TQN IS THE ONLY SINGLE MEDIUM SIMULTANEOUSLY COVERING AMERICA'S FASTEST GROWING MARKET

This empire of black soil is teched from 4 key points—the centers of the U.S. Petroleum industry, heart of the Southwest's flour milling industry and terminal grain markets, as well as the 4 largest wholesale centers in this area and the nation's leading cotton port.

In population, a productive, receptive territory completely covered by over 1,000,000 radio families. TQN's 105,000 watts of power also influences sales throughout the 7 states of the Southwest.

With a $2,000,000,000 Texas Centennial Market the TQN will key your sales to a new high through its 4 key points.
CAMEL CARAVAN RENEWS FOR THIRD

FRED WARING CONTINUES THIRD
SUCCESSIVE YEAR FOR FORD O

OCTOMBARS JOE PENNER

A&P INCREASES KATE SMITH PROGRAM TO FULL

KNOX GELATINE STARTS CBS DAYTIME

CAMPBELL RENEWS HOLLYWOOD

82 CBS STATIONS CARRY "VICK'S OPEN HOUSE"
Atlantic Refining sponsors Ted Husing in tri-weekly "Sportscasts."

MORE HEADLINES... that tell the COLUMBIA story...

HOTEL AND BURNS & ALLEN
NELSON EDDY

40% increase in CBS August billing

Annual Paley Award to be given to outstanding amateur radio operator
WKY is Oklahoma’s star air salesman. It works a full 18 hours a day. It gets over more territory in this state every hour of the day than any other station. It makes the most calls, gets a hearing in the most homes ... and checks in with the most orders. From any angle and every angle ... market, service, facilities, selling power ... WKY is the standout radio buy in Oklahoma.
With a week of gala programs WWJ, America’s Oldest Radio Station, opens its studios and dedicates their magnificent broadcasting facilities to the great radio audience which has learned to look upon it as the HOME radio station of Detroit.

The new studios, modern architecturally and technically unsurpassed, are located directly opposite The Detroit News where WWJ made history 16 years ago by operating the first radio station in the world to broadcast regular daily programs. WWJ invites you to visit these new studios when you are next in Detroit. You will enjoy the experience of both seeing and hearing radio performances under conditions equalled only by the central studios of the great radio chains.

A view of the main studio of WWJ—the Auditorium studio, seating 340, with complete stage equipment, motion picture projection room, Aeolian-Skinner Organ. There are five studios at WWJ each with separate control booth and observation room.

Established in Detroit August 20, 1920
"But this is a test campaign!"

SOMETIMES the very fact that a test is a test keeps it from being a test at all! If you're considering a test campaign of any sort, let us consult with you. Having quite a lot of experience in this work, we can tell you what cities will make the most truly typical test markets for your product —what stations, what hours, what kind of program. And you can bet your bottom dollar that we'll work toward having the results typical rather than tempting. Because we're going to have to live with you, afterward!!! So yell, Sir, if you want to give your plans "the works." We're listening.

FREE, JOHNS & FIELD, INC
Associated with Free & Steininger, Inc.

Radio Station Representatives

NEW YORK
Associated with Free & Steininger, Inc.
110 East 42nd St.
Lexington 2-8860

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
111 Sutter
Sutter 4853

LOS ANGELES
C. of C. Bldg.
Richmond 4184

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

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

WMBD . (CBS) . . . Peoria
WPTF . (NBC) . . . Raleigh
KTSA . (CBS-SBS) . San Antonio
KTUL . (CBS) . . . Tulsa
KVI . (CBS) . . . Tucson

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First Analysis of Rural Listening Habits

By SOL TAIHOFF

They Prefer Clear-Channel Stations But They Tune First To Regional or Local Stations Within Range

THREE-FOURTHS of the nation's rural radio listeners prefer clear-channel stations. They do so because they do not have ability to pick up others, but where they do have regional or local stations within receiving range they tune them first because of community loyalty and pride as well as clarity of reception.

At least half of the sets on farms are classified as modern—about 75% having been purchased between 1930 and 1935.

Superpower such as WLW's 500,000 watts is not only feasible but desirable for rural listeners. There is no complaint of "blanketing" or other interference.

Duplication of high-power stations on the same channel is not practicable, but it appears possible to place stations of perhaps 1,000 watts on the same channel with a smaller range of effective signals in the direction of the dominant station and if geographical separation is sufficient.

Engineering advances may make possible the licensing of additional regional stations by the use of directional antennas and other means of controlling interference.

Station frequency is as important a factor as power in station coverage, with the lower frequencies most desirable.

Highlights of the Allocation Survey

ABOUT 75% of the nation's rural listeners prefer clear-channel stations because of community loyalty and pride as well as clarity of reception. A regional or local station in receiving range usually takes precedence.

High power, essential if the majority of rural listeners are to be served.

Regional or local stations are preferred over farm stations where they are available.

Superpower such as WLW's 500,000 watts is not only feasible but desirable for rural listeners. There is no complaint of "blanketing" or other interference.

Duplication of high-power stations on the same channel is not practicable, but it appears possible to place stations of perhaps 1,000 watts on the same channel with a smaller range of effective signals in the direction of the dominant station and if geographical separation is sufficient.

Engineering advances may make possible the licensing of additional regional stations by the use of directional antennas and other means of controlling interference.

Station frequency is an important factor as power in station coverage, with the lower frequencies most desirable.

They Prefer Clear-Channel Stations But They Tune First To Regional or Local Stations Within Range

Highlights of the Allocation Survey

First, about one-sixth of the nation's aggregate commerce of some $48,000,000,000.

In the winter and spring of 1935 the FCC conducted its allocation survey in cooperation with broadcast stations as well as other government departments. The results of the questionnaire survey were supplemented by reports of investigations made by radio inspectors of the 21 field offices of the FCC, and these returns were coincided with the questionnaire returns to a remarkable degree.

Using a representative list of farm homes procured from the AAA, the FCC mailed 86,000 questionnaires direct to these rural listeners. Another 30,000 questionnaires were sent to fourth class postmasters for their own reply as a typical representation of rural opinion. Of the 116,000 total, 46,886 reply cards were returned, but only 36,828 were found suitable for analysis. They included questionnaires returned unanswered, as well as those to farm families not having receiving sets or who had sets not in operating condition. Thus there were 32,671 usable returns, or 28% of the total mailing of 116,000.

The Questionnaire

THE QUESTIONNAIRE was designed first to procure information on the relative effectiveness of different classes of stations in serving rural listeners; second, to obtain data on types of receivers used to ascertain their electrical characteristics and degree of obsolescence. It was also to determine the extent to which broadcasting was used for educational, entertainment and agricultural purposes; to determine the rural listener's preference for regional and local-channel broadcast stations, and to ascertain their electrical characteristics and degree of obsolescence.

The questionnaire was signed by postmasters for their area, and this was chosen as the unit of analysis.

The survey was conducted in cooperation with broadcast stations in all parts of the country, and the questionnaire was actually administered to the farm audience.
REALIZING that future broadcast allocations are at stake, with such policy matters as superpower, east-west and coast duplication and horizontal power increase to be decided, the broadcasting industry is giving added attention to the reallocation hearings to begin Oct. 5 before the FCC Broadcast Division.

Supplementing the Clear Channel Group and the National Association of Broadcasters, Stations, both organized to present testimony at the reallocation hearings in data, a separate "interstate" group have now organized and is likely that local stations will be represented by National Independent Broadcasters Inc. One of the major networks—NABC—has made known its plans to present testimony with the group chairman, Lenox R. Lohr, heading its list of witnesses. CBS has not yet evolved its plans.

Postponement Asked

AN ELEVENTH-HOUR effort to postpone the hearing until after the November elections made known to favor deferring the hearings. But this is as that the networks and the investments involved should be considered, along with the fact that the FCC is now approaching its peak and that station executives are desiring of staying at home to tend their interests.

A final reason is the allocation survey report made public Sept. 3 by the FCC, which broke like a bombshell in industry ranks [see page 7]. The scope of this report and the number of disclosures, it is stated, may make desirable the allowance of additional time in order that the group may devote to analyzing the ponderous document and designing an answer.

Among non-channel stations, particularly, it is reported, the feeling exists that the allocation survey is not a foreappraisal of rural service of regional stations, and that in order to procure equitable service it is a "listening habits" study should be made. It is argued, for example, that the questionnaires phase of the survey is still the result that local stations walked away from the vote.

In any event, it is expected that the present preoccupation of the FCC will precipitate a furor at the reallocation hearings, with efforts made to get变更 assessments. The rate the study to fit their own particular cases.

The FCC quarterly is indicated that there is little chance of a postponement of the hearing since elections are not scheduled until the Oct. 5 date. The docket of hearings and oral arguments, it was pointed out, are already set and if any postponement were granted it would amount perhaps a half-year delay. Moreover, the FCC is anxious to hold the hearings before it gets more deeply into the A. T. & T. telephone investigation, which resumes this week.

Meanwhile, NBC has made new preparations for the hearings, as expected. It has added regional stations. For more than a year a group of a dozen clear channel stations, not in the preservation of clear channels has been organized, while elaborate plans for the Association of Regional Stations, formed two months ago, to appear in opposition to superpower and in favor of a horizontal increase in night power on such channels from 1,000 to 5,000 watts. It CBS councils that the Clear Channel Group is stillthe number of hours which all programs in that type present.

The chart is based on the table of program types. Quarter-hour programs broadcast on Fridays and Mondays have been considered as 1½ hours for the number of wednesday, investigated, quarter-hour programs three times a week, half hour, etc.

Independent's Position

THE CBS view is to make haste slowly. It, however, is joining forces with John Shepard's National Broadcasters. As a group, the Regional station ownership, and in the interest of regional affiliates. A meeting, the Clear Channel regional group under leadership of L. B. Wilson, WCKY, Cincinnati, since WJSV, the network's Washington station, is on one of those channels. CBS wants to derive whatever benefits may accrue from any increases in power. They intend to tie itself down as a network to policies enunciated by the association.

Although not yet definitely stated as to its position, National Independent Broadcasters Inc., representing about 75 local independent stations, is going to be on hand Oct. 5, and will file its list of questions for the hearing, according to Edward A. Allen, VLWA, Lynchburg, Va., its president. The tendency is to favor a horizontal increase for local stations to 250 watts at night, since in most cases the power is used during daylights and hold not have to reequip for the increase. They also feel that the six local stations of 12 stations are crucial to the point where generally good service is impossible, and look very upon the FCC's willingness to consider through provision of additional channels.

NBC will have a strong delegation on hand, under present plans. It will be Mr. Lohr's first formal appearance in Washington for the FCC as association chairman last Jan. 1. He will present the broad policy case for the regional stations followed by Dr. C. B. Jolliffe, RCA engineering head and former FCC associate general counsel for regional allocations generally; C. W. Horn, NBC development and research engineer, who will report technically on radio propagation and speech.

Station Groups Perfecting Plan For FCC Allocation Hearings

Last-minute efforts are being made to obtain postponement of vital technical session.

By JOHN SHEPARD

LOW POWER regional stations, along with NBC, have called a meeting in Chicago Sept. 11 to perfect their plans. They have retained the engineering firm of Jansky & Bailey to represent them at the hearings. The group will make a plea, it is presumed, in favor of 500-1,000 watts on vertical regional channels, which have now been limited to 10,000 watts after an FCC investigation, was held in Los Angeles.

Regional Meeting

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Commercial Network Programs

HERE is the way commercial net-
work time was divided by pro-
testimony and on behalf of 200 hear-
ing hours investigated from Oct. 1935 to April 1936 by the Coop-
erative Association of Broadcasters (Crossley Reports). Each program type has been allotted the number of hours which all programs in that type represent.

The chart is based on the table of program types. Quarter-hour programs broadcast on Fridays and Mondays have been considered as 1½ hours for the number of wednesday, investigated, quarter-hour programs three times a week, half hour, etc.
These Schools Broadcast

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These Ban Broadcasts

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<td>Louisiana State</td>
<td>Western Maryland</td>
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RESULTS OF POLL ON FOOTBALL BROADCASTS

YALE'S recent decision to permit sponsored broadcasts of its football games this fall impelled John Bentley, of the staff of the Lincoln State Journal, part owner of KIOI, KFAB and KFOR, to conduct a survey of representative colleges and universities to determine the firm’s policy on participation of their games. He found among 74 institutions that 38 permit radio reports while 36 ban them. Of the 38 permitting broadcasts, 24 sell them commercially and 11 do not. Here is a summary and tabulation of his findings, reprinted with permission.

Sponsors Scramble for Football Games As Competitive Bidding Costs the Most

AS FAST as contracts can be signed, agencies and colleges are arranging for sponsoring of college football games or schedules. With the season opening, sponsors are hardly a fortnight away, the scramble for exclusive rights to games continues unabated.

So furious is the bidding for games that colleges are upping their prices as word spreads about five-figure prices that grid-minded sponsors are paying for outstanding teams. At least one county in江南省 has increased the wind and New York advertising circles are reeling with rumors of big offers that have been made to colleges to exchange their agencies as rights to big games are gobbled up by others.

As soon as BROADCASTING compiled figures nationwide on gridiron sponsorship [see Sept. 1 issue], reports have come in daily of new contracts. Stanford University, for example, was made of sale of sponsorship rights by a Southern college, which has asked to pay more money when it learned that Yale had sold its rights for $20,000.

Atlantic Refining Co. on the Atlantic seaboard and Associated Oil Co. on the West Coast. Associated's plans were completed well in advance of the season, but Atlantic Refining still is throwing out details involved in the group of special hookups get up by N. W. Ayer & Son Inc, its agency. Ayer also has been active in obtaining football rights for Kellogg Co., Battle Creek [BROADCASTING, Sept. 1].

Besides actual play-by-play accounts, some sponsors still are booking time for program preparation as well as Saturday evening resums of scores. A novel angle developed during the fortnight when Coca Cola Bottling companys general manager list about broadcasts in that market of pep rallies and of campus programs on Fridays and Saturdays, before and after football games.

On September 15, 1936

Missouri, permit it [various sponsors] while Nebraska and Oklahoma ban broadcasts with reservations.

The Big Ten also gives its members carte blanche insofar as the air waves are concerned, as Northwestern has sold its games this fall to an oil company [So- cony Vequin Co.] to whom he announced sum. Michigan sells its games annually [Kellogg Co.] and receives approximately $500 for the preliminary games and $1,000 for conference contests. Minnesota broadcasts only but home games cannot be sponsored, so no money accrues from them. Games which the Gophers play away from home can be sponsored, but only to the extent of teams expenses.

In the Southland

"THE SOUTHERN Conference, comprising the University of Texas, University of North Carolina, Clemson, Duke, Maryland, North Carolina State, University of Vir- ginia, and Virginia Polytechnic Institute and Virginia Poly ban broadcasts as a group. Yale has announced the sale of rights to broadcast its home games for a sum said to be $30,000 [Atlantic Refining Co. and Yankee Network]. Here is where Yale's policy has been not to broadcast any of its sports activities, but it is now being considered to start anew the question of commercialized college football.

"West Point permits broadcasts in special instances, one Army-Navy game being sponsored by a radio manufacturer [Yale] on time donated by a national chain and proceeds given to the Salvation Army. The Coast Guard has broadcast only one game, its contest with Fordham last Thanksgiving. There was no sponsors for admission and for schools where broadcasts are barred, corresponds to that of Coach Bible of Nebraska. He thinks that as soon as indebtedness resulting from big building programs is liquidated, the governments should be let into the air. However, he thinks the universities should retain control of these reports which means that they could not be sold to sponsors for commercial benefits.

"Nebraska puts one game each year on the air without broadcasting the Minnesota contest and this season the Pittsburgh game. These attractive sellout crowd, thereby eliminating the loss of gate receipts whether put on the air or not. Biggest argument against broadcasting is that potential fans watch the moment it is announced and no longer buy tickets. If the weather is bad, they stay home. Radio officials counter with the argument that new media is a source of revenue in itself as a result of descriptions of games over the air, that these followers eventually find their way to the stadiums."

**Broadcasting: Broadcast Advertising**

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www.americanradiohistory.com
Agencies Placing GOP Time; Political Use Expands

Having met with no success in its efforts to persuade the networks to rebate agency discounts for political time placements, as well as the advent of television and the political campaigns, the Republican National Committee radio division has dispatched a request to the leading commercial agencies, among which are William Hard broadcasts, its only regular series to date, through Los Angeles, Chicago, New York, and a number of other cities. The placements hereafter will be made by various established advertising agencies, although quarter buys from the outset began to place most of its time through agencies.

This policy decision was the major policy change in the past few months, aside from additional time-buying by the parties. The G. O. P. action follows the announcement by Hill Blackett, president of the Republican National Committee radio division, that the agency would have nothing to do with G. O. P. radio placements. What other agencies may have been raced by the increase in radio time buying planned for the next six weeks before the election, has not been revealed.

Campaign Strategy

The campaign for the most part, up to now, has been a hit-or-miss affair, with no advertising planned. Wherever possible, except for the several scheduled series purchased by the networks, there has been nothing done to draw in the series purchased by the Republicans. The last-named on Sept. 7 switched from the NBC-Blue network to a 69-station CBS network. Speaking from WBBM, Chicago, which is nearest to the G. O. P. headquarters in the Railway Exchange Bldg. there, Mr. Hard is now heard Monday through Friday at 11:15 p.m. (EDST) on 13 stations, with a rebroadcast to the remainder 11:15 p.m. (EDST); however, Saturday and Sunday broadcast through Sept. 25 after daylight savings time, will shift to the earlier period.

The Democratic campaign is continuing to build radio and network time according to the strategy of its campaign, with Col. Knox doing most of the broadcasting on single-time periods up to now with Gov. Landon speaking the evening of Sept. 12 with his speech from Portland, Me., on the NBC-Red network. Other stations not speaking for the Landon campaign include Mutual Network.

Gov. Landon will, of course, be broadcast on one or another network or combination of networks at the discretion of the Landon campaign and its decisions and according to ability to clear time. The Republican radio division also has plans under way for a series of programs for the next six weeks, and while Radio Director William B. Dolph, manager of the G. O. P. radio division, has said that he will seek to purchase clear time to as far as possible, no other details for the campaign. The radio plans had been announced as casting going to press.

The 15-minute broadcast will be carried on as many evenings as possible, including Friday and Saturday nights, as well as Sundays. The sessions will be broadcast from the G. O. P. radio division headquarters in New York, will be the transcribing.

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Air and Errors—Tales of Bygone Days

Unexpected Thrills for Both Audience and Broadcasters

Marked Radio’s Adolescence a Decade or So Ago

TO THE OLDTIMERS who remember the business, radio, with all its carefully plotted, considered and carefully nurtured fiend, will never again be as sunny as in the old days, when broadcasting was a hectic, madcap affair, which ran along much as it pleased, sans schedules, sans rules, and sans morals.

There were no air comics or gag men. Indeed, they were not needed. The “backstage” operation prevailed. The announcer made the laughs and the audience howled with laughter. The on-air listeners were expected, and no audience was unprepared for anything, anything.

Both stations used to conduct its auditions after sign off at 10 p.m. each Tuesday. As a matter of predetermination the airwaves were filled with voices of news, of weather, of music, and the auditions were conducted over a microphone hooked into a loudspeaker system, over which the program director listened. The microphone also was hooked into the broadcasting transmitters of the station on which one Tuesday the engineer failed to silence.

Hubby’s Was Dialing

THE ENTIRE audition, in all of its infamy, with both the man and the dam worst and worse, went on the air. It happened that a young man was lost, and it was unsuccessful, had been up for auditions several times, was there that evening and become rather well acquainted with one of the announcers to whom she remarked: “Come on over to the Delle when you’re through, get me a drink and buy a drink. The Old Man got paid today.”

The announcer and the young woman were having their drink an infuriated husband walked in on them and suffered a broken nose and numerous contumelies.

Because of poor acoustics, a fashionable church located just across the street from the antenna of a radio station, installed a loudspeaker system. One Sunday morning, in the midst of the minister’s sermon, the wires of the system unaccountably picked up the program of the radio station. A blaring dance band playing “Kansas City Kitty” became an astounding part of the services.

Deity Descration

A SMALL eastern station used to operate with a one-man staff on Sundays. The program was a popular 15-minute transcribed sermon. The youth who worked the Sunday staff customarily placed the transcribed sermon on the turntable, started the coffee and doughnuts, and then went out for a snack of coffee and doughnuts.

On Sunday morning the transcription opened with a hymn, followed by a prayer, which began: “Oh, Jesus Christ, our Lord and Saviour, etc.”

On this occasion, when he returned from his coffee and doughnuts, the telephone was ringing.

The angry voice of a woman greeted him with: “I’ve never heard such blasphemy! And on God’s Day, too! I’ll never listen to such a wicked station again!”

The announcer, who had heard that the transcription had stuck in a faulty groove. Instead of giving the listeners’ comments, he had been shouting over and over again for ten minutes, “Oh, Jesus Christ; Oh, Jesus Christ.”

This was too, had their little joke now and then in the old days. Through one of these listener prankings, Santa Claus over the air for several weeks preceding each Christmas, was cured of his habit of chiseling cigars out of his listeners.

His many newspaper columns and letters from little Mary Jones and adroitly comment that the cigar which was certain to be appreciated. Naturally, after this broad hint, many other little Marys would speak in the same tone.

Santa quit chiseling, however, when a fine cigar, mailed in by a listener, exploded in his face.

An announcer who had to read a bedtime story each evening, hated the task. He ended all of the stories with the stock phrase, “So go to bed, now children; go to bed and go to sleep.”

X-Files for the Kiddie

ONE NIGHT, much preyed on than usual at his program, he threw the switch to close the microphone and muttered: “And, as for me, you little so and so’s, you can go to hell.” The switch, as it happened, did not close the “mike” and the announcer thought the horror of listening mothers, went on the air.

At a radio broadcasting to-day is a highly organized efficiently conducted business as it necessarily must be, in order to keep pace with its rapid development. But the oldtimers in the business find themselves often yearning for the old days when radio, with a hectic, madcap affair and a phonograph record was a phonograph record.

NBC Special Events

WITH the appointment Sept. 3 of Don Thompson, sports announcer, in charge of special events at NBC’s western division, San Francisco, NBC completed its plans to place special events staffs in all major markets under single managers in each division. Mr. Thompson will act as liaison between host and network, and between NBC and the local market.

Starting Sept. 20, a special hookup of WJY, Cleveland; WOR, New York; WKBV, Youngstown, and WADC, Akron, will be part of a series of three one-hour Sunday afternoon political programs with music and entertainment, sponsored by the Republican state committee.

TO AVOID possible collapse, the newly reorganized board of directors of Allied Broadcasting Co. on Sept. 1, began a reinforcement campaign which eliminated from the network payroll all personnel who were at any time in the air over the network on the air. Only the engineering staff and the studio orchestra, which under the stringency of the campaign, the Fed Federation of Musicians had to be of the network were to be kept intact if the network were to be able to remain on the air.

Earlier in the week, with the musicians refusing to play unless they were paid, the network was thrown and only a few hours before the telephone company’s deadline, the directors sent an S.O.S. to station managers and in joint assembly decided on a new regime of strictest economy. Ogden Nettine, associate of Samuel Insull, withdrew from the board in favor of H. B. Walker, part owner of WEOA, Evansville, Ind., and WNOH, Terre Haute, whom the station men put forward as their representative. This move cost Insull control of three of the company, a loss that was made extremely clear when Insull’s private airplane was the first to be cut out of the payroll. A new monthly budget of $25,000 was set for the station, resulting in $20,000 and the station members agreeing to come through with $5,000.

Under these conditions, with reduced budget and balance of power resting with Walker, fifth member of the board, Bruce and Charles Brown balanced against George Huffington and T. E. Quirk, the ABC hopes to hold out until the expected fall business relieves the situation.

