because they know by case history the type of advertising that will win listener plaudits and the kind that will damn both the sponsor and the station or network.

There can be no justifiable criticism of a medium that sells conscientiously and carefully, and does not offend the tastes of the majority of the public. Radio broadcasting is fast attaining the stage of its rather meteoric existence where it can pick and choose its programs and its sponsors to the point of excluding even the remotely questionable.

Within the Law

WHILE other industries are frantically pondering cloudy opinions rendered by baffled lawyers, broadcasters are believed to be pretty well immune from the uncertain rules of trade laid down by the Robinson-Patman law passed by the last session of Congress.

What's still nicer, they may find themselves relieved of the chiseling campaigns staged by national advertisers at local rates—a device that had been growing in favor. The new law will involve national advertisers in civil and criminal trouble if advertising allowances to dealers are not made available to all competitors proportionately. The very thought of this sweeping Federal mandate may frighten most advertisers away from cooperative campaigns, but alert broadcasters are not likely to let them be discouraged from continued use of the medium.

A careful perusal of some of the opinions rendered by the best minds in the legal profession induces the suggestion that all statements about the new law should be taken with several grains of salt. Perhaps the suggestion applies equally well to some observations on the Robinson-Patman law, printed on another page of this issue.

Two Long Months

SOMEHOW, a state of apathy seems to have enveloped the radio headquarters of the major political parties while the minor parties, including the Communists, cast about eagerly for ways and means of utilizing radio during the current and limited pocketbooks. Except for the occasional one-time periods and the relatively few network schedules, the Republicans and Democrats are proceeding so slowly that it seems unlikely they will spend anywhere near the predicted $1,000,000 each on radio time—unless we take into account the incalculable expenditures by the state and local candidates and parties.

All of which should disturb the broadcasting fraternity not a bit, for political accounts at best are in-and-out affairs that too frequently disrupt regular commercials at a net loss to radio. There is plenty of other business this summer, and in prospect for this fall, to make radio welcome the fact that the parties aren't plumping their all into radio. Moreover, the vehemence and virulence of politics and political utterances all too frequently find radio caught between the horns of libel and policy dilemmas. But there are still two long months left for campaigning—and we hope the political radio managers will adhere to their avowed intentions of buying clear time rather than seeking eleven hour rights-of-way for their partisan ballyhoo.

Station Values

RATHER far-reaching regulatory precedent was established by the FCC Broadcast Division in its decision approving the sale of KNX to CBS for the hitherto unequaled figure of $1,250,000. The FCC, for the first time, took economics into account and decided that, based on KNX's present and prospective earnings, the price was fair since CBS stood to realize 16 or 17% on its investment.

There can be no quarrel with that conclusion in this day when money is so easy and when ordinary investments bring rather paltry returns. But there are broader questions of policy involved. The KNX decision cannot stand as a yardstick applicable to all station deals, and we presume the FCC does not mean that the only factor is that of investment and earnings. Public service, the primary reason for the FCC, and that all-inclusive point first must be disposed of in station sales.

The decision also brought in the competitive network situation and concluded that where strong competition exists, the public receives good service. With that conclusion we agree also, as far as it goes, but it cannot be accepted as a rigid principle. There are many cultural and added competition would destroy rather than enhance public service.

Some 200 applications for new station facilities now pend before the FCC. In many cities where new stations are sought there is at present an abundance of broadcast service. Another competitor would spell the difference between making a living and losing money.

Therefore, we feel that the FCC must take economics into account whenever it considers a new station facility or the sale of a station. There can be no hard and fast rules to govern such transactions if the FCC is to perform its sworn function of administering radio in the best interests of the people.
IT'S NOT a far cry... in fact only a whisper... to the days when electrical transcription was the 'forgotten stepchild' of the broadcasting industry. A few bold individuals dared to predict that the day of the transcription was fast approaching. But they were, as a matter of fact, absolutely right when, in November, 1928, they were only in the preliminary stages of the transcription business.  

A veteran in the transcription field, at 32, a former newspaperman and World War I reporter, is working to establish the importance of a medium which, he believes, will be of utmost importance in the near future. He is a son of the Memphis Press-Scimitar, and is a graduate of the University of Southern California. 

The transcriptions are being sold to radio stations for a nominal fee. 

PARSONAL NOTES

NAYLOR ROGERS, manager of KNX, who relinquishes that post with the station's establishment by GBS, has been appointed manager of the GBS station at Boston. 

GERALD C. GROSS, the former president of the National Association of Broadcasters, who has been named president of the National Association of Radio Broadcasters, has been appointed manager of the GBS station at Boston. 

CHARLES DELANEY, formerly a member of the National Association of Broadcasters, has been appointed manager of the GBS station at Boston. 

PHILIP G. LASKY, manager of the easo, has been appointed manager of the GBS station at Boston. 

PEGGY STONE, of the CBS station relations department, has been appointed manager of the GBS station at Boston. 

DEWEY LONG, of the commercial station relations department, has been appointed manager of the GBS station at Boston. 

QUIN RYAN, veteran announcer and manager of WGN, Chicago, has been appointed manager of the GBS station at Boston. 

L. SCOTT PERKINS, of the last several months radio relations counsel for Northern California Broadcast- ers, has been appointed manager of the GBS station at Boston. 

HERMAN MAXWELL, of the WOR sales department, has been appointed manager of the GBS station at Boston. 

LAWRENCE PRATT, formerly manager of the WOR sales department, is now on the staff of the Republican National Committee's radio division in Chicago. 

HAMILON B. SMITH, for four years with the sales department of the WOR, has been appointed manager of the GBS station at Boston. 

J. FRANK BEATTY, managing editor of Broadcasting, and Mrs. Beatty, the president, have been appointed managers of the GBS station at Boston.
Hamm B. Smith has resigned from WSB, Atlanta, to join WMC, Memphis. Dana Waters, transcription chief, takes his place as assistant to John M. Butler Jr., WSB advertising manager. Hugh Ivery, Georgia Tech graduate, formerly of WRDW, Augusta, becomes a WSB announcer.

Ken Carpenter, NBC west coast announcer and sports commentator, has been signed for the forthcoming Packard Motor Car Co. tour with Fred Astaire on an NBC-Red Network, Tuesdays, 9:30 p.m. (EDST), beginning Sept 3.

Stanley Schultz, music director of WPRO, Providence, has been named northeastern music director of the WPA Radio Project. He joined WPRO last May and has served with several Boston stations. Recently he was employed in Hollywood.

John Schultz, formerly with WJSB, Winston-Salem, N. C., on Aug. 15 joined WBIG, Greensboro, Eerving Darlington, WBIG announcer, will attend University of North Carolina this fall and will be attached to its publicity staff.

Mar. Saret C. (Mike) Schaefer, Philadelphia writer, has been named head of the production and continuity departments of WPIL, Philadelphia. He has authored many network scripts as well as articles, short stories and scenarios.

Robert Evans, sports announcer of WGAR, Cleveland, is the father of the little girl born in that city.

William Holmes, for the last year on general assignment, has been appointed radio editor of the Oakland (Cal.) Post-Express. He succeeds Paul Nathan who resigned and left Aug. 14 for New York to try play-writting. Don Logan, staff vocalist of KROW, Oakland, who subbed for Nathan while he was on vacation, was erroneously announced as Nathan's successor.

Louise E. Taber, heard in San Francisco recently, has resigned from KQW, Kalamazoo, to join KROW, Oakland, as announcer.

Colin Driggs, Hartford, has joined the staff of WDR in that city. A psychologist, his present radio work is that of a New England Conservatory of Music, and an accomplished pianist.

Reginald Allen, announcer of WPT, Charlotte, returned to his duties in August after being released from the hospital where he was confined for several weeks with an infected foot.

Hostesses Gone—But NBC’s Radio City studios have their guest relations, studio operations and mail-messenger staffs properly decked in new—style uniforms delivered last month. Left to right are a guest relations and sound effects man, mail-messenger, studio guide and special officer re-splendent in new uniforms trim as those of West Pointers. Their gold buttons, incidentally, look at first like those on Navy uniforms but on closer inspection a microphone and the initials NBC can be discerned.

Louise E. Taber, heard as commentator in Gold Rush Days on KYA, KFRC and KGO, in San Francisco for the last two months under sponsorship of Albert S. Samuels Co., that city (jeweler’s), has turned author, and is writing a series of booklets containing her broadcasts.

Dudley Manlove, on the announcing staff of KYA, San Francisco for the last few months, has gone to KROW, Oakland, in a similar capacity.

Colin Driggs, Hartford, has joined the staff of WDR in that city. A psychologist, his present radio work is that of a New England Conservatory of Music, and an accomplished pianist.

Reginald Allen, announcer of WPT, Charlotte, returned to his duties in August after being released from the hospital where he was confined for several weeks with an infected foot.

Richard Wearne, recent graduate of Kalamazoo College, has joined the announcing staff of WZKO, Kalamazoo.

Harold Bratsberg, former San Francisco announcer, has joined KFRC, San Francisco, as writer-producer, succeeding Austin Peterson, resigned.

Z. Wayne Griffin, who resigned from the production staff of KYY, San Francisco, Aug. 29 to go to Southern California, has announced his engagement to Elizabeth Remick Warren, Los Angeles concert pianist and pianist of Los Angeles. The wedding is scheduled for September.

Gene Clark, producer at KQW, San Jose, Cal., has been appointed chairman of the radio committee of the San Jose Chamber of Commerce. He formerly was a member of both the San Francisco and San Jose chambers.

John Montgomery, formerly of KUOA, Fayetteville, Ark., joined the staff of a St. Joseph, Mo., Aug. 1 as announcer.

Leon Krupp, continuity chief of KINC, Amarillo, Tex., was married Aug. 2 in Fort Worth to Miss Juanita Anoike, formerly of the continuity staff of the Phoenix Chamber of Commerce. He formerly was a member of both the San Francisco and San Jose chambers.

Russ Baker, recently on the announcing staff of WOW, Omaha, is now one of the players with the summer Shakespeare Festival of the Folio Players at Central City, Colo.

Bob Dolan, orchestra leader, has been appointed musical director of the NBC’s summer radio pageant at WBBM, Chicago, has become a member of the WBBM-CBS publicity department.

Betty King, head of the continuity department of WIP, Philadelphia, was married Aug. 17 to Robert Bates, of that city.

Ishmael Grant, formerly of Tracy-Locke, Dawson Inc., Dallas agency, has joined the public service department of KFJZ, Fort Worth.

Ron Gamble, announcer of WKZO, Kalamazoo, Mich., has joined WJTM, Lansing.

Ned Tollinger, master of ceremonies of Omaha, Nebraska, has been transferred to the production department in NBC’s San Francisco studios at his own request.

Bread RadioAIDS will do the 100% selling job!

- Sell non-consumers the need of Bread.
- Increase Sales to present consumers.

Wire or Write

RadioAIDS Inc.

1357 North Gordon Street
Hollywood, Cal.
TENTH ANNIVERSARY

NATIONAL BROADCASTING COMPANY INC

ANNOUNCES

THAT IT WILL ASSUME COMPLETE PROGRAM AND SALES MANAGEMENT OF KYW, NBC-RED NETWORK STATION IN PHILADELPHIA, WITH LESLIE JOY AS STATION MANAGER AND RALPH SAYRES AS SALES MANAGER

STATION

KYW

WILL REMAIN IN ITS PRESENT QUARTERS AT

1622 CHESTNUT STREET • PHILADELPHIA

UNTIL NEW STUDIOS AND OFFICES ARE CONSTRUCTED

TELEPHONE LOCUST 3760

EFFECTIVE SEPTEMBER FIRST 1936
Dioxogen Campaign
OAKLAND CHEMICAL Co., New York (Dioxogen cream) will use five stations in a daytime announcement campaign to begin the week of Sept. 7. Announcements will be recorded on RCA-Victor discs. The schedule follows: WLW, five-minute announcements, twice weekly for eight weeks; KFI and KGO, one-minute, five times weekly for 13 weeks; KOIN, five-minute musical discs furnished by station, twice weekly for 13 weeks; KOMO, five-minute discs, twice weekly for 13 weeks. Small, Kleppner & Seiffer Inc., New York, placed the account.

