East to west, north to south, across the nation sprawls the great chain of radio stations in the Columbia Broadcasting System. From this great system have come some of the finest radio programs in the world. Millions of listeners have enjoyed and applauded them.

In the west central and southwestern part of Ohio, listeners have been given a new and closer broadcasting point for these outstanding radio programs. On October 1, 1936, Radio Station WHIO became a member of the Columbia Broadcasting System.

Dayton and Springfield are the geographical and economical centers of the area served by WHIO. Nine counties combine to form the trading area of the two cities—an area influenced and bound together by its leading newspapers—The Dayton Daily News, and The Springfield News and Sun. Unusual and prosperous, this territory has for years been recognized as a splendid test market for products and services. Diversification of agriculture and industry have given it buying power stability.

The percentage of native born white ranges from a county high of 98.1% to a low of 85.1%. Total retail sales in the nine counties, for the year 1933, were $118,683,000.

Through affiliation with The Dayton Daily News and The Springfield News and Sun, WHIO from its beginning was assured a vast audience. A fine program schedule, civic leadership, and aggressive showmanship, soon won for WHIO the majority of listeners in its larger area encompassed by its primary zone. With its recent increase to 5,000 watt power, the primary zone of WHIO now includes counties—north in Ohio to Lima, east to Columbus, south over the Kentucky line, and west into Indiana. 568,100 radio families live this great territory!

WHIO now presents a new picture—excellent programs—responsive listeners—a picture of great potential sales.

Represented By JOHN BLAIR & CO. — New York • Detroit • Chicago • San Francisco

AFFILIATE OF THE DAYTON DAILY NEWS
Ready to fight for SALES in New England

The Colonial Network is in operation — the new eleven-station regional chain, created to serve the advertisers desiring economical coverage of major New England markets.

A single broadcasting unit operating on a permanent basis.

... with a potential audience of 5,226,915.*

WAAB is the key station, blanketing the metropolitan Boston district and serving a population of 2,307,897, comprising 551,919 families in 80 cities and towns.

At the service of every client: a complete production department, plus merchandising co-

operation to achieve the greatest sales effect.

The Colonial Network is a member of the Mutual Broadcasting System and will take programs from or feed programs to this network without line charge.

Programs originating at New York stations WOR, WHN or WINS, or programs fed to these stations, will also be handled without line charge.

Use the Colonial Network for low-cost, New England-wide coverage, with strong local appeal in eleven large retail areas. Write today for rate card and available time.

Based on United States Department of Commerce, Bureau of Census figures times 3.6, which is the New England average to each radio set.

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The Colonial Network

21 Brookline Avenue, Boston, Massachusetts

Edward Petry & Co. Inc., Exclusive National Representatives
Columbia invites you to study (and enjoy) the strongest network-schedule in the history of radio broadcasting. It’s on the nearest Columbia Network station—now
THERE'S a certain relaxation that goes with perfection in any branch of effort—an easy mental and physical attitude. In golf, it eliminates "pressing". In marksmanship, it cuts out the trigger jerk. In writing radio continuities, it cuts out the over-indulgence in blurb.

In our business, we've planned enough and worked enough and sold enough to know that "easy does it". We know we don't have to pant in your ear, or pound your desk, or sweep the sky with superlatives in order to sell you on our stations. We know that you want facts—and that facts can roar like lions, all by themselves.

And that's how we like to work, all through the troubulous job of making some of your dollars beget more dollars for all of us.

The point? Well—we just thought you might like to hear a few quiet thoughts for once. Shall we continue—in words instead of type?

FREE & SLEININGER, INC.
Radio Station Representatives

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

WHO        Des Moines       WAVE       Louisville
WGR-WKBW    Buffalo         WTCN       Minneapolis-St. Paul
WHK         Cleveland        KOIL       Omaha
KMBC        Kansas City      KSD        St. Louis

KFWB       Los Angeles
WFBL        Syracuse
Koin-Kale   Portland
KOL         Seattle

NEW YORK       CHICAGO       DETROIT       SAN FRANCISCO       LOS ANGELES

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www.americanradiohistory.com
Banks Lay Groundwork for Radio Drives

Financial Advertisers Agree Greater Use Should Be Made Of The Medium; ABA Seeks Members' Views on Radio

A DOUBLE-BARRELED offensive by American banking institutions looking toward use of broadcast advertising for both local and group cooperative campaigns is under way and may crystallize within the next few months.

In the belief that American banking has been permitted to grow "grotesque", some 300 delegates to the 21st annual convention of the Financial Advertisers' Association whose meetings were held in the studios of WSM, Nashville, Sept. 14-16, penetrated deeply into the subject of radio advertising and reaffirmed the view that greater use should be made of the medium. This was disclosed convincingly in a questionnaire survey of delegates to the convention made jointly by Broadcasting in collaboration with WSM, owned by the National Life & Accident Insurance Co., which acted as host to the FAA.

Simultaneously, it was learned that the American Bankers Association, parent group of the financial fraternity, has undertaken its own comprehensive questionnaire survey among banking executives having to do with the advisability of cooperative radio advertising. This survey came about as a consequence of repeated requests by bank executives for united action in creating effective radio campaigns. William T. Wilson, advertising executive of ABA, examined and it be answered nariaes were sent Sept. 2 and results are not yet available.

Leaning Toward Radio

THE RESULTS of the WSM-BROADCASTING survey at the FAA convention, however, are available and showed a decided leaning toward radio advertising, but also a surprising lack of knowledge among financial advertising executives of radio as a medium. Acting on behalf both of WSM and Broadcasting, Jack Harlow, manager of the WSM staff conducted the survey. Following a special WSB broadcast for the delegates at the closing session Sept. 16, Robert W. Sparks, vice president of the Bow-Savings Bank of New York, and retiring FAA president, asked that the delegates stand by for an important announcement. It was then that Mr. Harlow, speaking both for Broadcasting and WSM, asked that the questionnaire be examined and that it be answered according to each executive's own experience and opinion. So far as is known, it is the first time that a group of bankers actually has voiced an opinion on radio.

The survey revealed that nearly 100 of the some 300 delegates responded, representing a cross-section of the industry from Spokane to Boston and from assistant cashier to president. Of those responding, 72 said they had used radio in publicizing their institutions, while 33 had not. Results: Nine answered very excellent; 22 said they were generally satisfactory and only four reported failure. Another surprise came when most of those who had used radio revealed that they employed semi-classical and classical music. Another 21 had used radio in publicizing their institutions, while 33 had not. Results: Nine answered very excellent; 22 said they were generally satisfactory and only four reported failure. Another surprise came when most of those who had used radio revealed that they employed semi-classical and classical music.

The consensus of general comment requested in the questionnaire brought enlightening information from those who had not used radio, professing ignorance of the medium and its possibilities. At the same time, however, there was unmistakable evidence of intense interest in radio. In answering the questionnaire, Mr. Harris said this comment seems to indicate that the major possibility for broadcasting is to expand the number of banking institutions not using radio at present is not alone the fault of these institutions, but also because radio itself apparently has failed to present its case.

There were questions also on the chief distinction between radio and other media for financial advertising and the consensus of financial institutions, in buying time, desire to know about particular station facilities. Bankers agreed that the chief advantage of radio was the entertainment value, providing a foundation of good-will with the audience before the advertising or institutional message was presented. Here are some of the typical replies:

"Joseph F. Cornell, First National Bank, Spokane: 'I can do more with a human voice than I can with cold type. Radio is much more personal than any other media and it requires less attention on the part of the one at whom your message is directed.

"Raymond McFaddel, First National Bank, St. Paul: 'No other media entitles the audience as radio, for one seeking the group comes in, public and all important.'

"Elliot H. Thompson, D. C. Bankers Association, Washington: 'Radio finds its audience at leisure, when they are looking for entertainment. It gives them this and they willingly accept and listen to the advertising message.'

"Louise B. Mayer, Plainfield Trust Co., Plainfield, N.J.: 'We can talk to a person over the radio and pretty sure he will listen, if we ourselves speak it as radio and our words sound worth while. I don't know any other way to do this.'"

"F. Lasley, Fidelity & Columbia Trust Co., Louisville: 'Radio. We didn't use it in last year, however, not on an audience, but with advertisers. We are looking at it.

"Mr. Wilson, in discussing the questionnaire, advised that the reaction of delegates to the FAA convention indicated unusual interest.

Types of Programs

ON SEPT. 2, Mr. Wilson said, the questionnaire was mailed to 1,800 banks in every community in the nation. The results, he declared, will not definitely determine whether the Banking Bureau, Radio and cooperative radio campaigns, Institutions which express interest in their initial replies, he said, will definitely support the campaign.

The general character of the programs which may be employed will be gauged by the questionaires replies. While electrical transcription on a regional me- dium for cooperative campaigns, Mr. Wilson indicated live talent shows and regional groups are under consideration. ABA proposes to assume complete responsibility for selection and production of the ultimate program series.

Subscribers would be assessed on an actual cost basis, with no profit accruing to the association. The radio project is part of the cooperative advertising activity which the ABA has been featuring in publications during the last two or three years.

The ABA questionnaire, in many respects strikingly like that of the WSM-BROADCASTING questionnaire, incorporated such questions as: "What is your opinion regarding use of radio as a medium for bank advertising?" "Is your bank now advertising on your local broadcasting station?" "Has your bank ever used radio?" "What was the nature of your program?"

There were other questions about length of program, whether a series of 15 or 20 programs would be used.

WSM's Special Program

DURING the three-day session of the FAA at Nashville, the advertising problems of banks were in- vaded the "Specific Discussion of radio, however, came only after the questionnaire and at the closing session following WSM's especially built program for the convention. The program, titled "The Story of a Thousand Dollars," was arranged under the general direction of Ed Kirby, National Life and WSM sales promotion manager; Harry Stone, WSM general manager, and Mr. Harris.

At the concluding session the following slate of new officers was elected: Thomas J. Kinnard, Cincinnati, president; William H. Neal, Winston-Salem, N.C., first vice president; George H. Everette, Utica, N.Y., second vice president; Stephen H. Fife, Jacksonville, Fla., third vice president; Fred W. Mathison, Chicago, treasurer; Preston Reed, Chicago, elected executive secretary.

Mr. Sparks, retiring president, struck the keynote at the opening session with an address on the "Hindu Code of Finance." "American banking has been permitted to grow grotesque," he said. "It has been brought up on an en- lanced diet. It is deformed with an overdevelopment of the economics.
BROADCASTING Magazine takes pleasure in announcing the establishment of a new Chicago office, with Bruce Robertson in charge. Mr. Robertson, a former member of the BROADCASTING staff and onetime editor of "Broadcast Advertising," which was merged in 1933 with BROADCASTING, will headquarter at 1716 London Guarantee Bldg, 500 North Michigan Ave. The telephone number is Central 8020.