Our In-Betweeners are: Joseph Roesler, sales manager; Bruce Robertson, publicity; and David Crosier, in charge of the radio department.

W. Ayer & Sons, New York, the Ford agency, has secured an option on the right radio rights for the show. This means that Ford will be the first opportunity to sign commercial rights, but up to time of this writing no final arrangement of arrangements was not ready for announcement. Combined NBC and CBS options, which were again expected to carry the series.

STARTING Sept. 20, a special hookup of WJY, Cleveland; WOR, New York; KFBV, Youngstown, and WADC, Akron, will be part of a series of three one-hour Sunday afternoon political programs with music and entertainment, sponsored by the Republican state committee.

ABC Slashes Staff To Avert Collapse

The likelihood that Ford Motor Co. will again sponsor World Series early in October loomed large when it was learned officially Sept. 2, that W. Ayer & Sons, New York, the Ford agency, has secured an option on the right radio rights for the show. This means that Ford will be the first opportunity to sign commercial rights, but up to time of this writing no final arrangement of arrangements was not ready for announcement. Combined NBC and CBS options, which were again expected to carry the series.
**Does Radio Need New Sales Technique?**

Salesmen Advised to Follow-Through After Contract Is Signed. Radio is Not a Supplementary Medium

By William B. Gellatly

Sales Manager, WOR, Newark

**SINGING**

Radio programming has frequently called upon the selling forces of the newspapers and magazines to sell the public in its sales. Today many of these men have proven their value over and over again is beyond dispute. But radio is not quite as sales-minded as it should be, and that is where the requirements covering the men who will sell radio will now employ.

Radio has recently become an established advertising medium. It has automatically built itself a sales look. The advertiser who eight or ten years ago permitted his name to be tagged to a series of transmitted jazz selections, exists no longer. Radio has grown up. And if the ear proves to be as successful as present indications promise, radio has become a necessity to the thousands of local and national advertisers rather than a competitor for a place in the sun as a seller of products and services.

**More Than a Supplement**

A MAN may be a respected veteran in the selling of newspaper and magazine space and yet suffer from one popular misconception which will serve as an obstacle to the successful closing of a radio sale. Shrewd as he may consider the modus operandi of time on the air, he forgets that advertising, and business in general, still demand a sorry lack of knowledge on the part of many people who can intelligently discuss radio as an advertising individuality rather than as a supplement to a printed media campaign. There has been a radical change in radio selling during the past two or three years. The old one-two boy has given ground to a new type of intelligent representative. In the place of the mercurial, the slow man has been replaced by the quick-witted, fast-moving radio salesman. The old salesman believed in making a sale on the spot. He was not content to recommend radio to all advertisers. But there is no more reason for the advertiser to decide on radio, and radio alone, than there is reason for all advertisers to use billboards, direct mail, newspapers, magazine and other forms of advertising. Only by an intelligent presentation on the part of the modern seller of radio time can the constant success that will, in turn, build up the value of the medium he represents.

When I mentioned previously that the modern seller of time on the air should possess, it would be a mind attuned to radio advertising as a medium within itself capable of stirring up a product on local or national acceptance, and as necessary part of any well-planned and intelligently placed advertising campaign.

The modern seller of time on the air should be able to glance at a commercial announcement and know whether it is the type of material that will prove of value to the advertiser and acceptable to the listener. This is a simple statement to make in print. One will always encounter those individuals who know what they want and insist upon having it. It is here the salesman's own diplomacy and reasoning is offered the opportunity to display itself and protect both the advertiser and the medium he represents.

**Next the Program**

**MR. GELLATLY**

If the product to be advertised over the air has been found adaptable to the medium, and the station or stations to be used has been decided upon, the next step is to determine the program policy. This, in itself, is a vital part of the radio salesman's technique and though he may call the station's specialists into conference on the matter before he will assume the responsibility of making a decision, he should be well versed in the fundamental principles governing the station's program policy.

When a selection is not arrived at by mere haphazard judgment. The modern radio station makes a full study of the advertiser's business and his product in the first step of formulating a program policy. Only by being thoroughly familiar with the advertiser's product and just what the advertising agency wishes to do can the program planner strike that happy note which will do to the maximum of service of selling not only consistently.

Another vital factor to be considered in modern radio selling is the position of the station in the broadcasting time schedule. Some advertisers call in the salesman with a preconceived idea of where their program should air. In this day of advertising, radio specialists can be expected to give more attention to selling regarding this matter unless the time should not be available.

But, in the long run, he should know whether the time selected is adaptable to the advertising agency's vital interests. Only by being thoroughly familiar with the advertiser and his program, can the station's sponsor give the right type of respect and attention due him and the quota of business he has instructed to expect.

**Syracuse Case Will Test Music Copyright Rights**

Injunction Is Denied. ASCAP By its own admission, is no longer the two-year-old case of ASCAP against Elm Lodge Inc. ASCAP asked the court an order restraining the lodge from performing certain songs on the ground that they have been duly autographed by the hopeful sponsor. A lot of purveyors of radio time don't do justice to the medium, he believes, and herewith calls a number of choice observations from the storehouse of his experience in a market where selling is an art.
"INCREASED POWER
INCREASED COVERAGE
INCREASED SALES"

— says F. B. Collins, Manager, Swift & Co. Refinery, Memphis

"In a nutshell,” says Mr. Collins, “Jewel Cowboy programs over WREC are now reaching more people in the vast Mid-South area than ever before. Our programs are getting good coverage in Evansville, Indiana, to the northeast, and westerly, are going well into eastern Oklahoma, an increased coverage of more than 200 miles. WREC's coverage in general has increased in proportion. Summed up, this has meant for us a nice increase in sales of Swift Products."

New Transmitting Plant—Broadcasting Power Doubled

* APRIL 26—WREC opened its new wide-range Transmitting Plant—Memphis' most modern.

* JUNE 14—WREC increased its Broadcasting Power from 2,500 to 5,000 Watts.
Dramatized Discs Used by Bosch in Selling to Dealers

**Novel Broadcasts Successful In Obtaining New Orders**

**DISC dramatizations are used by United American Bosch Corp. to secure orders from dealers to receivers to dealers, a novel sales idea that the company claims is meeting with success.**

The plan centers around a series of one-minute spot dramatizations, elaborately prepared by ASCAP, which American-Bosch furnishes to its distributors and dealers. An American-Bosch Centromatic radio, receiving the programs, is fashioned to the ranges for the broadcast of one of these announcements at certain time every day, preferably 3 p.m. A little before 3 each day a distributor's salesman calls on a dealer and sets up a sample radio set, he trims in the station carrying the program. The dealer hears an entertaining dramatized human interest story, is told the tale he is to sell, given a card for the performance of the set, while the quality of reception is a pointer to the good sound of the set for it. The effect on the dealer is made even more compelling when the Phimona Canal scene, a single ring-dial device, hinges his hundreds of his customers are listening to the same message at the same time.

**Dealers Like It**

**Thus the dealer is sold on the set, its quality and the power of American-Bosch advertising at one-time listening. The surprising value of this stunt is so compelling that distributors report amazing success with it, especially when the message is about a high-priced set.**

The same technique, of course, has been adopted by dealers in selling American-Bosch sets to customers both in the store and in the prospect's home.

**Calumet Goes Net**

**GENERAL FOODS Corp., New York, has begun its first network series for Calumet baking powder on 50 NBC-Blue stations, Sundays, 5:30.**

The program will have Phil Karnak, National Radio Hall of Fame, as host, featuring Calumet baking powder and the beautiful Calumet house setting. It is signed for 52 weeks and was placed through Young & Rubicam Inc., New York.

**Remington Rand Adds**

**REMININGTON RAND Inc., Buffalo, has added another new network series to its remingtonRandgo network series. These are announced as scheduled on Sept. 6 began a series of four weekly Transradio news reports on WOR, Newark, along with "how-to-do-it" reports by Stephen Lomax. On Sept. 7 the sponsor introduced "Norman Brokenshire on WINS, New York, in a series of noon INS news reports five days a week.**

**Philo Local Discs**

**PHILCO RADIO & TELEVISION Corp., Philadelphia (radio received only), has announced that it will have quarter-hour WBS transcriptions to run either 13 or 26 times and to be placed by its local distributors.**

When the disc is delivered, the distributor paying the starrance time, Hackens Adv. Co., Rochester, N. Y., has the account.

**LET'S WEEP WITH DEAR OLD ASCAP**

MORE AND MORE sorrowful become the plights of ASCAP's chief stewards over what radio is doing to music. The other day Gene Buck, America's smiling amiable "White Eagle" with a penchant for tear-jerking in the best manner of Tim Pan Alley, prepared to disembark from the luxurious vessel that brought him through the Panama Canal trip to California that even kept him away from the final ASCAP-Warner debacle. Quoth he to ship news reporters, ever on the lookout for "good copy": "It's hard to believe the future of any music written today. In the old days, prior to radio, broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with music being played, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

What genial Gene didn't tell the reporters was that ASCAP, thanks to radio, is today gleaming the richest harvest in its history — $4,000,000 from ASCAP alone in the old days of 1929; that song-pluggers for ASCAP, as for others, are still falling over one another besieging the radio studios to perform their "selling" stunts, even to the point of offering gratuities to orchestra leaders, performers and arrangers; that ASCAP, thanks only to an antiquated copyright law, has gotten by with figurative murder in exacting absurd royalty fees not only from radio but from movies, houses, inns, restaurants and other small business establishments; that ASCAP is fighting tooth and nail to perpetuate that good old law. When ASCAP's income stops below what it was before radio came on the scene, perhaps we can join in genial Gene's plaintive wails and make them a real community sing. But ASCAP's officers and publishers and song-pluggers will force the want of super-power cars, magnificent estates and costly diamonds that characterize the higher moguls of Tin Pan Alley.

**FCC Will Investigate Possible Cut in Rates**

**BY THE changed plan of the A.T.&T. investigation through a Telephone Division interstate rate inquiry order, issued Sept. 10, broadcasters now have the hope of a reduction of line charges through the FCC. The FCC investigation has already been pursued along the lines of a fact-finding probe with the idea of gathering material for future rate reduction moves, but under the new order the FCC now will plunge into a specific rate re- duction inquiry.**

**The Telephone Division order is directed primarily at telephone transmission on long distance rates, but the broad cast program transmission charges will form a part of the new investigation. The FCC already has gathered a mass of material from broadcasters about alleged dial confusion and unfair broadcasting rates through a questionnaire sent to the 636 radio stations in the country. According to their answers Aug. 15. The questionnaires are now being digested by telephone investigation staff for presentation at future hearings.**

No date has been set for the rate investigation hearings but probably the proceedings will be commenced late in the fall. The FCC has already been called upon by the FCC to justify the reasonableness of its rates, services, classifications, practices and regulations.

**LADY PEACE AIRED**

Shortwave from Harry Richman Broadcast by WOR

WOR, Newark, stayed on the air all night Sept. 2 to broadcast hourly bulletins received at Newark Airport from Lady Peace, winging the Atlantic with Harry Richman, singer, and Dick Merrill, pilot. A Western Electric 50-watt telephone transmitter on the plane brought Richman's voice to the people of the world. The plane was 2,100 miles out, when communication was relayed via London. Richman and Merrill as they voiced farewell messages and roared of the takeoff were heard as atmospheric for bulletins on WOR. Transradio teletyped bulletins to its clients over the WOR Shortwave programs from a plane which convoyed the Lady Peace for a hundred miles were relayed via WOR and relayed to Mutual network.

DEEMS TAYLOR, composer, critic and journalist, on Sept. 11 was named CBS music consultant, to advise in coordinating serious music.

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**FEDERAL HOUSING OFFERS NEW TRANSCRIBED SERIES**

**FOR LOCAL SPONSORSHIP**

**FEDERAL HOUSING Administration announced Sept. 13 an offering of a series of 13 quarter-hour transcriptions to be available for local broadcast, under a local sponsorship featuring an entirely new theme. Transcribed for FHA by WOR, New York, the series has been produced under the immediate direction of George J. Egner, manager of the FHA, and constitutes the most ambitious transcription project yet undertaken by FHA. The programs are dramatizations of famous American homes and notable figures in American life (the home of Irving Berlin and a fellow's home), Monticello (home of Thomas Jefferson), "Home Sweet Home", etc. They will make a very effective series of programs in which any local sponsor in a business or service associated with home building, financing, improving and maintenance will be glad to sponsor," Mr. Van der Hoeft added.

All contacts with stations on the series will be made through Mr. Van der Hoeft. The series is being made available through FHA to stations at no cost except transportation covering the return of the recordings. The 13-minute shows are all two in length for commercial announcements.

**SPECIAL HOOKUP RENEWED BY DEPARTMENT STORES**

**THE cooperative 45-minute series staged by big department store on National Shortwave network was renewed for 39 weeks, effective Sept. 10, with a number of additional retailers this year planning to join the project for the local tie-ins. Originating at WOR's New York studios under the program key is WNAC, WBAL, WGC, WBY, WGR, WGBI, Thursdays, 9-9:15 p.m. on WOR.

The 27 program Popular fashions editors are guest speakers on each show, appearing face to face on a studio microphone or appearing for one-time performances Dorland International Inc., New York, has an interest in the project with Ben Rocke Productions Inc., New York.**

**NEW AGENCY FORMED**

**VANDERBIE & RUBENS Inc. has opened a new advertisement agency in Chicago with headquarters at 540 N. Michigan Ave.**

H. S. Vanderbie and Walter L Rubens. Among the accounts are the Morrison Drug Co., Chicago; Nacor Medicine Co., Indianapolis; Sunol Products, Chatanooga, Tenn.; Mead Products, Chicago; Rhodius Perfumes, San Antonio, and Swarthchild & Co., Chicago.
New Corporation To Supplant CRC in Dominion Radio

line Governors are Appointed to Take Office Nov. 2

(Special to Broadcasting)
TAWA, Ont., Sept. 11—In line toward the avowed aim of reviving the Canadian Radio Broadcasting Commission and setting up a new broadcasting system in the Dominion, Prime Minister King last night announced the appointment of the seven governors for a Canadian Radio Corporation, all to take office on Nov. 2.

Headed by L. W. Brockington, former attorney, as chairman, the new board is composed of public educators, brewers, and bankers and the preponderance of the former points to the likelihood that it will be expected to "sell" more strongly the idea of nationalized broadcasting to the public.

Manager to Be Named

AN ANNOUNCEMENT has yet to be made regarding the appointment of the present three commissioners, it is expected that Chairman K. M. MacLean will form a new executive. The new board, consisting of one man from each province, will be a general manager for Canada, and an assistant before Nov. 2 when the new Radio Act goes into effect.

Vice chairman is R. E. Morgan, manager of the Trust Broadcasting Corp. in Nova Scotia. Other members are: Brig. Gen. J. A. Ouellet, former newspaper editor; Godfrey, Halifax barrister; and A. E. C. Godfrey, former on the faculty of McGill University; N. L. Nathaniel Morgan, president of the National Pictures Corp. of Canada and Canadian Paramount Corp. Alan P. Morgan, former assistant to the Canadian nationalized broadcasting commission, author, of Victoria, B.C.

IE Canadian Radio Broadcasting Commission now comprises five governors: Charlesworth, chairman; L. A. Chauveau, vice chairman; and L. A. Smith, secretary. Governor, the latter an Army major, is expected to return to duty within the near future. It is reported that the new board has been organized and is expected to take up the duties of the old commission.

ONCE IN A LIFETIME—Staged in Des Moines over the Iowa Net- work, here, announcer, brought together for the first time on the same broadcast presidential announcers for rival NBC and CBS networks. Shown here, left to right, are Bob Trout, CBS presidential announcer, Dale Morgan and Bill Spargrove, Iowa Network announcers, and Carlton Smith, NBC presidential announcer. The occasion was the 50th anniversary of the President and six Midwestern governors, including Gov. Landon, in the drouth conference Sept. 1, Iowa Network, through Ranny Daly, program di-

Seeking 50 kw. in Toronto

CFRB, Toronto, one of Canada's three most powerful stations, has filed application for a power boost of 50,000 watts on the Canadian exclusive channel of 690 kc. Meanwhile, CFRX is spending $30,000 during September in renovating its 10,000-watt transmitter. A new transmitter house is being built at Aurora, 25 miles north of Toronto, where a 1,000-watt short-waved transmitter to operate on 6070 kc., CFRX, is also being installed.

The station is owned by Ted Rogers, of the Rogers-Majestic Co., which recently bought controlling interest in CKLW, Windsor-Detroit. All transmitting tubes are made by a Canadian manufacturer, Carlstron, designed by Rogers at his own tube factory, which manufactures Rogers, Doforest-Crossey and Majestic radio sets in Canada.

TRANSFER BY WHIO CAUSES CONFUSION

SINGING OF WHIO, Dayton, by CBS under a five-year contract, has precipitated a new feud in the Midwest network broadcasting. Departure of the Dayton station from its present position will break up the three-station circuit aligned by NBC as an alternate choice for WLW, Cincinnati.

The five-year contract was negotiated Sept. 5 by James M. Cox, former governor of Ohio and his son, James J. M., with Herbert V. Akerberg, CBS station relations vice president. WHIO is affiliated with NBC through a contract in which Gov. Cox is publisher. It has been an NBC optional outlet for many years and, as of Sep- t. 1, WHIO, Dayton, present CBS Dayton outlet, will terminate its connection by virtue of a contract cancellable upon 90 days notice.

NBC has made available to its clients a combination of WCKY, Cincinnati, WIRE, Indianapolis, and WHIO. This has been an op-

Bernard Cohn is Named Sales Manager of WREC

BERNARD L. COHN, president of the R. E. Morgan Inc., Minneapolis advertising agency, has resigned that post to become commercial manager of WREC, Memphis, according to an announcement Sept. 10 by Hoyt B. Wooten, president and owner of the station.

Mr. Cohn is former publisher of the Memphis News-Scimitar, and has had wide experience in the radio business in the Twin Cities. His agency handles such national accounts as Plough's Inc., Lipton's, M. B. Millard, Inc. and Joseph's Laboratories. Mr. Cohn, Mr. Wooten declared, fills a new-

Texas Crystal Complaint

UNFAIR competition in sale of mineral crystals is charged by the Federal Trade Commission in a complaint handed down Sept. 12 by broadcast crystal Co., Inc., (Genuine Texas Mineral Crystals). Claims made for the product include headache, nervousness and other ailments are declared to be exaggerated. Claim that the product has agreement with the FCC to cease claiming its polish remover feeds or nourishes the nails of cuticle of users.

Communist Party Complaint Studied

FCC Legal Department given protests on time refusal

CHAIRMAN PRALL of the FCC Legal Department has given department letters of protest against broadcasting stations al-

In the case of WTCN, it was al-

the station signed a contract for a series of campaign programs, and the Communist Party but that when Nate Ross, candidate for presiden-

In the case of WIRE, it was al-

the station approved the manuscript, it was, stated, and just before it was delivered, Davis made a slight addition. "This request was granted," continued the letter, "but after the facts of the case, it is believed that the Communist Party in changing the speech had violated its contract and exercised a right which the letter continued, withdrew the speech entire-

In the case of the Foster pro-

WCAE explained that Hearst stations on NBC will carry the network's program in behalf of the Communists and that previous commercial commitments alone ren-

CRCT, Toronto outlet of the Canadian Marconi Corp., which operates in partisan politics during recent campaign, the Commis-

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www.americanradiohistory.com
Radio Station **KFRU**  
At Columbia, Missouri

**PRESENTS . . . .**

**FACTS and FIGURES About the $75,000,000 Retail Market in the Center of Missouri . . . .**

---

**Address your request for a copy of this interesting, factual manual, direct to Radio Station KFRU at Columbia, Mo.**

or to the

National Representatives

**WILSON—DALTON—ROBERTSON**

1329 Baltimore Ave.  
1503 Mather Tower  
250 Park Ave.

Kansas City, Mo.  
Chicago, Ill.  
New York City

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A Sales Message Over KFRU Covers the Center of Missouri
NAMES AND NEWS AND BREAD
Four Out of Five Mentioned on the Air Respond to Offer of Free Loaf and Doughnuts

By JOHN B. FLACK
Flack Adv. Agency, Syracuse

FOUR out of five respond to the magic appeal of "sponsering"—nearly "nothing" in the interest of creating nothing—is the daily feature presented by Mr. Flack.

Near the end of each five-minute program of National Bakers' Union Messengers, a fine gift package of Cobakco Bread and delicious Crackers is offered. The offer is read over the air and then he reads off the names and addresses.

And Does It Pull?
DOES it work? It certainly does! We have been amazed at the results. On each one of the programs we average about four or five, and on some days we hit a perfect score of seven. We used names of people we knew would be quite certain to listen. We have used names of people who were not so interested in the product, and the response to this request was prompt and eager.

We applied this method for the first week or two and then we began to pick the names "cold". We waited with bated breath for the calls to come in, and our amazement at the reception of the program was infinite. We found that the average was as high as it was with those who were "preheated".

The method involved in selecting names for the free Cobakco gift were to pick people who would probably benefit from it, and to do a little gratuitous boosting for Cobakco products. We used the city directory and selected the names of women who were continental entertaining.

To get such a high average in results is proof positive that there is a considerable number of people are listening to our program. And to hear the names of friends or neighbors, who are led into hope that her work will be next. We tell them that when a uniformed messenger comes to the door bearing their presents and a piece of meat from a can of Maxwell House coffee.

Offers were made to everyone during October, totaling 46 offers, with March and April following with 42 and 40 respectively. Every listener is led to believe that her hope will be next. We tell them that when a uniformed messenger comes to the door bearing their presents and a piece of meat from a can of Maxwell House coffee.

Railroads in the Eagle Drive
USE OF radio on a nationwide basis has become a normal part of the institutional campaign now in progress to sell competitive against all transporta-

tion groups, not develop an independent campaign, when the Association of American Railroads devises its new advertising campaign.

Holcombe Parkes, associate director of Public Relations of the Allentown Association, is responsible for radio advertising. When in charge of the Juvenile program, which was an alternate program, his absence from his post as advertising manager of the Norfolk & Western Railway, declared September 1, 1936, to have been radio for the second fiscal year's campaign. The new fiscal year opens on October 1, and the campaign, involving an expenditure of more than $1,000,000, is placed placed largely in magazines, through Arthur Kuder Inc.

In considering the original campaign last year the Association decided against the use of radio, but recommended that it be used in the future. The advertising director is a member of the Association, with no fixed amount allocated for advertising and promotion.

Remington Rand Renews Series on 50 Stations
RENEWAL for another 13-week period of The News Comes to Life program of the Remington Rand Co., Buffalo (office equipment) was announced Sept. 3 by Pan American Radio Sales Co., New York, through its vice presi-
dent, Gerald R. Hughes, effective Sept. 1. Donald A. Rapp is directing the campaign, involving Saturdays, 6:30-7 p.m., over a com-
bined hookup of more than 50 re-

gional network stations, including radio in New York, Michigan, Network, Affiliated Broad-
casting System and the New York State Network. The program is keyed from WINS, New York. It is placed by Leefer Advertising Agency.

The program was first conceived and placed last June 7 by James E. Rand 3d, son of the president of Remington Rand, who is president of Pan American Radio Sales Co. as a special representative concern in the operation of similar programs for other companies. Mr. Rand is president of Pan American. He was assisted in his planning by Bert Squire, manager of WINS.

General Motors and Ford Resumes Sunday Concerts
WITH General Motors back on the air starting Sept. 15, and Ford resuming its season of General Motors Concerts on the NBC-Red network Sun-
day evening, the Radio Corporation of America will also resume its Ford Sun-
day Evening Hour on a big CBS network starting Sept. 20, 9-10 p.m. Erno Rapee is directing both programs and noted guest conductors will direct some of the concerts.