Crazy Water Returns
CARRYING an Inquiring Reporter program from the lobby of the Crazy Water Hotel in Mineral Wells, Tex., Crazy Water Hotel Co. of that city for its Crazy Water Crystals and Crazy Water Fizz on Sept. 2 will return to a network after an absence of more than a year. Contracting with the Mutual Network it has purchased 11 stations for the 1-1:15 p.m. period Mondays, Wednesdays and Fridays. WOR, WSAL, CKLW, WGR, WFM, WSM, WCAE, WGR and WAAB start Sept. 2. WAAB starts Sept. 28. Luckey Bowman Inc., New York, handles the account.

WTIF the leasing of the Manhattan Theater on Broadway, seating 1,300 and first to be used Sept. 17 for Chrysler's new Maj. Hour, Amateur Hour, CBS on Oct. 1 will relinquish its lease on the Little Theater on West 44th St.

WARNER Film Stars Booked on KFWB
IN THE FACE of motion picture disapproval of radio appearances by film people, Warner Brothers are planning to use virtually all their screen names on programs of their own KFWB, Hollywood.

Manager Harry Maitlish of KFWB is preparing a new series of broadcasts to begin Sept. 2 when Leo Forbstein, Warner's musical chief, will direct a 40-piece orchestra from the picture studio with some of the film lots' outstanding singing names assigned to work on the program from time to time.

Dick Powell, James Melton, Patricia Ellis, Warren Hull, Wini Shaw, Rosalind Marquis, David Carlyle and others are already assigned to the Wednesday night program which will be titled Vitaphone on the Air.

In addition Mr. Maitlish is planning to augment the station's staff, recently pruned the bone as part of a Warner retrenchment drive. Jack Joy, with an orchestra of 15, will be heard in a number of sustaining features, while other talent will be added gradually. Meanwhile a tieup has been made with the Los Angeles Junior Chamber of Commerce in a "Search for Talent", amateur winners being awarded with a commercial appearance.

WBEE, Boston, claims to be the only station which hires its own weather prophet. He is E. B. Rideout, who last month began his twelfth year of nightly 10-minute weather reports.

570 Kilocycles 5000 Watts

National Representatives
WILSON-DALTON-ROBERTSON

WNAX
YANKTON, S. DAK.

HAPPY DAYS ARE HERE AGAIN

YOU, TOO, WILL BE SINGING

when you elect your product to immensely greater consumer popularity and increased profits by using a big-audience P.M. and A.M.
READY OCTOBER 1ST—A LIBRARY OF "ORGAN TREASURES"

AGAIN. Standard presents a "natural"—"ORGAN TREASURES"—a new, separate feature, sold outright as a unit. 200 individual selections—ten different types of organ music, played on a gloriously toned $80,000 instrument voiced especially for radio.

All standard favorites—organ alone, organ with vocals, with violin, with steel guitar, and other pleasing combinations. Again we say—a "natural!"

Flexible pressings; complete card index with descriptive material. "ORGAN TREASURES" will be released October 1st at remarkably low cost.

Write for samples now at $2.00, credited upon purchase, refunded upon return.

* THE KING'S MEN
* THE LAST NIGHTER
* SUPER-SOUND EFFECTS
* STANDARD PROGRAM LIBRARY
* CUSTOM-BUILT FEATURES
* OSCAR and ELMER
* ONCE UPON A TIME
* SONS OF THE PIONEERS
* KAY KYSER'S ORCHESTRA

STANDARD RADIO

180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON
WITH the retention of Grace Flan- drum, St. Paul, nationally known au- thor, as political and news commen- tator, KSTT, St. Paul, believes it is the first major station to employ a woman in that capacity. Miss Flan- drum, author of Indeed This Flesh, Then I Save The Congo and other books as well as numerous articles in national publications, has filled the 15-minute nightly spot over KSTT as general commentator during the vacation of Val Bironson.

"IN the air and on the air" is the new slogan adopted by the Hartford (Conn.) Times. Having placed its new building in operation last month, the newspaper now has ac- cessed a passenger station air- plane for general use. "Plane-to- ground broadcast experiments are contemplated," according to Cedric W. Foster, director.

WITH KECA, Los Angeles, inaugu- rating its new 5,000 watt transmitter Aug. 31, the station is conducting a Salute to Industry period during the first week of September. Carl Haver- lin, sales and promotion manager, has secured the cooperation of more than 20 basic industries in the Los Angeles area. Each is giving a separate half-hour program, the human inter- est and romance of each industry being dramatically dealt with. No indi- vidual or trade names are being used.

SURPASSING all records, WLS, Chicago, reports the receipt of 1,003,511 fan letters during the first six months of 1936, of which 47.5% contained "proof of purchase." This compares with 1,300,312 letters during all of 1935.

WDNC, Durham, N. C., recently pur- chased by the Durham Herald & Sun, was to be formally taken over by the newspaper organization on Sept. 1, with a special program featuring ad- dresses by local civic leaders and ra- dio and newspaper figures.

ANNOUNCING its intention of conducting a "Free Radio Day" within ten minutes the parents were located and they reached the hospital just before the child died. The KZQ reception was un- doubtedly, as a result of a broadcast, the police scout car in which a gun- man had fled during a fight with police.

WBPL, Syracuse, is arranging a series of weekend broadcasts for Sept. 23, when its famed railway tracks in the heart of the city will be shut down. The Fair of Cables Comes to Let's Sing will originate from Syracuse that day. Gov. Lehman will take the way executive suite. WBPL, is cooperating in furnishing trophies for the New York fireman's contest for high school bands, to be held during the New York State Fair.

WHAM, Rochester, has condemned the four-the-classroom, "kitchen-tune world-Food, Fat, Fashion, Fancy" into a 30-minute show, sponsored by Women's Day on the Buffalo daily morning participating program. Style notes, home hints, recipes, and talks on the "how to" of commercial music are presented by Mrs. Helen Ovati Griffith, commentator, former society editor of the Rochester Jour- nal. A WOMAN'S feature on WGBH, Boston, is "Streeters," with Carl George offering hints to house wives on household financial prob- lems. The broadcasts are being filled for listeners. Another new WGBH feature is "Who's News," which fills a half-hour with introductions and interviews celebrities when they are in Cleveland.

KPIG, Port Worth, is capitalizing on the "Knock Knock" craze, a five minute portion of a noontime feature the Hi-Flyers cast, being devoted to "Knock Knock" submitted by listeners. The best one, in the "Knock Knock" baseball two baseball tickets The period is sponsored by a local cymometer.

Radio Transcription Company of America, Ltd.

Hollywood Office
Chicago Office
1509 N. Vine St. 666 Lake Shore Drive
When You Miss 2 Out of Every 3 in Chicago -

Of Course Sales Costs

Go Up Sky High!

Maybe you’ve said frequently: “Chicago is a tough market. I can’t understand why sales aren’t going up!”

Well, you could understand if you stopped to realize that TWO out of every THREE in Chicago are of foreign birth or parentage — and you didn’t spend a penny to bring your sales story to the millions who haven’t had the privilege of learning the language of America.

This vast market is easily reached by these stations which have merited confidence through years of splendid public service!

WGES - WCBD - WSBC

“SERVING CHICAGO’S FOREIGN MILLIONS”

4000 WASHINGTON BLVD.

CHICAGO

BROADCASTING • Broadcast Advertising

September 1, 1936 • Page 43
News Sponsorship Expanding Rapidly
Newspapers Unable to Block Trend, Says Herbert Moore

A CAMPAIGN to discourage national advertisers from sponsoring news programs has been undertaken by some branches of the press, according to Herbert Moore, president of Transradio Press Service.

Having failed in earlier efforts to prevent broadcasting of news, Mr. Moore declared Aug. 21 that this new campaign already is well under way but that, in his judgment, it is doomed to failure. National advertisers generally, he said, are seeking to obtain news programs because they are aware of the vast daily audience for such broadcasts.

Mr. Moore estimated that some 600 of the 685 stations now are broadcasting daily news programs, the vast majority having commercial sponsors at premium rates. Moreover, he pointed to the influx of newspapers into radio through station purchases or new station grants from the FCC as an indication of the changed attitude on the part of many daily publishers.

A Look at Facsimile
"SOME publishers, including several of the most important in the country, are friendly to radio and the function of news broadcasting," he said. "Numerous newspapers have taken the bars against news sponsorships and find it both ethical and profitable."

He predicted that radio as a news distributing medium will con-

WITH the above slogan, KVOK, Tulsa, recently adopted an unique method of promotion for its new bureau. During the International Petroleum Exposition and Congress in Tulsa, KVOK moved its entire news bureau to the grounds of the exposition for eight days. Space was provided at the huge industrial show for the complete news equipment and facilities of the new bureau.

Ken Miller, station news editor and a former newspaperman, was in charge of the bureau. Teletype machines of International News Service and Universal Service and shortwave equipment of Transradio Press were set up on the grounds, and six news broadcasts carried daily from the exposition.

^ continued in importance until news programs become as numerous as are the editions of daily newspapers. Sponsorship revenue from news programs, he declared, "will ultimately constitute our main source of revenue and will lessen the dependence of local broadcasters on national networks."

Facsimile, rather than television, was hailed as the next great radio development by Mr. Moore. He asserted the fight between the press and radio is now shifting to facsimile and added that the "overemphasis on the importance of television" was a part of the strategy of equipment manufacturers "and their affiliated networks" to distract the public from facsimile.

Eminent development of facsimile, he declared, "will make it possible for county newspapers to operate their own facsimile broadcasting stations, using low power, ultrahigh-frequency transmitters."

"The News Station in the Middle of the Nation"

NBC Chicago News Chief KENNETH D. FRY, for the last three years a member of the press department of the NBC central division in Chicago, on Sept. 15, moves into the program depart- ment as manager of special event and news broadcasts, a new post.

The special events and news department of the New York is under the direction of A. A. Schechter.

Fry was for 10 years on the staff of the Chicago Daily News and was sports editor of the paper for four years. For six months he held the post of assistant director of United Press before joining the NBC press department in July 1933.

UP Extends Wires
TO THE 20 stations in 15 cities linked July 27 for its new 12-hour daily leased wire news service [Broadcasting, July 15], bringing reports via teletype directly to the stations and written special for broadcasting, the United Press announces that on Aug. 15 it added five more stations in as many cities. The stations are WTV, Richmond; WTVAR, Norfolk; WTPI, Raleigh; WTV, Charlotte, and WKRC, Cincinnati.

WWNC
ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

\^ Leads Southeast!

NORTH CAROLINA leads Southeast in Federal Income Taxes paid (Corporation plus Individual) and leads 46 states in total Internal Revenue paid!

AND WWNC, remember, blankets rich resort-industrial Western North Carolina!
Newspaper Using Radio to Promote Circulation Drive

Evening Ledger Finds Reading of Comics Successful

WNER of its own local station Philadelphia, WHAT, the Philadelphia Evening Public Ledger apparently believes in radio exploitation on behalf of circulation. Not by its use of its own outlet, but it has completed on WIP, Philadelphia, a six-month campaign, expended recently for the summer months but soon to resume, that is one of the biggest mail pulls in local radio history.

Heard Mondays through Saturdays from 6 to 6:15 p.m., regard as the ideal hour to reach the child at home after school and play hours, the program consisted of one character reading the most popular comic strips in the newspapers. The reader was Brother Bill, popular local actor, who dramatized the characters and himself provided the voice changes and various sound effects.

The campaign was planned with the sole purpose of increasing circulation through added child interest. Starting Sept. 9, it built up audience until Nov. 1, when the first giveaway offer was made.

A Test of Comics

Each child sending in a complete comic strip of the character mentioned by Brother Bill was given a handsome colored button which could be worn on jacket, shirt or dress. For example, for one full week Brother Bill would offer the button to every boy or girl sending in the comic strip of Popeye the Sailor. It was a curious fact that the returns varied according to the popularity of the comic strip character, giving the newspaper the additional index to popularity of its comics.

From Nov. 1, 1935, to April 30, 1936, more than 62,000 buttons were mailed out; the number of requests ranging from 1,550 to 4,325 a week. The newspaper had practically that number of children as intensive followers and, while Circulation Manager J. R. Westcott has not divulged the actual increase in circulation, he has arranged for a resumption of sponsorship of the Brother Bill programs this fall, using six 15-minute periods weekly for nine months.

Boom for WGAR

At 1:59-30 p.m. came the standby signal for the remote crew of WGAR, Cleveland, ready to broadcast the departure of President Roosevelt. Just as Sid Andorn was going to start his description, the first aerial bomb of a 21-gun salute landed within 20 feet of the 100-watt mobile unit, knocking it out of commission. Andorn, Graves Taylor and Bob Evans talked their heads off for 20 minutes without realizing they were not on the air. WGAR previously had provided 90 minutes of broadcast during the President's visit to the Great Lakes Exhibition and his inspection of WPA projects.