Ten Million Year For Discs Forecast

WBS Expects Record Figure; Seven New Series Launched

PREDICTING that national spot transcription placements will reach the $10,000,000 mark this year, World Broadcasting System Sept 29 announced the launching of seven new transcription series, beginning in October, aside from "dealer cooperative" schedules.

An entirely new spot advertiser in the WBS network is the seven-quarter-hour series Capital Cities. These programs are being sponsored by the United States Steel Corp., through the agency of Messrs. Belden, Inwood, Thee, Inc.

WBS predicted the $10,000,000 spot transcription year on the basis of a 60-minute hour program which accounts for the fact that a 50% increase in the use of transcription time by national advertisers was recorded during the first half of the year.

In addition to the campaigns enumerated, WBS announced that dealer cooperative schedules will be placed in 1936 through the agency of Messrs. Belden, Inwood, Thee, Inc.

The WBS program will consist of 13 quarter-hour programs titled "Nine and Thirty Minutes," under the plan, to be offered on the series of local stations, with the cooperation of the manufacturers.

The General Electric campaign, titled The Bumbershoot, has been launched through Maxon Inc., Detroit, and according to WBS, is similar to the Philco series. Previous similar campaigns had been broadcast over more than 100 stations, and it is expected that the same will be repeated.

The Kuppenheimer campaign, titled Backbone of the Nation, likewise is a dealer proposition. It will be placed on some 25 stations.

NBC TRANSERIES SPONSORED SERIES

SINCE announcement Aug. 10 by Lenox R. Lohr, NBC president, that the network was open for business, it has become available to its network clients for transcription to be placed on the air at stations which have not the personnel to do so. The series include: Procter & Gamble, Co., Cincinnati, Ohio; The Ford Motor Co., Detroit, Michigan; the NBC western station group; the NBC eastern station group; the NBC Chicago station group; the NBC western station group; the NBC eastern station group; and the NBC Chicago station group.

Cherry andWEBIDrop WTIC Option

WTIC, Hartford, 50,000-watt station, is holding its membership to a strong $750,000. The station sold its option to WPOR to the price of $750,000. The option, which was in the nature of a purchase agreement, was to expire Oct 1 if the FCC didn't approve the time that had not been approved.

The purchase contract provided that the station could be sold if the plan the contrac... and at a price of $750,000. The option, which was in the nature of a purchase agreement, was to expire Oct 1 if the FCC didn't approve the time that had not been approved.

BUICK on 91 Stations

BUICK Motor Co., Flint, Mich., a division of General Motors Corp., has placed orders with 91 stations for a nationwide 15-second transcription campaign. The plan is to broadcast four times daily Oct. 19-23 inclusive. The discs, cut by Byrns Studio Inc., York, Pa., were approved by the manufacturer last prior to release of white space announcement Buick's 1937 plans. The radio division of GM plans to advertise in the college market to advertise in the college market to advertise in the college market.

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Our Chicago Headquarters

PUBLIC OPINION

LESTER GIBSON, of the American Broadcasting Co., New York, has announced that he is resigning from the company. Mr. Gibson has been with the company for 18 years, serving as vice-president and general manager of the company's eastern division.

Mr. Gibson is succeeded by Mr. L. S. Hanrahan, who has been associated with the company for 20 years, as general manager of the company's western division.

Mr. Hanrahan is succeeded by Mr. F. M. Howard, who has been associated with the company for 15 years, as controller of the company.

Mr. Howard is succeeded by Mr. J. E. Stimson, who has been associated with the company for 10 years, as comptroller of the company.

Mr. Stimson is succeeded by Mr. W. B. Brown, who has been associated with the company for 5 years, as treasurer of the company.

Mr. Brown is succeeded by Mr. N. E. Book, who has been associated with the company for 2 years, as assistant treasurer of the company.

Mr. Book is succeeded by Mr. H. H. Murphy, who has been associated with the company for 1 year, as assistant treasurer of the company.

Mr. Murphy is succeeded by Mr. J. H. Layton, who has been associated with the company for 6 months, as assistant treasurer of the company.

Mr. Layton is succeeded by Mr. W. H. H. Day, who has been associated with the company for 4 months, as assistant treasurer of the company.

Mr. Day is succeeded by Mr. W. H. Day, who has been associated with the company for 3 months, as assistant treasurer of the company.

Mr. Day is succeeded by Mr. W. H. Day, who has been associated with the company for 2 months, as assistant treasurer of the company.

Mr. Day is succeeded by Mr. W. H. Day, who has been associated with the company for 1 month, as assistant treasurer of the company.

Mr. Day is succeeded by Mr. W. H. Day, who has been associated with the company for less than 1 month, as assistant treasurer of the company.

Mr. Day is succeeded by Mr. W. H. Day, who has not been associated with the company as of this date, as assistant treasurer of the company.
An Agency's View of Rate Differentials

By GEORGE BIJUR
Vice President, Fletcher & Ellis Inc.

Some Piercing Observations on an Ever-Present Problem:
The Sliding Scale Plan for Quantity Purchasers

WITH TIME on their hands, and some of it for sale, several hundred radio stations have several hundred ideas about how to sell it. Mr. Bijur, who once was on the selling end as CBS sales promotion manager, now is on the buying end. With that end in mind, he has made a thorough study of rates. His conclusion is that rate differentials aren't all they're cracked down to be, and that the great majority of stations would be better off if they quoted the same rates for national and local time.

as well as those from 5 p. m. to 6 p.m. weekdays, 5 to 9 p.m., Sunday, 10:30 p.m. to midnight on either weekdays or Sunday.

Class D drops even farther, on to 1 p.m. to 6 p.m. weekdays, and 12 midnight to 1:30 a.m. both weekdays and Sunday. Class E is lowest of all—covers 1:30 a.m. to 9 a.m. daily including Sunday.

Under such A, B, C, D and E rates, with a range of cost from 33% of the base rate at different hours of the day, plus the still lower costs of participating programs, weather reports, temperature reports, and time signals, ample opportunity is afforded the small advertiser to get his message through. We have found that even a small package of radio advertising will elicit the advertising consideration of most of the smaller stations.

Now It's Different

EW of the old arguments for maintaining a rate differential will no longer be heard in many of the large advertising agencies. They have abandoned this position, because they find that this was a problem and a factor of engineering which had been a dragnet in old and new stations. The average difference between local and national rates (based on a 20,000-copy-per-page contract) is 44.63%. Among venereal newspapers, 34.66%.

Among Sunday newspapers, 21.18%.

To find out how radio rates compare, we recently completed a survey of several hundred broadcasting stations. We found that the new stations, 89% dangle the argument of the difference between both national and local advertisers: 31% maintain a rate differential. Among non-network stations, 47% charge the same rate; 43% charge a differential. Among those which confess two different rates, the differential averages 36.2%.

Mr. Bijur

underwear or pots and pans, or any other products for which women and women only are prospects.

Not merely from a cost point of view, but from that of shopping strategy, these are morning hours attractive to the local advertiser. Department stores usually prefer the 8 to 9 a.m. time to any other hour of the day. It registers bargains in the customer's mind before she leaves home, while there is still time for her to go downtown and shop that same day.

If any local advertiser feels that even these E groups, which represent one-third of the base rate, are too high for him, and that the audience delivered is too large, then his logical move is to use a smaller station—just as the newspaper advertiser who found that he could not use all of the New York News' million-and-a-half circulation might advertise profitably in a naper of 50,000 circulation.

Unlike the newspaper, the radio station has only a limited number of hours to sell. The daily newspaper alone can contract its size to take care of all the advertising it can get. It may publish a 24-page issue or a 48-page issue, depending on the amount of additional local advertising it can secure. Like the manufacturer who marks goods exported to Europe as a lower price than made in this country because he feels its domestic business covers cost and obviously costs the operation the still fair, but obviously costs the station.

Therefore, the rate of the station exactly the same amount to deliver 15 minutes of time to a local advertiser. The simple question now is whether the station which can deliver the same audience can deliver it for less. And usually the answer is yes.

Killing the Goose

For a radio station to establish a decided differential between national and retail advertising is to drive away, if not to starve, the golden goose of broadcasting profit—the national advertiser. If a broadcasting station is to be conducted in a business-like manner, it must base its charges upon its normal cost of production, as defined by normal business practices and accounting. Its rates should be based on cost of material, power, electricity consumption, personnel, building depreciation, etc., plus a fair profit. On a business basis it operates. And the station which cannot operate on a base rate, will not benefit by a national advertiser and, incidentally, will suffer. Thus the national advertiser is to be encouraged by the under-rate station, and not discouraged by the over-rate station.

The Largest Audience

IN MOST cases the national or general advertiser, because he is representing the largest possible audience, will choose the A, B or C groups. The local advertiser, who wishes to hold down advertising expenditure can well buy the D and E groups. The department store, for example, may not care to advertise its price cuts in 9 p.m. to 10 p.m. since it is interested principally in reaching doing women and not care about reaching a male audience. He will, therefore, pay half the rate which the national advertiser pays for his A group. In the same way a draper or department store or other local advertiser may gain no such opportunity. It must pay for all the male circulation which buy the papers in which it runs advertisements for women's

(Continued on page 56)

* * *

BROADCASTING • Broadcast Advertising

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NBC, Dander Up. Takes Action To Check Station Defections

WCKY Stays on New Basis; WLW Grows Lukewarm Toward Mutual

That NBC is taking the offensive in developing a new "psychology" in dealing with its affiliated stations has been evident in the last fortnight, with an evident determination on the part of President Lenox R. Lohr to deal harshly with stations that were not for sale and that it would continue as the Cincinnati CBS outlet.

Meanwhile, it became apparent that NBC would resist any further efforts to develop the station relations, and that it would not join with WLW, despite the fact that its contracts do not prohibit such affiliations. Seeing this, President Lohr has taken over active negotiations on station relations,ankenied by Vice President Frank E. Mason, in charge of station relations.

CBS Changes Basic Net

In aligning WHIO, which for the last two years has been an NBC outlet, CBS altered its basic programming when it recomposed its summer rate card, distributed May 20. It offered only five basic stations, comprising WADC, Akron, WBNS, Columbus, WHEC, Rochester, WSPD, Toledo, and WAGR, all of which were added to WHIO to this group but increased the rate to $87 per hour.

WLW and WCKY will take Blue programs, but sales are indicated, and it is hoped that the Crosley stations will maintain their sustaining stations that it feels not be disband WCKY will carry most of them.

NBC also announced that WCOL, Columbus, Ohio, had become an affiliate to Sept. 20 and as an optional Red or Blue outlet. WLW, Indianapolis, and WABC, New York, were announced for Oct. 1 as a basic Red outlet, in a provision made to protect part of the station. With the alignment of WHIO, Dayton, on CBS as of Oct. 1, WLW and WABC will form a basic station, comprising WHIO, WIRE, and WCKY, as an alternate for WLW, which was definitely disbanded.