In connection with the "Music of the Movieland Symphony 3,000,000 We Prints" booklets were sent to listeners, soliciting entries for a contest.

In four weeks General Foods' "Iowell House Showboat" sent out 5,000 "Sons of Showboat" booklet to listeners to submit entries.

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New NAB Commercial Group Vested With Added Functions
Carpenter Is Named Chairman; Radio Research, Sales Managers Divisions Formed; Church Heads Research

REORGANIZATION of the Commercial Section of the NAB, which will combine four existing divisions, was announced Sept. 12 by Charles W. Myers, NAB president, and H. K. Carpenter, general manager of WHK, Cleveland, as chairman. Carpenter succeeds James W. Baldwin, NAB managing director, and approved by President Myers, the Section will have four divisions and have sales managers and radio promotion. Appointed as chairman of these divisions were J. BuryL Lottridge, sales manager, KOIL, Omaha, and KFAB, Lincoln; and John J. Gillin, Jr., manager of WOW, Omaha.

Simultaneously, Mr. Myers announced reappointment of Arthur B. Church, president of KMB, Kansas City, and an NAB director, as chairman of the Committee of Five. Mr. Church handle the important negotiations looking toward creation of a radio research bureau with advertising agency and radio advertiser committees.

Former chairman of the Commercial Section and a prominent figure in NAB activities for the last decade, Mr. Carpenter succeeds Mr. Church. He has been general manager of WHK and its associated station, WJW-TV, Columbus, for nearly three years and prior to that was general manager of WPTF, Raleigh, N.C. Carpenter served two terms as an NAB director and missed election to the last convention by one vote.

Enlarged Duties

The Committee on radio research continues the work of the last two years in collaboration with the American Association of Advertising Agencies and the American Association of National Advertisers. Committees of five representing each of these organizations have constituted the Joint Committee on Radio Research created to investigate the feasibility of establishing a cooperative bureau for radio circulation and listener habits.

The sales managers' division, headed by Mr. Lottridge, was created at the last convention and already has a membership of more than 250 stations. Its efforts are directed toward the development of sales activities of broadcasting stations and of cooperation with advertisers and advertising agencies.

The third division—radio promotion—was created pursuant to a resolution adopted at the Chicago convention in 1935. The resolution provided that the president appoint a committee of not less than five members to study the possibilities for the promotion of the broadcasting industry through radio promotions. Mr. Gillin, an NAB director, is a well known figure in development and promotion in NAB commercial affairs.

At the last convention the membership approved a $1,000 fund for use of the research radio division and the Joint Committee as needed in furtherance of its project. This money has been set aside but the expenses of the Joint Committee are being defrayed at present through voluntary contributions from its members. The former having pledged $20,000 and CBS $10,000. There is also likely additional late contributions from Mutual Broadcasting System.

Powerful Cuban Station To Draw Tourists Urged TO STIMULATE American tourist travel, Cuban authorities are considering installation of a high-powered radio station with a directional antenna designed to throw its signals into the United States, writes a dispatch through the Havana. The Ministry of Communications has inquired about the technical possibility of such an undertaking.

Strong efforts are being made to have the Cuban Government seek a law regulating all phases of broadcasting, broadly along the lines of the American laws. It is reported to the Department of Commerce.

American Influence Influences Programs Abroad, Says Flamm; Makes Paris Tieup

A TIEUP between WMCA, New York, and the Post-Parisien station in Paris, one of France's most popular commercial outlets, was concluded by Donald Flamm, president of WMCA, during his July-August European trip which was concluded when he arrived Sept. 3 on the Rex. Under the arrangement, made with Jean Gruenbaum, operator of the 60,000-watt Post-Parisien, which was purchased several years ago from the newspaper Petit Parisien by broadcasters headed by Mr. Gruenbaum, WMCA and associated stations of the Inter-City Group will carry all programs of the Paris station while the latter will have available to it all WMCA-intercity programs it wants.

Occasional Transatlantic short-wave hookups will be effected, but for the most part the exchanges will be via recordings WMCA last March also entered into an arrangement whereby Jean DeLete, French composer of "Hands Across the Table" and other popular songs, became its "Paris correspondent," sending over transcriptions of gossip and news of the Paris art and society of interest to American listeners.

Millions Go Abroad

MR. FLAMM toured various European radio centers, and reported that the fact that English radio stations and British advertising media were completely without foreign radio stations, particularly in France, Ireland and Luxembourg, which permit commercial broadcasting.

While the BBC bars commercial programs, British and continental advertisers are buying time on stations in nearby countries for programs designed to be heard in England. The French government has placed a tax of 45% on broadcast station revenues derived from foreign advertisers, said Mr. Flamm, yet all the stations capable of reaching England have big bookings of commercial time.

Mr. Flamm expressed the belief that foreign programs as a whole do not compete with current American productions. The American influence, however, it being extended to a considerable degree on foreign stations, he added.

Scratchy Recordings

"Radio programs abroad are not up to American listener's standards," he said. "Some of the phonograph record shows offer what we in this country consider real music," but the records used are on rare cases. Also, technically the reproduction is so bad it would not be tolerated in any real-5-watt American studio.

"Of course all the foreign programs are not made up of talk or phonograph recordings, but listening in is an experience for several hours you might be led to believe that house bands and orchestras and dramatic broadcasts are known to the program directors.

"Remote control broadcasts are rare abroad. Pickups of dance bands are heard on occasional stations, but transmission still leaves a great deal to be desired.

Some of the superior dramatic productions of the BBC (real written-for-radio-only shows), and musical offerings of great symphony orchestras rival anything ever done along these lines at home, but the broadcast that is heard today in this country, and forgotten tomorrow, is a dramatic show for example— would be a once-in-a-month feature, with listeners talking about it for weeks before the presentation.

Radio comedians are rare abroad, with no outstanding stars to compare with Amos and Andy, Ed Wynn, or others who have built up country almost exclusively by radio.

"Five Star Final, the March of Time shows, are undoubtedly are unknown abroad as yet—reporters reading news flashes foreign programs, of course, propaganda can be heard occasionally, but even these programs are irregular in appearance and delivered with a decided lack of showmanship.

"American radio fans have much to be thankful for, and I believe the real reason for our prestige here as compared with Europe, is that we have the ambition to share the burden of building programs, and have kept propaganda off the air."

Merchandising

Campaign To Support Kate Smith CBS Series for A & P SUPPLEMENTING the largest radio campaign Great Atlantic & Pacific Tea Co., New York, has on record, three well known brands, Red Circle, Eight O'Clock and Bokar, a large merchandising campaign was to be launched in mid-September. Red Circle, one of the A & P employees. Entries were received from 35,000 and six submitted the winning combinations, each costing $100.

Using the title as the background for its merchandising, the National Pearl Inc., New York, is distributing three medium-size counter cards and a large window postcard, a replica of the counter cards to 16,000 A & P food stores from Bangor, Maine to Omaha, Neb. A & P house organ is planned tentatively titled A & P Band Wagon, to which is A & P employees. It will promote the new radio series exclusively. The first issue will be distributed next week, since all advertising is run.

The radio audience will be of course, a large spot light advertisements, similar to the window posters, in over 200 newspapers. The whole advertising after this date a small box will tell listeners who tune in on this program to tune in on September 14 the A & P Menu Sheet on an eight-page rotogravure 9 x 11 inch weekly, 10,000,000, has a full page devoted to this program. The program itself will be tape Kate Smith, a master of ceremonies, orchestra and guest stars.
What we did in AUGUST

To September 1, WLS received 1,071,869 letters, a 25% increase over the corresponding period of 1935. 27% came from Chicago listeners — proof of WLS popularity in the Metropolitan Chicago area.

WLS entertainers appearing on road show units broke all existing attendance records at fairs where they opened. Many fair managers have contracted for 1937.

"WLS packs them in." Again this was proved when almost 9,000 paid from 25c to $1.00 to see the five-hour broadcast of the WLS National Barn Dance at the Illinois State Fair.

Advertising revenue was 37% higher than last year. Nineteen advertisers placed orders. Seven were renewals of present contracts and ten had used WLS before.

Paid admissions to the WLS National Barn Dance passed the half-million mark. Visitors came from 48 states, several Canadian provinces and foreign countries.

Advertising Results Follow Listener Loyalty

The Prairie Farmer Station
50,000 Watts — Clear Channel
Burridge D. Butler, President—Glenn Snyder, Manager
John Blair and Company, National Sales Representatives
British Television Is Shown to Public At London Exhibit

BBC Is Studying Reaction to Baird and EMI Reception

TELEVISION is under way in England. First public showings of the twofold system of transmission and reception has been made into experimental operation by the British Television Advisory Com- mittee. The first demonstrations were given in 1935 to foreign television laboratories, including those of the United States, beginning with the opening late in August of Lon- don's annual radio exhibition at Olympia. With twice daily from 12 noon to 1:30 p.m. and from 4:30 to 5 p.m. and with the Electric & Musical Indus- trialists Ltd. (EMI-Manufacturers of Baird Television Ltd. alternating in demonstrating their respective systems.

The British authorities have taken pains to make clear that these are not showings of the images broadcast from the 220-foot aerials atop Alexandra Palace, half a mile from the factory on a hill 306 feet above sea level, are of an experimental nature. Public reaction to the showings is sought with a view to determining whether the London public is sufficiently intrigued to be willing to buy television receiving sets.

Receivers on Display

THE TELEVISION broadcasts are under the auspices of the British Broadcasting Corp., which has en- gaged a special television studio and has set aside studios for the ex- periments. According to Wireless World, the first tele- visions exhibit at the Olympia are being shown a selection of modern television receivers, but not yet being offered for sale. The date when such sets go on the market, this periodical states, will depend upon how soon the BBC feels satisfied that it can offer service on a regular rather than an experimental basis.

The first two systems on show are the EMI and Baird, are being shown in public displays but the images are being observed via radio from Alexandra Palace. Roughly, the EMI system corre- sponds to that being marketed by RCA as described in the Dec. 15, 1935, issue of BROADCASTING. An eye-witness description in London of a radiolympia demonstration of the Baird system was published in the June 15, 1935, issue of BROADCASTING. The EMI-Marconi interests have a patent and idea exchange arrangement with EMI, and 1934 ties with Farnsworth Television Ltd. of Philadelphia.

British authorities are devoting considerable attention to television, now that it has been publicly introduced, but experts apparently have no illusions about its immediate effect upon broadcasting, or on radio sales. Comment Wireless World: "It is certain that a very large proportion of the public will be amazed by the progress which televi- sion has made and at the suc- cess which has attended the very strenuous efforts that have been made. It is equally certain that there will be a big section of the public who will have no inclination to buy a set because they have been overoptimis- tic or have been led away to think that the equipment was even greater than it is by over-enthusi- astic reports which have so fre- quently found their way into print.

"The demonstrations at Olympia will serve the very useful pur- pose of indicating to the public just where television stands and what is to be expected of it, and we be- lieve that whilst there will be no overwhelming demand for television receivers at the outset, there will be steady buying by those who can afford an expensive in- strument, and as these receivers get into the hands of the public they will provide propaganda to encourage others to participate in the enjoyment of the new service."

IN BROADCASTING comments on the opening of the Radiolympia television exhibit of the BBC, Sir Noel Ashbridge, BBC chief engi- neer, asserted: "We at the BBC are very well aware of the power to ensure that television broadcasting in this country shall be second to none. We believe that all the big European stations are using a type of television system which is well up to the requirements of the market and we feel certain that our own system is superior."

As we see it, this is an adven- ture for us, and the presenta- tion of television for us is the technical development of a system that the public are entering together, for this reason we should be frank. Television progress is not yet as advanced anywhere in the world as it is in this country. You cannot buy a television set for a few pounds and expect it to work well. The cost of the set is $500-

Europeans Television Still Experimental; RCA Ahead in Visual Art, Says Hanson

BACK from a trip to Europe to inspect television developments in Europe, Germany, France, O. B. Hanson, NBC chief engi- neer, has made a statement to BROADCASTING Sept. 9 that, on the basis of his observations, "it clearly appears that RCA is a good deal ahead in the technical development of television." Europe still has not answered the problem of standards, he stated, and its television generally may be said to be still in the development stage.

Mr. Hanson was accompanied on his trip by T. A. Smith, head of the New York office of RCA Mfg. Co. RCA Victor Division, in charge of transmitter and equipment sales.

Mr. Hanson has supervision over the NBC television test studio in Radio City, set up to relay pro- grams from the RCA's test trans- mission center at the Empire State Building, and is one of the technicians equipped with RCA's model television receivers. He left for the Empire State experimental trans- missions on the ultra-shortwaves.

What England Has

"TELEVISION in Europe," said Mr. Hanson, "is still in the development stage, no definite standards having been established as yet. In England, however, with the operation of two systems—one the EMI system of 405 lines 25 frames developed from our present standard of 343 lines 20 frames because of difference in the frequency of power supply, with 11 cycles in England and 60 in the United States. The resulting picture should have approximately the same resolution as RCA's."

"The other is the Baird system, with 245 lines 25 frames. Receiv- ers which are shortly to be avail- able to the public must be capable of operating both systems."

The cost of the receivers will be around $500. The two plants will operate on alternate days.

"From these observations, it is clear that RCA is well out in front in its development of television equip- ment. The development of a television system for a country such as England, where there is no cause of the small area as com- pared to the vast problem facing our country, is much easier."

France also is carrying out ex- perimental broadcasts with a 180-line system.

"From these observations, it is clear that RCA is well out in front in its development of television equip- ment. The development of a television system for a country such as England, where there is no cause of the small area as com- pared to the vast problem facing our country, is much easier."

Novel Visual Experiment Is Conducted by Don Lee AT A DEMONSTRATION conducted by its television division, Don Lee Broadcasting Systems recently broadcast the sound phase of a newsreel on KHJ, the visual portion on W6XAO simul- taneously, and the united Sight-and- sound picked up at a residence 3½ miles from both transmitters. The experiment was given as a feature of a joint meeting of the Los An- geles section of Institute of Radio Engineers and the American Institute of Radio Engineers.

The receiver location was behind two hills, as viewed from the trans- mitting site. The receiver was a Don Lee television director. "This is an 'unfavorable' television loca- tion," Mr. Lee stated, "and the straight-line propagation charac- teristic of ultra-short television waves, and is equivalent to a more acceptable transmitter and receiver locations or times the distance." At the meeting Wilbur E. Thorp, assistant to Mr. Lee, described the "Television Transmitter Operation" and F. Alton Everest, engineer, spoke on "Television Reception." Two series of weekly television sound broadcasts from KHJ, synchronized with the Don Lee ultra-short wave vision broad- casts from W6XAO, was inaugu- rated Sept. 9 by Mr. Lubcke. The sound was transmitted by a camera capable of tuning in KHJ but the images need a television recep- tion. Specifications for the build- ing of which the Don Lee offices furnish all inquirers. The time fixed is Tuesdays and Wednesdays, 7:30-7:45 p.m. (PST)

EDMUND BARTLETT, 63, head of the New York advertising agency bearing his name, died in New York, Sept. 5.
Are You Buying This Entire Cake—Yet Getting One-Third?

This is a pretty elementary way to call your attention to the fact that unless you are directing your advertising to the millions of foreign-speaking persons in Chicagoland you are probably missing out on TWO of every THREE possible customers!

Yes, that is a staggering statement—but it's true. Think of it—in Chicago 650,000 Polish-Americans, 500,000 of German birth or parentage, 400,000 Italian-Americans—and many more! Any one group is bigger by far than most entire cities you're worrying about.

Here are markets built to order by our programs of Americanization—programs that have won the full confidence of these MILLIONS.

We usually have a waiting list of advertisers for these programs—there are a few openings today!

A letter from you will bring in reply some very interesting news.

WGES-WCBD-WSBC

"SERVING CHICAGOLAND'S FOREIGN MILLIONS"

4000 WASHINGTON BLVD. CHICAGO

Broadcasting • Broadcast Advertising
**TELEVISING THE OLYMPICS**

Faulty Engineering Mars Broadcasts; Equipment Based on American Developments

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**OLYMPIC TELEVISION**—Here is the new German television camera in operation at the Olympics. It is based on the Zworykin iconoscope developed by RCA. Inset shows the new flat-bottom cathode ray tube, said to eliminate the usual distortion in convex tubes.

OF ALL the televised broadcasts of the Olympic Games at Berlin, only a water polo game was satisfactorily handled, the other programs being inferior, only to an observer writing in the Wireless World of London. Definition of only 150 lines was used, with 25 frames a second, as compared with the much higher definition used experimentally in this country. Both cathode-ray and intermediate film systems were used. First broadcasts gave studio onlookers only suggestion of shadowy and distorted forms, overcast skies aggravating difficulty as well as faulty engineering at sending and receiving ends. Intermediate film projection provided improved programs after the games had been under way several days, but pictures were contrasty and distorted. Three types of cameras are used in Germany, the Post Office and Telefunken equipment being based on the iconoscope developed by Dr. Zworykin of RCA, and the Fernseh A. G.’s camera, using secondary emission amplification, which belongs to the Farnsworth type. Rapid development of films impairs the sound tracks, the Wireless World observer stated.

The Post Office provided 25 viewing rooms for spectators, and two theaters, with transmission from the Witzleben television transmitter. Audiences were disappointed with results.

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**Loose-Wiles Goes Net**

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (biscuits) will make its bow as a network advertiser Oct. 3 when it brings Snow Village Sketches back to the air over 27 NBC-Red network stations, Saturdays, 9:30 p.m. The company has used spot radio in the past and currently is sponsoring announcements in New England states. Whether this spot schedule will be curtailed after the network program makes its debut is still unsettled. Snow Village Sketches, written by Henry Carlton and William Manley, was previously sponsored on a limited CBS network by Socony-Vacuum Oil Co. under the title Snowland Sketches. The new series will be heard as far west as Salt Lake City, Newell-Emmet Co., Inc., New York, placed the account.

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**Here is Our Story**

In a Nutshell...

Outstanding Popularity Makes KFYR the medium to put across your selling message in the rich Northwest.

KFYR is the only station that can guarantee coverage in this responsive market

**MEYER BROADCASTING COMPANY**

BISMARCK, NORTH DAKOTA

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**Page 22 • September 15, 1936**

**BROADCASTING • Broadcast Advertising**
The vast facilities and program prestige of NBC, the world's largest broadcasting organization, are behind these stations—the tops in their locality.

These local NBC stations are picked with great care, to do a 100% selling job in their particular sections. They have the benefit of the vast experience and technical perfection of the world's largest broadcasting organization—Plus—the all-star NBC programs, proved audience builders for spot and local advertisers. Covering nine rich markets, these picked stations are "UP TOP" in their own fields, with splendid records for sales-by-air.

These are the stations..."UP TOP"

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>PITTSBURGH AND THE TRI-STATE MARKET</th>
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<tbody>
<tr>
<td>WEAF 50,000 watts</td>
<td>KDKA 50,000 watts</td>
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<td>WJZ 50,000 watts</td>
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<td>THE GREAT NORTHEAST</td>
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<td>WGY 50,000 watts</td>
<td>CHICAGO</td>
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<td>NEW ENGLAND</td>
<td>WMAQ 50,000 watts</td>
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<td>WBZ-WBZA 51,000 watts</td>
<td>WENR 50,000 watts</td>
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<tr>
<td>NORTHERN OHIO</td>
<td>DENVER AND THE ROCKY MT. REGION</td>
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<td>WTAM 50,000 watts</td>
<td>KOA 50,000 watts</td>
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<td>DISTRICT OF COLUMBIA</td>
<td>SAN FRANCISCO</td>
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<tr>
<td>WRC 1000-500 watts</td>
<td>KGO 7,500 watts</td>
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<td>WMAL 500-250 watts</td>
<td>KPO 50,000 watts</td>
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<td>Philadelphia</td>
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<td>KYW 10,000 watts</td>
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</tbody>
</table>

Completely Programmed by NBC

1926 1936

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

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

*
Free & Peters Inc.  
New Name of Rep  
Change Avoids Confusion Since  
Sleininger Inc. Formation  
FREE & SLEININGER Inc., exclusive station representatives, will become Free & Peters Inc. effective Nov. 1, according to a formal announcement by James L. Free, president. Sept. 2. H. F. Peters has been a member of the firm for several years and is vice president in charge of the New York office of both Free & Sleininger and its sister organization, Free, Johns & Field Inc. He is a director and secretary of both companies.

The change in name was indicated two months ago, when Mr. Peters became a substantial partner in the firm (BROADCASTING Aug. 1). C. L. Sleininger, one of the founders of the organization in 1932, has formed his own station representation organization, Sleininger Inc., and is no longer identified with the direction or management of either Free & Sleininger or Free, Johns & Field. He still owns stock in both companies, however.

Mr. Free emphasized that the change involved is one simply in name only. The change was decided upon, he said, because of the changed status in management and also to avoid confusion with Mr. Sleininger’s enterprise. Directors of the Free companies are Mr. Free, his wife, Julia S. Free, and Mr. Peters, along with Mr. Sleininger. Mr. Free said there would be no other changes in the organization.

Spanish Fighting  
Intimate Accounts of Actual  
Warfare Broadcast  
RADIO'S own "war correspondents" will shortly give Americans the real lowdown on the Spanish fighting without the hindrance of foreign censorship, with the return of Floyd Gibbons from Madrid late in September to start his Saturday night broadcasts with Vincent Lopez on CBS for Nash Motor Co., Kenosha, Wis., booked through J. Walter Thompson Co.

In the meantime, CBS has enjoyed exceptional success in bringing through H. V. Kaltenborn via land-line and shortwave from Hendaye, France, just across the Spanish border where early in September, stationed on the roof of the local hotel, he not only reported the course of the bitter battle of Poettarrabia but the sound of the gunfire—the first time in radio history, CBS claims, that sounds of actual warfare have been brought to American radio listeners. Kaltenborn was to be back in New York Sept. 13 to resume his Kaltenborn Edits the News series on CBS daily, 10:45-11 a.m.

Kaltenborn had been on the Spanish job almost from the start of the hostilities, and has had exceptional results in bringing through uncensored reports. Gibbons twice in latter August broadcast via EAQ, Madrid shortwave station, to NBC-Blue during its RCA Movie Key programs, but his accounts were obviously guarded due to the government censorship.

Battlefront—H. V. Kaltenborn, CBS commentator, wears a helmet as he interviews an English-speaking rebel officer in the Spanish rebellion.

Wm. W. Lee Regional  
WM. W. LEE & CO., Troy, N. Y. (Save-The-Baby cold remedy) on Oct. 12 will start a 26-week series on WGY, Schenectady, WBZ-WBZA, Boston-Springfield, and a list of rural stations in Northern New York and Vermont. The program will be keyed from WGY, reaching other stations by special hookup. Bradley Kine and guest artists will be the talent, broadcasting daily except Sunday, 8:15-9:15 a.m. Leighton & Nelson, Schenectady, is the agency.

Sheaffer Pen Spots  
W. A. SHEAFFER Pen Co., Fort Madison, la., through Bagley, Horton & Hoyt, Chicago, (successors to Sellers Service Inc) has started a spot series running from Aug. 24 until Christmas, using one to five-minute announcements. The list of stations has not been disclosed but it is a large one.

Sherwin-Williams Series Located on 69 Stations  
SHERWIN-WILLIAMS Co., Cleveland (Enameloid & Semi-Lustre paint) during the week of Sept. 7 started 100-word live announcements and three to five-minute on participation programs on 69 stations. The campaign on the Pacific Coast and in South Atlantic states started a week later. The time is sponsored by local distributors in some instances, in others the paint company being sponsor. Most of the announcements are broadcast during the day.