Uncle Sam is investing MILLIONS in the

Grand Coulee Dam

8th wonder of the world

—yet this is but one of MANY reasons why the Spokane market is a "hot spot" on the nation's 1936 sales map.

KFYP COMMANDS

in Spokane and its $400,000,000.00 trading area.
It will carry your sales message to

13% more listeners than the first competing outlet and to

2% more listeners than all other Spokane radio stations combined. What better proof than this... KFYP advertisers pay the HIGHEST local rate asked by any Spokane station?

KFYP REPRESENTATIVES

J. H.万多, 405 Madison Ave., NEW YORK and
Palmer Building, CHICAGO
WALTER BIDDICK CORP., 108 Charles of Commerce Bldg., LOS ANGELES
and 601 Russ Bldg., SAN FRANCISCO

— and the telephone wires can take it!

PEOPLE were too thrilled by the novelty of the first chain broadcast to be critical. Telephone engineers realized that the equipment for transmitting human speech was adequate for the wide range of music.

Laboratory research began. Experimental tests followed. Improvements continued. Trained men and elaborate equipment kept telephone facilities in step with the progress of radio.

Such work is never completed. No one ever knows what day will bring some new great stride in the direction of perfection. Much time, money and scientific skill are poured, every day, into the advancement of telephone teamwork with the broadcasting industry.

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www.americanradiohistory.com
THE Sixth Annual Fisher Body
Craftsmen's Guild Scholarship
awards were announced on 30
NBC-Blue stations Aug. 26, 9:45-10
p.m., sponsored by Fisher Body
Corporation, Detroit (auto bodies), a
division of General Motors. The
awards were made in the assembly
hall at Cleveland College,
Cleveland, and consisted of four
$5,000 college scholarships and 18
regional winners who received cash awards.
The one-time broad-
cast was placed through Arthur
Kudner New York.

VARIED activities of a regional
radio chain are pictured in the
new 24-page book, 100 Stills of
Action, published by the Central
States Broadcasting System, op-
erators of KOIL, and
KFAB-KFOR, Lincoln. The book
was mailed Aug. 20 to agencies,
clients, and stations throughout
the country. Pages are given to
such subjects as dramatics, sports
coverage, fire broadcasts, flood
programs, celebrity interviews
and news broadcasts.

CAROLINA BAKING Co., Colum-
bus, S. C. (O'Boy Bread), on Sept.
14 begins a series of five-weekly
15-minute Highlights of Holly-
wood on WIS, Columbus S. C. Special
wrappers for all O'Boy Bread are
planned for the first month.
Window posters will be provided
to 22,000 grocers in southeastern
states. A colorful point-of-sale
material, copied from the company's
salesmen for showing to grocers,
in addition each truck will
be assigned one poster. Listeners
will be offered an 8x10 inch
photo of a movie star twice each week, for
which proof of purchase is not
required. The account was placed
through Freitag Adv. Agency, At-
lanta.

A "READY-MADE" AUDIENCE
—READY TO BUY

KFNF offers you a made-to-or-
der farm and small town audi-
ence in the very heart of America's
richest agricultural section. An audience that, because of sky-
rocketing livestock and commodity prices, plans to enjoy MORE
of the BETTER things of life during the coming months.

THE KFNF HABIT

For 12 years, this audience has depended on KFNF to guide its
buying habits. Even WE didn't realize how anxious they were for
this service until, during the hottest two weeks of summer, we
made scattered announcements offering our new 16-page program
book. Here's what happened:

FIGURE IT OUT

4422 people . . . from 290 counties . . . in 9 states, demanded
this book . . . even sent almost $100 in postage to make sure they
would receive it. THAT'S the typical KFNF audience which not
only listens, but plans to CONTINUE LISTENING . . . waiting to
hear YOUR sales message. (By the way, those 4422 inquiries, at
regular commercial rates, cost us only 3.8c a piece—which is
darned good.)

FOR SALE—RESULTS

YOU can have the same, satisfactory, low-cost results that dozens of
KFNF advertisers have been getting. And for the past 12 years.
All a portion of your advertising budget to reach this "ready-
to-buy" midwest farm and small town audience.

KFNF
"The Friendly
Farmer Station" Shenandoah, Ia.

Page 46 • September 1, 1936

BROADCASTING • Broadcast Advertisements
CONTEST for managers of the Hom-Ond Food Stores (local store chain) will be held Oct. 15 by WOAI, San Antonio, which will provide uniform display materials to each manager and award prizes to managers who do the best promotion job in their stores. Two managers will get big cash awards for their displays, as measured by increase in sales of items displayed or previous weeks. Each manager will get cash awards for best habits selected by three neutral judges.

The "Hom-Ond-WOAI-Week" will be promoted in newspapers and on announcements. The campaign designed to get customers familiar with products and their origins, test effectiveness of radio displays, get managers interested in certain items, show retail effectiveness of radio and promote WOAI sponsors' "advertise-your-advertising." About 35 items will be featured.

THE Man on the Street of KFAB, Omaha, Neb., goes visiting every Tuesday with the program under sponsorship of Penn Tobacco Co., likes-Barr, Peoria, Ill., Kentucky Club tobacco. Five days a week, a Man on the Street goes on at 10 o'clock from the busy corner of Lincoln and San, and on Saturday moves some small town in the neighborhood. Starting at 11:30 o'clock, male quartet and DeMoss go to the questions for KFAB, on a program for the assemblage crowd in the town. Then at noon the Man on the Street es on the air for 15 minutes, during which all the stores--engineers, announcers, tobacco company representatives, as many others along--are intro. to the audience. A can of tobacco is presented to each man interviewed. Some days the an- announces will give in addition a one dollar bill to every man stopped so has a can of the sponsor's tobacco and on other days having Kentucky Club will receive free one of the WDC pes which the sponsor has been tuning on its other broadcasts. Central States Broadcasting stem, operators of KFAB, Omaha, and Lincoln, give the program in- ded value through its publicity and promotion department. A list of Program Director DeMoss and the company's mobile broad- casting unit is furnished to the sponsor in each town with a story on the coming broadcast. The wn's mayor and various civic cides are also contacted by letter; by the day of the program, everyone for miles around has told that The Man on the Street will be in town and they turn out to meet him.

SYLVANIA SALT MFG., Chicago and Philadelphia Lewis Lye) is supplementing its annual January-June campaign with a two-day week promotion on in- stants on WWL, New Orleans, and FEQ, St. Joseph, Mo. Three two- two announcements weekly are ed. Fletcher & Ellis Inc., Chi- go, is the agency.

JOIN Blair & Co. Add's To Film Presentations

ENCOURAGED by the success of its new visual and audible sales presentations, prepared for three of its stations and first exhibited at the NAB Convention in July, John Blair & Co., shortly will release similar "slide film" presentations defining the market of four more Blair stations. Additions are WBMN, Columbus; KTBV, Houston; KTAR, Phoenix, and WOW, Omaha. The initial subjects were WHOI, Dayton; KWKH, Shreveport, and KIRO, Seattle.

Originated and developed by Murray Grabhorn, manager of the Blair New York office, the new- type presentations run approximately 12 minutes in length and contain about 75 photographs arranged to tell a graphic story of the station's market. They reveal the extent of the station's market, merchandising facilities, analysis of the potential audience, market statistics. In operation, the slide film is synchronized with an electric transcription providing a running commentary on the photog- raphs. A compact, specially de- signed case contains transcriptions and film for each station. The agency of the station's market, and the recording is by RCA.

On Aug. 20, Mr. Grabhorn visit- ed Philadelphia at the invitation of Rohrbaugh & Gibson, advertising agency of that city, to display the visual and audible present- ations. Under consideration was the Wheaton Corp. account, which is considering addition of spot sta- tions.

SOME say that we are too Highbrow

THE determining factor in the size of a station's audience is its program policy, rather than its wattage. The more grade A programs it broadcasts, the larger its his- torical audience.

... Others that we are Hillbillies...

... anyway, we have a Million friends... because we believe

"... The more grade A programs it broadcasts, the larger its historical audience."... we offer an intelligent merchandising service to both network and spot ad- vertisers.

WBIG in Greensboro, N.C.

WSPEEGRAM

— TO AN AGENCY MAN

Does anyone know
Does anyone care
If you grow
Or how you fare?
Glad when you're busy
Sad when you're knocked
Does anyone care
If you thrive or not?

WE DO, Mr. Agency Man—
—I'll say we do!

PLEASE REMEMBER THAT

Your problems are our problems and we're mighty anxious to help you solve 'em.

We Shall Produce Dollars

—For you, if you'll let us

A Basic Columbia Station

TUENDY, Ohio

National Representatives, John Blair and Company

New York  Chicago  Detroit  San Francisco

WEBCE - MUNCIE

BROADCAST • Broadcast Advertising

WEBCE - DULUTH

Web MFG

HIBBING, M.N.

WSBD's

For Complete Coverage of the Lakes and

For Complete Coverage of the Lakes and

Iron Range Regions

WEBC

DULUTH

WMFG

HIBBING, M.N.
Coughlin's Radio Bill

EXPENDITURES for radio time comprised the largest item in the balance sheet of Father Coughlin's National Union for Social Justice, the Detroit radio priest reported at the recent convention of the Union. Receipts from all sources, he reported, totaled $737,785 between July, 1934 and July, 1936. Expenditures included $560,000 for broadcasting, $118,000 for salaries, $90,000 for stationery and $45,000 for cars. The radio item presumably covers Father Coughlin's independent hookups during the 1934 and 1935 seasons. He will not resume these hookups as previously planned, but will renew his Sunday talks after Jan. 1.

BANK MERCHANDISING—Second Federal Savings & Loan Association, which is broadcasting on WGAR and WJAR, has used this window display to promote the campaign. Capt. Taylor calls on "Save and Enjoy." Brief opening and closing announcements suggest that listeners "Save With Second Federal." The radio program and this display brought in 5,100 new accounts in 30 days.

New England Mint Spots

THOMAS D. RICHARDSON Co., Philadelphia (mints) has signed a 13-week contract with the New England Network for participation in the Pure Food Institute participation program which is broadcast from WEEL, Boston, Tuesday, Thursday, 2:25:5 p.m. The series will air Sept. 24. Despite the fact that the New England network is supposed to be devoting the Pure Food Institute and the Home Maker's Counsel, both participation programs, will continue to be broadcast over the network until Jan. 1, 1937. The Home Maker's Counsel is the series that earlier evening, Tuesday, Thursday, 9:30-9:45 p.m. Weed & Co. represent these participation programs nationally except in New England states. Richardson Co. recently appointed N. W. Ayer & Son, Inc., Philadelphia, to handle its account.

Eau Claire to Get Station

As FCC Rescinds Action

A new station for Eau Claire, Wis., replacing WTAQ which recently moved to Green Bay, Wis., was authorized by the FCC Broadcast Division Aug. 19 in rescinding its action of July 2 in rescinding the original application. The station will operate daytime with 250 watts on 1050 kc., the station's license, according to Eau Claire's attorney, will be renewed and will seek the call letters WEAU. The order is effective Sept. 15, after which construction will begin.

Heading the applicant Central Broadcasting Co., is Ben McGivern, president, the North-western Mutual Life Insurance Co., president and 10% stockholder. Vice-president is Walter E. Bridges, manager of WEBB, Duluth-Superior, with 25% of the stock, and secretary-treasurer is Morgan Murphy, publisher of the Superior Telegram, with 65% of the stock. Mr. Bridges and Mr. Murphy have interests jointly in WEBB and in WMFG, Hibbing, Minn., and also are associated in the new 100-watt WHLB, Virginia, Minn., now under construction.

Arkansas Network

ESTABLISHED on a temporary basis for political talks during the recent Arkansas primary campaign, a new regional network to be known as the Arkansas Network and linking six stations in Arkansas along with WMG, Memphis, is contemplated for several commercial clients seeking such an outlet, according to G. E. Zurcher, general manager of Radio Enterprises Inc. which operates KARK, Little Rock, and KELD, El Dorado, and which also holds an option to purchase KTHS, Hot Springs. Using Class E lines, the network temporarily will be known as Pine Bluff, KFPW, Fort Smith; KBMT, Jonesboro; KCMA, El Dorado; KMD, KELD, KARK, and Memphis. Tentative plans include securing Class C facilities for a permanent hookup.