WLW-Mutual Status

MEANWHILE it was rather clearly understood that important WLW, which last month dissolved its partnership in CBS, would probably be sold at a later time, and in June, the "present intention" of Powell Crosley, Jr., WLW president, and that Mutual had offered to buy the station, but the terms were at a later date. It is known that Mr. Crosley looks at the key to the Mutual offer, to make the station a part of a new "West Coast Network," and in the future, with the disclosure of a number of important changes in the newly created branch of the network.

The CBS West Coast Network, to be sold separately to regional stations, will constitute KKNX and KSFO in lieu of KHJ and KFRC, Don Lee outlets, while its regulars continue service will include KFBC, Portland; KTV, Tacoma; KOI, Seattle, and KFFY, Spokane. To accommodate additional accounts, KFFB, Great Falls, Mont.; KGVO, Missoula; KSL, Salt Lake City, and KLZ, Los Angeles, and KSFO, San Francisco. This was learned Sept. 28 with the disclosure of a number of important changes in the newly created branch of the network.

Mr. Kemp

Mr. Kemp, former sales manager of WOR, New York, has joined Transamerican Broadcasting & Television Corp. in New York, on Sept. 28 joined Transamerican Broadcasting & Television Corp., as a sales executive. He will be identified with station and program development as the representative of the Inter-City Group, under the general broadcast advertising firm. John L. Clark, former general manager of the company, will be president. Mr. Prall for 15 years was employed by the Red Cole organization.

CBS Plans New Network on West Coast; Kemp to New York; Dolph Named to Post

A NEW "West Coast Network," being formed now by the Don Lee System, will be under the control of CBS on Dec. 29 by CBS upon the switch-over to the new network, King of Los Angeles, and KSFO, San Francisco. This has been learned Sept. 29, with the disclosure of a number of important changes in the newly created branch of the network.

The CBS West Coast Network, to be sold separately to regional outlets, will constitute KKNX and KSFO in lieu of KHJ and KFRC, Don Lee outlets, while its regulars maintained service will include KFBC, Portland; KTV, Tacoma; KOI, Seattle, and KFFY, Spokane. To accommodate additional accounts, KFFB, Great Falls, Mont.; KGVO, Missoula; KSL, Salt Lake City, and KLZ, Los Angeles, and KSFO, San Francisco. This was learned Sept. 29, with the disclosure of a number of important changes in the newly created branch of the network.

Kemp Transferred

ARTHUR J. KEMP, former sales manager of WOR, New York, has been transferred to Los Angeles, which has been taken over by CBS. He has been transferred in charge of the newly formed West Coast Network as well as spot activities for KKNX and KSFO, working with Bob Do Sales. Inc., CBS local sales subsidiary.

Joining Transamerican A MORTIMER PRALL, for 15 years sales manager of Red Cole Broadcasting, has joined Transamerican Broadcasting & Television Corp., as a sales executive. He will be identified with station and program development as the representative of the Inter-City Group, under the general broadcast advertising firm. John L. Clark, former general manager of the company, will be president. Mr. Prall for 15 years was employed by the Red Cole organization.
Also Liberalizes Practices and Cuts Connection Charges

INSTITUTING a number of far-reaching reforms in broadcast line service practices while at the same time proposing rate reductions estimated at $250,000 annually for broadcast customers, the American Telephone & Telegraph Co., on Sept. 21 filed with the FCC a letter covering broadcast service. It would become effective Nov. 1 and upon approval, which is expected, A. T. & T. plans to recommend to its 24 associated Bell companies handling the regional and local business that they file similar revisions.

More important than the actual rate reductions which, for example, will measure future service on an air-line mileage basis rather than a route-mile basis, are the liberalizations of existing practices which have been the source of serious complaints from stations and networks and also from their advertising clients.

Monthly Contracts

SUBSTANTIAL savings are proposed on connection charges for radio circuits. Requirements that A. T. & T. equipment be used at terminals even for short hauls (50 or 60 miles) will be eliminated entirely, with stations permitted to keep their own equipment. Connections for high-quality circuits (Class A and B) will be at substantially reduced rates—cut from 40 to 20 percent off the cost of the quality of service.

In a formal statement issued Sept. 22, after receipt of the tariff, the American Telephone Division announced:

"The adjustments, although voluntarily filed by the telephone company, follow closely, and in a large measure remedy the complaints concerning rate practices voiced by radio broadcast station licensees in their responses to a questionnaire recently circulated among them by the Commission in connection with its special investigation and study of the A. T. & T.

It should be understood, however, that the new schedules do not purport to effect a general reduction in rates.

A statement, of course, indicated automatic approval of the revised schedules as of Nov. 1. It was pointed out that if use of telephone lines by advertisers and stations, is a change of contract form with customers for the highest grade of service (the established networks) from an annual to a monthly basis.

3. Proposed: Schedule A (high quality, continuous use) facilities are furnished on a monthly basis. Present: Schedule A facilities are furnished on an annual basis. Effect: Liberalization of practice.

5. Proposed: The maximum charge for Schedule D facilities (high quality, direct line use) in the monthly period will not exceed the Schedule C (medium quality, network use) charges for similar items. Present: Similar maximum charges are set. Effect: Reduction in charges in certain cases, liberalization of practice.

6. Proposed: Charges for reversals of line facilities requested by the customer are increased based on experience as to the amount of labor required. Present: Unit charge per route mile including restoral to normal. Effect: Increase decreases in charges to customers requiring this service.

7. Proposed: All local channels are provided at Associated Company local charges.

Present: Local channels are included in Schedules A and B. Local channels in connection with Schedule C and D are furnished at Associated Company local channel rates. Effect: Reduction in charges for associated companies file revised tariffs.

8. Proposed: Line facilities furnished under Schedule D (high quality, direct use) may be interconnected for transmission in both directions. Present: The only use of Schedule D line facilities when interconnected with Schedule A facilities to be used to transmit music inward to the Schedule A or B networks. Effect: Liberalization of practice.

WAGE increases of 5 to 10% for 9,000 employees of the RCA Mfg. Co. have been ordered into effect Oct. 5. They apply only to hourly wage workers and not to salaried employees.
Industry Ready for Technical Hearing
All Branches to Be Represented as FCC Investigates Clear Channels and Superpower Plans Oct. 5

AGENDA OF REALLOCATION HEARINGS:

THE HEARING will start Oct. 5 in the government auditorium located at Constitution Ave. between 12th and 13th Streets, between the Depart- ment of State and Union Station.

The date for the opening hearing on ten day seige on the broad subject of future broadcast allocations

When the hearing will be held. Sept. 15 on the filling of appearances for the unprecedented "informer hearings" on all stations, some groups of individuals had asked time in the total amount of 51 hours. There were 120 companies, stations, or individuals involved whose cases would be presented by some 70 witnesses. Both Lonzo R. Lohr, NAB presi- dent, and William S. Paley, CBS chief executive, planned to appear on behalf of their networks. Powers were ex- pected to be the basic appeal for duplication of Long of General Electric also planned to testify.

BROADCASTING went to press it appeared the hearings will run two weeks of five-hour days. Aside from the time actually re- quired, the hearing committee anticipated that Broadcast Division members and staff would utilize 12 or 15 hours of their own time, on each case and in questioning wit- nesses. However, FCC spokesmen were hopeful they would be condensed into a two-week period.

Clear Channels

THE MAJOR issue, it appears obvious, will be that of preservation of clear channels and use of surplus frequencies by clear channel stations. The so-called Clear Channel Group of 13 stations was planned to present its case in support of retention of the existing clear channel setup, along with a pro- Posal that the present maximum power of 50,000 watts be made the minimum and that clear channel stations be permitted, should they desire, to utilize 50,000 watts plus a power of 25,000 for a dozen applications for authority to use energy now are pending.

The diametrically opposite to this viewpoint is the formidable National Association of Regional Broadcasting Stations. Formed during the last 90 days under the leadership of John Shepard 3d, Yan's Inc. network president. Re- presenting 86 companies in the regional field, the organization has made elaborate plans to support six of the eight Clear Channel stations on clear channels with power restricted to a maximum of 50,000 watts as at present. The group also favors a horizontal in- crease on all regional channels to 5,000 watts both day and night.

It will be up to the FCC to present its case first. Chairman E. O. Sykes of the Broadcasting Division will open the hearings with a statement of their scope. He will be followed by Chief Engineer T. A. M. Craven, who will present the technical analysis of the clear channels. The days of public allocations survey required by the FCC last month, which dealt with rural coverage under present allocations. D. R. King will close the FCC presenta- tion with an analysis of other aspects of this survey, primarily dealing with the postcard questionnaire survey of rural re- ception and the findings of FCC inspectors.

Whether the FCC will present other testimony is not yet definite. It is likely, however, that follow- ing the FCC presentation, hearings by private individuals, organiza- tions, networks, stations and others will be called to the stand to draw addi- tional conclusions, based on the allocation survey.

After the opening of the hearings, the agenda provides that educational groups, of which two have already appeared, are scheduled next. They will be followed by organizations such as the Institute of Radio En- gineers, National Association of Broadcasters (if it desires time) and the Radio Manufacturers Asso- ciation. The latter having questioned the need for an increase of power on 10,000 watts for local stations to reduce costs by a large group of firms.

One other group of stations constituting daytime and limited time stations operating on clear channels, the Division has appeared and requested opportunity to be heard. However, it was not certain that they would testify. An appearance for the larger companies such as Westinghouse, General Electric, and Westinghouse General Electric, and Westinghouse was not anticipated. The group will consist of representatives for group of stations.

Thus the FCC will have an opportunity to hear representatives from major radio companies and from those stations operating on the clear channels.

The Division of Regional Radio Operations, which has been the focal point of the hearings, will also have a chance to hear from representatives of the major radio companies and from those stations operating on the clear channels.
FAMOUS RADIO TEAM JOINS W-H-O STAFF

Asher Sizemore and Little Jimmie now broadcasting daily

WHO listeners enjoy chain-service PLUS.
They enjoy the million-dollar entertainment presented on the red network. (Now better than ever with Fred Astaire and Jack Benny.)
They also enjoy the many special live-talent features that originate at WHO.
To a talent staff of 150 people, already including such star attractions as Gene & Glenn and The Songfellows, WHO has just added another headliner—Asher and Little Jimmie.
Radio men familiar with the record made by this father-and-son team on other 50 KW's like WSM, WHAS and WFAA, recognize Asher & Little Jimmie as top-rank audience-builders—a feature that adds one more to the long list of reasons why WHO has become an important part in the daily lives of a million families in Iowa and adjoining territory—and an important part of any advertising plan to sell those families most economically.

POWER THAT FITS THE MARKET—Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers. Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because WHO has power that fits the market—power of 50,000 watts, cleared-channel, full time.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. DES MOINES, IOWA Phone 3-7147
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

BROADCASTING • Broadcast Advertising

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Major Networks Show Time Value Gain Of 19% for the Three Summer Months

BILLINGS of NBC, CBS and Mutual reached a record total in August for the second consecutive month. Mutual reported an increase of 69% over August, 1935, CBS receipts were up 40% and combined NBC total was up approximately 19.8%. While the August total of the major networks was slightly under the July total—$3,777,004—this was a marginally slight increase over July receipts which had been much lower than July business.