The schedule calls for 52 announcements within a period of ten weeks for the majority on the station list, with the larger station participation programs on the air three to five times a week. Stations are: WOR, KABC, KTBS, KLRA, KMOX, WMC, WMBD, WDAY, WNAC, WMAS, WTC, WHB, WSH, WORC, WEAN, WGY, WBEN, WGAR, WJR, WBN, WADC, WKB, WCKY, WCAU, WPPP, WSS, WPTF, WRTA, WBT, WJS, WJX, WQAM, WFLA, WDBO, WGST, WLA, WRR, WKL, KLUP, WFAA, WKY, KV, WO, KMB, KPH, KIS, WCCO, WREG, WJ, WITC, WKR, WAV, WOA, KOB, KKT, KFC, KNX, KERN, KOB, KEIN, KIE, KIU, KOW, KOL, KFP, KMO, KIT, KYG, T. J. Maloney Inc., New York, placed the account.

A new all-time record for visitors to NBC was established over the Labor Day weekend when 17,491 persons made the guided tour of Radio City.

Whatever it is KWK can solve it for you. That may sound like a very broad statement, but we are fully prepared to back it up. We know we can show you increased sales because we are doing it every day for other advertisers. Why not make us prove it?

And now, with our new 5,000 watt High Fidelity Western Electric transmitter, we expect to show even better results. Get in touch with us or our representative and we will be very glad to show you definite figures.

THOMAS PATRICK INC.  
HOTEL CHASE  
Representative  
PAUL H. RAYNER CO.  
NEW YORK  
CHICAGO  
SAN FRANCISCO  

BROADCASTING • Broadcast Advertising  

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www.americanradiohistory.com
WOR Presents Six of Its Most Recent Exclusive Features...

Typical Examples of the Up-to-the-Minute Coverage of the Greatest Station in the World's Greatest Market

THE BELMONT FUTURITY
Belmont Park, Oct. 3
The meeting between Discovery and Granville for famed Jockey Club Gold Cup, with horse-wise Bryan Field "calling" them. Sept. 19 to Oct. 3... then on to Jamaica!

YALE FOOTBALL GAMES
Sponsor: Atlantic Refining Co.
Yale's six home games sponsored for the first time and exclusively over WOR.

VINCENT RICHARDS—Tennis
The former Davis Cup star and ranking singles champion heard exclusively over WOR. Will comment on National Open at Forest Hills. (Richards the WOR exclusive at Forest Hills... not the match!)

RICHMAN-MERRILL FLIGHT
Floyd Bennett Field, Sept. 2
A crooner, a crack flyer and 10,000 ping-pong balls thrill the nation. WOR covers this event exclusively with a spot broadcast.

CANZONERI vs. AMBERS
Madison Square Garden, Sept. 3
A new lightweight champion is crowned and WOR is in both corners exclusively with a round-by-round broadcast.

NATIONAL OPEN POLO FINALS
Meadowbrook, L. I., Sept. 5
Polo champions on the field and WOR's champion sports broadcaster, Bryan Field, at the mike. The deciding game before the Americans meet the Argentines.

It is little wonder that an increasingly greater number of advertisers are using WOR. They're repaid generously by the response received from the most alert audience in the wealthiest market on earth.
AMERICAN citizens want their news of the Presidential campaign year delivered accurately. Accuracy is a tradition United Press political writers never forget. Through their factual reports 1936 political personalities, promises and platforms speak for themselves.

Alert application of that kind of fact-reporting enabled Lyle C. Wilson, head of the United Press Washington bureau, to be the first newsman to sense the significance of Governor Landon’s phrase "The American Way."

In an exclusive interview, more than a month before his acceptance speech, the Governor told Wilson what he meant by “The American Way,” an expression that has ridden the front page headlines ever since with as much prominence as "The New Deal".

U. P. political reporting not only seeks out the facts, but presents them with force and clarity.

Dominant stations depend on United Press for campaign coverage by such widely known political reporters as Lyle C. Wilson, Joe Alex Morris, head of the Senate staff; Frederick A. Storm, White House correspondent; Edward W. Lewis, head of the House staff; Harry Ferguson, political feature writer. They, and a score of others, are on the firing line for the United Press—setting the news pace in 1936 Presidential campaign coverage.
EIGHTY consecutive weeks is a record to be proud of in any division of the “show” business. During the more than eighty weeks the Victor Amateurs have been on the air, more than a thousand amateurs have appeared before stage and studio audiences. Yet, the record which this program has set is not an unusual one at BBC.

Bowman & Block, Inc., advertising agency for Victor & Company, have found BBC equally effective for many of their other radio accounts.

Behind the success story of individual program services is the story of an organization that has been built with network standards of showmanship for local production. In the past the networks have drafted many members of the BBC staff. They will continue to do so in the future.

The network stars of tomorrow are at BBC today waiting to serve you with program ideas and production that bring results.

Johnny Boyer, master of ceremonies with the Victor Amateurs, is one of the personalities who have helped build consistently large listening audiences for BBC local commercial programs.

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

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Steiner, Inc.
Quality Mattress Adopts Broadcasts For New Product

Success on WHAM Is Basis for Expanded Autumn Drive

By JOHN P. STREET Jr.

Account Executive
Hart-Conway Co. Inc., Rochester

QUALITY MATTRESS Co., Rochester, is sponsoring a new program Sunday evenings at 9 o'clock, on WHAM, Rochester. The program, known as the Quali-Rest Serenade, advertises the Quali-Rest Inner Spring Mattress, the "only mattress that can be taken apart and laundered as easily as your pillow-slip!"

First introduced only eight months ago, the Quali-Rest Mattress is now carried by leading department and furniture stores throughout Western and Central New York State. It is aimed to appeal to the public from the viewpoint of comfort, economy and sanitation, with special emphasis on the last-named quality.

Results in a Hurry

AROUND the outside ticking of the Quali-Rest is a Talon slide-fastener which zips apart the ticking which can be completely removed and put in the wash-tub. Being Sanforized, it will not shrink. Removal of the outer ticking leaves the felt inner pads ready to be hung on the line for airing. The Quali-Rest's exclusive take-apart feature makes it possible to replace any of its parts individually at any time.

Except for advertisements in trade publications, the Quali-Rest Mattress had received no general advertising until the new radio program started Aug. 2. Results have already proved eminently satisfactory from the standpoint of increased sales. The present program is in the nature of a test. A more elaborate radio campaign is being contemplated for the fall.

Credit for conceiving the radio program is shared by Justin F. Williams, vice president of the Quality Mattress Co., and E. P. Kamer, a salesman for the company. The program is planned and arranged by the Hart-Conway Co. Inc., Rochester.

The Quali-Rest Serenade is a musical quarter-hour, music being provided by a studio ensemble of strings with piano. The type of musical selection holds to a course midway between the "heavy" and the "light"—sweet, melodious numbers, both old and new, with a general appeal and a tendency toward a mood of relaxation.

Opening with Brahms' "Lullaby", there follows a straightforward commercial announcement. Thereafter the musical program continues without interruption but for a very brief commercial skit at the halfway point. There are no title announcements to break the smoothness of the program. At the close the "Lullaby" is again played as background for a short commercial announcement. Finally the music dies away, the ticking of a clock is heard, then, as chimes strike the quarter hour, the announcer says: "Good night! Rest well with—Quali-Rest". The sponsor is offering cash prizes to any of its representatives who send in usable ideas for the commercial skit in the center of the program.

100% Listener Acceptance

Radio Homes* in McClatchyland depend almost exclusively on the McClatchy Radio Stations for radio entertainment. The McClatchy stations are "home" stations, not mere network outlets. Advertisers profit from this 100% listener acceptance in a rich market.

*208,000 Radio Homes (Jan. 1, 1936).

KFBK  KMJ
Sacramento  Fresno

KWG  KERN
Stockton  Bakersfield

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

Representatives:

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

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.
LOS ANGELES

SF 1358 Russ Building
BEE 1038 Exchange Bldg.
SEATTLE

McClatchy Broadcast Co. SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE

BROADCASTING • Broadcast Advertising  September 15, 1936 • Page 29
WSM...Doorway to Southern Distribution

Advertisers interested in rapid and frictionless entry into this important market will do well to investigate WSM possibilities. Additional information and convincing case histories gladly sent to agencies and manufacturers.

ALTHOUGH completely deaf and blind, Stephen D. Cartwright has a perfect radio voice, with none of the flat quality which usually develops in a person deaf 11 years. Cartwright, who calls himself "The Blind and Deaf Ambassador of the News," has joined Central States Broadcasting System and is now giving two periods of news commentary. He speaks over KFAB, Lincoln, at noon each day and over KOIL, Omaha, at 10:15 p.m.

He lost his voice as well as his sight and hearing 11 years ago, a result of an injury sustained in 1919 when he was a member of the American Expeditionary Force in Siberia. "I was on duty in Khabarovsk, Siberia," Cartwright relates, "and during hard fighting one night, one of the enemy brought a pistol down on the top of my head with terrific force. Although unconscious for some time as a result of the blow, I recovered in a few weeks with apparently no ill effects.

Then He Was Stricken

"ELEVEN YEARS ago I was bathing at Long Beach, Cal. Suddenly, as I lighted a cigarette, I was stricken. I was taken to a Veteran's Hospital and for a time the doctors did not know which way the case would turn. They kept me under the influence of narcotics for two weeks."

As soon as he was able to understand, physicians in the hospital told Cartwright that he had suffered a cerebral hemorrhage, a dangerous brain injury. To regain the lost senses, the commentator visited medical centers in every part of the world. Friends took him to the world-famous Dr. Otani in Japan but after a thorough examination, he told Cartwright that nothing now known to medical science could bring back his sight and hearing.

According to Cartwright, his greatest victory has been in his fight to regain the use of his voice. When he learned he would never see or hear again, he determined to concentrate on his voice.

He spent months in New York City, taking voice lessons under the best teachers in the United States, and literally "manufactured" a new voice for himself. To keep it in good condition and in normal tone, Cartwright practices every day, using a piano as a sounding board. He has become so expert in judging his voice by the feel of the vibrations that he knows exactly how far his voice carries and what tone he is using.

Stephen D. Cartwright "hears" through his fingers. Placing his forefinger on the lips of his questioner and thumb and finger on each side of the throat, he is able to "hear" every word, and seldom needs to have any word repeated.

In his daily news commentaries for KFAB and KOIL, he has a secretary "read" the papers to him all morning. Then, with his own wide experience and knowledge of world affairs, he organizes his material in his mind and speaks temporarily for the 15-minute broadcast period.

At times he keeps one or two inane notes before him. Another...
SPEAKING OF SPOTS!

To date our national spot business is 104% ahead of last year [and those spots are getting crowded!]

P. S. Don't let those dust-bowl stories fool you about the Red River Valley. We had crops, we have abundant feed, and business is good. [That 104% increase in spots didn't come from no relief funds!]

WDAY, INC.

N. B. C.
Fargo, N. D.
Warner Offer of Free Discs to Stations
To Exploit Movies Brings NAB Warning

BRANDING a questionnaire sent by Warner Bros., motion picture producers, to stations as "not unlike other propositions" submitted to stations by film companies, James W. Baldwin, NAB managing director, on Sept. 10 advised members of his association to move cautiously before accepting "free offerings" of any character.

Declaring there is a basis for business relations between broadcasting and motion pictures, Mr. Baldwin said film companies can place orders for time and pay for it at the rates specified by stations. Stations, he said, cannot discriminate between advertisers. The statement follows in full:

"Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film release? There is a great deal more in the questionnaire mailed to radio stations last week by Martin Gosch, Warner Brothers radio director, but the meat of the proposition is contained in the above question."

Reaching Listeners

"THIS is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers them the most efficient means of exploiting their films. By means of 'Hollywood Notes', 'Commentaries by famous leading film stylists,' etc., the film personalities may be kept constantly before the listeners on 29,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio stations are tempted and induced to have their listeners see their favorite performers."

"If the Warner proposition does not seek, as others do, to obtain free time--free exploitation of their pictures--why does not Mr. Gosch place an order for time, and pay for that time, at the rates specified in the stations' rate cards? He has all the facilities for building excellent commercial programs. He must know that talent costs are in addition to time costs. He ought to know that radio stations cannot discriminate between advertisers."

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, stations are building a music repertoire that requires an expenditure of 5% of their receipts for 'time on the air,' even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use-and regardless of the fact that the musical selections involved are contained in the ASCAP repertory."

"Free offerings," regardless of their source, should receive searching inquiry before acceptance. It may be found that some of them contain the kind of food it takes to build a Frankenstein. A good example of this may be found in the proposition offered by 'Wards and Music Inc', music publishers, of a record made by Jan Garber and his orchestra of two song hits. In the letter transmitting the record Mr. Piantadosi (George Piantadosi, general manager) said: 'We would greatly appreciate it if you would use this record at every opportunity on your future programs. Thanking you and wishing you all the best wishes'. This offering was made late in July. In August Jan Garber permitted the use of his name in a suit brought by the American Society of Recording Artists against a member stations (KFWB). In this suit Jan Garber alleges in substance a non-payment among others that the use of his record (Victor Record No. 24587, Brunswick Record No. 6740) was unauthorized; that its use to broadcasting diminished his income, created an unfair competition, etc., and demanded an accounting and damages for the unlicensed and 'unauthorized' use of his record. Will Jan Garber make the same claims concerning his selections offered to stations by 'Ward and Music Inc.' in July?

"But back to motion pictures. There is a basis for business relations between radio broadcasting and motion pictures. It is founded on the NAB Code of Ethic Adherence to the principles in that will eliminate discriminatory practices. That is in the public interest."

The CAROLINAS present
a Combination Market........here is the combination to open it.

WIS WPTF
COLUMBIA, S.C. RALEIGH, N.C.

A COMPETITIVE COMBINATION RATE
You can get the greatest Carolina Coverage...of the largest "potential Purchaser Dollar" at the lowest cost by using the new Combination Rate now in effect on WIS-WPTF, the Carolinas' dominant NBC Stations--Alike as Two Peas in a Pod.

REPRESENTATIVES
FREE JOHNS & FIELD, INC.

WIS
SOUTH CAROLINA
620 kilohertz
1000 watts
NBC network
State Capital location
*Instrumental company network
Up from Springfield
Only station in Columbia
*Proven "listener" appeal

WPTF
NORTH CAROLINA
620 kilohertz
1000 watts
NBC network
State Capital location
*Instrumental company network
Up from Springfield
*Up from WJGC
*Listen "listener" appeal

*Alike as Two Peas in a Pod

"WIS and WPTF are owned by the same company-but they serve well the two Carolinas considered one market-so we promote them together.

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BROADCASTING • Broadcast Advertising
Gives you the "ear census" of the Great North-east—undisputed domain of WGY. Without major competition, this powerful medium offers advertisers the only effective single sales entree to the prosperous customers in Eastern and Central New York and Western New England.

WGY 50,000 WATTS
NBC Red Network
SCHENECTADY
Completely programmed by NBC
Wrigley Planning to Remain on CBS

TIME Inc., New York, publishing the magazine Time, will return the March of Time to the air this autumn for a new picture magazine it will start publishing within a few weeks. William Wrigley Jr. Co., Chicago, which took over the March of Time March 30 after it had been given up by Remington Rand Inc., will cease sponsorship of the CBS news drama Sept. 30. In all, the five-weekly hour series will have been on the air 60 weeks. Previously it had been a weekly half-hour program. Wrigley will remain on a CBS network but with a different type of program, not yet announced. Batten, Barton, Durstine & Osborn Inc., New York, has taken an active part in production of the March of Time from its inception and will continue in charge when the program is resumed by Time Inc. this autumn. At present the March of Time cast is on vacation.

Don't Kid a Kid
Producer Decides Youngsters Are Hard to Fool

The lesson learned by Himan Brown in directing the Ward Baking Co. News of Youth on CBS three evenings a week is: "Don't kid a kid.

"Children's programs have the most critical audiences in the radio business," according to Brown, who has produced scores of such broadcasts. "Sound effects are amazingly important, of course. I would even venture to say that youngsters would not listen to a dramatic program which did not include appropriate 'off the mike' backgrounds. But such effects must be lifelike down to the last decibel and must serve to advance the development of the plot.

"Juveniles always expect a moral lesson in all programs written for them. I suppose that is due to their reading of fairy tales and children's books. But happy endings can easily be overdone, and realism is to be preferred in the long run. For this reason the pet dog sometimes dies in News of Youth dramatizations and little Jimmy does not recover from the operation unless the real-life incident on which the sketch is based turned out that way. You have no idea how closely our audience checks the newspapers against our dramatizations. And all children's programs are either 'swell' or 'punk' to their listeners!" Brown concludes.

The News of Youth, which each day dramatizes two or three real news stories about children, avoids all subjects which might put mischievous ideas into the heads of its audience. As a result, the program, now in its third quarter of its first year on the air, has evoked high praise from the Parent-Teacher's Association and gathered about it an organization of more than a million loyal listeners. These followers have been organized into the "Scoop Ward Press Club," named after "Scoop" Ward, 17-year-old commentator on the program.

HOME TOWN STATION

—to the 429,000 families in its primary area

WOWO is the home town station—home town station because its programs year after year have been keyed to the needs and interests of the communities which comprise the immediate WOWO market.

Each year the 429,000 families in the WOWO primary area buy more than $295 million dollars* worth of merchandise. Through their home town station you can tell them your sales message most profitably, most resultfully.

*Latest U. S. Census figure.

Iraci Negotiating For WPEN, WRAX

Negotiations looking toward an acquisition of WPEN and WRAX, both stations in Philadelphia, to John Iraci, former owner of WOV, New York, are nearing completion, with indications that he will take over the two time-sharing stations this autumn. At present Sepp. 3 purchased a 40% interest in the two stations from Paul F. Harron, part owner of WHOM, Jersey City, WFBF, New York, and an approximately $75,000. Clarence Taubel, 60% stock owner in the William Penn Broadcasting Co., is negotiating with Mr. Iraci for sale of his 60% of the common stock and all of the preferred stock of the company.

Russell Feldman, New York booker, is helping to finance the purchase of the Philadelphia stations, disposed of that option to Mr. Iraci and is not involved in the current negotiations, it is understood. Mr. Iraci several weeks ago sold WOW to Arde Bulova, watch manufacturer and broadcaster, for $300,000, subject to FCC approval. The station figures in the complex plan of the Paulist Fathers, of New York, to procure a full time 5,000-watt assignment for the part time WLW, New York.

Mr. Iraci already has been elected vice-president and a member of the Board of William Penn and upon acquisition of the balance of the stock, will take over management of the station. It was indicated that no staff or management changes are contemplated but it is probable that WPEN and WRAX, now operating separately, will be merged as a full-time station operating on the 920 kc. channel with 250 watts at night and 500 watts day.

It is likely also that the station will be a part of a seaboard network plan worked by Mr. Bulova to include such stations as WNEW or WOW, for New York coverage; WELI, New Haven; WNBC, New Britain-Hartford; and WCP, Boston. WELI, WNBC and WCOP are new stations and were financed by Mr. Bulova.

Rochester's New Local

STUDIOS of the new WSAV, 100 watt daytime station on 1210 kc. in Rochester, N. Y., which will be a unit of the New York Station network keyed from WINS, New York, are nearing completion in the downtown Taylor Bldg., and the station's owner announces it will be on the air before Oct. 1. Gordon B. Brown, licensee, has held a C.P. for the new station about a year. Mr. Brown, once a technician with WHEC and the Rochester police radio station started by will manage WSAV and be its chief engineer, with E. K. Johnson, formerly with WGBS Cleveland, as engineering consultant. Equipment of his own manufacture is being installed, said Mr. Johnson, at a cost of $300,000, and he added he expects also to enter the field of manufacturing and sell similar 100-watt transmitters.

CARROLL LEVIS, who is the British counterpart of Maj. Bowles on Sept. 8 relayed to the NBC Blue network a sample of his London Amature Hour from the BBC studios.
BUFFALO'S A GOLD MINE!

We frankly predict that it won't be long before many national advertisers who have been ignoring Buffalo will be putting on a Klondike rush to the Queen City of the Lakes when you discover all the extra dollars in circulation here because of remarkable business gains.

BUFFALO steel mills today are operating full blast. The Bethlehem Steel Company has made almost $100,000,000 in improvements at its Buffalo plant to handle the huge orders which are pouring in after so many lean years. Some 2,800 other local plants, large and small, representing a diversity of industry unequalled by any other city, now have payrolls which in many instances exceed those of 1929.

NEW YORK is the richest state in the Union, and the western part of the Empire state, with Buffalo as its metropolis, has a population of more than 2,000,000 people who want to hear about your cereals, cosmetics, tires, shoes, soups, canned goods, or anything else that you want to sell in volume in this mighty important market.

YOU cannot afford to ignore such a fertile field. You reach it quickly, thoroughly and cheaply through Buffalo's most up-to-date medium—a medium that has developed a large audience through its excellent Transradio Press coverage, its fine music and many other captivating features.

WB NY
Owned and Operated by Roy L. Albertson

BUFFALO

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City  520 N. Michigan Avenue, Chicago  122 S. Benton Way, Los Angeles
One of the many notable stars whose talents make the World Program Service Library the greatest repertory of recorded radio music and entertainment in the world today. More music by Miss Grey will soon be on the way to World Program Service subscribers.
Up-to-the-Minute Entertainment from TRANSCRIPTION HEADQUARTERS

- New and up-to-the-minute entertainment, new life, is constantly being added to World Program Service. Fresh and interesting continuities, successful sales ideas and the world’s finest music—these go regularly to WBS subscribers. In addition to the songs of Harriet Grey, other important releases are on the way. An example of the moment is the series of Brahms and Beethoven, recently recorded by Leo Erdody and the World Symphony Orchestra.

First and Most Complete TRANSCRIPTION LIBRARY

The internationally famous World Program Service was the FIRST transcription library assembled for the exclusive object of radio broadcasting. It now serves over 150 radio stations—leading broadcasters in their cities. In July, 8 new subscribers—in August, 7—each serving an important market in the United States or Canada.

World Program Service subscribers are resultfully employing this most complete library of over 1500 separate selections, both classic and popular (and the 48 new selections recorded and issued each month) not only for sustaining programs which capture vast popular interest but, what is still more important, for sponsored programs among their local advertisers.

Wide Range Vertical Recording

All World Library recordings are made, at Transcription Headquarters, by the Western Electric method of Wide Range Vertical recording—all subscribers are equipped with the Western Electric system for “matched quality” reproduction. This insures both station and advertiser of the highest possible quality—superb balance, depth and beauty of tone, perfection of detail—transmission of voice and instruments exactly as they sound at the microphone. Nothing finer can be heard on the air! . . . For full particulars of subscriber service, write to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON
Slide Rule Economics

SOME RATHER amazing conclusions can be drawn from the FCC's allocation survey. Rural listeners themselves report that they are primarily dependent upon clear channels for good reception. The reason for this is obvious. Regional stations, or even locals, for economic reasons rarely can be found in cities of less than 25,000 population. And their power is so limited that they often cannot penetrate the deep rural areas, though there is no denying their frequently excellent coverage of contiguous rural populations which usually are the densest.

The survey shows conclusively that if the country as a whole is to be accorded radio reception, a certain number of high-power stations must be accommodated on clear channels. The radio law is founded upon the premise of equality of reception, as nearly as possible, to all listeners. The farmers, living many miles from a city is entitled to radio service on the same basis as the dweller in New York City.

But it appears that the radio fraternity may have to revise its definition of clear-channel service. The technical studies of the FCC seem to show that one or even two stations, 1,000 watts at night, using directional antennas, can operate on the same channel with a 50,000-watt station without destroying its secondary coverage. That is a startling finding that may bode much for future assignments.