PROBLEMS of premium offers will be discussed Sept. 28-28 at the annual meeting of Organization of America meeting to be held at the Hotel Astor. New York.

In Baltimore, it's WBF

WORL Elects Officers

Will Expand Facilitie

WORL. Nee dham, Mass., has named three new members to its executive staff. They are Robert H. Adams, vice president; and director; John A. Breen, vice president and director; and Robert H. Davis, director. They are in addition to George A. Crockwell, treasurer; and director; James K. Phelan, vice president and director; and Robert N. Eynon, vice president and director.

A new Truscon radiator will be erected and studies in the Myk Standish Hotel, Boston, will be enlarged.

Chiseling Projects Offered to Stations

Norman Baker Is Behind Offer; Free Movie Scheme Scochted

WARNINGS to stations to beware of "blinds per inquiry" schemes of a character being offered by Norman T. Baker, militant cancer specialist whose station in Muscatine, Ia., was deleted several years ago on an "against an out-and-out attempt to chisel free radio advertising for more than the value of what was made," were sounded Aug. 26 by James W. Baldwin, NAB managing director.

Globe Advertising Agency, Chicago, Mr. Baldwin stated, is reporting it now operating as XENT at Neva Laredo, Mexico. Mr. Baldwin disclosed that the NAB on Aug. 18 addressed a letter to the Globe agency in response to a "per inquiry" announcement and in reply received a communiqué signed by the "Baker Hospital" and Muscatine, together with two booklets, one entitled "American Cancer's Greatest Projects" and the other "Cancer is Curable."

"Although it is believed few stations today are accepting per inquiry, Mr. Baldwin said, experience indicates the dangers which are in volved in carrying blind advertising offers.

Quint Movie Offer

In THE movie case, Mr. Baldwin called attention to circular letters sent to stations by Radio Pre sale Inc., New York, and signed by Leon Lee as president. Calling the letter "an insult to the intelli gence of stations," he brought out that it is used to franchise agreement whereby the station would receive half-hour transcription based on major film releases, which they would agree to broadcast sustaining each week. The agreement would make other grosses demands, such as guarantees to stations, and a broadcast agreement not to broadcast the recordings from 8 to 10 p.m. A handout attempt to obtain free radio advertising for motion pictures," Mr. Baldwin continued. The franchise agreement, he said, proposed would not amount to an exchange of time for talent, because the station would agree, in the case of sponsorship, to pay $5 upon delivery each week for each recorded program received. The station would have learned that it pays to try all their advertisers alike and the will not be missed by Mr. Lee.

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BROADCASTING • Broadcast Advertising
Radio and The Lesson of Dictators

AKE ALMOST any one of radio's critics aside for a confidential chat, and almost invariably he will admit—"off the record," of course, for otherwise it might grab his game—that the American system of broadcasting with all its faults is still the finest in the world, affording the widest variety of and most desirable features to the greatest number of people. It will be particularly emphatic if he has been in Europe lately, where dictatorships generally rule radio no less than they do the press and the political and social functioning of the State. Hardly a person returns from observing radio and the press in Europe without a sigh of relief for America's non-governmental systems.

The arguments on behalf of our radio system are too numerous to recount here, but we think it is apropos to call attention at this time to the fate of Spain's private broadcasting services. No sooner had the fascists come into power than they announced their intention of nationalizing radio. No sooner had the Fascist rebellion begun than both leftists and Rebels seized the broadcasting stations at hand, using them as outpourings of propaganda and self-serving reports that must keep the average non-combatant befuddled at all times. Imagine, then, that the broadcast news emanating from Soviet Russia, Fascist Italy and Nazi Germany must mean.

Possibly our radio system is safe from such dictatorial seizures, but the trend of the times must be watched closely by everyone interested in maintaining the integrity of our American system. A dictatorship could spring up overnight under the Communications Act itself, which decrees that upon proclamation of war "or a state of public peril disaster or other national emergency," the rules and regulations governing radio can be suspended by the President and stations may be closed down. Since 1932 the American radio system has seen no less zeal in safeguarding our American radio institution.

These are troublous times when it behooves every broadcaster to play his role honestly without partisanship. We refer especially to the current political campaign, during which broadcasters have every opportunity to show their fairness to office seekers. The rule is simple—no licensees or candidates may be used to secure public office. No special opportunities will be afforded to all other such candidates for that office in the case of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect.

Radio Colleges Combine

THE COLLEGE OF RADIO OF San Francisco has purchased equipment and rights to the Illinois School of Radio together with the equipment of the San Francisco College of Radio in that city. The college, located at 530 S. Market Street, has increased space to take care of the equipment, according to John F. Kramer, owner.

Hudson Coal on NBC

HUDSON COAL CO., Scranton, Pa. (one cleaned anthracite), former spot user on a small scale, will sponsor a half-hour NBC program starting Sept. 20 on a split network of 11 stations. Sundays, 2-2:30 p.m. The program will be the Landl, Trio & White, and Col. Jim Healey, commentator, as well as guest user. Stations will include WEAH, WNNW, WTAG, WJAR, WTAG, WCSS, KJW, WBFH, WGG, WBNJ, WWJ. Others may be added as the campaign progresses. The contract is for 26 weeks. Lifetime & Nelson Inc., Schenectady, is agency.

Radio stations are taking advantage of today's advertising rates to bolster their annual drives to raise money for the Crusade to Aid Sufferers of War. Among the stations already on board are KHF in Wichita and KFJ in Kansas City. KHF will help you sink that sales put in Kansas. KFJ has a hold on the Southern Kansas and Northern Oklahoma audience. That's why it's the ideal medium for your products.

Red Cross Plans to Use Disc Dramas for Annual Drive to Secure Funds

TO BOLSTER its 1936 local campaigns, known as the Annual Roll Call, the American Red Cross headquarters in Washington is preparing two 15-minute transcriptions to be made available to all non-network stations for use in fund drives of local Red Cross chapters during the period from Nov. 11 to 26. Both will be dramatizations, one of past disasters and one carrying short stories by President Roosevelt and Chief Justice Hughes, and stations will be asked to carry them as sustaining features as their contributions to the Red Cross drive.

The recordings will be available after Sept. 1 when the U. S. Recording Co., Washington, will have completed the work. Radio Associates, Washington program builders, prepared the shows, which include appropriate music. R. A. Shepard of the American Red Cross headquarters is handling the details under W. Douglas Griesman, director of public information.

The Red Cross has also completed five one-minute spot announcements to be placed on radio stations between Oct. 22 and 26 during its home and farm accident prevention drive. Since the networks are donating time liberally for the Red Cross drives, it is expected the non-network stations will also accept its proposed programs for such a humanitarian cause.
Palm Beach Station
FLORIDA'S newest broadcasting station, WJNO, West Palm Beach, is now operating full time with 100 watts on 1320 kc, with a composite transmitter and vertical radiator installed by H. B. Green. George A. Hazlewood, formerly with the radio interference department of the City of Jacksonville, is secretary and general manager of Hazlewood Inc., licensees, with State Senator John R. Beacham as president. Mr. Hazlewood announces the following staff appointments: Billy Wells, program director; Russell Bennett, chief operator; F. G. Carroll and Jack Gould, assistant operators.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P.M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

Let's go NATIVE.

To reach the New York market you must consider the character of its population.

IN METROPOLITAN NEW YORK
THERE ARE MORE THAN RESIDE IN

Jews 1,765,000
ITALIANS 1,070,072
Germans 884,062
POLES 458,381
SPANIARDS 110,000

1,000 Watts Day and Night Effective Sept. 1

*WBNX broadcasts in these other languages

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

Pure Oil Co., Chicago (Yale tires)
Julep Tobacco Co., Boston (Julep cigarettes)
Saul Laboratories Corp., Williamstown, Mass. (Ginger ale)
Chamberlain Laboratories, Des Moines (hand lotion)
Tattoo, Inc., Chicago (Tattoo Cream)
Lyko Medicine Co., Kansas City (Lykolene dental cream)
Poster-Millburn Co., Buffalo (Dona's pills)
National Dairy Products Co., New York
Pen-Jel Co., Kansas City (Pen-Jel gelatin)
Sanson-United Corp., Rochester, N. Y. (elec. fans)
Nu-Enamel Corp., Chicago (paints & enamels)
Boston & Maine RR, Boston
STANDARD RADIO's children's series of dramatized labes and fairy tales, "Once Upon A Time" is now being offered as a department store holiday promotion.

COLUMBIA PHONOGRAPH Co., Chicago, will record the "Arc Williams" transcription series designed for broadcasting by local bakers. Contract was let by W. E. Long Co., Chicago, baker's service organization, which is arranging a campaign in the United States and Canada [Broadcasting, Aug. 15]. Five quarter-hour discs weekly are planned.

New Disc Firm
TRANSCRIPTIONS Inc., 56 W. 45th St., New York, has been formed to produce and place radio transcriptions. The firm will also make instantaneous recordings. Officers are: Chester H. Miller, president; Merwin W. Jennings, treasurer and sales manager; Glenn H. Pickett, secretary; Wilfred M. Scherer, vice president. Pickett, Scherer and Jennings formerly were officials of the Advertisers Recording Service Inc., New York, which sold out to Jean Grumbach Inc., New York, last May.

KELOGG Co., Battle Creek, Mich. (cereal), has signed with the St. Louis Browns and the St. Louis Cardinals baseball teams to broadcast all home games played by these teams during the 1937 season. All programs will be broadcast over KMOX. N. W. Ayer & Son Inc., New York, placed the account.

WTOC
1,000 watts CBS
1260 on your dial
SAVANNAH, GEORGIA
"The only station serving the 39 counties which comprise Coastal Georgia and South Carolina with a primary signal."

THE VOICE OF THE COASTAL EMPIRE

BROADCASTING • Broadcast Advertisers

Radio Advertisers
ANTHOCYTE INDUSTRIES Inc., New York (cooperative coal association) has appointed the Simpers Co., Philadelphia, to handle its advertising. The agency will open a New York office to handle the national radio campaign for Auto Coal, in conjunction with the company's large advertising program.

ROSICRUCIAN ORDER, San Jose, Calif., has signed with a local radio station in that city, to start a 15-week spot series on KNX, Los Angeles.

INTERNATIONAL MATE Co., Inc., New York, has named Mears Ad Inc., New York, as its agency. PERFECT MFG. Co., Cincinnati, placing radio advertising through Frederick W. Ziv Inc., Cincinnati.

J. W. MARROW Co., Chicago (Ma O-0I) shampoo has named Bagarie Horton & Hoyt Inc., Chicago, to handle its advertising. " 

PADILLA POINT OYSTER Co., Seattle (Bailey's Oyster Soup), has appointed the Northwest Radio Ad Agency, that city, to direct its advertising, and is considering radio advertising in other media.

ALASKA PACIFIC SALMON Co., Seattle (Peter Pan & Icy Pal Brains canned salmon), will have new advertising to coordinate in October, and plans to continue to broadcast on daily part-time programs.


NATIONAL LABORATOR Chicago (Nuge-Tone) has been charged by the Federal Communications Commission with making false claims for its product, as described by the manufacturer, "BIRTH RATE CARD" — in the form of the usual rate card, with Arthur M. Hollond, owner of the Malcolm-Howard Adv. Agency, Chicago, thus cleverly announcing the recent birth of a son Eugene.

Another in Panama
THE Republic of Panama, with two broadcasting stations in Colon and two in Panama City, will shortly have another shortwave at David in the Province of Chiriqui, recently licensed to operate with 200 watts on 11,740 kc. Leo Marchowsky heads the new company formed to operate ASIUL AIRAM, as the station will be known, this being the phrase "Maria Luisa" in reverse. Broadcast has been ordered from the United States. The station will operate as a commercial broadcaster supported by advertising.

RADIO ADVERTISERS

www.americanradiohistory.com
New Regional for Capital Rescinded, Argument Set

RESCINDING its July 22 action granting WOL, Washington, a shift of frequency to 1230 kc. and increase in power to 1,000 watts, the FCC Broadcast Division has ordered oral arguments by the applicant and protesting parties before it Sept. 10. Opposing the change in the Washington station's status from local to regional, which presumably would enable it to join the Mutual Network, are WRC and WMAL, NBC stations in Washington; WFBM, Indianapolis, now on 1230 kc.; WCAE, Pittsburgh, now on 1220 kc.; Monocacy Broadcasting Co., holding a construction permit for a new daytime regional station on the outskirts of Washington now in litigation, and Continental Radio Co. (Scrivner-Howard), applicant for a new Washington station. The FCC has granted the WOL shift, ordering a directional antenna, in reversing the adverse recommendation of Examiner Dalberg, arousing legal complications and immediate objections on economic and technical grounds.