Networks' Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC</th>
<th>CBS</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$1,735,172</td>
<td>$765,048</td>
<td>$65,801</td>
</tr>
<tr>
<td>Feb.</td>
<td>$1,637,751</td>
<td>$735,408</td>
<td>$55,000</td>
</tr>
<tr>
<td>Mar.</td>
<td>$1,553,350</td>
<td>$65,801</td>
<td>$55,000</td>
</tr>
<tr>
<td>Apr.</td>
<td>$1,622,126</td>
<td>$705,061</td>
<td>$55,000</td>
</tr>
<tr>
<td>May</td>
<td>$1,635,050</td>
<td>$65,801</td>
<td>$55,000</td>
</tr>
<tr>
<td>June</td>
<td>$1,613,141</td>
<td>$65,801</td>
<td>$55,000</td>
</tr>
<tr>
<td>July</td>
<td>$1,553,540</td>
<td>$65,801</td>
<td>$55,000</td>
</tr>
</tbody>
</table>

The August total for the NBC Blue Network was $4,428,461, a $1,553,540 for the Red and $368,891 for the Blue. CBS reported an all-time record of $2,508,815, billing of $789,019. Mutual sales for August were $122,065, of which $16,768 was in the support sector.

All three networks experienced the best summer in their history, with the August total for NBC amounting to $11,540,057, a three-month increase of 19% or $1,847,277.

In Canadian radio, the nationalization into Canadian radio, which seven were made, was performed this month. The arrangement, whereby the airdrome of German ace Richthofen, was brought down by another Canadian pilot, Roy Brown.

Major Murray was special correspondent of the Press Daily Express and public relations officer for the League of Nations Union of London before joining BBC and public relations director. He founded the various BBC magazines with their worldwide circulation and was involved in broadcasting questions several times.

Dr. Frigon has been a member of the Research Council, headmaster of the Polytechnic School at Montreal, director of technical education for the province for the last 10 years has been chairman of the Quebec Electric Commission. He was technical director of the Canadian Broadcasting Corporation and has carefully studied the radio problem.

Dr. Murray and Dr. Frigon

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Mr. Iraci recently sold WOV, limited-time station in New York, to Dietrich, manufacturer and broadcaster, for $300,000, subject to FCC approval. The application for assignment was pending. WOV is the main link in the plan of the Paulist Fathers to build a full-time, 5,000-watt station for the first time.

Meanwhile, in the Paulist-Bulova transaction, where the station project took its shape in the fall, appeared no closer to solution. The Paulists originally had made arrangements with CE, who would have put the station WLVW would have been leased or sold to the network. Mr. Bulova's acquisition of Broadcast Radio, it was understood, would bring the plan and the Paulists, even if a deal was struck with Bulova on a similar arrangement.

WHN, Yankee Network Sign for Sports Events

EXCLUSIVE broadcasting rights to all sporting events at the 201 New York Stadium, home of the New York Yankees and New York Giants, was announced by Herbert L. Petey, commercial director, in a deal con-summated in September. At the signing, WHN was in company with Yankee Network, through Mi Petey and John Sheppard 5d, as well as other networks.

Both agreements ran through the fall and winter seasons, terming the exclusive rights to the fall championship fights, football, basketball, and baseball. Football. First on the agenda was the Joe Louis-Georges Breca fight Oct. 7. Under the agreement WHN and Mr. Sheppard have the authority to deal with other parties seeking broadcasting privileges.

INRAC PURCHASES

SALE OF WPN and WRAX, Philadelphia time-sharing independents, to John Iraci, former owner of WOV, New York, was consummated by FCG under War Price Control Board approval. Mr. Iraci on that day contracted for the purchase of 60% of the stock of WPN and 40% of the stock of WPEN and WRAX from Paul F. Harron, who is also part owner of WHN, Jersey City, and WPEN, New York, for approximately $75,000. The total outlay for the two-time-sharing stations was $240,000.

Mr. Iraci itself sold WOV, limited-time station in New York, to Dietrich, manufacturer and broadcaster, for $300,000, subject to FCC approval. The application for assignment was pending. WOV is the main link in the plan of the Paulist Fathers to build a full-time, 5,000-watt station for the first time.
Democrats Bar KFI-KECA From Sponsored Broadcasts

Retaliate for Refusing to Carry Fireside Chat; FCC Legal Staff Upholds Station Action

DESPITE a formal ruling by the FCC that KFI and KECA, Los Angeles, are not prohibited from carrying the President's recent series of radio speeches, the National Committee, the Democratic National Committee and the Democratic state committees have decided to retaliate by withholding all advertising time over the stations.

According to a statement released by the committee, the action was taken "in protest of the efforts of those stations to interfere with the President's radio broadcasts to the American people.

"It is the purpose of this decision to punish the stations for their refusal to devote their facilities to the national interest, and to any station which continues to act capriciously and in disregard of the public interest in the future, the committee will take whatever action is necessary to protect the public welfare and interest.

The committee has already decided to withdraw all advertising from those stations and to notify advertisers and others that the stations have refused to carry the President's radio speeches.

The committee believes that the public has a right to be heard on the air and that the stations have a duty to provide facilities for the dissemination of political information.

The committee also believes that the stations have a duty to provide facilities for the dissemination of political information in a free and open manner.

The committee will continue to monitor the situation and will take further action as necessary to protect the public interest.

Leich Directs ABC As Insull Resigns

Adequate Financing Declared Assured for the Season

RESIGNATION of Samuel Insull as president and chairman of Affiliated Broadcasting Co. and appointment of Clarence Leich, official of WEOA and WGBF, Evanston, Ill., to fill the position of general manager of the network were announced on Sept. 20, following a meeting of the directors to consider the resignation of Insull as chairman of the board.

Insull's resignation was accepted with regret, but it was believed that the resignation was necessary in order to give the new management time to make the necessary changes in the organization.

Leich, who has been with the network for many years, was selected to fill the position of general manager and president.

Withdrawal of Mr. Insull from the presidency of the company which he has headed since its inception early this year comes as a climax to a series of resignations and dismissals which has resulted in the departure of the network's staff.

Among those who have resigned or been dismissed are the majority of the personnel who came under the Insull auspices and who have been in charge of control of the chain that has been going on almost as long as the company itself.

Commercial Activity

WITH this matter settled for the moment, it is now time to turn to the matter of commercial activity and to assure for the coming season, and with control in the hands of an experienced station manager, officials of the ABC and its member stations for control of the network's program policies and commercial activities, which will be handled directly.

The appointment of Mr. Leich, who is well known in the field of network program policies and commercial activities, will give the network a strong and experienced leader.

The network's board of directors, consisting of H. B. Walker, part owner of WEOA, Evansville, and WBOW, Terre Haute, and G. F. White, manager of the chain's board of directors early in September; S. H. Bliss, general manager of WCLO, Chicago, and H. W. Newcomb, manager of WRJN, Racine, Wis. Both WCLO and WRJN are newspapers and advertisements, and both Bliss and Newcomb are former newspapermen.

T. E. Quinzenberry, board member and since early summer executive vice-president of the network, who has been devoting most of his time to the running of ABC as eastern manager. The Detroit office, managed by Earl Maxwell, has been temporarily closed. The force further reduced by resignation of Wallace Stenhoff, who has been in charge of ABC's New York action.

Contrary to previous reports, Daily Broadcasting Co. is not yet a member of ABC. The management has not yet decided on a method of joining the network.

BENRUS WATCH Co., New York, through S. M. Epstein Co., Detroit agency, has renewed their contract for the season and has scheduled the company for the coming season.
Columbia, Missouri

Midway between the retail markets of St. Louis and Kansas City, Columbia is the center of a rich market not adequately covered by any outside media, either newspaper or radio.

Columbia, Missouri, is the home of

RADIO STATION

KFRU

630 Kilocycles

1,000 WATTS
DAYTIME
(500 Nighttime)

Facts and figures from KFRU's New Market Manual:

- The 105,900 radio set owning families in this market, offer a potential retail sales market of $75,000,000 in 1936.
- A sales message over KFRU thoroughly covers 32 counties and 5 (30,000 to 100,000 population each) retail markets.
- There are 54,452 families in this market, 46% of whom live on farms and 54% in cities or towns. 69% of the total families own radio sets.

Your copy of this interesting, factual manual will be sent on request to Radio Station KFRU at Columbia, Missouri.

Or to Representatives

WILSON—DALTON—ROBERTSON

1329 Baltimore Ave. 1503 Mather Tower 250 Park Ave.
Kansas City Chicago, Ill. New York City

A Sales Message over KFRU covers the center of Missouri.
Eight New Stations Granted
In Record FCC Decision Day

Include Regional in St. Louis and 5 kw. Daytime
In Hammond, Ind.; KGKO To Fort Worth

Besides granting construction permits for eight new broadcasting stations, the
FCC, on August 15-16, cleared a 1,000-kw., nighttime station in St. Louis, a 5,
and Norman

1,000

5 More New Stations
Authorized on Sept. 29
IN A SECOND major decision day Sept. 29 [see detailed listings on page 78], the FCC Broadcast Di-
vision authorized the erection of five more new local broadcasting stations, and at the same time
granted authority to Harold V. Hough, manager of WBAP, Fort

Worth, to purchase KGPG, Okla-

homa City, from Hale V. Davis. It
granted KGPG, a part-time, 100-
watt, full time in lieu of its present time-sharing with KGRC, Enid, Okla.

The new station grants were as follows:

C. G. Hill, George D. Walker
and Susan H. Walker, Winston-

Salem, N. C.—Granted construc-
tion permit for a daytime station
on 1250 kc. reversing Examiner
Walker.

Jonas Weiland, Kinston, N. C.—
Granted construction permit for
100 watts night and 250 watts
daytime on 1200 kc., sustaining
Examiner Walker.

Northern Broadcasting Co.,
Wausau, Wis.—Granted 100 watts
daytime on 1370 kc., sustaining
Examiner Seward.

Wilton Harvey Pollard, Hunts-
ville, Ala.—Granted 100 watts on
1200 kc., sustaining Examiner
Seward.

Navarro Broadcasting Ass’n,
Cor-
cian, Tex. (J. C. West, presi-
dent)—Granted 100 watts daytime
on 1310 kc., sustaining Examiner
Hill.

Radio transmitter on 640 kc. pend-
ing court appeals.

Marking the first time it has granted daytime increase in power to local stations since Congress in
1934 authorized the licensing of additional 100-watt stations, without
regard to quota, the Division granted daytime power increases from 100 to 250 watts to eight sta-
tions. Securing the increases were WMFG, Hibbing, Minn.; WMIN, St. Paul; KDNC, Lewiston, Mont.;
WFLA, Englewood, Fl.; WHJ, Monroe, La.; WHFC.WKBI-WHEH, Cicero, Ill.