Many other deductions will be made from the comprehensive four-phase allocation study of the FCC. They will be brought to light during the Oct. 5 hearings. At the same hearings organized station groups will come forward with their own plans of allocation, and the usual crop of interlopers will be on hand to try to crash the radio gate.

The stakes are altogether too important to risk any half-baked conclusions. The rule of the slide-rule and of wind-and-kilometers may show one thing, but common sense, public service and economics are even more important. Any conclusions reached should take all of these factors into account.

Selling Soap and Politics

SO THE SOVIETS are going to use broadcast advertising over Russia's state-operated radio stations to push the sales of products of the State Perfumery Trust, particularly soap! Well, sir, we've always believed in advertising by radio and we've always felt that those European countries forbidding it are on the wrong tack. Now we find a dictatorship ready and willing, according to United Press reports, to utilize the American method for the sake of trade.

Meanwhile, as Donald Flamn of WMCA, New York, found on his recent tour of Europe, Britain lets millions of dollars of British sponsors' money slip through to foreign radio stations because it bars radio advertising; though it is hard for us to understand how the naming of transcription and record manufacturers, film and stage artists and productions, song hits from shows that are generously identified, etc. is not construed as advertising.

Meanwhile, in Fascist Italy, they do not permit radio advertising—no advertising other than the persistent propagandizing of their peculiar political ideologies, with nothing opposing them permitted on the air, of course. Meanwhile, too, the example of Europe makes Americans more satisfied every day that the, enlightening, entertaining, trade-stimulating, non-political, competitive American system of broadcasting is still the best ever devised for a democracy.

Check and Double Check

INSTED of a gross business of $87,000,000 last year, it now appears that the broadcasting industry probably reached $92,000,000 or more. This fact develops as an outgrowth of the difference between the U. S. Bureau of the Census and the NAB [Broadcasting Aug. 15 and Sept. 1].

The error evidently was on the side of the NAB and primarily in the amount of local business done by stations. The Census Bureau's figures in the fields other than local, and those of the NAB's business index, compare most favorably when certain factors are taken into account, since the government pursued the course of producing net computations whereas the trade association used gross.

But in local business the NAB fell no less than $5,000,000 short. By the very nature of the business, complete local information is the most difficult to procure. The NAB projects its figures from samples rather than from reports for the industry as a whole, and pulling accurate samples on local business is like pulling eye teeth, we are told. Obviously, errors can creep in and correction factors must be taken into account.

There can be no justifiable criticism of the NAB, we feel, because it leaned toward the conservative side. Usually industrial estimates are the other way—that is, toward inflated calculations. Indeed, we feel that NAB deserves commendation for its pioneering work in establishing the business index, three years ago.

The Census Bureau's survey has performed the important function of serving as a check...
FRED J. HART, president and member of the board of directors of the American Broadcasting Companies and KWHC, Hilo, left San Francisco September 22 on board the Liner "Eagle," two-weeks' business conference in the Islands. Mr. Hart makes his head-quarters at the Ambassador Hotel. Various stations maintain offices in the Hotel California, with L. D. West in charge.

RAY M. BECKER, for several years with KYOR, Colorado Springs, and recently with KZL, Denver, that takes over the management of KFIP, Durango, Col.

BARNEY LAVIN, for the last two years on the sales staff of WDAY, Fargo, N. D., has been named commercial manager by E. Q. Reineke, manager of this station. Mr. Lavin replaces Robert Schulz, who becomes manager of WMIN, St. Paul, new local which begins operation later this month.

HORACE LOHNES, Washington radio attorney, was elected vice chairman to an association of legal fraternity, during its convention in Washington the first week in September, the puts Mr. Lohnes, a graduate of Ohio State and George Wash-ington University, in line two for the chancellorship or presidency.

BERTRAM LEHRAR, jr. director of sales of WMCA, New York, New York, joining the first commercial partner in the recent national bridge tournament at Ashbury Park, N. J., he has taken charge of the Continental Offices, Inc.

HOWARD J. PERRY, station director of W2XR, New York high-school board of directors and other radio work. He has not announced future plans. Mr. Perry is a former partner in newspaper work on the Coast, and formerly was associated with KGW, Portland, Ore.

JACK STONE, formerly manager of WPIR, Petersburg, Va., has joined the sales staff of WJZ, New York.

MIKE HOLLANDER has been appointed manager of sales and produc- tion of KGGM, Albuquerque, accord- ing to Charles Wise, an effi-cient radio property.

WILLIAM B. GELLATLY, sales manager of New York, New York, treatment for severe burns suffered last month when an oil stove ex-ploded in his kitchen and was burned by himself and his wife. He was on a vacation at the time. He expects to be released in a few days.

BOB KAUFMAN, formerly CBS Chicago press manager, has been an- nounced as commercial manager of KM, Shenandoah, Ia.

LENOX R. LOHR, NBC president, who is making visits to NBC owned, operated and affiliated stations as frequently as he can get away from New York, Toolkit a dinner by WSB and officials of the Atlanta Journal during a visit there early in September.

JOHN G. CUBE, CBS publicity di-rector in New York, was to have been on the sales staff of WNYC when he returns. He is to have charge of the San Fran-cisco publicity office and then 12 to KTVX Los Angeles, to inspect the new setup there.

MISS JANET QUIGLEY, in charge of sales promotion for the British Broadcasting Co., will arrive in the United States in October to study programs on radio in American networks and stations.

CHARLES Denny, formerly with WHO, Des Moines, has joined the sales staff of WBAA, Lafayette, Ind.

WILLIAM A. SCHUPT jr., president of WBT, Charlotte, N. C., is back from vacationing, after a longed illness caused by heat prostration suffered in Milwaukee where he has been during the summer.

J. BURLT LOTTRIDGE, general sales manager of KOIL, KFAB, and KFOR, addressed a meeting of Omar Flour Co. salesmen in Omaha re-cently on "Radio Selling and Mer-chandise.

JOHN S. K. HAMMANN on Sept. 1, was made NBC national sales represen-tative west of Denver, and Edward Hilt, who has been NBC resident sales representative there since March, has been assigned to the New York sales department.

WILLIAM F. EARLS has resigned from the NBC sales department in New York.

Norton Joins Patterson

HENRY K. NORTON, who re-signed as area manager of WOKC, David Sarnoff, NBC president, to David Sarnoff, RCA president, has joined Richard C. Patterson jr., former NBC executive vice presi-dent, who has offices in Suite 3650 RCA Bldg., New York. Mr. Pat-erson now is location of the NBC mobile radio unit in New York.

Charles Wise

CHARLES WISE, 25, formerly public relations director of WKRC, Cincinnati, has been named station manager of Wicion, a new mobile outlet for Warner Brothers in Los Angeles.

When Campana changed agencies Ibett went along, and today de-votos set the record of the intro-duction of the weekly First Nighter program—which returned from the studio in Los Angeles to the air this week—confirmed chiefly in an advisory capacity on the other broadcasts sponsored by the owners of Aubrey, Moore & Wallace.

Ibett's favorite outdoors activ-ity is riding, and each Sunday that he has his own horse, he rides the bridle path in the forest pre-serve near his Evanston home. Many of his hours are spent at the movies, although Fred says that this is really a profes-sional trip and that he is planning all track of the plot in focusing on some bit of production technique that can be adapted to radio. But, he says, it is not a hobby, for riding, and one room of his home has been converted into a laboratory where he builds and learns as much in the next couple of years as he has in the past few months.
BEHIND THE MICROPHONE

JAMES CROCKER, formerly of WJOA, San Antonio, has been named to succeed Robert Colson, who replaces Clyde M. Vandeburg as Texas Centennial radio director. Vandeburg has resigned to become radio director of the Golden Gate fair in 1939.

HAL TOTTEN, veteran sports announcer of NBC, Chicago, has moved from the publicity department to the new offices of Ken Pry, who now devotes his entire attention to the program department of the organization as news and special events director.

MRS. LESLIE SMITHGALL, of the continuity staff of WSB, Atlanta, on Aug. 30 began directing a series of dramatic programs built up from the serial stories carried in the Atlanta Journal and reprinted by WSB's own dramatic company.

GORDON A. SCHEHING, program director of WCAO, Baltimore, is the father of a second boy, born in August.

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

GBF

BEST
BEFORE YOU LEAP!

Tested programs eliminate guess work in radio selling. KMBC offers tested programs by program-building experts—a formula for success advertisers like! Evidence: now on the air or scheduled for broadcast are Ted Malone, "Between The Book Ends," for Hind's; Crystal Gazers for The Colgate-Palmolive-Peet Co.; Mary Ward for Montgomery Ward; Diamond City News for Mid-Continent Petroleum Corp. Still available are Happy Hollow, Life on Red Horse Ranch, The Texas Rangers, and other KMBC tested features. There's one for you! Wire

HAL SPARKS, formerly of KFXB, Oklahoma City, has joined KYKO, Lubbock, Texas, as "Burnt Toastmaster" of the KFXO Coffee Club.

FRED JESKE, formerly with WHO and KSO, Des Moines, and with WSB and WGST, Atlanta, has joined WSB's Syracuse, as assistant to Fred Ripley, program director.

C. L. MENZER, NBC production manager of the Chicago studios, was in California the end of August visiting the Hollywood and San Francisco studios, conferring with Kenneth Carey, program manager and Frank Cope, production manager, in the latter city.

CLARENCE FUHRMAN, director of the staff orchestra of WIP, Philadelphia, is the father of a girl born Sept. 5.

FRANK BARTON has joined the NBC junior announcing staff in San Francisco, succeeding Robert Dunn, who has been made assistant to Richard Ellers, night program supervisor. He will also do script writing and assist in the production department.

GLAN HESCH, has been promoted to production manager of KFY-KBCA, Los Angeles, succeeding Clay Osborne, resigned.

THOMAS HUTCHINSON is in Hollywood on assignment from the New York production department of NBC to aid in arranging an audition of Irvin Cobb for a possible network sponsor.

AND STILL THEY COME—Perpetually! It is the piscatorial pride that prompted WOR to enter another photograph in the contest developing over who is the best fisherman in radio. The Aug. 15, Broadcasting started the ball rolling when it published photographs of Bob Catherwood (WOR) and his 10-pound salmon, both big catches for their respective species. Then, in the Oct. issue, the awards were claimed for K. S. Campbell (CHS, Hollywood, N. J.), pictured with his 550-lb. giant tuna. Comes now Bob Eder, who conducts the Fishing Angle feature on WOR each Friday, with this day's catch of two big tuna—one of 282 lbs. and the other 187 lbs.

RUPERT PRAY, in the sales production department of KJHS, San Francisco for the last three months, has been appointed traffic manager of Northern California Radio Advertising System. He succeeds Marion Wooding, who resigned Sept. 1 to join the production department of KYOS, now being built at Merced, Calif.

JACK HANSEN, formerly of KDB, San Diego, has joined the Lincoln staff of KFAH.

FRANK W. LINDE, recently in charge of studio work at WNYC, New York, Christian Science Monitor News Service, on Sept. 1 was appointed production manager of WXML, Boston shortwave station, by Walter S. Johnson, managing director. He was formerly with WMCA, New York, as a continuity writer.

GORDON BROWN, announcer of KFRC, San Francisco, has been commissioned an ensign in the Naval Communications Department, U. S. Naval Reserve.

ARNOLD MARQUIS, former news syndicate writer, who has also been affiliated with various Midwest stations, has joined the NBC production staff in San Francisco.

PAUL DUDLEY, Boston announcer, has joined KJH, Los Angeles.

VAN FLEMING, NBC producer in San Francisco was married Sept. 6 to Nanpuy Reis, Portland, Ore., book and magazine illustrator, in Carmel, Cal. Larry Allen, head of the NBC offices in San Francisco, was best man.

OTTIS ROUSH, formerly manager of KJAC, Hillyville, Ark., and for the past year continuity writer and announcer at KATU, Portland, Or., has joined WTJS, Jackson, Tenn., as announcer and sportscaster.

AHELE EVERETT, of NBC sales promotion department, San Francisco, was married in August to Dana Fredericksen of Seattle.

CHARLES C. URQUHART has been appointed production manager of KSTM, succeeding Sherman MacGregor, resigned. Mr. Urquhart was formerly assistant general manager of WSB, San Antonio.

FORD BOND, NBC announcer, and Mrs. Bond are the parents of a pair of twins, born at WIP, Pittsburgh.

ELIZABETH LAWSON CALHOUN, formerly assistant director of the WJPC, Muncie, Ind. Project, who has just completed a survey of information on the radio programs of the General Education Board of the Rockefeller Foundation, has joined WMT, Boston, shortwave station, as special advisor for a new series of educational music programs.

LEON MARSHALL, formerly of WHT, Philadelphia, has joined the announcing staff of WHIO, Dayton.

Expanded Radio Course Given by Minnesota U.

UNIVERSITY OF MINNESOTA, through its extension division, again will offer classes in radio script writing. It is announced by Richard R. Price, director. The course was inaugurated last February, and consisted of actual script writing from a 30-word "station-break" to 15-minute dramatic programs. The original course was taught on the University of Minnesota campus.

The original group of 30 students included men and women already "doing script", department store advertising staff members, women in radio, and organizations that have found the radio effective in their activities and persons from other fields. For the academic year 1936-37, the course will be enlarged with classes not only for novices but also for advanced workers. In the first semester there will be classes both on the campus in Minneapolis and in St. Paul for beginners. For the second semester, beginning in February, there will be a course for advanced students, and a "station break" for winners, both on the campus. The instructor of the original class, who continues this year, the enlarged course is Luther Weaver, head of Luther Weaver & Associates, a department of KFCA, advertising agency specializing in radio.

Dresden Heads Group

OWENS V. DRESDEN, manager of KJH, Los Angeles Don Lee station, was named president of National Broadcasters Association at a recent meeting of stations in that area. Two meetings a year are held by Mr. Dresden. L. W. McDowell, of KFOX, Long Beach, was named secretary-treasurer.

Tapioca Talent Shift

GENERAL FOODS Inc., New York starts its Minute Tapioca series on an NBC-Blue network Oct. 4 with Tapioca & Buddy, and replaces the featured Flowerdale series originally scheduled for the series. Young & Rubicam Inc., New York, is agency.

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THE PROGRAM BUILDING AND TESTING STATION

Broadcasting • Broadcast Advertising

KMB of KANSAS CITY

John Blair & Co.
National Representatives of Radio Stations

New York-Chicago-Detroit-San Francisco

www.americanradiohistory.com
KMA NOW OPERATING FULL TIME WITH NEW TRANSMITTER STOP REACH
AMERICA'S CHOICEST FARM AUDIENCE BUILT ABOUT THE FRIENDLY
PERSONALITY OF EARL MAY PIONEER AGRICULTURAL BROADCASTER
STOP THIS LARGE LOYAL AUDIENCE IN IOWA NEBRASKA KANSAS AND
MISSOURI IS BEST FARM BET IN RADIO TODAY=
BOB KAUFMAN COMMERICAL MANAGER RADIO STATION KMA.

Represented by Wilson-Dalton-Robertson, New York, Chicago, Kansas City
Pacific Coast Representatives: Walter Biddick Co., Los Angeles, San Francisco, Seattle

Earl E. May, President:

www.americanradiohistory.com
THORNBURGH PICKS EXECUTIVES OF KNX

Arthur Kemp is appointed as CBS Regional Sales Chief

COMPLETION of the Hollywood staff of CBS, headquarters at the studio location of KNX, which on Aug. 16 was taken over by the network, was announced by Don Mawhinney, KNX news director.

Mr. Kickenbacker, former CBS Pacific Coast vice president, shortly before he departed Aug. 23 for a three-weeks trip to Chicago and New York headquarters of the network.

With the resignation of Naylor Rogers as KNX general manager and the appointment of Paul Kickenbacker, former CBS west coast manager, as Mr. Thornburgh's assistant [BROADCASTING, Sept. 1], the appointment of Arthur Kemp, former KNX sales promotion manager and for several years sales manager of the Don Lee Broadcasting System, has been named Pacific Coast regional network sales manager. Charles Vanda, former CBS Artist Bureau manager in Hollywood, has been named program director.

Other Executives

Mr. Kemp fills a new created post, with Carl Nielsen, KNX commercial manager, resigning effective when Mr. Thornburgh returns from the East. National spot sales manager will be Elmer Pedersen, retained from the KNX staff. Charles Vanda succeeds Leonard Cox, resigned, who will continue handling Fels Naptha script shows out of Hollywood.

The remainder of the CBS-KNX personnel lineup follows: C. A. Carlson, formerly with CBS in Chicago, comptroller and office manager; Lester H. Bowman, formerly with WJSV, Washington, Pacific Coast operations engineer; Kenneth G. Ormiston, former KNX chief engineer, assistant to Mr. Bowman and also transmitter engineer of KNX; Harry Spears, formerly with the New York office of CBS, audio supervisor; Alden Packard, former KNX staff, maintenance supervisor; Miss Edythe Todesca, KNX production manager, in the same capacity; Les Mawhinney, KNX news director in same position; Willbur Hatch, musical director, in same position. Ralph Wonders, CBS artists' bureau head, is expected on the Coast soon to set up a department.

REMOVAL of WILM, Wilmington, Del., to Chester, Pa., is sought in an application filed with the FCC by the licensee. The interests owning WILM also operate WDEL, Wilmington; WAGL, Lancaster, Pa.; WOLX, York, Pa.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.

Seek Cheyenne Station

REV. S. H. PATTERSON, who recently gave the Oklahoma Daily Oklahoman interests, operating WKY, Oklahoma City, and KLZ, Denver, an option to purchase KVOR, Colorado Springs, and who is an applicant for a new 1,000 watt station in Denver on 1570 kc., has entered into a partnership with William C. Grove, radio engineer, and together they have applied to the FCC for a new 100 watt station on 1420 kc. in Cheyenne, Wyo.

Two hours after the premier of Foolish Questions on WAAF, Chicago, Thomas J. Webb Co., Chicago coffee distributor, had signed the program for six quarter-hours a week. J. L. Sugden Adv. Co., Chicago, is agency.

WOL

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

WASHINGTON, D. C.

Like a dog with one puppy you'll think your account is the only one we have!

- Alert...watchful...taking advantage of every opportunity to produce even greater results for our advertisers. This constant personal supervision has been responsible for the amazing success of hundreds of campaigns. Enthusiastic advertisers have extended contracts and again and again WIBW enjoys a national reputation for doing a "real selling job."
- There's nothing secret about our method. A station executive assures full responsibility for the success of your campaign...department heads confer to select the proper announcer...entertainment with tested appeal...a time when your sales message will have the largest and most receptive audience...nothing is left to chance.
- Nan is vigilance relaxed once the program is on the air. Mail and sales response is analyzed...programs checked...continuous improvement sought. Your campaign must succeed. Simple, isn't it?
- This tested, successful method of personal supervision will make your coming campaign a success. Phone, write or wire our nearest office for full details.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.
Represented by Capper Publications in New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

Page 42 • September 15, 1936 BROADCASTING • Broadcast Advertising
Craftsmanship as old as time . . . .
in a plant as modern as money can buy

In the Techna plant, modern machines and production methods are important in establishing the unusually attractive prices of Techna equipment, but of even more importance to the maintenance of the Techna standard of quality is the spirit of craftsmanship which directs the men employed here. At Techna, perfection is always the ideal . . . your satisfaction the guarantee.

Inquiries regarding specifications and prices of Techna studio speech input, public address, recording, and transcription equipment are given prompt attention.

TECHNA CORPORATION
New York 926 Howard Street, San Francisco Chicago
Cable address "Techna" Bell Teletype "SF329"

BROADCAST . . . PUBLIC ADDRESS . . . RECORDING . . . LABORATORY EQUIPMENT
The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Representatives; Notes from the Stations

STATION ACCOUNTS

WOAL, San Antonio
Acme Feeds Inc., New York (Vaporub), 25 t, thru Benton & Bowles Inc., N. Y.

Procter & Gamble Co., Cincinnati (Red Nails soap), 375 t, thru Black Jet, Sample - Hammett Inc., Chicago.

Midcontinent Petroleum Co., Kansas City (Wheaties), 5 weekly sp, thru Blackett-Sample-Hammett Inc., Chicago.

Canada Dry Ginger Ale Co., Baltimore (Colgate's), 5 monthly sp, thru Beemans Laboratories Inc., Indianapolis.

KFSO, San Francisco
General Mills Inc., Minneapolis (Wheaties), 5 weekly sp, thru Western Ad Sales, Inc., Chicago.


KSFU, San Francisco
Histen Corp., San Francisco (hay remedy), 5 weekly sp, thru Bagley, Horton & Hopt Inc., Chicago.

WOR, Newark

KHBC, Hilo, Hawaii

KFEQ, St. Joseph, Mo.
United Drug Co., Boston (Rexall), 5 t (October), thru Street & Finney Inc., N. Y.

Fair Co., Los Angeles (Cystes), 26 t (starts Oct. 4), thru Dillon & Kirk, Kansas City.


Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 20 t, thru Wade Adv. Agency, Chicago.

National Bellas Hess, Kansas City (order house), 10 weekly thru Ruthrauff & Hran Inc., N. Y.


KMOV, St. Louis (Vice), 25 t, thru Street & Finney Inc. N. Y.


Ford Motor Co., Detroit, 13 t, thru McCann-Erickson Inc., N. Y.

WHK, Cleveland
Histen Corp., Chicago (hay remedy), 5 weekly sp, thru Bagley, Horton & Hopt Inc., Chicago.


W.BT, Charlotte, N. C.
Webster-Eisenhour Inc., New York (Cincinnati), 5 weekly thru W. Ayer & Son Inc., N. Y.

Beemans Laboratories, Atlanta (BGO), 6 weekly sp, thru Green & Keen Inc., Atlanta.


B. F. Goodrich Co., Cleveland (Arrow beer), 16 sp thru J. Shankert, Inc., Detroit.

KFCR, San Francisco


WGV, Cleveland

Crazy Water Hotel Co., Mineral Wells, Texas, 7 weekly thru Lucas-Bowman Inc., N. Y.


KHY, San Francisco

Yellow Cab Co., San Francisco (transportation), 7 weekly thru Randhodes & Co., San Francisco.

WTAQ, Green Bay, Wis.

WOS, Columbus, Ohio

KZEK, Marshall, Ore.

CJBS, San Francisco
Purcell & Co., San Francisco (Malion), thru W. H. B. Ford Co., Milwaukee

WFAX, New York
Dexdale Hosiery Mills Inc., New York (liver pills), thru Lord & Thomas Inc., N. Y.

KFYR, Bismarck, N. D.
Procter & Gamble Co., Cincinnati (White Naphtha soap), 350 t thru Blackman Adv. Inc., N. Y.


WNNX, Yankton, S. D.
United Drug Co., Boston (Rexall), 5 t (October), thru Street & Finney Inc., N. Y.

KFSO, San Francisco
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United Drug Co., Boston (Rexall), 5 t (October), thru Street & Finney Inc., N. Y.

A. Sheaffer Pen Co., Fort Madison, Ia., 5 weekly sp, thru Baggage, Horton & Hopt Inc., Chicago.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 20 t, thru Wade Adv. Agency, Chicago.

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WHK, Cleveland
Histen Corp., Chicago (hay remedy), 5 weekly sp, thru Bagley, Horton & Hopt Inc., Chicago.


OHIO, Cleveland
Ohio State University, Cleveland, 13 sp, thru National Service Co., Cleveland.

WOR, Newark


John F. Trommer Inc., Brooklyn (beer), weekly thru Cheel, Warwick & Cheel Inc., N. Y.

KHCBC, Hilo, Hawaii

KGB, Honolulu

Professor Tolkien will now speak on the good life of the lower lindenaria.