Lutherans Buy Hookup

LUTHERAN'S LAYMAN LEAGUE, St. Louis, which last year used a special commercial network of eight stations, through Mutual Network has arranged a hookup of 13 stations starting Oct. 4 for its Sunday religious programs, expected to run 26 weeks. Originating at the Evangelical Lutheran Synod's own station in St. Louis, KFUO, which will not be part of the network, the program will be heard from 11:30 p.m. on WLO, CKLW, WBAL, WEVA, WGR, WAB, WEG, WCAE, WGR, WIC, WHT, WJJD and WSM, though on WSM the 28-day option of NBC on that period could cause a cancellation if NBC sold the time. Kelly & Stuhlman Inc., St. Louis, handles the account.

WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK—PORTSMOUTH
—NEWPORT NEWS

May 1936 • American Radio History

Ann Arbor Applicant

LEADING the group of prominent citizens of Ann Arbor, student of the University of Michigan, seeking a new broadcasting station for the University's faculty who is also college radio director, on Aug. 28 submitted a new application to the FCC asking for 1,000 watts on the experimental "high-fidelity" frequency of 1560 kc. Among others in the group backing the proposed station is Fielding H. Yost, famous Michigan football coach.

5 Million in Taxes

Reflecting the increasing sales of radio receivers, the U. S. Internal Revenue Bureau, which collects 15% excise tax on all radio and phonograph apparatus, reports that Federal tax collections on these items for the fiscal year 1935-36, ended June 30, amounted to $5,076,270, an increase of 40% over the preceding fiscal year. These taxes do not include large additional Federal excises on automobile radios and accessories.

Liberty Adds WMCA

MACPADDEN PUBLICATIONS Inc., New York ("Liberty" magazine), has added WMCA, New York, to the Liberty magazine Bernard series, valued for the four-basic Mutual network stations, beginning Aug. 25, Tuesdays, 10:10 p.m. WOR will broadcast the program to WMCA from its New York studios. WMCA will not broadcast the program on Sept. 5 due to previous commitments, but will carry all the other talks. Lennen & Mitchell Inc., New York, is agency.

51-

To Ho To Yarmouth—International Radio Clubers are these folk assembled at Yarmouth, N. S., for the seventh annual convention Aug. 24-28. They are, from row left to right: Rosaline Greene (Mary Lou); Sylvia Iseason, WIL, St. Louis, "Queen of the Radio Party"; Peggy Tookes, back row left; Mayor J. M. Walker of Yarmouth, Jack Rice, president International Radio Club; Gene O'Fallon, KFEL-KVOD, Denver; F. C. Sowell, WLAC, Nashville; Joe Ries, WIL, Cincinnati; Norman Reed, WFG, Atlantic City; Maj. W. Barnett, CHNS, Halifax, N. S.

A party of 34 delegates and their wives, including a dozen broadcasters, congregated at Yarmouth for the convention. Civic and provincial dignitaries were at the deck to greet the radio pilgrims from the United States. The party was feted by the Rotary and Kiwanis Clubs upon arrival. The program of entertainment included a trip to Halifax, tuna fishing, visits to Canadian stations and other entertainment.

In additio to those identified in the photograph, others attending the convention included George Davis, Western Electric Co.; A. J. Evans, Graybar Electric Co.; George Malcolm-Smith, WTIC, Hartford; E. Douglas Hibbs, WTEN, Philadelphia, and Mrs. Hibbs; Nelz Cooker and Douglas Hibbs Jr., WTEL; Sam J. Gellard, WLTH, Brooklyn, and Mrs. Gellard; Marie Campbell and Bertha Opsomer, WBCM, Bay City, Mich.; Clarence W. Hayes, WHBQ, Canton, O.; Mrs. Hayes and Clarence Jr.; F. H. Wilson, KGFL, Corpus Christi, Texas; J. P. Mitchell and Fannie Louis Mitchell, WRGA, Rome, Ga.; Mrs. O'Fallon, Mrs. Rice, Joe Rice.

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The Business of Broadcasting

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

STATION ACCOUNTS

WOW, Omaha
Bulova Watch Co., New York, 5 weeks sa., thru Bow Co., Inc., N. Y.


Foltest Brewing Corp., St. Louis, 6 weekly sa., thru Gardner Adv., Co., St. Louis.

Ford Motor Co., Detroit, 26 t., thru N. W. Ayer & Son Inc., N. Y.


Procter & Gamble Co., Cincinnati (naphtha), thru Blackman Adv., Inc., N. Y.


Kelloge Sales Co., Battle Creek (cereal), 6 weekly sa., thru Advertising Inc., Richmond.

Green Watch Co., Cincinnati, 3 weekly sa., thru DeGarmo Corp., N. Y.


WNAC, Boston


Colgate-Palmolive-Per Co., Jersey City ( Scotia shower), 5 weekly sa., thru Benton & Bowles Inc., N. Y.

C. F. Mueller Co., Jersey City (nacoat), 63 sa., thru E. W. Hellwig Co., N. Y.

KMOX, St. Louis
Missouri Cavers, St. Louis, (diamond mines), 21 sa., direct.


American Packing Co., St. Louis, Mo. (meats), 312 sa., direct.

Proctor & Gamble Co., Cincinnati, 5-weekly sa., thru Black-Rattlesnake.

Hummer Inc., Chicago.

WBT, Charlotte

Keloory Sales Co., Battle Creek (cereal), 6 weekly sa., thru Advertising Inc., Richmond.

Green Watch Co., Cincinnati, 3 weekly sa., thru DeGarmo Corp., N. Y.


WWEI, Boston
Boston-Worcester Street Railway, Boston (elec. line), 3 weekly sa., thru D. E. Raymond, Boston.


Lever Bros. Co., Cambridge (Lifebuoy), 5 weekly t., thru Ruthrauff & Ryan Inc., N. Y.


Whitewinghouse E. & M. C., E. Pittsburgh (refrigerators), 2 weekly t., thru Fuller & Smith & Ross Inc., N. Y.


WGN, Chicago
Sawyer Biscuit Co., Chicago (cracker cookies), 312 sp., thru Neisser-Meyerhoff Inc., Chicago.


American Packing Co., St. Louis, Mo. (meats), 312 sp., direct.


For Politicians—Always at Proper Distance

WBZ-WBZA, Boston-Springfield


Sunny-Ray Co., Frankfort, Ind. (tomato juice), 2 weekly sa., thru Chambers & Wiilson, Boston.

Boston & Maine Railroad, Boston, 6 weekly sa., 6 weekly thru, Dorems & Co. Inc., Boston.

Plymouth Rock Gelatine Co., Boston, 2 weekly sa., thru John W. Queen, Boston.


WLS, Chicago


Drums Inc., Detroit (dry cleaner), 2 weeks sa., thru C. Winningham Inc., Detroit.


Willard Storage Battery Co., Cleveland, 61 sa., thru McDrum & Fewsmith Inc., Cleveland.

WOR, Newark
Sherwin-Williams Co., Newark (paint), 7 weekly sa., thru T. J. Maloney Inc., N. Y.


WOL, Washington


WAAB, Boston
Boston-Worcester & York Street Railroad Co., Boston, 3 weekly sa., thru Charles W. Hoyt, Boston.

Gibbons House & Co., Chicago (Granov audio), 36 thru, to Ruthrauff & Ryan Inc., N. Y.

Cockle Co., Chicago (Maryland soap), 10 thru, thru Bowles Bros., Inc., N. Y.

WSB, Atlanta

Tennessee Plants, Inc., Dallas, & thru Southern Cotton & Linen Co., Dallas.


WIP, Philadelphia


WMFY, Daytona Beach, Fla.
Southern Brewing Co., Tampa, 7 sa., thru, thru, thru, thru, thru.


KSFO, San Francisco


KJBS, San Francisco

KGO, San Francisco

KOA, Denver
Cardinal Candy Co., Oakland (candy), thru, thru, thru, thru.

KRE, Berkeley, Cal.
Gallenkamp Stores Co., San Francisco (shoes), weekly sp., direct.

Page 52 • September 1, 1936

BROADCASTING • Broadcast Advertising
GOODYEAR TIRE & RUBBER Co., Akron (tires & tubes) on Sept. 2 starts Literary guest Presidential Poll on 60 NBC-Blue network stations, Mon., Wed., Fri., 7-15-7:30 p.m., repeat 7:45-8 p.m., repeat 11:15-11:30 p.m. Agency: Arthur Kohler Inc., N. Y.

STERLING PRODUCTS Inc., New York (proprietary) on Sept. 29 starts program on three Mutual stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Blackett - Sample - Hummert Inc., N. Y.

LUDENS' Inc., Reseda, Ca. (cough drops) on Nov. 10 starts Jimmie Picker on NBC-NBC network, Thursdays, 10:30-11:45 p.m., agency: J. M. Marsh Inc., N. Y.

DEMOCRATIC NATIONAL COMMITTEE, New York on Aug. 28 sponsored Senator Joe Robinson on 48 CBS stations, keyed from Little Rock, Ark. thru Loomis & Hall Inc., Miami; on Sept. 14 sponsors Secretary Edson on 7 CBS stations, 8:50-10:30 p.m., (MST), thru U. S. Adv. Corp., N. Y.

PEX TOBACCO Co., Wilkes- Barre, Pa. (Kentucky Club tobacco, Kentucky Winners cigarettes), on April 19, 1937 starts 144 quarter-hour baseball resumes on 8 Yankee stations, daily except Sunday, Agency: Kuthaus & Ryan Inc., N. Y.


H. J. HEINZ Co., Pittsburgh (canned food) on Sept. 2 starts The Magic of the can on 60 stations, Mon., Wed., Fri., 11-11:30 p.m., agency: Mazon Inc., Detroit.

LUTHERAN LAITY'S LEAGUE, St. Louis (religious) on Oct. 4 starts programs on 25 stations (WLW, KGLW, WBAL, WRVS, WABC, WGAR, WICC, WTHT, WDI, WSJ), Mon., Wed., Fri., 1-1:30 p.m., agency: Maxson Adv. Co., St. Louis.

H. B. FENDRICH Inc., Evanston, Ind. (Charles Denby cigar) on Sept. 15 starts Smoke Dreams on 5 CBS stations (WCLW, WGR, WSM), Sun., 1-3:30 p.m., agency: Kuthaus & Ryan Inc., N. Y.

ALBRS BROS. MILLING Co., Seattle (cereal), on Sept. 29 starts for 8 weeks new program on 9 NBC-KPQ Red stations, Saturdays, 7-10:30-10 p.m. (PST), Agency: Erwin Wasey & Co., Seattle.


ASSOCIATED OIL Co. of Cal., San Francisco (gasoline) on Sept. 16 starts for 15 weeks Associated Football on NBC-Pacific Red and Blue stations. (Schedule not arranged). Agency: Lord & Thomas, San Francisco.

A SUCCESSFUL PROGRESSIVE INDEPENDENT REGIONAL STATION located in a major market wants the services of a radio salesman with an established record of success . . . one who has been and is now a producer. A man who can and will establish a selling record with us that can lead to his later appointment as Sales Manager. Do not reply unless your present sales record will stand investigation. An agreeable financial arrangement can be concluded with the right party. Your reply will be held in confidence. Our organization knows of this advertisement.

Address Box 542, c/o BROADCASTING
BLAW-KNOX VERTICAL RADIATOR

"Repetition is reputation"

The ever growing list of Blaw-Knox Vertical Radiator Installations represented by hundreds of Broadcasting Stations throughout the world suggests a preference for Blaw-Knox engineering and construction.

The illustration at the left shows the 179 ft. Vertical Radiator furnished by Blaw-Knox for

STATION WBNY
Buffalo, New York

If you plan improvements in your antennea it will pay you to consult.


Department Stores, Utilities and Banks
(Continued from page 14)

water heater! Buy an electric ironer! Electricity is a cheap servant!

Let the utility sell their company, not just somebody's electricity because they have a monopoly. Sooner or later that monopoly is going to dwindle in the face of ambitious politicians. Get them thinking, 'what will they think about what you say, you're the baby they are going to think about the competition with their thinking. Every company of this type has felt the lash of radio's widespread influence. They've heard fellows like Father Coughlin and they'd like to do something about it. The best thing to use, is the weapon that has hurt most—the radio.