Air-Press Freedom
Tied, Says Sarnoff
Television Here to Be Free, He Says After Trip Abroad

FREEDOM of the radio and prog-
ress in television were discussed by
David Sarnoff, RCA president and
BC, before leaving here Sept. 22 for
the New York Her-
ald-Tribune Institute in its sym-
posium on "Radio and
Television." Mr. Sarnoff had returned on the Queen Mary Sept. 21 from a several
month's trip around the world during which he combined business and
vacation, lending added significance to his remarks.

"This is a great newspaper," he said, his remarks being broadcast over the NBC-blue net-
work, "in the sense that we were cooperating in this symposium is highly significant. For it is
well remembered that nowhere in the world the press is enslaved is radio free; and, conversely,
nowhere has the press been enslaved and the press remained free. Their fate, and the fate of all free institutions, are one and the same."

Among the other broadcasts by the Institute were remote pickups by the Associated Press and
Gov. Langdon, and personal appearances by the five candidates for Republican nomination for
presidency. Mr. Sarnoff's speech was the only one, however, dealing with radio itself. He added:

"Freedom for the Eye

I HAVE just returned from a trip around the world which I witness-
nessed the progress of television a b r o a d. Several countries are
developing this new radio art for practical service. While our prob-
lems are much more complex, we are in a larger area—and this in turn calls for
the erection of many transmitting stations and a vast network of
towers—I am confident nevertheless that the American public will one
day enjoy the privilege of seeing night as well as sound through the
air. Moreover, we shall do it here through more widespread and
instead of through government subsidy as is the case abroad. Freedom to see
as well as to hear, by radio, will be the assurance we shall have.

"While our engineers proceed with their solution of the technical problems of television, ser i o u s
problems will be given to the subject-matter of television programs, and the development of a new studio and program technique.

"It would be interesting to study the problems of television sound. Television sound will be a supplement. Along these lines television should ultimately offer entertainment and news to every home, paralleling but not

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www.americanradiohistory.com
Randall Directing All NBC Publicity
Clay Morgan Lohr's Assistant; James Head of Sales Promotion

CULMINATING several months of planning, President Lenox R. Lohr of NBC announced Sept. 17 the consolidation of the NBC press, advertising and sales promotion departments in New York, with Wayne L. Randall, for several years manager of the press department, as director of the newly constituted publicity department. Mr. Randall will have direct supervision over all activities—activities that he has held under temporary assignment as coordinator for the last several months.

Simultaneously, it was announced that E. P. H. James will continue as advertising and sales promotion manager, with Vance Babb, formerly chief assistant to Mr. Randall, in charge of press division. The advertising and sales promotion department heretofore has been a part of the sales department.

Goodwill Activity
IT WAS also announced that Clay Morgan, former advertising manager of the French Line, who joins NBC Oct. 1, will be identified with the NBC executive staff. His capacity has not yet been defined, but it is understood that he will be contact man and “goodwill ambassador”, spending much of his time away from New York in public relations work for the network.

Mr. Morgan later may become assistant to President Lohr on public relations matters, and it is understood that he will report direct to the NBC president from that position.

Mr. Randall, a newspaperman, joined the network in 1931, resigning from his post as publicity manager of the Bell Syndicate. A native of Providence, R. I., he broke into newspaper work on the Providence Journal after graduation from Brown University. Afterward he served on the Boston Herald and New York Press, and then went to Baltimore in 1929 as advertising manager of the Fidelity & Deposit Co. of Maryland. Subsequently he served in a similar capacity with the Missouri State Life Insurance Co. in St. Louis. In 1934 he became editorial writer for the New York Daily News, and then joined Hearst as a managing editor, first on the Boston Record and then with the New York Mirror.

Mr. James joined NBC in 1927 upon its formation and organized its sales promotion department. He is well known in advertising and merchandising circles, and the first textbook on the merchandising of radio campaigns was produced in 1929 under his supervision. He has given many talks and lectures on the subject and on other phases of broadcasting at advertising conventions, clubs and colleges.

Mr. Babb is a Columbia University graduate. From 1926 to 1930 he was on the New York Times editorial staff and then spent a year in the advertising department of the American Radio Co., writing magazine copy and radio continuity. He joined the NBC press department in the fall of 1931, and remained for nearly four years, resigning to become assistant publicity director of Ben ton & Bowles Inc. in 1933. He returned to NBC last May and since then was acting manager of the press department.

IN TWISTER'S MIDST—When word of a hurricane's approach was received, WFIL, Philadelphia, set up a news-gathering system by contacting a group of amateurs and organizing a shortwave network. As the storm approached, it was teamed with David Driscoll, of the WOR special events department. Here is the group on the end of the steel Pier. Left to right are Frank Becker, chief engineer; Joe Connolly, special events; George Braesin, engineer; Al Stevens, announcer; Arnold Nygren, engineer, and Driscoll.

Mr. Randall Mr. Morgan

Radio in the Hurricane
WTAR and WPTF Spread Warning and Keep Public Informed as Staff Members Brave Storm

WHEN warnings went out Sept. 18 that a tropical hurricane was racing toward the Atlantic Coast, stations along the Seaboard were tuned in with David Driscoll, of the WOR special events department. He is the group on the end of the steel Pier. Left to right are Frank Becker, chief engineer; Joe Connolly, special events; George Braesin, engineer; Al Stevens, announcer; Arnold Nygren, engineer, and Driscoll.

Mr. James Mr. Babb

Educators to Meet For Radio Session
First National Conference to Be Held During December

THE problems of educational broadcasting were discussed at the first National Conference on Educational Broadcasting to be held in cooperation with the Office of Education. The purpose of the conference is to set up a clearing house on latest technical and professional developments in the educational use of radio.

The program, according to C. S. Marsh, national secretary, will include such topics as schools of the air, radio music, speech and drama, religious broadcasts, forums on the air, organization of listening groups, workshops, broadcasting to schools, use of programs by colleges and universities, use of radio by libraries and museums, radio programs for children, problems of research in educational broadcasting, audience attitudes, educational broadcasting in other countries, organizing the community on behalf of a radio station, and related topics.

Supporters of Movement
SPONSORING organizations were listed by Mr. Marsh as American Association for Adult Education, American Council on Education, National Federation of Women's Clubs, Jewish Welfare Board, National Catholic Education Association, Institute of Education by Radio, Institute of Radio Engineers, United States Office of Education, National Association of Educational Broadcasters, National Catholic Educational Association, National Committee on Education by Radio, National Congress of Parents and Teachers Association, National Council of Teachers, National Grange, Progressive Education Association, Radio Education Committee, and Workers Education Bureau of America.

At this point all organization interested in radio as a social force nationally or regionally, are invited to participate.

In Twister's Midst—When word of a hurricane's approach was received, WFIL, Philadelphia, set up a news-gathering system by contacting a group of amateurs and organizing a shortwave network. As the storm approached, it was teamed with David Driscoll, of the WOR special events department. Here is the group on the end of the steel Pier. Left to right are Frank Becker, chief engineer; Joe Connolly, special events; George Braesin, engineer; Al Stevens, announcer; Arnold Nygren, engineer, and Driscoll.
John Baker and WLS engineers (above) use the short-wave truck to good advantage on short notice broadcasts by remote control. The past month the truck has been used at both the Indiana and Illinois State Fairs, Lake County Farmers Picnic, Chicago Stockyards, Illinois Farm Sports Festival and numerous street broadcasts.

WLS was founded—has grown, and is building for the future on a platform of service to mid-west listeners. Part of the service consists of bringing "news in the making" to the WLS audience.

The WLS Short-Wave Mobile Broadcasting Unit is used to bring to the millions of homes in the mid-west, events of interest as they're taking place—such as state fair activities direct from the fair grounds—livestock markets from the great Chicago stockyards—interviews with famous people throughout the middle west.

Service such as this builds listener loyalty—and "advertising results follow listener loyalty."

THE PRAIRIE FARMER STATION
CHICAGO

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

National Representatives: John Blair & Co.

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Merchandising of Grid Series Is Started on Extensive Basis
Kellogg, Socony-Vacuum and Other Sponsors Promote Broadcasts; Additional Contests Contracted

WITH contracts for broadcasting of hundreds of college and professional football games already signed, sponsors are concentrating on merchandising their campaigns as the grid season goes into full swing.

College boost ends still remained to be disposed of as a BROADCASTING went to press, a situation that makes it doubtful whether concentrated angling for football sponsorship rights, typical of this condition for years, will be maintained. Benson, Columbia U athletic director, when informed that Atlantic Refining Co. had announced it would sponsor the Cornell-Columbia game Oct. 31, among other Cornell games, Mr. Benson indicated he did not consider this broadcasting that Columbia had not sold sponsorship rights to Atlantic, although to announce midnight, all Yale alumni rights would have been published.

A number of sponsors have been announced for the three Big Ten games, Princeton's schedule has also been sought for broadcasting but the owner of the rights declined not to permit sponsorship, thwarting the efforts of a number of interested broadcasters to obtain exclusive rights.

Although Atlantic Refining had announced sponsorship of broadcast University of Pennsylvania games, definite announcement of final agreement will not be made until at least in September. (See Atlantic Refining merchandising story on this page.)

Invited to Listen

SOCONY-VACUUM OIL CO., New York, has sent formal invitations to all Yale alumni living in New England to listen to Yale games if unable to attend in person. Spot announcements are in newspapers in all cities within the area of stations carrying Yale games from radio networks. In addition, 3d $13,000 for New England rights to Yale games for broadcasting on Yankee Network, Socony also will broadcast two Brown games. Atlantic Refining had paid $10,000 for ten games, including those six Yale games to be broadcast on WOR.

Socony also is using jumbo telegrams to be posted at all Socony stations in New England and boards in front of stations will carry announcements about the broadcasts. J. Sterling Gettell, Inc., New York, is agency.

N. W. Ayer & Son Inc., heading the football parade with more than 200 college and university Atlantic Refining and a large number for Kellogg Co. Battle Creek concentrate on college football, and are former aide to Ted Husing in CBS football broadcasts, to coach and sponsor broadcasting of games for its clients.

Atlantic Refining is handling the following games, in addition to those announced in BROADCASTING Sept. 15 and Oct. 1: Lafayette-Pennsylvania game from WCAU to WEST, Easton, Pa.; W. & J. Lafayette, Dickinson-Lafayette and Michigan-Lafayette Oct. 18, in addition to all as well as Pennsylvania-Cornell; Georgia U games on WSB, Atlanta; eight Syracuse games on WSYR, Syracuse, WHAM, Rochester, WOKO, Albany, and WGR, Buffalo, and in some cases, New York State Network; Virginia U schedule replaced by group of other southern games, on Virginia Network, West Virginia and WRVA, Richmond; Pennsylvania games will be carried on WCAU, Philadelphia, with WOR added for the Penn-Yale and Pennsylvania-Penn State games; last minute additions also included Delaware games on WDEL, Wilmington.