From London Morning Post
“When television comes—contrasts we shall see.”
AGENCIES AND REPRESENTATIVES

TONG & RUBICAM, Inc., has announced the resignation of Joe Stein to Australia for a trip to the West Coast, where he will remain for four or five weeks in connection with development of his business for that region.

John H. Rafferty, formerly of the NBC sales department in Radio City, has joined the Criterion Television, Inc., New York, as national account representative.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., San Francisco, has been named head of the Western Coast's advertising office of the firm. Mr. Spight will be assisted by R. T. Stearns, former Western Coast advertising representative of KVOA, Tucson, Ariz.

WESTON SETTLER, for many years advertising manager of the A. B. C., San Francisco (coffee and tea), has joined the copy and plan department of Emil Brischak & Staff, that city. Before his affiliation with the M. J. B. Co., Settlenger was with Lord & Thomas, San Francisco, as account executive.

DOLLY STEWART, for the last two years with stations in Australia, has taken over representation in New York for the Victoria Broadcasting Co., operating SAW, Melbourne, Australia. She is also New York representative for Allan & Co., music publishers, and J. C. Williamson Ltd., theatrical and concert management, of all Australia.

“LAY OFF the men’s department until you get established,” advised Harry Trever, sales manager of WNF, Binghamton, N. Y., writing in the Sept. 1 issue of Broadcast, in offering some suggestions on landing department stores as sponsors. “It’s the toughest merchandising job in most stores,” he added.

At the same time, the magazine Men’s Wear published a success story on the results Marshall Field & Co.’s Store for Men, Chicago, has obtained on its WBMB Musical Clock. Up to a year ago the Store for Men had used occasional announcements but in the summer of 1935 it took over a half-hour of the morning Marshall Field series, using a male voice. Two direct merchandising announcements and three spot flashes are woven into the period.

How It Was Done

HERE is the way radio has worked for Marshall Field’s Store for Men:

“We have discovered one thing which should be of interest to the men’s wear retailer. And here briefly, they are:

“(1) The public will respond quickly to an item which they know is an outstanding value, especially if it is presented as a ‘radio special’ not advertised anywhere else. Example: We marked down 25 dozen English golf balls, announced them as a radio special, and sold them out in one day, at a cost of about 8%.

“(2) The best direct results are obtained where the item is low or medium priced, is new from a style standpoint and has a story behind it. They can’t see your illustration as they do in the newspaper ad; they’ll quickly forget any dry-as-dust statistics or specifications you give them; but they will remember our story upon something that has a story behind it.

“A splendid example of this is the ‘Guayabera’ shirt, adapted from the Cuban planter’s jacket.

We brought it out on a cold, blustery March day, announced it over the radio, told the story behind it, and sold enough of them at $6.50 to bring our percentage cost down to about 12% for that promotion. And, remember, it was essentially a warm weather item announced on a cold day.

“From the standpoint of direct traceable results, these items move best:

- Underwear, shirts, ties
- Handkerchiefs, hosiery, jewelry and pajamas. It is more difficult to trace direct results on hats, suits, slacks, overcoats, topcoats and sportswear. But before that conclusion is made final, remember this: We announced custom shirts at $8 each one day and sold over a hundred dollars’ worth, including six to a New York attorney who heard the announcement in his home on Riverside Drive. And sold one custom suit for $115 on a similar announcement.

Proving Its Worth

“We HAVE now adopted as a general policy this routine: (1) Each program contains one announcement on the regular lines of clothing, which we regard as an institutional announcement to build up our clothing department, but on which we do not expect any immediate direct response; (2) one announcement telling of something wonderful, something with romance and color to it, and priced in our medium price zone; (3) one announcement delivered on the Musical Clock Summary at 9:55—always an accessory item with a price appeal designed to catch the women instead of the men.

“On special occasions, such as sales, the presentations or events taking place in the store, we throw the weight of our radio program behind them, get a double-barreled shot. We use it also to tell about special service given in our store, which would not justify newspaper space in at existing line rate bas, but which we can afford to announce on the radio. We use it occasionally for style announcements, and recently we have announced the appearance of a spring style booklet we had mail requests for about 200, and men came into the store and took 300 more.

“But both from an institutional and practical standpoint we definitely feel that the program has proved its worth, and we plan to continue it. We seem to have developed a trade that is pretty steadily with us in spite of weather; and the radio, we think, must receive some share of the credit.”

Medical Space Carried By Newspaper Applicant Is Noted by Examiner

THAT FCC examiners are taking into account the service and qualifications of newspaper applicants for new station facilities by approving the newspaper them is revealed in the recent report of Examiner John P. Bramhall, recommending denial of the application of WAEB, WMC, Richmond, for a station on 1500 kc., with 100 watts full time.

Recommending denial primarily on the grounds of interference with other stations as well as the conclusion that adequate service is now being rendered, Mr. Bramhall, however, mentioned patent medicine advertisements in the Times-Dispatch. “Evidence was in triplicate,” he said, noting the applicant publishing company was carrying its columns with a profit of about $5,000, and it was impossible to classify any of the remedies, some of which have run afoul of an Act of Congress (Federal Trade Commission Act) and have been the subject of cease and desist orders.

Mr. Bramhall brought out also that the two commercial station in Richmond, WVRVA and WMGB, have endeavored to and have given to various organizations, both educational and civic, “but the facilities are controlled by contract with commercial organizations for a considerable extent, and they are therefore not in position to all by a few hours over these periods. While in this extent the present radio facilities for local programs as much restricted.”

Cheeiro for Sonotone

SONOTONE Corp., New York (hearing aids), has signed Carl Fields, who has broadcast for Dorsey for a transcontinental NBC-red program, starting Sept. 29, Tuesdays, 4-4:15 p.m. Cheeiro has been a top starring artist for NBC, broadcast inspirational comment. “Radio is more than music, it reaches the hearts, and what we are trying to do is reach the hearts.”

BROADCASTING Broadcast Advertisin

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WALTER BIDDICK COMPANY

Radio Programs Division
586 Chamber of Commerce
Los Angeles, California

BROADCASTING

Cheeiro’s Musical Mosiacs
Slight Reduction Made In AT&T Line Charges

RECENT press reports of a substantial reduction in telephone program transmission rates, based on a tariff filed with the FCC Sept. 4 by the New York Telephone Co. have been branded erroneous by FCC officials. The tariff, which calls for a separate transmitting station connection charge for Schedule A broadcast channels, constituting a reduction where the broadcaster has less than four connections, is designed to establish a new connection rate for broadcasting stations which originate wire programs.

The New York Telephone Co. tariff merely conforms with a similar schedule filed by the A.T.&T. several weeks ago because of possible new broadcasting uses by stations which only transmit. Other Bell telephone companies are expected to file similar rates. The new tariff is effective Oct. 1.

During the past year, the A.T.&T. and Bell companies have been revising and clarifying the language of broadcast tariffs to conform to station needs. Another revision was the elimination of the so-called "back haul" charge which lowered the cost of wire service considerably for approximately a dozen stations in different sections of the country. This revision of the back haul rate resulted from a complaint against the A.T.&T. by WCOA, Pensacola, Fl.

Caldwell Doubles Its Station List

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin in) is greatly expanding its list of stations for Monticello Party Line, five-weekly quarter-hour transcription series which begins its second year Sept. 21. The list of 25 stations will be doubled in campa - designed to triple the present audience, according to Maxwell R. Hott, vice president and general manager of Caldwell. Mr. Hott predicts the augmented territory will be directly reflected in increased sales, the original station list having created mail records [Broadcasting Aug. 15].

All but the Atlantic states are covered by the new campaign, most of the additions being in the South and Northwest. Transcriptions are recorded by Columbia Photophone Co., Chicago, and Cramer-Kraselt Co., Milwaukee, is agency. Among stations added to the Caldwell campaign are: WGR, WCYK, WHK, KRLD, WOC, WSOIC, KMJL, WENS, WNOO, KLI, WJFR, WJAX, KMBC, WNOX, KJH, WMAZ, WLAC, WVL, WOW, WCADE, WTD, WPTF, WRVA, WDJ, WBOC, KJR, WDAE. The Chicago outlet will be shifted to WLS.

Buying New York Time

IN ADDITION to serving as publicity counsel, J. Lewis Associates, New York, is also functioning as an advertising agency and is buying radio time for the Republican Radio Council, New York, and Russell's, New York department store. The Republican Council, directed by Lambert Fairchild, is purchasing quarter-hour programs once weekly on a different New York station each week. The department store on Sept. 1 started a series of weather announcements on W2XR, New York, three times every day. The announcements promote the store's fall line of furs and will continue on an indefinite schedule.

Fendrich Cigar Discs

H. FENDRICH, Evansville, Ind., is placing dramatic disc announcements in the Midwest for its La Fendrich cigars. Columbia Phonograph Co., Chicago, is cutting the transcriptions, which include a snatch of Javanese music, voice of a girl in dialect explaining the merits of Java tobacco, and a commercial, all within a minute. Fendrich recently had a tieup with the Walgreen drug chain sponsoring baseball on WGN, Chicago. McJunkin Adv. Agency, Chicago, has the account.

It Was Mad

JAMES MARTIN, of Luling, Tex., was stopped recently while driving his truck, and was told: "They've been broadcasting for you in San Antonio. Were you bitten by a dog?" "Why, yes," said Martin. "Well," he was told, "that dog had rabies. You'd better get to a hospital." Which he did, and a few hours later drove to San Antonio to thank Ken McClure, WGAJ news editor. All the way back to San Antonio he was stopped by persons warning him of his predicament.
WHAL, Chicago, has no parallel walls in its new Studio No. 9, first of a new group in its new Wrigley Bldg. It was placed in service Sept. 5 for dramatic and small orchestra programs. Embodying the latest CBS principles, it is of the live and-dead type. CBS New York studios. Side walls taper horizontally in elevon-with one end wall and the ceiling resembling skateboard vs. in cross-section. The modernistic construction permits no sound reflecting perforated transite wall paneling, permitting maximum resiliency and brilliance without objectionable cross echoes.

INTERVIEWS with persons in the public relations business conducted by WINS, New York, in a series titled "I Made the Front Page." Unusual personalities who have been involved in unusual events are selected for the series, which is composed by Louis Witten, Hans-Merger, reporter, and Earl Harper, sports commentator. Program preparation is left to the last minute to maintain an impromptu atmosphere.

WHEN WOW, Omaha, wanted first-hand information about doings in war-torn Spain, Foster May, news editor, arranged an appointment with a United Press correspondent in Spain for a transoceanic telephone interview, which was broadcast after some delay caused by heavy transatlantic telephone traffic.

THE Covered wagon Jubilee on KML, Los Angeles, for six years, made its debut on CBS-Dom Lee network recently and is heard Mondays through Fridays, 5:30-6 p.m. The feature is one of the most popular cowboy programs in the western area. Ultimately it may be taken by Mutual, according to KJH.

OFFICES of the United Press in Charlotte, N. C., have been moved into a four-story building at 715 Trade St. The new offices are equipped with the latest in equipment and are designed to improve the service to news organizations in the Carolinas and the southern states.

WWVA, Wheeling, set a new record for KWWVA, June 24, when nearly 1,500 paid to watch the program, bringing the August total of paid attendance to 2,000. It marked the 177th consecutive performance of the Wheelers, held in the Wheeling Market Auditorium, which seats only 1,600.

WHEN it was announced that the KZK, Denver, claims a news beat on the crash of Roscoe Turner, speed pilot, for Denver, in a cross-country flight. When he was reported lost, KZK radioed Albuquerque and found he had just crashed near Gallup. N. M. KZK gave a flash before press services had the information, all claims, and later secured a bedside interview with Turner.

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Robert Bolling Is Named To Head Chicago Office Of John Blair & Company

APPOINTMENT of Robert Bolling as sales manager in Chicago for John Blair & Co., station representatives, was announced Sept. 4 by John Blair, president of the organization. He replaces George F. Isaac, who recently resigned as vice-president and general sales manager, the latter post having been assumed by Murray R. Grabhorn, New York vice president and manager. Mr. Bolling is the brother of George Bolling, Blair vice-president in charge of the Detroit office.

Simultaneously Mr. Blair made known that his organization will continue to represent KNX, Los Angeles, in spite of the sale of the station to CBS. An agreement has been entered into, he declared, whereby Radio Sales Inc., CBS representation organization for its owned and operated stations, will work with the Blair organization for KNX, in order to familiarize itself with the sales task. After April 1, 1937, at which time the Blair contract for KNX representation expires, Radio Sales will take over full representation.

The Blair organization represents both KNX and KSFO, San Francisco, the latter station also to become a CBS outlet at the end of the year. In the Sept. 1 issue of Broadcasting it was reported that Radio Sales had taken over KNX representation along with that of WEUI, Boston, which CBS had leased.

This statement was in error insofar as KNX representation is concerned.

NEITHER CAN YOU NAIL BUSINESS OR BUILD SALES IN WESTERN MONTANA WITHOUT KGIR

Butte - Montana Representatives
JOSSEPH MULLIUKA - WALTER BIDICK Co.
NEW YORK-CHICAGO - PACIFIC COAST

CLEAR CHANNEL

KEX

5000 WATTS - 1180 KC.
NBC Blue Network
The only station in Oregon operating on a clear channel.
The Radio Service of The Morning Oregonian, Portland, Oregon, also operating KGW (NBC Red Network)
Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

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

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

 September 15, 1936 • Page 49
Analysis of Rural Listening Habits
(Continued from page 7)

listeners prefer to listen to clear-channel stations, of which there are 95, taking into account part-time (usually daytime) outlets. The pre-eminent stations are those operating exclusively at night on a channel with power of not less than 5,000 watts, but most of which use 50,000 watts. This class of station was created in 1928 for the primary purpose of providing rural coverage. Originally 40 night-time clear channels were set aside, but the number since has been reduced to 28 by "breakdowns" due to authorized duplicate night operation. The results of the survey tell why such stations are necessary if the bulk of the non-urban population is to receive radio service.

Regional Preferences

IX. The next category were regional-channel stations, of which there are 277. The analysis showed that 20.6% of the listeners preferred such stations, which during the daytime as a rule have far greater coverage than at night. This is true because they are hemmed in by signals of other stations on the same channels at night and because of their normally higher daytime power.

Significant in the post-card returns, however, was the marked tendency of farm listeners to show loyalty for their closest station, whether or not it happened to be the channel with the best signal. In other words, the theory that listeners tune their home stations first was borne out. Farmers reporting from the outer fringes of cities having regional or local stations almost invariably named their "home stations" as first or second preference.

But the reason for the 75% showing in favor of clear-channel stations, it is deduced, grows out of the fact that broad stretches of the country are penetrated chiefly by the stations with power wallows on the air waves, especially at night. On the regional channels, stations are authorized generally to use a maximum of 1,000 watts night power and 5,000 watts day power, and there are from four to 10 stations per channel.

Except for local stations situated in the heart of rural communities, they do not cut any appreciable figure in farm preference, according to the FCC analysis. There were 256 of these stations on the six channels allotted to the time of the survey, and they drew only a 2.1% first preference nationally. Such stations are limited in power to 250 watts daytime and 100 watts night, and by virtue of their limited power can cover only localized areas, except in cases of freak propagation.

Yet, the same tendency to classify such "home stations" first because of loyalty, civic interest and local appeal was strongly manifested in the post-card replies. The post-card questionnaire results checked almost to the fractional percentage point with the listener preferences received by radio inspectors in their tours of the countryside and in their interviews with typical farm listeners.

There were 3,000 inquiries made by the inspectors, who toured particular areas outfitted with apparatus containing apparatus for field intensity measurements and for checking station operations.

What Inspectors Learned

For EXAMPLE, they found that in 945 cases, or 78.6% of the radio listeners preferred clear-channel stations; in 278 cases, or 22.5% they preferred regionals, in 28 cases, or 2.3%, named local. As third choice 596, or 71.3%, named clear; 312, or 27%, named regionals; 20, or 1.7%, named locals. As third choice 60, or 72.4%, named clears; 203, or 24.6%, named regionals; 25, or 3%, named locals. Thus, the total for these three positions was 2,280, or 100, rural residents, among whom 73.8% preferred clear-channel stations; 17%, or 14.5%, preferred regionals; 65, or 2.2%, preferred locals.

That farmers spend money for radio receivers, and generally keep in good condition was indicated in the post-card responses. For example, it was found that perhaps 50% of the sets in use on the farms in question were "good sets" comparable to those in urban areas. About one-fourth of the sets at the time of the survey were of 1929 vintage or earlier, but in 1934 there were new set purchases amounting to 21.6% of the total. When it is considered that the survey was made in the spring and winter of 1935—during which year there were unquestionably large farm set purchases—it is concluded that the average of "modern" sets in use was probably now exceeds 50%. Here is what the FCC said about sets in use: "The tabulation of the year of manufacture of the radio receivers indicates that approximately 75% of the receivers in use at the time of the survey were purchased between the years 1930 and 1935 inclusive, and approximately 50% between the years 1929 and 1935. The low percentage of 1935 receivers is due to the fact that the survey was completed by March 1, 1935, and consequently very small percentage of 1935 receivers were included. The analysis according to the number of tubes used by each receiver which indicates 60.9% had five to seven tubes, may be taken as showing the average receiver to be a superhetodyne of fair quality.

New Programs

Serving

New Sponsors

Prove

WROK Serves

Rockford and the

Rock River Valley

Profitably and Economically

WROK-Rockford, Ill.
FCC Preference Survey of Rural Audience

Following is the FCC's computation of rural listener preferences based on a post-card survey to which there were 32,771 usable replies. The survey is currently under attack because it was confined to deep rural areas in which there is a minimum of regional or local station coverage. Non-clear-channel stations believe that an impartial product can be procured only if another survey designed to elicit responses on local and regional station coverage is made, and particularly one which will include farm areas adjacent to cities.

National Rural Listener preference by channels:

<table>
<thead>
<tr>
<th>Region</th>
<th>Clear Regional</th>
<th>Local</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Stations Licensed</td>
<td>783</td>
<td>277</td>
<td>258</td>
</tr>
</tbody>
</table>

Technical Aspects

The present empirical standards of the FCC as they relate to the placement of station signals on duplicated channels are in substantial agreement. The most important part of the survey from the technical standpoint was that pertaining to recording of the signal strength of clear-channel stations, automatic recorders having been tuned to these channels to make continuous records of the field intensities or received signals. A total of 58 field intensity recorders at 11 locations was employed in checking signal strength on these recorders, showing the phenomena encountered in connection with the reception of radio waves from distant broadcast stations. The records included various conditions of height and distance, looking interference, seasonal variations and other technical observations. These recorders were operated 24 hours a day and tuned at different times to all 40 of the originally allocated frequencies. As a result of these continuous field intensity recordings and from the analysis of the records, the FCC reached certain definite conclusions respecting the propagation based on information never before available. Information on such primary and secondary coverage of clear-channel stations was procured.

The advantage of higher frequencies over higher frequencies was distinctly shown in the signal strength measurements, and, according to engineering opinion, the technical study as a whole substantiated previous theory that frequency is as important a factor as power in primary station coverage.

WBNX programs are based on the nationality characteristics of the MELTING POT of the World!

Write for details on English and Foreign Language Programs with Established Listening Audiences.
The Other Fellow’s Viewpoint...

An Agency Corrects
To the Editor of Broadcasting:
Would you be good enough to make a correction in the next issue of Broadcasting? On page 58 of the September 1 number, you report Pacific Coast Borax Company’s program switching to Friday time on October 2. This change is actually occurring tomorrow, September 4. Please note.
MARGARET E. JEBB
McCann-Erickson Inc.,
New York City.
Sept. 3, 1936.

Rate Gullibility
To the Editor of Broadcasting:
So strongly has the fact been brought to my attention that 100-watt radio stations are having their rate structures broken down, that I am writing you in the hope that some executives of 100-watt stations will seriously consider the subject.

Having been employed in the advertising department of a newspaper for several years prior to coming to radio work, I am familiar with the problem that the average newspaper of today faces with relation to their local and national rate difference as well as their milline rate. Faster than the average station owner realizes, that same problem is settling over this new medium. The situation is such that many advertisers have no respect whatever for the rate cards of the smaller stations. During July a small track circuit played a number of towns within the radius of WMFG, during which time we solicited the manager of the show for radio time. Upon learning that our open daytime rate per announcement was $2 and he practically wrote in arms. He claimed the average rate he had been paying on 100 watters throughout the year was $1.50 per announcement with the highest price $2 and the lowest $1. Of course our salesman was not successful in selling the time, but the main point is this: When a circus, carnival or some sort of traveling show places lineage in a daily or weekly newspaper, they pay the announcement rate. The highest rate on the books of that paper, in most cases almost 50% greater than the regular local rate. And when you consider that most 100-watt owners are so afraid to pass up a few dollars that they let the station owner use the lowest or almost lowest bracket of their rate card, then it is time to start such abuse.

With business showing a spurt no doubt some stations are on the right side of the ledger for the first time and should be able to resort to sounder tactics in solicitation. Such people as traveling old goods, fur peddlers, and fool's like are playing one station against the other to get ridiculously low rates. One representative of a fur house selling door-to-door told the writer he paid as low as 65 cents for a 100-word announcement on a small station.

In fact a $1 rate for 150 words is common. If stations operators are not thinking of their own business why jeopardize the entire industry for years to come. We have a good medium that will stand up with any of them; then why not get our just due producing just as good if not better results than other media. Let's respect our rate cards in the future and we'll get far more respect from advertisers in years to come.

H. S. HYETT, Manager
WMFG, Hibbing, Minn.

New Promotion Firm
BUSINESS DEVELOPMENT
Corporation, 120 Broadway, New York, has been formed to function in three fields—public relations, sales expansion and promotion design and development. The new firm will produce radio programs. Officers are: Carl W. Drepper, president; Albert Zolli, executive vice president; Leonid D. Drew and Clifford T. Rogers, vice presidents. Consultants for radio include: Walter Whitman, who has House Detective on the NBC-red network for Federal Housing Administra- tion; Mrs. Adelaide Finch, who at one time played the Betty Cracker role for General Foods; Harold Sherman, dramatist and writer, who handled Bromo-Seltzer's All About You program, and Alfred C. Johnson, photographer for Florenz Ziegfeld.

Election Exploited By Cities Service
Million Presidential Guides
Distributed to Listeners
THOUGH its 15,000 service stations, Cities Service Co., New York (petroleum products) is distributing 1,000,000 three-color Presidential Election Guide booklets. The 32-page guide includes biographies of presidential and vice-presidential candidates of the Democratic, Republican, and Union parties; summaries of platforms of the three parties; resume of the residence requirements of each voter in the 48 states; how each state ranks in population, area, number of electoral college votes, and the electoral vote as cast by each state in the 1932 presidential campaign. In addition the booklet supplies a breakdown of the electoral and popular vote for every presidential campaign since 1916. The truck supplying the booklet is devoted to a tabulation of the 1928 and 1932 presidential campaign vote broken down by counties and a double-page spread depicting the Federal government setup.

Elliott McDowell, advertising manager of Cities Service, stated that if the 1,000,000 booklets were printed enough another printing would be ordered.

Before the presidential conventions in June, Cities Service issued a single booklet with biographies of the "possible" presidential and vice-presidential candidates along with the text of the Constitution.

Some 500,000 of these booklets were distributed in the public interest being issued of the new booklets only through the Cities Service Fri-night program on the NBC-red network and by posters at its stations.

N.B.C. will hold a one-day Tenth Anniversary Golf Tournament & Dinner at the Westchester Country Club, Rye, N. Y., Sept. 16.