Electric companies use a lot of newspaper and advertising appliances, in their local-building job. The average electric company would like to get out of the appliance business. I don't think many of them make money on those departments. They stay in it in most cases just to keep local appliance dealer on his toes. They try to adopt the position that they are not in competition with the appliance dealers but are the point of including in their ads the phrase "these can be obtained at the Blaw Blah Electric Co. or your local dealer".

Yet they continue to throw appliance ads in the paper. I for one don't think these ads represent a good advertising investment. The reason for them? Well, draw your own conclusions. Spend some time with your local electric company. Discuss their problems with them. They have many. I assure you. After you get the picture, work out some idea for selling the company, not the electricity, but the company, and then go in and tell them why. You'll find your time well spent, because if they go, they're consistent.

BANKS

BANKERS are funny fellows to sell. You can be resigned to this fact that whatever you submit they are going to look for the things that can do harm in the proposition before they consider how much they can do. That's the average banker's mind. Looking for the reaction rather than the action.

Where is he going to shoot? Don't let him get too dignified. The very classical type of program is going to appeal to the type of person who is well past the age of forming their banking habits. They have a house on that they have dealt with for years, or they just couldn't change. The younger person should be their target. Just getting married; just going into business; just got a job with a little to save; just about to furnish a home and needings of the cetera. These people are the bank's customers of tomorrow. Sell them on the perpetuation of their institution. Watch for appropriate times, in the spring, and sell them the idea of advertising small loans for house repayment. Small loans represent a fairly good investment for a bank, and the majority of banks today, are more anxious for money than soliciting deposits.

Every bank likes to think it is part of the life of the city in which it does business. If you can figure out a good community service for the reaction first, however you've got a head start. We found a program of the following type clicked immediately. We went into the bank and asked them the following question: "What are you going to do about the young folks graduating from Binghamton High School?"

This led to conversation, and the apparent spontaneous birth of an idea. Why not a program, say 15 minutes, three times a week, devoted about three minutes each to youngsters who would go on the air and state their qualifications, what they would like to do, and why they would like to do it. Tie each program off with a few minutes conversation by the personnel of a local institution giving his views on what he expects from a youngster who approaches him.

Swell idea. It might get quite a few jobs for quite a few of our future city pillars, and it's a good chance that part of the first envelope will go into a savings or special interest account in the bank.

When banks do something, they like to do the best possible job. If they use a program, they want the best program on the air, regardless of the network. Make up your mind that any music you've got isn't as good as they can hear on the big time. Make up your mind that any program you can put together isn't going to have the same care, production, and talent that you can hear on the chains. But...you can't get your neighbor's boys a chance on CBS, you can't talk about a local program over NBC, the bank cannot perform any service to its community through Mutual. So, make it a local service idea.

MILLS ARTISTS Inc., artist managers who recently reorganized their radio department, says its president, announces its first placement of talent as the signing of Milton Berle, comedian for the Gillette Community Show program starting on CBS Sept. 6

Cut yourself a Slice of America's Richest Empire

Texas is a wealthy empire and East Texas is a delicious hunk of that cake. You can enjoy a part of its wealth by telling your story to this commonealth through KFRO. Send for our "Story." It's interesting!

Cut Crystal (Approved by FCC)

With mounting $5.00

Hollister Crystal Co.
WICHITA, KANSAS

"A" CUT CRYSTALS

KFRO
VOICE OF LONGVIEW, TEX.

The average electric company would like to get out of the appliance business. I don't think many of them make money on those departments. They stay in it in most cases just to keep local appliance dealer on his toes. They try to adopt the position that they are not in competition with the appliance dealers but are the point of including in their ads the phrase "these can be obtained at the Blaw Blah Electric Co. or your local dealer".

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With mounting $5.00

Hollister Crystal Co.
WICHITA, KANSAS

"A" CUT CRYSTALS

KFRO
VOICE OF LONGVIEW, TEX.
Abe Lyman Starts Action Against WGFS, Chicago, For Use of Recordings

Abe Lyman, orchestra leader, in conjunction with the National Association of Performing Artists, filed suit the week of Aug. 17 in Chicago Supreme Court against WGFS station, to restrain the station from broadcasting Abe Lyman recordings. The plaintiff alleges the station has used his recordings without his permission. The NAPA intends to file test cases in various parts of the country, but it is understood that suits will be started against a number of stations in the West Coast in the near future. NAPA is attempting to establish a court precedent that recording artists have a property right in their recordings and that no station can broadcast them without permission of the artist. It is expected that if this contention is upheld the courts NAPA will charge a fee for the rights to recordings made by member artists.

Two cases before the New York Supreme Court have been postponed to later dates. WNEW's case is to be heard Aug. 28, and the WFN injunction proceedings to be heard Sept. 4. Maurice Spiker and A. Walter Socolow, Mr. Spiker's associates, are counsel for NAPA.

ENTERING their eighth year under the sponsorship of Pepsi-Cola, Amos 'n' Andy were the subjects of speeches of tribute by Lenox R. Ohlh, NBC president and Walter H. Schenck, Jr., the actor, Aug. 19 anniversary program.

Artists Seek to Restrain KFWB's Use of Records

IN THE FIRST attempt in the West to halt legally the playing of phonograph recordings by stations, the American Society of Recording Artists filed suit in Hollywood Aug. 20 to restrain KFWB from using the recordings of its members. Also joined was the publishing Frank Gordon Clothing Co., KFWB advertiser, sponsoring a recorded series.

The Society, unlike the National Association of Performing Artists, which has filed several suits in the East, seeks to license stations for performance of records of its members under a minimum comparable to that of the music copyright groups. The injunction papers were signed by Al Jolson, as president of ASRA, who, incidently, is under contract for motion pictures to Warner Bros. which owns KFWB.

The action was filed by Leonard Meyberg, Hollywood attorney of law firm of Hazard & Reina. No damages were asked.

Pabst Baseball on WMCA

PREMIER-PABST SALES CorP., Chicago (Pabst Blue Ribbon beer) on Aug. 24, took over sponsorship of Today's Heroes, which resumes on WMCA, New York, previously sponsored by Rival Shoes. Pabst sponsors the program Monday, Wednesday, Friday, 7:15-15 p.m., until the end of the World Series, with Wynn Cooper dramatizing home games. If no games are scheduled for either of these teams an important out-of-town game is re-created. Broadcasts are placed by Morris-Schikter Corp., Chicago.

IDA BAILEY
Allen
Watkins Mulled
Coconut Oil
Shampoo
C. Houston
Goudiss
Magnesia Tablets

THE STATION OF THE STARS

20th Century
2nd Century
WATERFRONT
They're Off!
New York
Broadway
Melody Hour

WMAZ
MACON, GA.

1540 WATRS

WHN
New York

THE STATION OF THE STARS

Adams Hats - Bearing

Tomorrow's Stars

Wearing Amateurs

THE STATION OF THE STARS

Adams Hats - Bearing

Tomorrow's Stars

Wearing Amateurs

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Tomorrow's Stars

Wearing Amateurs

THE STATION OF THE STARS

Adams Hats - Bearing

Tomorrow's Stars

Wearing Amateurs
Transamerican Appoints Jaeger Vice President to Direct Chicago Office

ELECTION of C. P. Jaeger as vice president of Transamerican & Television Corp., in charge of the Chicago office, was announced Aug. 28 by John L. Clark, company president. Simultaneously, Mr. Clark announced that Frederic Stead, former member of the New York sales staff of NBC, has joined the New York office.

Mr. Jaeger was a partner in the station representation firm of Reiter & Jaeger, of Chicago, which firm was absorbed by Transamerican in July. He entered the radio field in 1935, having been with the Chicago Tribune, Archer King Inc., Mack & Klander Inc., and the Webb Publishing Co.

Mr. Stead entered radio three years ago after 14 years in the bond business in New York and Cincinnati. In radio he has handled numerous national accounts, both network and spot. With Transamerican he will be contact man with advertising agencies.

FINANCE SESSION
To Be Held in Auditorium of WSM on Sept. 14

TO SELL financial advertisers radio advertising in a radio atmosphere, WSM, Nashville, will play both landlord and entertainer to the Financial Advertisers Association during its 21st annual convention in Nashville Sept. 14-17. WSM's air-conditioned auditorium studio will be used for the meetings, having a seating capacity of 500.

A production show for the convention will be staged and broadcast for the delegates, under the direction of Ed. M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., owners of the station. The program will be designed to sell the financial advertising men on the value of radio as a medium serving their own peculiar needs.

New ABC Rate Card

AFFILIATED Broadcasting Co., the midwest network headed by Samuel Inzull, last month issued a new rate card, which includes the addition of WROK, Rockford, Ill., and WGRC, New Albany, Ind., as regular ABC outlets. New Chicago, is shown as an optional outlet, and WDGY, Minneapolis, is deleted from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 3:00 p.m. (CST) has been moved forward a half-hour to 6:00 p.m. (CST).

WFBM CEREMONY—Taking part in the tribute to Ken Ellington, WFBM news commentator, were Mr. Ellington, the station’s news commentator. On Aug. 15, Mr. Ellington celebrated his 2000th appearance as news commentator for the station.

But not until the station began to prepare for some sort of suitable celebration did they learn just how essential to their program schedule were their news broadcasts. There are three daily newspapers in Indianapolis; a morning daily, the Star, and two evening papers, the News and the Times. On the day of the 2000th broadcast each paper sent a representative to WFBM to take part in the celebration. Each of the three day-time programs was dedicated to one of the papers. From the Star, came B. F. Lawrence, general manager. The News, represented by Stephen C. Noland, its editor-in-chief. The Times was represented by John W. Troup, editor. The Times’ editor, B. F. Lawrence, general manager.

Then, on his major broadcast at 10 that night, Mr. Ellington welcomed as his guests Myron Green, commissioner for the Indianapolis Chamber of Commerce, and Barry Faris, head of the International News Service, who had flown from New York to take part.

WFBM received its news from all for its presentation of world news. For its part, the station devoted a part of each news period on this day to the history and achievements of each paper represented and to the International News Service, of which it is a subscriber.

Mail Order Series

NATIONAL BELLAS Hess, Kansas City (mail order clothing) has started a 28-week campaign on 20 midwestern and southwestern stations using programs varying from one to 15 minutes, two to six times weekly. Programs are linked for the first time with current news. Ruthrauff & Ryan, Inc., Chicago, has the account.

NBC has signed Tommy Mills, former Rockne aide at Notre Dame, as football commentator, starting his duties this fall. WFBM announced that Bill Stern covering the All-Stars-Detroit Lions pro game Sept. 1.

Woolley Is Named As WWJ Manager

EFFECTIVE on the eve of the formal inauguration of its new million dollar studio and transmitter plant Sept. 16, WWJ, Detroit, will be managed by Easton C. Woolley, now with the NBC station relations department in New York. Mr. Woolley’s appointment was announced by the Detroit News, owner of the station, Aug. 27 simultaneously with disclosures in New York that several changes were being made in the NBC enterprise.

Mr. Woolley will bear the title of station manager under William J. Scripps, general manager, and son of the president of the newspaper company. Mr. Scripps will have general supervision over the newspapers’ broadcasting and shortwave activities, bearing the title of director of radio. No other staff changes at WWJ are immediately contemplated, Harry Banister continuing as commercial director, but the additions were made to lead to increased personnel later.

NBC Promotes Wailes

IN NEW YORK it was announced that Lee B. Wailes, assistant to M. Beville Jr., NBC chief statistician, will be promoted to assistant to William S. Groves, general manager of NBC’s-owned and affiliated stations. John H. Norton Jr., Mr. Beville’s present assistant, is shifted to the station relations staff under Reginald M. Brophy. Additional positions to the station relations staff may be made in view of Mr. Woolley’s resignation and the vacancy created several months ago when Edward Zimmerman left that staff to join the military in Arkansas.

Mr. Wailes, a native of Los Angeles, is a graduate of the University of Utah and a postgraduate of Columbia and New York Universities. He has been with NBC since 1931, having lived abroad for four years after finishing his college work in 1927. Mr. Wailes, a graduate of Northwestern University, joined NBC 1931 after being in a banking house in New York.

WATL Partners Separate

DISSOLUTION of the partnership of S. A. Cisler and J. B. Woodruff in the ownership of WATL, Atlanta 1000-watt, we disclosed when the Atlanta Broadcasting Co. applied to the FCC to authorize for voluntary assignment of Mr. Cisler’s stock to Mr. Woodruff. The application was announced by the Associated Newspapers. Mr. Woodruff also owns WGPQ, Albany, Ga., and is 50% owner of WBRL, Columbus, Ga.