Kellogg Co. has added WJRT, Detroit, to its schedule of Michigan U games, originally slated only on WWJ. Five Notre Dame home games which pay $10,000 and 3d $13,000 for New England rights to Yale games for broadcasting on Yankee Network, Socony also will broadcast two Brown games. Atlantic Refining had paid $40,000 for ten games, including those six Yale games to be broadcast on WOR.

HUSING ON FOOTBALL.—Ted Husing, ace CBS football reporter, has 80 "string correspondents" at many colleges and universities reporting to him regularly for his Ted Husing Sportscasts sponsored by Atlantic Refining Co. which started on CBS Sept. 29, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p.m. In addition, he starts covering the Duke-Colgate contest Sept. 26, introducing his new microphone as well-known Atlantic Football Forecaster Les Quayle, former member of Husing and Dolan when they played football for the old Paulist Athletic Club. Mr. Quayle is now supervising the various national, local and regional sports broadcast being sponsored by Atlantic Refining Co.

15-minute periods on 55 stations throughout the country immediately preceding the broadcasts of major football games. This campaign will not infringe on whatever sponsorship through which the game may be broadcast. This change in the series was due to the General Mills continuity, according to present plans, may often call attention to the fact that immediately following the Wheaties program will come the play-by-play description of game broadcast through the courtesy of the sponsor, who will be named. In a further effort to gain coverage on the play-by-play broadcast, no General Mills program will be scheduled between the plays of any games sponsored by a competitive account.

Sports writers or commentators from many stations who have handled Wheaties football broadcasts in the past, will in many cases be used in local markets by Kellogg, Simons-Michelson Co., Detroit, is placing the campaign.

Houle Dealers of Princeton and St. Paul, Minnesota, are broadcasting Minnesota U games on KSTP, St. Paul, the dealers raising half the necessary amount and the St. Paul's football fans the other half. Eight games are included in the schedule, to be announced by Halsey Hall.

Houle Dealers in the New York area are sponsoring nine games of the New York Giants professional time, mostly on Sundays, on WOR. The Dealers has expanded its original grid schedule to include a statewide network keyed from WINS, New York; WTAQ, Green Bay; WKBH, La Crosse; WLBI, Stevens Point; WHA, Madison. Nine games are set for the Univ. of Marquette U contests, with Alan Hale announcing, assisted by Bill Walker from WINS, New York, Pittsburgh, is sponsoring Al Abrams in football predictions on WWSN, Pittsburgh.

National Life & Accident Insur- ance Co., owner of WSM, in October and November. WSM has set up a pattern over that station, with well-known sports writers scheduled to participate. Jack Kersey, will work with guest speakers and tie sports prediction with predictions of his "Jinx" tunes. Rev. Edward N. Paul, (washes machines) is sponsoring low State games on WHO, Des Moines with Dutch Reagan at the microphone.

Cities Service Co., New York, has announced it will tie in NBC-Red series Friday nights for the fourth consecutive year to give extracts of each contest, and in addition will be broadcasting the games on a special earphone simultaneously.

Elgin National Watch Co., Chicago is sponsoring Elgin Football Review, a 15-minute, Saturday, 8-9:30 p.m. nine-game series, starting Oct. 3, with E. J. Storger interviewed coache and reviewing games. J. W. Morehouse, Elgin, is agency.

Our Dame allocates commercial sponsorship of its games on non-exclusive basis, and refuses to accept payment for them, according to Rev. John F. O'Hara, president of the university. The offers are not permitted, said Father O'Hara, who added that large had been threatened by exclusive broadcasting to the University.

ATLANTIC AND ITS FOOTBALL
Promotion Tactics of All Sorts Whipped Into a Concentrated Campaign to Draw Audiences

By JOSEPH R. ROLLINS

COMBINING the nation's greatest football radio show and an intensive advertising and promotional campaign, Atlantic Refining Co. has just launched its fall sales campaign.

More than 100 collegiate football games will be broadcast over the largest independent radio chain in the nation, with an unprecedented amount of promotional emphasis on the programs. In addition to the football schedule, CBS will carry a three-day-a-week football show featuring Ted Husing in a sports program. These spots will be heard Monday, Tuesday and Saturday at 7:15 p.m.

Believing that radio alone is not sufficient to carry a complete sales campaign, Atlantic has backed up its air shows with promotional ma-
terial directed at the consumer, dealers and prospects. In support of the big radio appropriation, an equally generous newspaper and billboard allotment has been made to keep the consumer informed of the oil company's radio and football activities.

Starting the lineup, 80, 95 and 92-inch advertisements were placed in towns where stations carry the programs are located. This space covered the radio picture completely. Readers were advised to watch the play-by-play descriptions of the football games. Ted Husing came in for his share of space. The well-known Atlantic Football Forecaster, a sheet covering 400 major colleges and universities, giving the mathematical position of each football team, thereby indicating probable winners, was also played up. This piece is distributed to dealers only.

The only promotion in the newspaper copy concerning the company's products is a box calling attention to the much-publicized (Continued on page 73)
Radio Facts Conflate the Get-Rich-Quick Idea

FROM every side these days, we hear that the way to get rich quickest is to get into radio. Tall yarns about how broadcasters are making off with millions, and how one can be his own boss and do nothing except deal in advertising, are doing what they can to convince the public of the facts of broadcasting.

It’s time, we think, to appraise this business of broadcasting and find out just how much of a bed of roses it is.

 Until three years ago, everyone will agree, there was very little in the way of net profit for radio as an industry. In 1931, the old Radio Commission made a financial survey of the then 385 stations and found that as a whole broadcasting was losing money. The conclusion, based on station reports, was that perhaps one-half were operating with a profit, but that those which lost money more than offset the black ink.

In 1933 broadcasting began to develop, commercial operations improved, and the number of profit-making stations increased. Today, we understand, all but a few stations are making profits, with some in larger cities earning rather substantial returns.

Thus, if you start your calculations from last year or this year, the picture is quite rosy. So it is, also, in the steel, automotive and newspaper business and in industry generally.

BUT LET US look more closely into the broadcasting structure. Consider not alone the investment of stations in equipment, studios, mileage, personnel. Consider those lean years of operation since 1923 and 1924 while the industry was being built, often at great losses, to the point where it could earn a profit. Then add the hazard factor in station operation to those investments, and consider that every station holds only a six-year lease which might be terminated at the whim of the licensing authority.

In what other industry does such a hazard as this exist: Where a station operating efficiently in the “public interest” can be called to Washington and at great expense be forced to defend itself against an application by someone else for his facilities simply because present regulations allow any and all such applications; where a station operator can be haled to a hearing because someone somewhere filed a “complaint” against the station?

THEN THERE is the spectre of the copyright owner, symbolized by the American Society of Authors, magazine Publishers, unions, controlling 5% of a station’s gross receipts for giving it the right to perform certain music. There is nothing in the law to prevent ASCAP from charging five times that amount. Four or five other copyright groups are extracting tribute from broadcasters in lesser amounts because the risk is too great to refuse them. Even now the broadcasters have snapping at their heels two newly-formed groups which want to collect revenue for playing their music.

The peculiar position of the broadcaster with respect to investment and license obligations has baffled many a business executive. It is next to impossible for a broadcaster to calculate whether his investments in transmitter, antenna, studios and other plant equipment will “stand up” for any given period of years. He is confronted with such intangibles as operating leases, licensing fees, amortization charges on the equipment in use, even if only a year or two old, often is relegated to the scrapheap.

TODAY serious consideration is being given to superpower of 500,000 watts. Along with this, regional stations want to go from 1,000 to 5,000 watts, and locals from 100 to 500 watts. All demand will entail the replacement of present equipment and it is not approved, and would mean basic new investments in broadcasting. One station cannot allow its competitor to outdistance it in quality of equipment or power. In perhaps half of the stations of the country today, the equipment now in use has not yet been written off or amortized.

In no industry does there exist a greater obsolescence factor. In no other business enterprise must an owner keep a more watchful eye on technical, economic and regulatory developments. And perhaps in no business is future planning more difficult.

The newspaper industry is possibly most directly comparable to radio. Yet when a publisher invests in producing and developing and experimentation during which he will receive no monetary return. He must figure on investing thousands in visual radio before he realizes a profit. He must have an adequate financial reserve ready when the day arrives. Possibly it will be facsimile first; there it would be identical.

Grantees today are on the right side of the ledger, generally speaking. But if the books were audited, it probably would be found that in the early days of broadcasting, a number of old, decrepit and outmoded units were given away, and the money lost. But “free money” means just that. How many companies today would offer broadcasting facilities to promote their local picture attractions?

Mr. Baldwin became radio director of Warner Bros. last month, with headquarters in New York. His duties were to include handling of network and agency tie-ins with radio programs utilizing Warner stars and music, spot campaigns and other things to exploit Warner pictures.

His first effort was in the transcription series. Goshen and Warner Bros. had carefully felt motion picture actors are now in the same position today as newspaper publishers were years ago and many a broadcaster is learning for the advantages of radio. He added he hoped to develop to the questions of how best they can spend a portion of their advertising budget in radio.

Mr. Baldwin declared that the NAB is determined to stamp out, so far as possible, all “per inquiry” or free offers. In the past, he said, motion picture companies have been able to off-end others along this line. He declared he was hopeful that as a result of the conference with Mr. Goshen bosome of the picture business will benefit both the motion pictures and broadcasting will result.

NATIONWIDE PROMOTION DRIVE FOR FILMS

TENTATIVE PLANS whereby motion picture exhibitors throughout the country would utilize their motion picture stations to help promote at stations card rates were discussed in detail Sept. 17 at a conference between James W. Baldwin, NAB managing director, and Martin Gosch, newly appointed radio director of Warner Bros., motion picture producers and exhibitors.

The conference was arranged following the sending of a questionnaire by Mr. Gosch to stations with respect to widespread use of radio by Warner Bros. exhibitors. Mr. Baldwin in a notice to his membership on Sept. 10 had branded the questionnaire as “not unlike other propositions” submitted to stations of a character that indicated they were duplications.

Following the conference, Mr. Baldwin said he saw the possibility of development of motion picture stations and that the NAB was interested in their use by radio advertisers. He declared the conversation with Mr. Gosch was satisfactory in that it looked toward formulation of such a cooperative plan.

It is likely, Mr. Baldwin asserted, that through the NAB, a promotional effort among motion picture exhibitors in every city in the country in which an NAB member is located would be started. He would be ready to take on the topic. It probably will have as its objective, he declared, definite use of radio by those facilities by such exhibitors with a view to promotion of local motion picture attractions.

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ROTIAN CIGAR SERIES

AMERICAN TOBACCO Co., New York (Roi Tan cigars) is resuming spot radio on some 50 stations in all sections of the country except the Northeast. The campaign, which will fall in line with the company’s spot schedule except for the addition of West Coast stations. Sports, new broadcasts, and straight live announcements comprise the schedule, including Bob Newhall in a sports program on WLY, Cincinnati. Lawrence Longmire, WGY, New York, has the account.