CONSISTENT in results obtained for advertisers you get ACTION when you use WSGC
Charlotte, N. C. An NBC Affiliate

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More Sponsors Bid For Football

(Continued from page 9)

Refunding is understood to have paid $10,000 for New York rights to six Yale games, to be broadcast on WOR, and Yankee Network is understood to have paid $25,000 for New England rights, for which a sponsor has not yet been announced.

Aiding Gate Receipts

The YALE announcement attracted widespread attention, in keeping with numerous papers viewing the matter with some bitterness since they are not in a position to derive any revenue from coverage of the games.

William J. Bingham, Harvard graduate manager of athletics, was quoted as seeing no objection to sale of sponsorship rights, but he did not disclose whether a bid had been received by that university. Princeton authorities did not comment.

N. W. Ayer & Son, in announcing a schedule of Atlantic Refining Company's games, quoted its representative, R. Rollins, Atlantic advertising manager, as taking issue with critics who claim that broadcasts will deplete attendance.

"The contention that broadcasting of the games will cut into gate receipts is erroneous," Mr. Rollins said. "Most everyone recognizes that football is the most colorful and absorbing sport and, so long as it can continue, will attend the games in order not to miss the visual color always associated with the sport. As we did in the early days of broadcasting, we will urge our listeners to attend football games as well as listen to them. Statistics show that receipts of baseball games have increased since the introduction of commercial radio broadcasting, which should completely dispel any fears of any decrease in attendance."

In referring to the Atlantic hookups, Mr. Rollins explained that because of mechanical and other reasons local license applications will have to be filed for the two major chains to agree concerning coverage of local contests.

Deciding on the first broadcast only was to arrange its own hookups. Atlantic and Ayer produced what they describe as the most elaborate radio schedule ever attempted for commercial broadcasting.

Atlantic commercials will be short and to the point, Mr. Rollins said. "It is not our intention to destroy the interest of a verbal picture of an exciting moment in a game by plugging our products. A tactful reminder concerning the company will be used here and there but not during actual play."

Ohio State Position

Clarifying the position of Ohio State University, as explained in the Sept. 1 issue of Broadcasting, C. H. Hart, WOSU manager, explained that all broadcasts must be on a sustaining basis and that it felt that advertising in connection with games is not desirable nor is it consistent with the university's policy.

Instead of attempting to pass on programs booked before and after game broadcasts, Mr. Higey said, OSU will merely require stations broadcasting games "to refrain from making any advertising statements immediately before, during or after the game broadcast, associated with the game broadcast." He added:

"Commercial programs before and after the game broadcast are not prohibited in any manner so long as a station announcement or some break is made between these broadcasts and the game broadcast. The university recognizes the right of the visiting team and institution and has made provision for each institution to designate one broadcasting station that covers its home territory to broadcast with him a fee. No restriction is placed upon sponsored broadcasts in this case, the matter being entirely left up to the visiting institution."

J. F. Hopkins, manager of WOR, Detroit, informed Broadcasting that the board of the Standard Oil Co. of Indiana, planning to sponsor games of the professional Lions, had denied his request for permission to carry the Lions' games. Mr. Hopkins takes the position that "no foreign station can broadcast an event originating on this side without our permission. We have entered our objection to the granting of permission in this case. Simply in fairness to the commercial sponsors, who may have been unaware of the situation, we have advised them of our intention of going as high as necessary to defend our rights."

Additional Sponsorship

Additions to the list of sponsored games as published in the Sept. 1 issue of Broadcasting follow:

Atlantic Refining Company—10 Holy Cross, Springfield and Amberd games on WSPR, Springfield, Mass.; 10 Cornell, Columbia and Syracuse games on WMBQ, Auburn; 10 Dartmouth, Holy Cross, Boston U, Boston College and Amherst games on WTIC, Hartford; 10 Western Maryland, Pitt, Pennsylvania, Maryland and Catholic games on WJAL, Baltimore; 10 Franklin & Marshall games on WORK, York, Pa. and WGAJ, Lancaster, Pa.; six Yale games on WOR, Newark; negotiations for University of Virginia games on WVRD, Richmond, WBBJ, Roanoke, and Virginia Network still going on although public announcement had been made of their completion. Temple U games on WIP, Philadelphia. Broadcast of Temple-St. Mary's game in San Francisco on WIP depends on availability of wire facilities.

Kellogg Co.—All games of Michigan will be broadcast on WJW, Detroit; eight games, mostly those of Catholic U, on WJSV, Washington; has rights to some other games in the WJSV area; Jock Sutherland, Pitt coach, to be heard in weekly pre-game quarter-hour on WCAE, Pittsburgh; Bill Cunningham to be sponsored on Yankee Network; Lynn Reilly to be sponsored on WBLK, Baltimore, for Friday quarter-hour; Bob Newhall to be sponsored three weekly quarter-hour series on WLB, Newark.

General Foods Corp.—Seven games of Iowa U at KRNT, Des Moines, and WMT, Waterloo, with no commercials permitted. Six Iowa-Minnesota games because of latter school's rules, the series to promote local advertising in central Huskies; Five Kansas U and two Missouri U games on WHB, Kansas City, for Post Toaster; weekly quarter-hour on WCCO, Minneapolis, Saturday, for Huskies. Benton & Bowles is agency.


Texas Co.—Northwestern U games on WBBM, Chicago, through J. Sterling Gettell Inc., N. Y.

Yankee Petroleum Co., Chicago—Lincoln oil and Darby Damsel fur on WIND, Gary, Ind., placed direct.


Chicago & Northwestern Railway—Northwestern U games on WJJD, Chicago.


Two Cities Dodge Dealers—Minnesota U games on ESTP, St. Paul, with Halsey Hall as commentator.

WWLB instead of WEXP are the call letters assigned by the FCC for the new 250-watt daytime station in Clarksburg, W. Va., which it recently authorized the Clarksburg Exponent to erect.

Oakley Found the Way

to the

Wabash ValleyKitchens

"we find advertising on WBOB a direct medium to the housewives of our territory, WBOB gives us a thorough job because its coverage is a complete sweep of the Wabash Valley . . . .

signed

H. N. Oakley,

W. W. Behman, Director

National Representatives

FURASON and ASTON, Inc.
Chicago-Detroit-New York

We can do a similar
job for your food
products!

WBOW
on the banks of the Wabash River

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THE SOBY YARDSTICK OF AUDIENCE VALUE

Innovative and comprehensive are the size and location of the audience of radio programs and stations.
Write for information and prices.

REUINAM SOBY AND ASSOCIATES

1114 N.劝.

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
They Want to Listen

By Station Break

IN A RECENT column we began the discussion of what we ambitiously called the "philosophy" of radio advertising. After a brief interruption, due to NAB Convention subjects, we're resuming it.

IN OUR first opus we noted one important fact...that every listener within the effective service range of a station is part of its potential circulation...and that this enables radio to afford the skillful advertiser a greater "bonus" circulation than provided by any other medium.

WHY can radio do this? For a number of reasons...In radio, the advertiser provides both the entertainment...corresponding to the editorial material of a magazine or newspaper...and the advertising matter. This enables him...potentially to place his ad next to the feature story of the issue...or even to achieve an "in the mix" effect...we mean, next to the outstanding program of the hour and the day.

NOW since listeners can shift from station to station with the greatest of ease...one little turn of the knob and it's done...the advertiser with the feature program can take this great potential audience and make it his own.

WHILE we're on this subject, note what really is radio circulation...the number of listeners which the station can reach...not the number the advertiser's program pulls.

IT'S THE advertiser's funeral if he is not skillful enough to grasp and hold the listeners with whom the station can provide him a contact. When we're talking of station circulation and fixing station rates, let's remember this.

BUT GOING back to our advertiser...because he furnishes the program as well as the advertising, all of the benefits of providing listeners with entertainment and information are his for the asking...if he knows how to capitalize them.

WHEN YOU'RE hoping and expecting to be pleased, you will make every effort to be pleased. You will be on the look-out for the pleasant and entertaining...You will be in a particularly receptive mood to be entertained.

WHAT AN opportunity that gives the advertiser to build up program, product and company enthusiasm by stepping in and fulfilling that listener's expectation and desire to the greatest degree within his power! That's what can make a radio audience the most responsive and appreciative audience in the world.

WE HOPE you get the picture...what this means to either an advertiser or station manager who is not content with just getting by but who is constantly striving for new, better and novel means o entertaining and rendering other service to his listener.

WE LISTEN because we want to and we listen to what we want to. There is nothing more final than twisting the dial or turning off the set...You're out, with practically no chance to return.

But changing the channel, listening to the wonderfully rich and fluid voice of the station you have a closer relation with than to your nearest neighbor. That's what an advertiser must realize when planning his advertising campaign.

WE LISTEN because we want to and to what we want to. That listener picks the program. Conversely...by building the kind of a program which his particular kind of listener can actually relate to, he is most likely to desire...the advertiser picks his audience.

There is a great deal of hand-picking possible in the radio audience...thus increasing the effectiveness of the program circulation...the rewards to the skillful and enterprising.

PROPER merchandising helps the program from the time prior to the final purchase...but with regard to listening because we want to...the worst of all publicity given to an entertaining program is the greatest asset of all.

Just in case...in our August 15th ad, our address was inadvertently omitted. If you were impressed by "Mac" case "MONEY out of air" but did not know where to get such information, write---

KFRO
VOICE OF LONGVIEW, TEX.

Test Texas! Texas itself is one of the world's great markets, and this Centennial year its wealth will be increased by millions of visitors. To test Texas, and get a share of that added potential, advertise in the Texas station, offering best Texas investiture.

KFRO
VOICE OF LONGVIEW, TEX.

BROADCASTING: Broadcast Advertising

Page 54 • September 15, 1936

Over 90% of Pittsburgh Families Own Radio Sets and More of Them Listen to WCAE, Week In and Week Out, Than to Any Other Radio Station.
Does Advertising coupled with good Programs and Modern Equipment Pay? "it does" say KGMB auditors

K.G.M.B.
HONOLULU, HAWAII
"Covers the Islands"

SAN FRANCISCO, CALIF.
Sept. 5th, 1936

Sol Taishoff
Broadcasting
Nat. Press Bldg.
Washington, D. C.

Dear Friend:

I just can't get off for the Islands without dropping you a line to let you know that we are getting wonderful results from the advertising we carried in your magazine this past year.

Everywhere I go among the agencies I hear comments that convince me those making the comments have read the advertising we carried in your magazine.

I find your Year Book as much in evidence as Standard Rate and Data, and your regular issues twice each month well read.

You are to be congratulated at Broadcasting Headquarters for the knack you have of keeping the contents "live." I do not feel that the word "live" says what I mean. Speaking of a person you would call it "it." But whatever it is the content of your magazine has it.

As a broadcaster I appreciate the fearlessness way your magazine fights our battles and sets forth our cause.

While in the Islands I am to work out our mainland advertising budget for the coming year and you may rest assured that you will get a goodly portion of that budget.

Does advertising, coupled with good programs and modern equipment pay? K.G.M.B. auditors say it does. Their figures show that the station has tripled its monthly income during the past 18 months.

When you go to Honolulu with us in 1936 to attend the NAB convention, I'll show you what advertising in your magazine has done for us.

Yours truly,

[Signature]

General Manager
K.G.M.B., Honolulu
K.G.M.B. Hills

Honolulu Broadcasting Company, Ltd., Dillingham Bldg., Honolulu, Hawaii, U.S.A.

Radio Advertising Pays— it pays to advertise Radio Advertising

BROADCASTING • Broadcast Advertising
KTEM Being Built

KTEM, Temple, Tex., new local station authorized recently by the FCC, will go under construction Sept. 15, and will be headed by Robert MacKenzie, of KD骏, Pampa, Tex., as general manager, it was announced Sept. 5. The station is licensed to the Temple Daily Telegram.

RADIO EVENTS, New York script service, announced Sept. 9 negotiation of a contract with J. R. Chandler & Co., of Brisbane, Australia, operators of a string of stations, whereby radio script material will be supplied the organization. The Chandler company will represent Radio Events in Australasia.

“Radio Captains”

A REMNANT of the ambitious “merchandising” plans originally undertaken by the Republican radio division being revived is the plan to appoint G.O.P. “radio captains” throughout the country whose duties will be to phone five friends and notify them of forthcoming broadcasts they should tune in and tell their friends to tune in. Feelers sent out to state and local party chairmen indicated the idea has clicked so well that Chicago headquarters has assigned three girls to handle mail about it. It is planned to award each “captain” with an appropriate button.

Apple Spots in West

WASHINGTON STATE APPLES Inc., Seattle, has appointed the J. Walter Thompson Co., Seattle branch, to direct its national advertising and has allotted a tentative budget of approximately $115,000 for this year’s schedule. Starting Sept. 25, time signal announcements will be used on KNX, Los Angeles, three times daily for three weeks, augmenting the newspaper campaign which opens in October. Future radio plans are indefinite. Washington State Apple Inc. is a cooperative advertising fund.

SAN FRANCISCO
SELECTED SITE FOR A GREAT WORLD’S FAIR

SAN FRANCISCO offers the world an opportunity to see its three monumental projects, the San Francisco-Oakland Bay Bridge, the Golden Gate Bridge and the Hetch Hetchy Water System, built at a cost of $200,000,000.00.

The Golden Gate International Exposition in 1939 opens the gateway to a California paradise...to San Francisco’s unparalleled climate...to its vast, natural resources. This Fair will be a fitting tribute to the ingenuity and the enterprise of an industrious people.

San Francisco and the great cities along the Bay offer a great market for a good product. Station KYA has an open door into every radio home in San Francisco.

Full particulars will be sent on request.

“doing a Peach of a Job in Georgia”

Senator Robert B. Ramspeckart, director of the Federal Workshop, WPA project under the care of Mr. Boutwell, editor of the WPA News, announced Sept. 1 to the New York Place, Washington State, that the budget will be increased by $2 or more on this project. Feels suggested that a number of states furnishes $25,000, New York University in Washington Square, New York University, it was revealed, is considering a merging of its courses in radio technique, using the Rad Workshop staff as faculty and a visitation from the New York University.

The six-week courses, it is planned will take in not more than 40 students and will be determined to teach teachers and directors of educational broadcasting in professional radio techniques.

WPA Funds Given Federal Workshop

Educational Project Continued

On an Expanded Basis

WITH a new budget of over $100,000 allocated by President Roosevelt from WPA funds and District of Columbia funds, the WPA Federal Educational Radio Workshop Project, undertaken at moderate cost as a means of providing educators in the proper use of radio, will be continued for nine months with an augmented staff. The budget awaits final approval to cover activities planned from August 1 to July 1938.

The present staff of 75, of whom 38 make their headquarters in New York, may be increased by 2 or more from the line of radio anniversaries or from WPA professional rolls, according to William D. Boutwell, editor of the U. S. Office of Education, who heads the project under Dr. John W. Studebaker, U. S. Commissioner of Education.

Mr. Boutwell stated that all travelers to the various states will join with the Federal Workshop, New York State, and will be furnished with the assistance of the New York University in Washington Square, New York University, it is revealed, is considering a merging of its courses in radio technique, using the Rad Workshop staff as faculty and a visitation from the New York University.

The six-week courses, it is planned will take in not more than 40 students and will be determined to teach teachers and directors of educational broadcasting in professional radio techniques.

The WPA project itself is one of the most ambitious projects of the Radio Workshop, Washington State, and is placed under the care of Mr. Boutwell, editor of the WPA News, announced Sept. 1 to the New York Place, Washington State, that the budget will be increased by $2 or more on this project. Feels suggested that a number of states furnishes $25,000, New York University in Washington Square, New York University, it was revealed, is considering a merging of its courses in radio technique, using the Rad Workshop staff as faculty and a visitation from the New York University. WPA Funds Given Federal Workshop

Labor Places Discs

ENTERING into the camp with transcription broadcasts, Labor Non-Partisan League, organization of trade unions supporting President Roosevelt and maintaining headquarters in Willard Hotel, Washington, Sept. 2 began using spots on WIT, Philadelphia; KPL, Pittsburgh, and WQL, Washungton, when same programs, once placed once weekly, are carried sustaining on WVRE, New York, and WOC, Chicage. The spots features Senator Robert Wages, D-N. Y., other speakers, and programs were placed through New York offices in the Hotel Clarion where Morris Novik, a director WVRE, is in charge. Chester Wright heads the radio camps out of Washington offices.

WMAZ
MACON, GA.

KYA

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

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BROADCASTING • Broadcast Advertising
NEW BUSINESS

ERYL FOODS Corp, New York (aluminum baking powder) on Oct. 4 at The Great American Program on 5 NBC-Blue stations, Sun. 5-5 30 p.m. Agency: Young & Rubi

AMERICAN FOODS Corp, New York (aid) on Sept. 20 starts serie on 37 NBC-Blue stations, Sun., Tues., and Fri., 12-3 30 p.m. Agency: Top

FILIAIATED PRODUCTS Inc, New York (tomatoes) on Sept. 11 at The Romance of Helen Trent and Rich Marlae's Dining on 30 CBC stations, Mon.-Sun., 3-3 30 p.m. Agency: Toppy & Ford Inc, N. Y.

OUTHERN JARTICIPATIONS
Illamook County, on Yankee on 50 stations for the 12th edition of General Foods popular coffee series.

OLD FAVORITE—in a new light is Maxwell House, which used spotlight in its promotion of the 1937 edition of General Foods popular coffee series.


PROHIBITION COMI
Chicago, (political) on Sept. 7 began political talks by Will

PERRY FLOOR Co, San Francisco (flour & cereal), on Aug. 25 and for four weeks' participation, on NBC-KIRO West Coast eighteen weekdays, 11-11 30 p.m. Agency: Lord & Thomas, Los Angeles.

LAMARR COUNTY CREAMERY ASSN, Tillamook, Ore. (dairy products), on Sept. 29 starts for 13 weeks Benne Walker's Tillamook Lighter on 5 NBC-KPCO Pacific Red stations, Sun., 7-7 15 p.m. Agency: Newell-Emnett Co, N. Y.

PUDLEY FLOY, San Francisco (flour & cereal), on Aug. 25 and for four weeks' participation, on NBC-KIRO West Coast eighteen weekdays, 11-11 30 p.m. Agency: Lord & Thomas, Los Angeles.

1937 EDITION

TUNE IN TONIGHT

NEW 1937 EDITION

MAXWELL HOUSE SHOW BOAT

Lunny Kenny Presents

NEW STARS - NEW MUSIC
NEW COMEDY - NEW ROMANCE
BRILLIANT CAST OF 100

WRC 8 P.M. Every Thursday Night

OXO on West Coast

OXO Ltd., Montreal, Quebec (bouillon cubes), which has never before used radio on the Pacific Coast, thru Doremus & Co., San Francisco, started Sept. 14 for 26 weeks, five - six minutes participation three days weekly in Confidently Speaking With Helen Webster on NBC.
A cook-book is offered listeners who write in sending along one Oxo red wrapper. Frank Kim is the agency executive servicing the account.

A NEW picture book, showing executive personalities as well as entertaining personalities on its staff, has been issued by WHO, Des Moines. The booklet contains 100 or more pictures of talent and others connected with the station.

WXXI and the Michigan Radio Network

TODAY'S GREAT "PLUS VALUE" RADIO BUY!

1 SHOWMANSHIP—WXXI is known nationally for Showman

2 AUDIENCE APPRAISAL—makes for greater sales response and is WXXI's reward for refusing to broad-

3 MERCHANTING SERVICE—Without additional cost to sponsors seeking coverage of the Greater Detroit Market and in the big Michigan Market, a complete merchandising service...gets dealers...distributors...jobbers...in effect a front line sales division, working in conjunction with the sponsors' sales representa-

4 STATIONS IN MICHIGAN'S 8 LARGEST CITIES—The Michigan Radio Network covers 8 big, rich market zones with greater penetration and sales influence than any single station with wattage enough to reach these zones.

KING-TRENDELL BROADCASTING CORPORATION
320 MASON DIAMOND BUILDING...DETROIT

Wm. C. RILEY Co. Representatives, Home Office: Tribune Tower, Chicago

September 15, 1936 • Page 57
Big shows mean Big Audiences.
Big audiences mean Big Sales.
The Keen buyer is buying . . .

WBAL
The only clear channel, high power station in Baltimore and Maryland

WBAL
BALTIMORE • MARYLAND

National Representatives:
HEARST RADIO

KWTO-WBGX
KCMO-WTMV
AT SIXTEENTH

HITCH YOUR WAGON TO THREE STARS

THREE STATIONS
THREE MARKETS
AT ONE LOW RATE

Our ONE LOW RATE is based on circulation. THREE STATIONS in THREE markets guarantee coverage in these rich, responsive and thickly populated areas. Advertisers who have compared results say our rate is really low when checked against sales figures and inquiry returns.

Developments Impending
In Proposal to Provide WLWL With Full Time

WITH the convening of the FCC Broadcast Division Sept. 7 after a summer quasi-recess, it was considered likely in official circles that developments may take place in the so-called "Paulist situation" involving plans whereby WLWL, part-time Paulist station in New York, may acquire full time.

Under an agreement worked out by the Paulists with CBS and other interested parties, WLWL was to have procured full time on the 1100 kc. channel on which it now operates a few hours weekly, through purchase of WOV, New York, from John Iriati. There were several other station switches and consents involved in this deal, however. CBS then was to have leased or purchased WLWL, procuring the station as a full-time New York outlet, with a guarantee to the Paulists of daily time for Catholic broadcasts.

CBS was to have advanced the initial $500,000 for the purchase of WOV from John Iriati as well as another $25,000 to be made available to WPG, a municipally-owned station in Atlantic City, which would have relinquished its time on the 1100 kc. clear channel to make way for WLWL. In lieu of this assignment WPG planned to take over the WOV assignment on 1100 kc. with 1,000 watts full time by virtue of a consent from KSL, Salt Lake City, to permit it to operate full time on that clear channel.

This entire plan, however, was disrupted when Mr. Iriati sold WOV to Arde Bulova, New York watch manufacturer and broadcaster, for $250,000. At that time Mr. Bulova offered to take over the CBS end of the entire transaction and procure WLWL for himself as a full-time outlet. Mr. Iriati then would have become 80% owner of WNEW, Newark, Bulova controlled station.

The Paulists, however, have protested vigorously to the FCC against Bulova's purported intrusion and desire to have the original plan worked out with CBS procuring WLWL either under lease or by purchase.

It is expected that the individual members of the FCC will interest themselves in this highly controversial matter and that some solution will be forthcoming shortly.

WNEW Files Answer
DENYING illegal performance
WNEW, New York, the second week in September filed with the New York Supreme Court its answer to the injunction suit of the National Association of Performing Artists alleging unauthorized performance of phonograph records. WHN, New York, which was sued at the same time, had had its injunction hearing deferred until Sept. 16. The suits are in the nature of test cases filed by the newly created organization and are designed to restrict phonograph record performances as well as to procure performing rights royalties from stations.

"A" CUT CRYSTALS
(Accepted by FCC)

With mounting _______ $50.00

Hollister Crystal Co.
WICHITA, KANSAS

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 surroundings are available at this distinctive hotel. Write or wire for reservations.

FURNITURE RADIOAIDS
are
"REASON WHY" ADVERTISING

Wire or Write

"TIME IS MONEY"

Radioaids
REG. U. S. PAT. OFFICE INC.

BROADCASTING • Broadcast Advertising

Page 58 • September 15, 1936
www.americanradiohistory.com
Note to the trade:
We are starting work now on our 1937 Year Book Number!
If you are a new firm - if your corporate name, address, or personnel have changed - or if you were inadvertently omitted from the 1936 Year Book directories, we'd like to hear from you so that proper questionnaires can be sent you.