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BROADCASTING • Broadcast Advertising
KGBX
SPRINGFIELD, MO.
Joins The
National Broadcasting Co.

Network
SEPTEMBER 1

As a member of the NBC Southwestern Group, KGBX, located in one of Missouri's chief markets, will deliver your NBC Network program to a large, established, able-to-buy, audience. During daytime hours, KWTO, 5,000 watt sister station, can be used in lieu of, or jointly with, KGBX by NBC Network advertisers.

KGBX-KWTO affiliated with the "Missouri Triangle" which includes KCMO, Kansas City, Missouri, and WTMV, East St. Louis.

KGBX
500 Watts
1230 Kc.

KWTO
5000 Watts
560 Kc.

LESTER E. COX
Executive Manager

RALPH FOSTER
General Manager

ARTHUR JOHNSON
Business Manager
AN ORDINANCE introduced in Milwaukee city council to prohibit radio broadcasts brought opposition from Milwaukee dealers and the Radio Manufacturers Association, resulting in postponement until October. If revived or reintroduced it will meet further opposition. The ordinance would make operation (not installation) of radio sets in cars a misdemeanor, with fine of $1 to $25, and also would forbid PA systems on vehicles. The ordinance was backed by the Milwaukee police department.

Good Night
AN INTERNATIONAL sign-off in six languages has been devised for KFI, Los Angeles, by Harrison Holloway director. Because the station receives so much mail from foreign countries—especially Europe and Japan—but even as far away as South Africa—Holloway decided to internationalize the midnight signoff. Accordingly Chief Announcer Tom Hallon and staff are busily engaged in learning how to say “good night” in French, German, Italian, Spanish, Russian and Japanese.

Radio Ban Opposed
FRANCISCO KHBC city manager. The installation of a radio ban is opposed.

Radio at FCC Hearing
TO MAKE recommendations for the prevention of interference and the establishment of practicable standards of receiver selectivity and fidelity, the Radio Manufacturers Association will be represented at the Oct. 5 reallocation hearings before the FCC in Washington. The RMA engineering staff has arranged for a meeting in New York recently to prepare for the hearings under the chairman ship of Dr. W. R. G. Baker, chairman.

APPLICATION for a new 1,000-watt daytime station in San Francisco, R. L., on 720 kc, the clear channel occupied by WGN, Chicago and filed Aug. 51 by Bay State Broadcasting Corp., headed by John Shepard 3d.

NATIONAL BROADCASTING COMPANY

BROADCASTING • Broadcaster Advertising

WOW
OMAHA
“Covers the Nation’s Bread Basket”
590 Kil 5000 Watts
J. G. Gillis Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N. B. C. RED NETWORK

ALWAYS AHEAD OF THE PARADE!

Visible Sidewalk
Studio Feature

WNOX
New Five Story Headquarters

KNOXVILLE, TENNESSEE

NBC FALL PREMIERIS
(Continued from page 7)

Sept. 5


Sept. 15


Sept. 15


CBS FALL PREMIERIS
(Continued from page 7)

Sept. 20

Texas Co. (poultry products), Eddie Cantor, Sundays, 8:30 p.m. (Continued)

Sept. 25


Oct. 1


Oct. 4


Oct. 4


Oct. 7


Oct. 17

Carborundum Co., Niagara Falls, N. Y., "The Good Neighbor," Thurs., 7-7:30 p.m. Agency: Batten, Barton, Durstine & Osborn Inc.

Oct. 18

Clemens Co., Philadelphia.


Oct. 17


Oct. 17


Oct. 17


Oct. 17


Oct. 2

N. Texas Co. (petroleum products), Eddie Cantor, Sundays, 8:30 p.m. (Continued)

Oct. 2

American Tobacco Co. (motor cars), Ford Sunday Evening Hour, Sun., 6-6:30 p.m. (Continued)

Oct. 4

Pfizer Chemical Co., New York (Nicks, dropper's day), Tues., 10-10:15 p.m. Agency: Eddy's Orchestra, Thurs., 8-8:15 p.m. Agency: Morse National Life Insurance Co., N. Y.

Oct. 5

Dobbs Packing Co., Chicago (hot dogs), Paul Shubin, Thurs., 8-8:30 p.m. Agency: Perabo & Co.

Oct. 5


Oct. 5


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In the experimental broadcast field, the regulations were liberalized insofar as the provisions for procurement of licenses are concerned. The original provision was that the applicant have a program of research and development which could not be successfully carried on by any of the other classes of stations, while the new one adds the language “or is distinctive from those classes.”

Special broadcast stations, or those operating in the range 1500 to 1600 kc., are described as a subdivision of regular stations, subject to the same rules except for additional requirements on technical research. In other words, they are regarded as a class of stations in the same fashion as regionals, clear or locals.

The most important clarifications of language relate to provisions governing commercial announcements of experimental stations, but which specify that no monetary return may be received therefrom. One of these revised provisions, typical of all others in language, structure and policy enunciated, reads:

(a) A license of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental television of the commercial broadcast program, all commercial announcements may be broadcast aurally.

(c) No licensees of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station or shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf to the representation that the commercial program shall also be transmitted by a television broadcast station.

(2) That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Tolerance tables covering the operating frequency of stations in the ultra-high ranges were revised so that relay broadcast stations operating in the band 31,100-41,400 kc. and above shall maintain a tolerance of 0.05% of about 10 watts, as against the original requirement of 0.1%. Another change was that the frequency monitor shall be designed and constructed to determine the operating frequency within one-half of the allowed tolerance, whereas formerly it was the same as the allowed tolerance.
Census Bureau Replies to NAB

(Continued from page 12)

for their industry as possible, their own methods of collecting and reporting data are erroneous, they will undoubtedly seek ways of detecting the character and extent of the errors.

The NAB might take advantage of the suggestion made by Bureau officials previous to the release of Census data, that it be used for testing the representiveness of the NAB sample. It was then proposed that the NAB select the Bureau of the Census the names of the stations and the actual figures included in the sample used as a basis for estimating the 1935 time-slice on all broadcast stations.

The Bureau of the Census has the right to request a tabulation of the actual figures for the same stations reported to the Bureau. If the two sets of figures are in general agreement for a breakdowns of revenue it would establish the character and extent of the errors.

The NAB might build upon the idea of using Census data for the broadcasting industry. It undoubtedly the desire of NA officials to make every available use of material that would help in serving Association members more effectively. It would be an important service to the broadcasting industry to have the NAB cooperate more fully with the Bureau of the Census.

Continental on Discs


Asks 1570 in Denver

REV. S. H. PATTERSON, who July sold KVOR, Colorado Spror Co., to the operators of WKY, KDKA, and KLAZ, for a reported sum of $810,000 subject to FCC approval [B (1) 72], has applied to the FCC for authority to erect a new 1,000-kw station Denuce. The new station in the reliability 1500-1600 kc band on the 15 frequency.

No Doubtful drug account

Best Clean merchandising

1900 Watt

Columbia Broadcasting System Ad

Page 60 • September 1, 1936
Atlantic Refining on CBS

Atlantic Refining Co., Philadelphia, will wind up its Thursday night CBS series, replacing it with a new program, Atlantic Refining with Petey Judge, on 33 CBS stations, starting Sept. 29. Tuesdays, Thursdays and Saturdays, 7-11:15-7:30 p.m. After Nov. 3, the Tuesday period will be discontinued. The program, signed for 52 weeks, will cover football during the grid season and presumably other sports thereafter. N. W. Ayer & Son Inc., New York, is agency. (For Atlantic Refining's spot football business and other sports sponsorship see page 13.)

Meyer Manager of KZL: Meyerson to Oklahoma

APPOINTMENT of F. W. Meyerson as manager of KZL, Denver, and the return of J. I. Meyerson, who relinquishes his duties as post, to Oklahoma City in a newly established executive position, was announced Aug. 26 by Edgar T. Bell, general manager of the Oklahoma Publishing Co., operating KLZ and WKY, Oklahoma City, and publisher of the Oklahoman and Times and the Farmer-Stockman. The canges are effective Oct. 1.

Mr. Meyerson, formerly advertising manager of the newspaper's publishing department, transferred to Denver a year ago to reorganize and rebuild KLZ, after it was purchased by the Oklahoma Publishing Co. in Aug. 1935. Since the change, KLZ's studios have been remodeled, and a new 50,000 watt transmitter installed. The station is a CBS outlet.

Mr. Meyerson upon returning to Oklahoma City, will take on a newly established position as coordinator of all sales and promotional activities of the newspapers and of the two broadcasting stations. Mr. Meyerson has been commercial manager of KLZ since its inception, and was one of the principals in the founding of Radio City, former owners of the station.

Mr. Meyerson, who was born in Oklahoma City, and joined the newspaper's staff as a newspaperman in 1929, and later was circulation manager, and was associated with KLZ thru its years of growth.

Stanley Carpenter, of the WOK, Newark, development and research engineer, has resigned to return to his position of chief engineer of a large firm making electronic devices.

C. W. Thatcher, of the Associated Broadcasting Co., engineering staff, Chicago, in the father of a girl born Aug. 8.

R. B. Moon, formerly assistant chief engineer of WHIO, Dayton, has resigned.

Spotlight's 5 Minute Dramatic and Musical Spot built for local sponsorship

C. Guy Shepard, mayor of Durango, Col., and owner of KTUP, in that city, has applied to the FCC for authority to sell that station to a group of about a dozen local business men, including himself. He has organized the San Juan Broadcasting Co.

Network Programs By Popularity Are Shown in Survey

Trends of Audience Preference Analyzed in Crossley Study

POPULARITY of sponsored network programs from October, 1935, to April, 1936, is shown by the Crossley公布ings. These programs were broadcast (Crossley Reports), coincident survey sponsored by the Associated Broadcasting Co., Chicago. Ratings of 100 programs by income groups are given, being based on 220,000 interviews. The most popular program during the survey period was the Major Bowl Amateur Hour, sponsored on NBC-Red by Young & Rubicam Inc., for Chase & Sanborn coffee and placed by J. Walter Thompson Co. The second most popular program, also sponsored by NBC-Red by Young & Rubicam Inc., for Chase & Sanborn coffee and placed by J. Walter Thompson Co., was the Ford Building program, which emanated from the Ford Building and will be followed by a 45-minute variety program.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO

NBC-Red

National Representatives - EDWARD PETRY & Co.

KJR

NBC-Blue

RADIOCASTING - Broadcast Advertising

September 1, 1936

Page 61

www.americanradiohistory.com
Sponsored Burial

WHF, Kosiukio, Miss., recently broadcast twice daily from the "grave" where a "live burial" stunt was staged, the local NEHI bottling branch and a theatre sponsoring the programs. A crystal microphone was lowered into the "grave" so the "corpse" could describe his confinement.

Van Heusen on WEAF

PHILLIPS-JONES Corp., New York (Van Heusen collars and shirts), on Aug 24 started to sponsor Gillette Winkles, the author and journalist, in a new series of programs on WEAF, New York, three nights weekly. He previously had an NBC sustaining program entitled You's Peek Adv. Agency Inc., New York, placed the account.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

ACROSS FROM THE WHITE HOUSE

THE HAY-ADAMS HOUSE

LAFAYETTE PARK AT SOUTHEAST

NATHAN SIMROD, MGR.

WASHINGTON, D.C.

APPROVED BY F. C. C.

TRU-Axis LOW CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 C.P.P./Degree C. per Megacycle and tested for this drift over a 50° C. range. Fully mounted in precision Isolavite air-gap holder.

FREQUENCY MEASUREMENTS

ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION

Over 125 commercial stations subscribe regularly to this important service.

Single measurements $1.75 each
One-a-week measurements $5.00 per month

COMMERCIAL RADIO EQUIPMENT COMPANY

7205 Baltimore Avenue

RADIO CONSULTING ENGINEERS

KANSAS CITY, MISSOURI

EQUIPMENT

TECHNA Corp., new San Francisco firm engaged in the designing and manufacturing of special electronic equipment for business, publicity address and recording equipment, held open house Aug. 26 for the general public and trade at the plant located at 936 Howard St., that city, Robert B. Walder is president of the organization. Directors and Earl L. Miller, Sydney S. Clark and Arnold L. Nachman are advertising and promotion manager.

BRUSH DEVELOPMENT Co., Cleveland, announces an improved spherical mounting for its RCA microphone. It is said to make external mounting ring or rubber stand absorber unnecessary. It is formed by fastening springs to opposite sides of the unit of sound cells, and pieces of felt on the other two sides.