MRS. INDIA R. SYKES

MRS. INDIA R. SYKES, mother of Benita Sykes, gets new FCA Broadcast Division, died Sept. 15 at her home in Aberdeen, Miss. She was 84. Judge Sykes was at her bedside.
HARVEST TIME

Spot broadcasters using these stations have sown the seeds of successful selling and now it is harvest time.

Well planned schedules have effectively cultivated their markets. Now it is their time to reap.

Spot Broadcasting produces bumper crops — quickly. Now is a good time to start planting — on these great stations.

Then watch sales grow.

WSB Atlanta NBC
WFBR Baltimore NBC
WAAB Boston MBS
WNAC Boston NBC
WICC Bridgeport CBS
WBEN New Haven NBC
WBAM Buffalo NBC
WFAA Cleveland NBC
WBAP Dallas NBC
WJRP Fort Worth NBC
NPRC Detroit CBS
WBAF Indiana NBC
WREN Kansas City NBC
KECA Los Angeles NBC
WHAS Louisville CBS
WLLH Lowell YN
WTMJ Milwaukee NBC
WSM Nashville NBC
WSMB New Orleans NBC
WTAR Norfolk NBC
WFIL Philadelphia NBC
KEKX Portland NBC
WEAN Providence CBS
KSL Salt Lake City CBS
WOAI San Antonio NBC
KOMO Seattle NBC
KJR Spokane NBC
KHQ Springdale CBS
KGA Tulsa NBC
KVOD Wichita CBS

Also
The YANKEE NETWORK
The COLONIAL NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by
EDWARD PETRY & COMPANY, INC.
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO
R. G. Dun Radio Series Is Renewed in Midwest; San Felice Plans Drive

CARRYING through the summer for the first year with excellent results, the R. G. Dun Big Broadcast variety program being staged before regular paid audiences at the Riviera Theater, Detroit, and carried by WXYZ and the Michigan Network Thursdays, 9-9:30 p.m., has been renewed through S. M. Epstein Co., Detroit agency. Sponsor is the Bernard Schwartz Cigar Co., Detroit, and producer of the show is Bruce Beemer, WXYZ.

The show has also been piped to WSVD, Toledo, and WGAU, Cleveland, but it is now planned to produce special local shows in those cities. Tentatively, it is contemplated to rotate a show in 15 theaters in Cleveland and carry it over WGAR weekly. In addition, the sponsor this autumn and winter will use spot announcements on various stations.

Deitsch-Weinberger-Gilbert Corp., Lima, O., (San Felice cigaors), which is also the parent company for Schwartz, through the Epstein agency, is planning a new radio campaign, using news and sports on various midwestern stations. Last spring it used a list of 62 stations.

WILLIAM FRED SHARPLES, Los Angeles radio broker, late in September filed petition of voluntary bankruptcy, with assets of $100 and liabilities of $19,561.

CALIFORNIA HAS EVERYTHING
Including Chisellers, But Stations Will High-hat—Those whose Offices Are Under a Hat

By OWENS V. DRESDEN
President, So. Cal. Ass'n of Broadcasters, Manager, KHJ, Los Angeles

Mr. Dresden

CALIFORNIA has success, health, contentment and wealth, radio stations, an Association of Broadcasters, and chisellers—and is justly proud of everything but the latter, who, says the Southern California Association of Broadcasters, are going to be eliminated so far as the radio business is concerned.

The radio business in Southern California is very good. As a matter of fact, it's terrific. And the chisellers might say that now that business is good, the stations are getting a little cocky. Such is not the case. The broadcasters feel that radio has come into its own, and as such should be operated on a good, clean, ethical basis.

Undoubtedly, there have been times in every station manager's life, when he accepted a dollar, not being too particular where it came from—possibly to pay Mr. ASCAP, or buy that new transmitter, or finance that hurried trip to Washington. However, radio in Southern California is beyond that stage.

We have in Southern California a number of boys who don't wear hats. However, the chisellers are not among them, because they have to wear a hat; otherwise, they would have no office.

There is no need of listing the type of accounts who employ chisellers to act as advertising agencies, because undoubtedly all station managers are familiar with them. The Southern California Association of Broadcasters is having a meeting to determine who shall and who shall not be recognized as an agency and receive the 16%; only duly accredited agencies, operating as such, can expect to receive agency recognition from stations comprising this Association.

There will be some fireworks and considerable smoke, but fireworks don't last long and smoke clears away quickly under the influence of Southern California's balmy breezes. And the broadcasters feel that Southern California will not only be a better place in which to live but a better place in which to do business so far as radio is concerned.

But that isn't all. The stations have rate cards, and the printers have been paid, and the broadcasters arrived logically at the conclusion that these rate cards should be adhered to, and, so help the broadcasters, they will be—which means that national and local accounts using the facilities of the stations in Southern California can devote their entire appropriation to advertising and not withhold any part of it to pay the G-men to find out how many times the regular rate they are paying, or if it goes on, et cetera.

Radio stations of Southern California are soliciting good, clean, ethical business from all over the world, and the Association of Broadcasters, whose membership includes all stations in this area, guarantees the handling of this business in a manner beyond reproach, both from agency's and advertiser's viewpoint.

National Life Sponsors Series on Pacific Coast
EXTENDING its use of radio to the West Coast, National Life & Accident Insurance Co., Inc., on Sept. 22 began sponsorship of Ben Sweetland, as The Friendly Counselor, five quarter-hours weekly on KHJ, Los Angeles, through C. Ellsworth Wylie Co., Los Angeles agency. Simultaneously, Ed Kirby, National Life sales promotion manager, announced that the Wylie company will handle its advertising work of the Rockies, with C. F. Clark Inc., of Nashville, continuing to handle the account throughout the nation east of the Rockies.

National Life owns and operates WSM, Nashville, and utilizes the station extensively for promotion of its insurance business. Mr. Kirby said a new series of company-sponsored programs over other stations will be announced shortly. Mr. Wylie, head of the Los Angeles agency, is the former general manager of Don Lee Broadcasting System.

Don't take a chance on uncertain, unreliable mediums of advertising, when you can be sure of the results from a campaign with KWK in St. Louis. We

have never failed to show our clients an excellent return on their advertising investment, and now with our new 5,000-watt transmitter—one of the newest and finest in the country—we expect to show even greater results.

Why not get in touch with us or our representative and learn the facts?

THOMAS PATRICK INC.
Hotel Chase, St. Louis, Mo.
Representative

PAUL H. RAY M ERC O.
New York Chicago San Francisco

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Broadcasting • Broadcast Advertising
ALWAYS has been...

EXTRA!!!

KTSA'S

NEW 5000 WATT TRANSMITTER HITS THE AIR OCTOBER FOURTH

SAME RATES

is NEWS!!!

KTSA
SAN ANTONIO, TEXAS

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

The only clear channel high power station in Maryland

**WBAL**

BALTIMORE, MARYLAND

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**FOR OBOY BREAD**

**MERCHANDISING** done up in deluxe fashion has been devised by Freitag Adv. Agency, Atlanta, for bakeries in the Southeast which are marketing OBoy bread in that market. Display and promotion material are sent to grocers in a striking portfolio 13x18 inches in size, bound with a cutout cover depicting a theatre and screen.

The series, titled *Highlights of Hollywood*, consists of studio programs on 15 stations, five a week for 13 weeks. Continuity is supplied by *Modern Screen* magazine, which has a letter to the sponsors and a cover from its October issue in the portfolio, and gets a credit on the program.

Among other items in the portfolio are: Tune-in time table; colored window poster with photos of movie stars; sample of outsert on all OBoy bread; copy of insert for cakes; flushing window strips with photos of movie stars; copies of the 8x10 photos of movie stars, being given to listeners; reproduction of some of the spotlight advertising; instructions on how to use all the merchandising material.

Stations in the campaign are: WBIG, WSB, WCSC, WBT, WCIV, WIS, WMPJ, WRUP, WFBG, WSSA, WMFR, WQAM, WDBO, WTOC, WDTR.

Ward included the following steps in its OBoy merchandising:

**Letter to 1,500 grocery outlets**

- Contacting larger grocer accounts for local bakery plant manager;
- Having young lady call up 25 prominent housewives each morning for first week; putting up 150 window posters and streamers;
- Having director of station attend meeting of bakery salesmen to explain program and give audition; newspaper publicity stories; 25-word buildup announcements on its Spotlight program.

**Dick Tracy Renewed**


**Peruna Expands**

DRUG TRADE PRODUCTS, Chicago (Peruna, Kolor Bal) has signed up for five evening half-hours a week on WWVA, Wheeling; five more evening half-hours a week on WIBW, Topeka; a total of six hours of evening time a week on CFRB, Toronto; and has increased its WOR schedule from one to three half-hour weekly.

Live talent of the hill-billy type, which this sponsor is already using so effectively in other cities, will supply entertainment. Benson & Dail, Chicago, is the agency.

**Fresh Milk Association**

Starts Cooperative Drive

PHILADELPHIA Dairy Council, Detroit Dairy & Food Council and Milk Foundation Inc., Chicago, under the name of the fresh milk trade association, Fresh Milk Industry, Chicago, on Sept. 25 began a cooperative campaign on three Mutual stations (WGN, OKLW, WFLF), Sundays, 8:30-7 p.m.

The program is designed to increase the consumption of fresh milk in those cities. More dairy firms are expected to participate in the cooperative radio effort. The program is a musical featuring Bob Treadler's orchestra, and Wayne Van Dyne and Gina Vanna, vocalists. The account is signed for 52 weeks and was placed by Aubrey, Moore & Wallace Inc., Chicago.

**Agency Man Buys KVL**

SALE of KVL, Seattle, time-sharing 100-watt station on 1370 kc., to Howard J. Ryan, president of H. J. Ryan & Associates, Seattle, is expected to pass the FCC. Mr. Ryan, who now does the interests of Arthur C. Dailey and E. F. Dailey, Seattle attorney, and Mary C. Dailey, of Everett, Wash., each owning one-third of the stock in KVL Inc. He would quit his agency, his application states, and take over active management of the station. Mr. Ryan also is vice president of East Porg. Inc., a concern engaged in the farming of oysters at Blanchard, Wash.

**Goverment figures show that 63.5% of the rural population of MARYLAND prefer a clear channel station.**
Transamerican offers a sound radio plan free of all the wastes and extravagances of inexperience. It is based strictly on a sane sense of values.

To those advertisers who have been unable to make the most of their radio opportunities, Transamerican offers the services of the most thoroughly experienced and successful men in the broadcasting industry. They have managed thousands of successful radio campaigns. They know the "inside" of radio. You cannot discuss radio broadcasting with a more able organization.