The Editors
FCC Appoints Wheat CARL I. WHEAT, of Los Angeles, has been appointed associate counsel of the FCC telephone investigation, in charge of long line toll rates and other rate matters, effective Sept. 15. The current inquiry into broadcast line charges, which probably will be the basis of hearings this fall, may be subdivided in the public interest on the new counsel, who will function at first under Special Counsel Samuel S. Becker, who has been in legal charge of the inquiry. Mr. Wheat is in public utilities counsel for Los Angeles.

**CLASSIFIED ADVERTISEMENTS**

Classified advertisements in Broadcasting cost 7¢ per word for each insertion. Each must accompany full insertion order. When inserting advertising over a box number, count 2 words for 25¢ and 1¢ for every 50¢ of month preceding issue.

**WANTED**

WANTED: Experienced station representative. Opportunity for $10,000 yearly, many feature programs to sell: leading station, 29th commission. Box 407, Broadcasting.

Regional Station in Middle Atlantic State is enlarging and reorganizing its staff and will consider qualified individuals for positions in studio, program, office and sales departments. Only experienced persons need apply and please furnish complete information in first letter. Box 546, Broadcasting.

For Sale—Equipment

Western Electric 1 kw 106-B Transmitter

This equipment is in excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motors, generators and pumps. Designed for operation from 240 Volt DC supply, but can be easily modified for AC operation. The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 567, Broadcasting.

One Western Electric 6B Transmitter for sale, complete with motor generator and accessories, two sets of tubes and special insulating base for generator made by John Maxi. Excellent condition. Price $250. Also one Hammond 65, complete with receiver, filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

For Rent—Equipment

Approved equipment, RCA M7V-7L for sale, complete, including recording, direct reading; Antilite Automatic Recorder for reading distant stations; GR frequency receiver, radio oscilloscope, $30. Reasonable rental. Allied Research Laboratories, 250 East 114th Street, New York City.

Jenkins & Adair, Inc.

Engineers and Designers of Radio Transmission, Sound Film, Dict Recording and Communication Equipment

3333 Belmont Ave., Chicago, Ill.

Cable: Jenkadiair

**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.

**COMMISSIONS**

WQAM Gives Speakers Rules

With List of Don’ts

TO ALL speakers invited to broadcast over WQAM, Miami, that station hands a card bearing what it titles Ten Commandments for Radio Speakers, which is particularly handy in these days of extensive use of radio by political speakers. Commandment Seven bars “advertising matter,” on the theory that commercials should be done by staff announcers. The commandments:

1. Use no subject material which could be considered improper for delivery to a mixed Sunday School class.
2. Use subject matter relative to “drawings” or “lotteries.”
3. No subject material containing saleable—liber—or language that could be considered either by theme or treatment obscene or profane.
4. No subject material not in good taste for mixed audiences such as certain medical subjects—social diseases, etc.
5. No appeal for funds.
6. No ambiguous statements that could be misleading to the listening public.
7. No advertising matter.
8. No stories which by engage’s imagination could be considered improper for mixed audience.
9. Do not change position relative microphone. Do not indulge in excessive loud or soft modulations of control.
10. Start promptly—end promptly.

**STATION ENGINEER**

Impressive history, excellent service in supervisory capacity for major stations, since 1926. Wide experience designing and maintenance operation. Radiotelegraph and Radiotelephone First Class License. New employment by broadcasting Network. You will be greatly impressed with extensive story of accomplishments. Reply Box 561, Broadcasting.

Operator, with phone first license desire connection. Thomas Suggs, 3918 Westminister Ave., St. Louis, Mo., 63114.

Radio executive of seventeen years’ experience desirable connection as Station Manager or Chief Engineer. Can take complete charge of studio and technical personnel. Box 546, Broadcasting.

**ATTENTION NEW CONSTRUCTION PERMIT HOLDERS!**

Here is the happy solution to your permit problem. Usually qualified Engineer, at present employed by Network desiring independent station, with independent station presenting opportunity, interested in diversifying radio background. High class backgrounds and technical education. Pioneer Broadcaster: Westinghouse trained. Vast experience in station design, construction and supervision. Possesses first grade Government radio license. Substantial history Divisional Managers principal radio station. Thoroughly versed in office management, sales promotion, over- error correspondence.

Your rare opportunity secure several first class station specialists in one individual. Reply Box 561, Broadcasting.

**WANTED TO BUY**

Have clients for broadcasting stations now operating. All matters confidential.

Radio Investment Company

Times Bldg., New York

Wants turntable and cutting assembly for records, discs. State makes, partially. Box 827, Broadcasting.
JOSEPH M. KIRBY
SEP H. KIRBY, 48, president of the Massachusetts Broadcasting Co., operating WOCP, Boston, died Sept. 8 at Hull, Mass., of a heart attack. Mr. Kirby procured WOCP license last year, and it was backed financially by Arden, New York watch manufacturer and broadcaster. His principal business was jewelers' supply. He also was president of the first Amusement Co. and of the Lincoln National Bank of Boston. He is survived by his wife and five children, one of whom, Sandra Bruce, is announcer at WOCP.

Waiver Plan Provides Model Libel Safeguard For Political Speakers
TO SAFEGUARD itself against libel suits from political broadcasters, the Buffalo Evening News stations, WBEN and WEBR, are requiring all political candidates to sign a waiver of liability drawn up by their attorneys. Copies of the waiver, regarded as a model usable by other stations, have been made available to other upstate New York stations. It reads as follows:

WHEREAS, in the case of Sorensen v. Wood, et al, 241 N. Y. S. 82, relative to political broadcasts, the Supreme Court of Nebraska recently decided that the broadcasting station was jointly liable with the speaker for libelous statements.

NOW, THEREFORE, in consideration of the execution of a Contract of even date between WBEN, Inc., and the undersigned, individually and jointly or in behalf of any of us, and by his authority, hereby agrees to indemnify and save and hold forever harmless WBEN, and/or the officers, agents, employees and servants of said parties (hereinafter collectively called "parties"), against any and all liability claims, damages or expenses (including attorney and counsel fees) that any or all of said parties may sustain, become liable or answerable for, or shall pay upon, or in consequence of the publication or broadcast of any matter furnished by the undersigned, his said principal, speakers or other persons participating or appearing in connection with programs, or any part thereof, included in or covered by said Broadcasting Contract.

Attached to and forming a part of said Contract.

Dated:
1936.
(Signature)

Joseph M. Kirby

TO OUR FIELD MANAGERS:

You have with you this year, what we believe to be, the finest electrically transcribed programs ever offered to the radio stations and sponsors, in America.

We want you to visit every station in your territory and you must not fail to give an audition to the management and salesmen of every one of them.

We feel that you have just the programs, promotional help, publicity, and selling arguments that every station or advertising agency is looking for. Therefore, if you miss giving them an audition, you have deprived them of the opportunity to secure the use of these important sales requisites, and will have caused them to miss the selling of some important account and time on the air.

It is your duty to see that everyone in your territory has a complete audition.

C. C. PYLE, PRESIDENT

RADIO TRANSCRIPTION COMPANY

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive
Decisions

**SEPTEMBER 1**

**APPLICATIONS GRANTED**

WFL, Philadelphia—Ext. temp. auth. 1 kw 250 W 10 kw D.

WJZ, Jersey City, N.D.—Ext. temp. auth. 2 kw 250 W 10 kw D.

WNYC, New York—Ext. temp. auth. 250 kw 10 kw D.

WRB, Burbank, Calif.—Ext. temp. auth.

KEHE, trans. 500 W.

WBCA, Charlotte, N.C.—Ext. temp. auth. at Moline.

WRK, St. Louis—KEFN, Shenandoah, Iowa.—Temp. auth. simul. operation spec. hours.

WRC, Cincinnati—Ext. exp. auth. 1 kw.

KSD, Sioux City, Iowa.—License for CP as modif., 1320 kw 1 kw 250 W 10 kw D.

KFEI, Duluth—License for CP 920 kw 500 W 10 kw D.

WEED, Rocky Mount, N.C.—License for CP as modif., 1 kw 2 kw 100 W 5 kw D, 500 W D undist.

WIP, Philadelphia—Ext. spec. auth. 1 kw.

WJHC, Kalamazoo—CP new equip.

WHM, Merrifield—CP move locally.

KTHA, San Antonio—CP new equip.

WAVY, Norfolk—CP new equip.

KID, Idaho Falls, Ida.—Mod. CP new trans., site, antenna.

KCE, Kansas City—License for CP 500 kw 1 kw 5 kw D.

WCOS, Greensboro, Ore.—License for CP 620 kw 1 kw 5 kw D.

WFAL, Washington, D.C.—License for CP 1 kw 2 kw 100 W 20 kw D.

KFWA, KARK, KFVM, WTV—Renewal license reg. period.

KQFD, Anchorage, Alaska—License extended 1 year.

KCSO, Kansas City, Mo.—Temp. ext. license 3 mo.

WOCJ, Jamestown, N.Y.—Renewal to Dec. 17.

WJL, New Orleans, KWKH, Shreveport, La.—Temp. exp. auth. extended to Oct. 31.

**MISCELLANEOUS**—Black River Valley Broadcasting, Inc. granted oral argument Ec.-Rep. 1217, to be heard Sept. 10 with Watertown Broadcasting Corp., Ec.-Rep. 1217; Chattanooga Broadcasting Co. denied renewal; license for CP modification at Chattanooga but granted request for oral arguments and extended time for filing exceptions.

**SEPTEMBER 9**

**APPLICATIONS GRANTED**

WADC, Tallmadge, Ohio.—License for CP 1250 kw 100 W 10 kw D.

KPPC, Pasadena, Cal.—CP change antenna.

KGGU, Honolulu—CP new equip.

WAXJ, Columbus, Ohio.—CP vert. antenna, transmission 25 kw.

WILY, Lima, Ohio.—Modif. CP trans., parole station.

WAAB, Boston—CP new equip.

KMAJ, Kansas City, Mo.—CP trans., site, vert. antenna.

**APPLICATIONS DENIED**

WADC, Tallmadge, Ohio.—License for CP 1350 kw 1 kw 5 kw D.

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**NEW**

**FOR SPORTS REMOTES—WLS, Chicago, uses this mobile unit to cover sports events. Recently it was taken to the Illinois Farm Sports Festival, where it will replace the regular car. It is equipped with a 15 kw transmitter, from which Charles Nehlsen carrying the transceiver, James Dautherty peering over the top, and Charles W. Anderson is on the running board.**
Broadcast and Relay
WHEN President Roosevelt held his drought conference in Des Moines early this month, KOIL, Omaha, carried a unique double-rebroadcast of a description of the parade. The KEAR-KOIL-KFOR mobile broadcasting unit was sent to Des Moines from Omaha, where the WHO station used it to broadcast the parade of governors via shortwave. The 80,000-watt WHO was also used to rebroadcast it on its regular clear channel of 1,000 kc. This standard broadcast was then picked up in Council Bluffs by KOIL and rebroadcast a second time over the KOIL frequency. KOIL also fed the program to KFOR, Lincoln, via telephone lines. Two other Iowa stations also received the broadcast over lines from WHO—KJIA, Shenandoah, and WOC, Davenport.

Baseball Under Odds
ITS ANNOUNCER perched atop the transmitter building, WMFF, Davenport, lowa, on Sept. 9 opened the Northern New York Baseball League by broadcasting a full account of the championship playoff game after the League had refused permission to broadcast. The station transmitter building is about 1,000 feet away from the park. Announcer Malcolm Weaver, aided by a pair of powerful field glasses, was able to give an accurate account of the contest. The sponsor, Todd Motor Co., Packard dealers, was more than satisfied with the notoriety created by the novel broadcast.

Iowa Net Appoints
FRANK PHELAN has joined the sales force of the Iowa Network, replacing Carter Ringliep, who goes to KMBR, Kansas Cit!. Mr. Phelan was formerly with WOW, Omaha. Alex Burris, former advertising promotion manager of the Iowa Network has joined the publishing staff of the Register & Tribune, succeeded in the radio post by Gladys Greenberg, formerly his assistant.

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

WEB C
DULUTH

WM FG
HIBBING, MINN.

PIONEERS of PIEZO ELECTRIC CRYSTALS
Since 1925

SCIENTIFIC RADIO SERVICE CRYSTALS
Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS
$50.00 Two Crystals - 50c
Approved by F.C.C.
Write to Dept. B-962 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.
Beverage, Horne Named For Presidency of IRE
HAROLD H. BEVERAGE, chief research
engineer of RCA Communications, and Lawrene C.
F. Horle, New York consulting engineer
and former chief engineer of
local radio station WBC in
Washington, D.C., have been
named for the 1937 presidency of
the Institute of Radio Engineers.

Award Created by Paley For Service by Amateur
WILLIAM S. PALEY, CBS presi
dent, has offered a permanent
award to be given annually to the
"harm" who contributes most to
technical development or operat
ing achievement. The award was
inspired by service given by ama
teurs during the spring floods. The
American Radio Relay League has
been named by Mr. Paley as per
manent custodians of the award.

September 11, 1936

THE dramatic serial of the prob
lems of a modern family, Today's
Children, on Sept. 11 began its
fourth year of broadcasting over
NBC networks under the sponsor
ship of Pillsbury Flour Mills Co.,
Minneapolis. Written by Irv
Phillips and built around the
everyday problems of "Mother
Mora" and her children, all be
tween the ages of 20 and 30, the
program has achieved remarkable
popularity since it made its first ap
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June, 1932. Pillsbury began
sponsoring the program over
WMAQ on May 15, 1933, and has
sponsored it over all NBC net
work stations since 1935. The larg
cast of Today's Children has been
held together with few changes Miss
Phillips takes the role of
Kay. Fred Von Ammon is Terri
Bess Johnson is Fran and Jen
MacGregor is Dot. Today's Chi
children is broadcast over an NBC
Red network daily except Sat
ey and Sunday, 10:45-11 a.m.

EDST. Hutchinson Adv. Co.
Minneapolis, has the account.

Recordings of Mutual Broadc
System total over 12,000, and over
$50,000 has been expended in
radio advertising for the Mutual
network program. The largest pro
gram of the Mutual network is
Today's Children with the
Pillsbury Flour Mills Co., Minne
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Europe's Power Limits

WITH something like 200 new broadcast transmitters in the course of construction in the various European countries, most of them are adhering to the power limitations imposed by the Lucerne Plan adopted last year by the International Broadcasting Union, according to a report from London. Under the plan a maximum of 150 kw. is permitted on the long waves above 300 kc., which are used by several dozen stations in Europe but not in the United States. Powers in the regular broadcast band are limited according to frequencies, with a maximum of 100 kw. between 560-1100 kc.; 60 kw. between 1100-1250 kc., and 30 kw. between 1250-1500 kc. Russia's 500 kw. Comintern station at Moscow operates on the long wave of 400 kc. and presumably does not adhere to the Lucerne Plan.

MICA TRANSMITTING CAPACITORS

Whatever your requirements in Mica Transmitting Capacitors...Cornell-Dubilier can supply them.

Their inspered modern design, their inherent sturdiness, their compactness, their reliability under the most exacting conditions have found favor wherever performance is the prime factor.

When you require Mica Condensers... specify C-D's. Engineering and industrial catalog No. 127 available on request.

The Type 50 to 59 series of mica transmitting capacitors are hermetically enclosed in a ceramic tube with cast aluminum end terminals. These capacitors can be mounted in either a vertical or horizontal plane. Series, series-parallel or any other combination, can be obtained by stating terminal ends together.

CORNELL-DUBILIER CORP., 1004 Hamilton Blvd., South Plainfield, N.J.

QUIETNESS • CONVENIENCE • LONG LIFE

Assured when you use General Radio Type 653 Volume Controls. Four stock impedances. Moderately priced at $12.50. Write for Bulletin 50-B for complete description.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS
**Merchandising & Promotion**

**Banks and Homes — Sears Celebrates — Poll-O-Meters**

**Beer and Beauty — Hats for Scores**

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**BANK OF AMERICA, San Francisco,**

**Melody on 2 NBC Pacific Red network stations (KPO-KFI) has begun an elaborate merchandising and advertising campaign. The campaign includes 24-foot billboards throughout California; posters; card advertisements in many newspapers; counten displays; direct mail brochures and circulars; and point-of-sale displays. Sears, Roebuck & Co., Bank of America, San Francisco, and Bank of America, Portland Oregon, will be featured.**

**JAY'S INC, exclusive feminine fashion store in Boston, made its radio debut in late August on WMC in New York as that magazine's New England representative for its Ideal College Wardrobe. An audition of the program was rewar ted for the benefit of the store's personnel. The **Vogue** annual contest was promoted. Days is in charge, and check on results of its debut on the air.** Lavin & Co. Inc., Boston, handled the account.

**WFIL, Syracuse, had a booth at the New York State Fair, displaying photographs of artists and providing continuous entertainment for fair visitors. The station now inserts 25-word announcements between programs to build up shows later in the day and the publicity director is interviewed on the Miss Goodspeed program about local and CBS programs.**

**IN CELEBRATION of its 50th anniversary, Sears Roebuck & Co., Chicago, has entered a 26-week contract for 44 CBS stations, a half-hour weekly starting Sept. 17, views the program as a gesture of good will to patrons, and dedicated to them and to the 60,000 employees of the organization. Stack-Goble Ad Agency, Chicago, has the account. The program is titled Sears — Then and Now.**

**WFIL, Philadelphia, has organized a merchandising department to expand its client exploitation activities, with Jerry Moore, Baltimore and Washington advertising executive. In the last year WFIL has sold 92,000 lines of display space in two local newspapers for the benefit of sponsors in a time-space exchange.**

**MOVIE TRAILERS in the six Harry Huffman Theatres, Denver, and in coming and current programs to be heard over KLZ. A current trailer mentions that “the real movie adventure is just a dial away,” together with a list of coming KLZ attractions.**

---

**TO PROMOTE listener interest in the Literary Digest Presidential Poll on an NBC Blue network, Goodyear Tire & Rubber Co., Akron, sponsoring the program is sending 30,000 20 x 24 inch jumbo RCA radiograms, printed by Western Newspaper Union, to Goodyear dealers in 20 key cities from coast to coast on the following day. The radiograms carry the latest result of the Digest poll as announced each Wednesday.**

**Goodyear dealers are distributing 2,000,000 Poll-O-Meters, a red, white and blue chart which allows the radio listener to put down the results of the Digest poll each week. It also allows for a breakdown of the poll by states, along with a list of the electoral votes along with each result.**

**An advertisement in The Vogue as a result of the 1932 Roosevelt-Hoover vote. Goodyear advertisements in newspapers also feature a box directing attention to the radio series. Arthur Kudner Inc., New York is agency.**

**WHEN Los Angeles Brewing Co., announced a beauty contest on the air next month. The winners will be eligible for a $5,000 cash prize, 3,000 photos will be submitted from which 50 were selected for a printbook distributed throughout Los Angeles. Girls were interviewed on KFWB. Bottle caps or receipts for a can of the sponsor's beer counted as votes, with the person casting the most each week receiving a cash prize. Entries can be submitted through 456 dealers, the number of bottle caps amounting to 1,460,235. Cost of each sale as a result of the KFWB program was less than 1/3 cent.**

**NBC has issued a folder illustrating its growth between 1928 and 1936. Maps showing Red and White network stations and depicting studio, program and personnel expansion are included. It is pointed out that 71% of programs are sustaining. The folder is part of the tenth anniversary promotion.**

**WALLETS are given away by Tide Water Oil Co., New York, sponsoring news broadcasts on WFIL-NBC. A new program called “Tide Water Oil Promotors” will write their own content. Four guests appear on each program. Wallets will be stamped with name of individual, the sponsor and the station.**

---

**CONTINENTAL BAKING Co., Chicago (Wonder Bread, Hostess Cake), presented the Civic Opera House in Chicago, Sept. 6, the first of a series of dramatic presentations of Chicago, titled Wonder Show, to a capacity audience of 4,000. Included in the program was a dramatization on a hookup of WGN and WOR. Some of the famous citizens of Chicago, as they present themselves, Chicago went to the broadcast in covered wagons, chaises, broughams, stagecoaches and the like.**

---

**F. B. WASHBURN Co., Brockton, Mass. (Walico Candy Bars), on Sept. 15, started a series of Saturday morning children's programs on WNAC, Boston, for 35 weeks. Prizes such as sporting equipment, amusement park wrist games and similar articles are awarded the winners, chosen by the radio audience. Prizes are based on the number of Walico caramels. Similar prizes will be awarded the children, not contestants, who send in the name of each prize winner as votes for children on the program. The account was placed by Broadcast Advertising Inc., Boston.**

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**LUNDSTROM BROS. Co., San Francisco (men's hats), former spot user on a small scale, will sponsor thru M. E. Harlan Adv. Agency, Los Angeles, Scovil, a football program on KGO for 13 weeks, starting Sept. 16. Bob Scovil, All-American football player and coach of several Pacific Coast teams, will present a regular weekly broadcast and play games in the San Francisco Bay region. Lundstrom's will give away a new general purpose sportsman's tank to the winner chosen at random from the plays on the games. Ballots will be distributed at all Lundstrom stores in the Bay region.**

**WOAI, San Antonio, is puting on a show case in the lobby. Each week three programs advertised will be broadcast over the station will be displayed, with accompanying cards explaining the program, artists and time of broadcast. In addition, a board is being placed on the wall with current promotional items. Also, a special item will be set aside for examination by studio visitors. Weekly schedules are given studio guests and visitors are invited to come in for a tour.**

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**THE FUR DOCTOR, San Francisco (furs), capitalizing on the current popularity of the Knock-Knock series six nights weekly at 5:45 p.m., and Sundays at 5:00 p.m. on KUBI, San Francisco, and KQW, San Jose, Cal. “Knock-Knocks” submitted by dealers will be broadcast, and a fur merchant will order presented for the best one submitted each day.**

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**IMPRESSIONS market data on the “Carolina Combination” are presented in modest style by VIS, Inc., Grand Rapids, Mich. and WIP, Raleigh, N. C., in a combination rate card offering a special rate of $40 per thousand for a day of one commercial. The cards are printed in a stapled, letter-size pamphlet devoid of frills but signed for utility.**

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**BROADCASTING • Broadcast Advertising**

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[Note: The text contains advertisements and promotions for various products and services, along with details about radio broadcasts, events, and promotions in various cities across the United States.]
... at the nation's favorite "listening post"... is the most responsive market

SELL IT TO THE NATION THROUGH THE NATION'S STATION
July 27th, 1936

Mr. H. C. Vance, Manager
RCA Manufacturing Company Inc.
111 So. Canal Street
Chicago, Illinois

Dear Mr. Vance,

I wish to state at this time that it is a pleasure to work with such excellent equipment as we have here at WEMP. The 100 E transmitter in the number to the Maiden's Prayer, when it comes to a local broadcaster. The 70-A transmitter, 60-element microphone, high fidelity equipment, speech type equipment, plus the 100 E transmitter, places the local station in a position to put a program on the air equivalent to his bigger brothers in the 60 kW class.

We have received many letters from our listeners and a day does not pass when we do not receive at least one letter or a telephone call from someone tuning in WEMP for the first time and stating that it is the best station on the air, and that they have never heard quality like it before.

Another point, which I would like to stress is that WEMP has not lost five seconds on the air due to mechanical breakdown. It truly is a pleasure to work with a station utilizing this type of equipment.

Thanks for your cooperation which is always appreciated.

Yours very truly,

John C. Mevius
General Manager.

RCA'S NEW HIGH-FIDELITY TRANSMITTER FOR LOW POWER STATIONS—the 100-E!

RCA's new high-fidelity transmitter 100-E, designed especially for low-power stations, will make you as enthusiastic as Mr. Mevius. It's a fine investment, as the 8-point panel at right proves. Free details on request.

RCA 100-E TRANSMITTER

8 IMPORTANT POINTS

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

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

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

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

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

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

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

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