PRESTO RECORDING Corp., New York, announces issuance of a circular describing its new Compac Model D Recorder, an instantaneous recorder for schools and colleges.

WNAX, Yankton, S. D., has installed new Western Electric speech input equipment. Studios, announcer's booth and engineers' room have been remodeled, including Johns-Manville soundproofing. A new building has been erected at the site of the new Blau-Knox 450-foot vertical radiator.

WEBSTER Co., Chicago, announces its catalog No. 736 describing synchronized sound systems. The book describes portable and fixed systems as well as a line of accessories are described in detail. A Model 4P-60 using the 6L6 tube is announced, among other new items.

WPFT, Raleigh, N. C.. has added another complete RCA remote unit in anticipation of an intensive remote schedule this autumn. Included will be football, dance, tobacco and legislative pickup as well as the regular political events programs. Velocity microphones will be used on remote.

WTAG, Worcester, Mass., is installing a directional radiating system, together with a new transmitter building, pursuant to FCC's recent authorization to increase its power to 1,000 watts on 550 kHz. An array of three Blau-Knox vertical radiators is being installed to suppress its signals toward Charleston, W. Va., and Boston. The new position is 2,000 feet away and a new transmitter recently purchased, and operation from the new location is expected to begin about November 1. Approximately $30,000 is being expended.

WDRC, Hartford, has acquired a Hammond electric organ. A six-foot high Has been installed to pick up the sound. The organ was placed in service Aug. 21.

WSYR DRESSED UP—Representing the last word in technical accomplishment as well as architectural modernity, this new transmitting plant of WSYR, Syracuse, is being erected at a cost of about $50,000. Authorized to increase its power four-fold to 1,000 watts day and night, the station expects to be on the air with its new facilities the latter part of this month.

Located on a 30-acre tract just within the Syracuse city limits, the new plant includes a 1,000 watt RCA transmitter; two International power sets, each with 500,000-watt transmitter; a special- events station for the station's own use; two master studios; a master control room; and an audio laboratory, and adjacent quarters for the station's engineering personnel.

CONSTRUCTION began Aug. 18 on the new 240-foot vertical radiator of WJZ at Bound Brook, N.J., which NBC expects to have operating in time for its tenth anniversary Nov. 15. The 50,000-watt transmitter will be constructed to go readily to 600,000 watts if the FCC grants the NBC's pending application for this power. RCA equipment is being installed throughout.

APRITEC Corp., New York, announces the RCA Model RB61, said to give studio type reproduction at unusually high outputs. It is designed for vocal or microphone. A model with a lower power and a lower price recently purchased, and operation from the new location is expected to begin about November 1. Approximately $30,000 is being expended.

GENERAL RADIO Co., Cambridge, Mass., claims low battery drain for its new Type 514-A amplifier, a general purpose instrument with 2-volt pentodes which operates from small dry cells. It is resistance compensation coupled, with a range from 18 to 30,000 cycles.

WJKI, Cincinnati, has ordered a new 1,000 kw. Western Electric transmitter to be in operation by late autumn. Frank Divenier, WJKI chief engineer, will supervise installation.

CONSTRUCTED NEW 2,000,000 kw. Western Electric transmitting equipment for WJZ and WJZ. The latter station is being operated by Central New York Broadcasting Corp., owners of WSYR, for the exclusive use of Syracuse University.

Vapex Transcriptions E. FOUGERA & Co., New York (Vapex) during the week of Oct 11 will launch a series of five-minute RCA-Victor transcriptions on their stations as far west as Los Angeles, to be heard once weekly for nine weeks. WOKI, WNYC, WLIR, WJR, KFI, KLMS and WLV comprise the list. Sma Kleppner & Seifner, Inc., New York is the agency.

BROADCASTING • Broadcast Advertisements

First among local stations in the United States in Total Business. Washington, D. C.
WWJ...always a leader...always Western Electric equipped

The "Detroit News" Station WWJ and Western Electric, both leaders in broadcasting, have continued together since the early pioneering days in 1920. Then WWJ installed the first radio transmitter Western Electric ever sold.

Now WWJ broadcasts from its own magnificent new studio building. The new 5 KW transmitter, complete station and studio equipment—including 26 non-directional microphones—are all Western Electric.

For full details, write the distributors: Graybar Electric, Graybar Building, New York, N.Y., or telephone Graybar's nearest branch. In Canada: Northern Electric Co., Ltd.
**Decisions . . . AUGUST 14**

Rule 229 amended by adding following frequencies for experimental broadcast: 33,700, 30,900, 36,900, 39,800, 40,800, 41,400. Rules governing the operation of these frequencies will be promulgated.

**AUGUST 18**

SET FOR HEARING — KFR, Seattle, CP new equipment, changes to 1800 kw; recom-

mended grant of petition by George W. Klinehewelker, KRKO-W, Portland, for

return to National Battery Bredstg. Co., one of two-kw units for 1310, with direction

for hearing with BPK-1143.

APPLICATION DENIED — KMTJ, Los An-

gles, raised directional. Petition disapproved.

ORAL ARGUMENT DENIED — WOL, Wash-

ington, rescinded on WOL's petition for re-

turn to 1500 kw. Enters new petition.

**AUGUST 21**

NEW, Bay State Bredstg., Corp., Provi-

dence, a new unitd. CP granted for 1200 kw.

**AUGUST 29**

WHAS, Louisville—Vol. assign license, to

Louisville Times Co. No.

**AUGUST 9**

NEW, Central Bredstg., Co., Eau Claire,

Wis.—Granted CP 1050 kw 260 w, pending action of July 2 denying the apply-

**AUGUST 25**

WEST, Radon, Pa.—Extension temp. auth.

or license granted.

WMT, Cedar Rapids, Ia.—Modif. CP re-

quired.

WDAE, Tampa, Fla.—Granted petition with-

out objection, with new antenna and

prejudice.

WJAC, Johnstown, Pa.—Granted petition inter-

view license. Am. Mag., Bredstg. Co.,

Jackson, Miss.

WKBB, E. Dubuque, Ill.—Granted petition

for modification of 650 kw 1 kw 11 w.

APPLICATION DENIED — WKEU, Green-

ville, Tenn., denied temp. auth. 120 h.

Examiners' Reports . . .

**WICD, Waukegan, Ill.—Examiner Hill

recommended (1:260) that applic. for CP to

train 220 kw, directed to Chicago station,

be granted.

KRNT, Den Moines—Examiner Hill rec-

ommended (1:260) that applic. be

granted.

NEW, Port Huron Bredstg., Co, Port Huron,

Mich.—Examiner Bredstg. recom-

mended (1:260) that applic. CP 1270 kw

2 kw be granted.

NEW, Gomez, Thomas, Bellinzona,

Washington—Examiner Branthall recom-

mended (1:260) that applic. be CP 1420 kw

1 kw be denied.

NEW, W & S Branthall, Biester, Ore.—Exa-

aminer Branthall recommended (1:264)

that applic. CP 1420 kw 1 kw be granted.

Applications . . . AUGUST 15

NEW, Lawrence K. Miller, Pittsfield,

Mass.—CP 970 kw 250 w.

KRMG, Shrewport, La.—CP change equi-

antenna, increase 12 to 220 kw.

WRB, Dallas—Use. KWFV trans.

WAYO, Chattanooga — Modif. CP as

modif. new own antenna, 1200 kw D, to

further request change to 1200 kw 150 w

way.

WEOA, Evanston, Ill.—CP 100 w 250 w

D, change equi.

WBBM, Chicago, Ill.—CP new trans.,

antenna, move trans., move. locally.

WDN, Gross, C. E., M., Mo.—CP new trans.,

change vert. antenna, increase power to

2 kw.

KFWT, Paris, Tex.—Modif. CP change

equip 1 antenna.

**AUGUST 18**

WADC, Akron—License for CP increase

populated.

KPTL, Paris, Tex.—Modif. CP change equip-
Novel Ceremonies At WTMJ Opening

AN INNOVATION in dedicatory programs, typifying the radio knack for doing the unusual, was accomplished by WTMJ, Milwaukee, Aug. 23 upon formal opening of three new studios to tell its complete and input and control equipment en- tailing a cost of $50,000.

What makes the dedication of WTMJ exciting is the announcement that the station has taken over a ten-year-old electric time shown in Milwaukee's leading daily newspapers and broadcast daily over WTMJ.

Mr. Gosehich has been associated with Warner Brothers music for many years. In his capacity he will be heard in New York and function under S. Arles Einfeld, general advertising manager, who devised the new station.

Before his association with WBS, Mr. Gosehich was publicist for WVLW, Philadelphia and radio columnist the Philadelphia Record and the Philadelphia Post. Among his duties will be handling of network and major tieups with radio programs like the Warner stars and a spot radio programs like Warner's, winning station, and the WTMJ's.
Women Playing Big Part In Democratic Program

THE Democratic National Committee having recently named Mrs. Henry Morgenthau, wife of the Secretary of the Treasury, as radio director of its women’s division, the Democratic State Committee of New York has appointed Mrs. Dorothy Schiff Backer, of New York, an enrolled Republican, as chairman of the radio committee for its women’s division. Her duties, as announced by Rep. Caro-
line O’Day, head of the division, will be to organize “listening posts” through the state at which host-
esses will entertain their neighbors at parties gathered to hear important radio addresses. Mrs. Backer is the daughter of the late Mortimer Schiff, banker.

Buckeye Net Expands

FIVE stations will comprise the recently formed Buckeye Network of Ohio stations. The stations, under the auspices of the stations owned by the Cleveland Plain Dealer, are all located in the Midwest.

Cal-Aspirin on Mutual

STERLING PRODUCTS Inc., New York (Cal-Aspirin) will sponsor a new program on Mutual.

Radio Investment Company

For Sale—Equipment

For Rent—Equipment

Sinclair WSM Spot

CLASSIFIED

ADVERTISEMENTS

Help Wanted

Situations Wanted

Radio Engineers

JENKINS & ADAIR, Inc.

Engineers

Designers and Manufacturers of Radio
Transmitters, Sound Films, Disc Record-
ing and Communication Equipment.
3335 BELMONT AVE., CHICAGO, ILL.
CABLE: JENKADAIR

J. M. TEMPLE

Consulting Radio Engineer

30 Rockefeller Plaza • P. O. Box 199
New York City

Alexander Sherwood

Business Consultant

in Broadcasting

320 North 50th
OMAHA, NEBRASKA

FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET
NEW YORK, N. Y.

Page 66 • September 1, 1936

BROADCASTING • Broadcast Advertisements

Sinclair WSM Spot

NASLING REFINING Co., New York, unable to clear time at WSM, Nashville, for its Friday night NBC-Red program, has bought a spot program for WSM only, designed along the same lines as the ABC network production. The WSM show will be heard at 8:30 p. m., starting Sept. 4, and will carry Grange’s football predictions. John Harris, of WSM, will substitute for Grange, using scripts prepared by the General Adv. Agency, New York handling the account.
YOU HAVE TO REACH 'EM
TO SELL 'EM

... and WLW reaches listeners . . . not potential coverage . . . with your clear and undistorted sales message. Whatever you have to sell —

SELL IT TO THE NATION THROUGH THE NATION'S STATION

WLW

THE CROSLEY RADIO CORPORATION, CINCINNATI
YOU can bet your last kilowatt that if you are doing a fine program and transmission job with your present equipment the time will come when you will want to enlarge your audience by increasing power.

When that day arrives, owners of RCA broadcast equipment cheer loud and long for the RCA policy of coordination, for they retain their original equipment, using it as part of the bigger transmitter, with very few changes.

For instance, owners of RCA ET-4250, a 100/250 watt transmitter, keep it when they go to 1 KW. It becomes the exciter unit for the RCA 1-D. And so on up.

This sectional-bookcase plan saves a lot of money in apparatus, and in time and labor when making the change-over. For a station on the way up—and what station isn’t!—it’s a great advantage. Get RCA broadcast equipment, and you get RCA high fidelity, convenience, and reliability, plus the ability to step up any time at minimum expense. Write for details.

Write RCA Manufacturing Co., Inc. • A Service of the Radio Corporation of America

These district offices are ready to serve you: New York, 1270 Sixth Avenue • Dallas, 2211 Commerce Street Chicago, 111 North Canal Street • San Francisco, 170 Ninth Street • Atlanta, 492 Peachtree Street, N. E.