Transamerican Broadcasting and Television Corporation
John L. Clark, President

New York
521 Fifth Avenue
MUrray Hill 6-2370

Chicago
333 North Michigan Avenue
STAte 0366

BROADCASTING • Broadcast Advertising
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Compromise Puts Court
On Both NBC, Inter-City
A COMPROMISE on dual network
sponsorship of the Good Will
Court, originated by WMCA and
conducted by its ace announcer, A.
L. Alexander, was reached with
NBC, the sponsor and the agency
Sept. 18 to the satisfaction of
WMCA, which owned rights to the
show, according to Donald Flamm,
WMCA president. The program
started Sept. 20 on NBC-Red, 8-9
p. m. (EDST) under sponsorship of
Chase & Sanborn, taking the
place of the Maj. Bowes Amateur
Hour now on CBS Thursday
nights. That night WMCA and
the Inter-City Group carried the
same program under the same
sponsorship an hour later. Start-
ing Sept. 25, the series went to the
Wednesday 10-11 p. m. period on
WMCA and Inter-City, and is now
continuing on that period. Thus
Chase & Sanborn is sponsoring
both the Sunday night program on
NBC-Red and the Wednesday
night program on WMCA-Inter-
City. J. Walter Thompson Co.,
New York, handles the account.

Smith Bros. to Return
SMITH BROS. Co., Poughkeepsie,
N. Y. (cough drops & syrup), on
Nov. 15 returns to the air with its
regular fall radio campaign over
26 NBC-Red network stations:
Sundays, 1:30-2 p. m. The pro-
gram is contracted for 20 weeks
and will have Gus Hazenking or-
chestra and soloists. No program
title has been announced. Brown
& Co., Inc., New York, placed the
account.

RATES—LOCAL OR NATIONAL
NAB President Myers Urges Uniformity by Stations
in Classifying Various Types of Accounts

Mr. Feltis Mr. Free

ESTABLISHMENT of definite
policies by broadcasting stations in
determining what accounts qualify
for particular types of rates
should be undertaken at once, in
the opinion of C. W. Myers, NAB
president, and head of KON-
KALE, Portland, Ore.

In an "interview" arranged by
H. M. Feltis, commercial manager of
KOMO-KJR, Seattle, and James
L. Free, president of Free & Stein-
inger Inc., station representatives,
who was in Portland last month,
commercial policies and practices
of stations were discussed pro and
con. President Myers said one of
the first projects to be attempted
by the Sales Managers' Division of
the NAB, formed at the last
convention, should be that of de-
termination of accounts qualifying
for local or national rates. Now,
he added, each station uses its
own judgment and agencies are
continually at a loss as to the con-
ditions in different markets.

Mr. Free, however, declared that
regardless of what the policy is to
be, it should be uniform through-
out the industry and maintained
by all stations. He indicated also
that this was one of the most seri-
ous rate questions faced by exclu-
sive station representatives.

Agency Recognition

THE QUESTION of recognition of
local agencies by payment of
commission on local rates also was
discussed, although no concrete
opinion developed on the subject.
Mr. Free said there should be only
one rate for all accounts, eliminat-
ing entirely the differential. He
pointed out that this would take
care of the agency recognition
problem as well as the national-
local rate controversy.

Mr. Myers said the regional
meeting plan of the Sales Mana-
gers' Division — where commercial
managers in regional markets meet
to discuss their mutual problems —
is valuable for the industry. On
this score Mr. Feltis, an organizer
of the Sales Managers Group,
pointed out that commercial man-
agers of the Northwest triangle
NBC stations have been meeting
for the last three years, and that
as a result of these associations
the establishment of uniform poli-
cies has been developed in Spo-
kane, Portland and Seattle.

NOV. 16-18 inclusive has been set
as the dates for the annual IRE-
RMA joint convention for receiver
and tube design engineers at the
Sagamore Hotel, Rochester.

Mid-Continent Discs

Mid-Continent Petroleum Corp., Tulsa, Okla. (D-X Gasol-
ine), the last week in September
launched a spot campaign of 78
quarter-hour transcriptions three
evenings a week on 24 stations.
Program, Diamond City News, is
a comedy-dramatic serial of news-
paper life, starring Tom Collins
who is also co-author of the scripts
with Jim McQueen, and was cast
and produced by Fran Heiser,
program director of KMBC, and
transcribed at the WBE Chicago
studios. The program is being mer-
chandised to D-X dealers and gas
station attendants and copies of
an 8-page tabloid newspaper, "Dia-
mond City News", will be distri-
buted to motorists through D-X sta-
tions. R. J. Potts & Co., Kansas
City, is agency for the account.
Programs will be broadcast by the
following stations: WHDP, WMT,
WGN, KGGF, KFRO, WHO, WJR,
WEOB, WGBF, KFPP, WJWO,
WIRE, KMBC, WHAS, WTMJ,
KSTP, WKY, KOIL, KFAB, KSOO,
KGBX, KSD, WBOB, and KTUL.

Tribo Buying WMFR
ASSIGNMENT of the license of
WMFR, High Point, N. C., a 100-
 watt daytime station on 1200 kc.
from J. A. Hart and Wayne M.
Nelson to a new corporation head-
ed by Mr. Nelson, as 56% stock-
holder, is sought in an application
filed with the FCC. Mr. Nelson is
manager of WMFR. E. Z. Jones,
commercial manager, would ac-
quire 10% of the stock, and H. M.
Draper, general manager of the
Coca Cola Bottling Co., Greens-
boro, N. C., would acquire 34%.

Announcing the Affiliation of
WCOI
COLUMBUS, OHIO
with the
National Broadcasting Company

With high fidelity equipment throughout and a location in the
heart of the 4th market of the United States in wealth and popu-
lation, WCOL delivers NBC to a large, able-to-buy audience, with
faultless quality.

WCOI
KENNETH JOHNSTON • ROBERT THOMPSON • ALBERT H. KELLY
Executive Manager General Manager Commercial Manager

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
WMC is Memphis' most efficient and popular station. With its new 611 foot half-wave vertical antenna, WMC has added many, many thousand Mid-South listeners.

WMC is in the Heart of the Rich Southland with its One Hundred Million Dollar Cotton Crop and its great Buying Population.

WMC is a logical MUST on any national advertising list.

WMC 5,000 Watts Day
1,000 Watts Night

Memphis—“Down in Dixie”
Representative: E. KATZ Special Advertising Agency

Owned and Operated by the MEMPHIS COMMERCIAL APPEAL
“The South’s Greatest Newspaper”
If nighttime is right time for your Eastern radio program ... it probably gets to California in the daytime. The good earth revolves and the sun sets three to four hours later in the Western Sea than it does behind the Hudson Palisades. That's tragic for chain advertisers who need the pressure of nighttime California coverage. Tragic, because daytime is playtime in California. And it's harder to do a whole job with half an audience ... We produce nighttime programs for smart Eastern advertisers who want to cover California at nighttime and at its best. We release these programs at the right time, when stomachs are full, pocketbooks are full and chairs are not empty.
Dear Mr. Grubb:

When we're wrong, we're willing to admit it. We didn't think radio advertising during the hot Summer months would possibly pay in the Coffee business. Summer has always been the greatest dull season in our industry, but we let you talk us into broadcasting right thru the Summer, and promised we would check up and tell you the results.

It looks like you win. We have averaged a 20% gain in Cain's Better Coffee sales every week this Summer over last Summer. We have investigated thoroughly and find we must attribute a large percentage of this splendid increase to your broadcasts.

You have built up a remarkable Food Coffee business for us, have taught housewives how to brew Coffee, and have shown them the many advantages we have to offer them over other Coffees. You and Johnny Marvin have done over other Coffees. You and Johnny Marvin have done over other Coffees. You and Johnny Marvin have done over other Coffees. You and Johnny Marvin have done over other Coffees.

We have built up a remarkable Food Coffee business for us, have taught housewives how to brew Coffee, and have shown them the many advantages we have to offer them over other Coffees. You and Johnny Marvin have done over other Coffees. We have found this in a blistering hot Summer and made it pay. We admit you know what you're talking about and we're sticking with you.

Yours very truly,

[Signature]

At the sales register is where WKY shows real power. Characteristic example of WKY selling power is related in letter at left. Selling coffee during the longest, hottest summer in Oklahoma history is admittedly a stiff test of station selling power. Perking up sales 20% is a triumph.

Summer or winter, WKY has the power that counts... the kind of power you need behind the sale of your product in Oklahoma.
Line Rates Are Cut
(Continued from page 11)

rates and practices for program transmission channels and
services, one of the first results of this program has been
actively engaged in such a review. The principal purpose
of this review has been to liberalize our practices and modify
our rates so as better to meet the demands of our customers.
Wherever possible we also wished to meet, through such
modifications, criti-

isms made by either by our customers (the chains) or proprietors or
individual stations who in turn re-
cive service from the
chains and networks via our fa-
cilities. We also desired to im-
prove the administrative features
of our tariff covering these ser-

vices.

"We believe the new tariff filed
today accomplishes the purposes
above recited. * * * This revision
of program transmission rates and
practices is not intended as a re-
duction in rates but the adjust-
ments make possible the reduction
of some $250,000 per year to long
lines' customers. In no instance is
the bill now being paid by any ex-
ting customer increased. We ex-
pect to recommend to the various
Associated Bell companies similar
revision of their tariffs covering
these services."

Important Revisions

IN SUMMARY, the most impor-
tant changes may be enumerated as follows:

Interchange or regular net-
work channels will be charged for
on an air-line basis, with the new
rate to be $5 per air-line mile per
month, as against the present
route-line rate of $7 per month.
In this connection, it was said that
the rate is based on the average,
20% more than air-line miles. Thus, it was es-
imated, that with 31,000 miles of
this Class A line in use, the change
to air-line rate should mean a re-
duction of approximately $150,000 a
year to customers. Herefore
only Schedule E service, for speech
only, has been on an air-line mile
basis. The classification of Adminis-
trative service, of which there have been
6,500 miles in use, will be discon-

nected, and four hours per week
provided to Schedule A. Thus, there
will be increases in certain types of
service, but in the meantime this
charge from route-mile to air-line should
result in savings of more than
$120,000 per year.

By reducing the receiving con-
nection charge for receiving pro-
grams at stations connected
to an air-line network, the rates
from $4,000 per year to $75 per
month, the A. T. & T. meets one
of the most strenuous criticisms
levied against it. The transmitting
connection charge, used at key
stations, is changed from $1,000 a
year to $80 per month.

To prevent instances where users of
Schedule B, or other classes of
inferior service purchased facilities
used on short contracts and
tained high-quality serv-

ices, the classification of Administrative
provisions whereby the maximum
charge for such service shall never
exceed that for Schedule D charges for
similar items of service.

"Amplifying equipment provided
by the customer at his studio may
now be used to interconnect chan-
nels," the A. T. & T. informed the
FCC in striking at one of the sore
spots of its dealings with stations. "Existing rules which do not per-
mit interconnection of certain
classes of interchange channels
offered in the present tariff have
been eliminated; all classes of line
channels will now be interconnected.

In this case, it is brought out,
however, that Schedule C and D facilities, when interconnected,
Schedule A or B channels, cannot
be used to transmit music inward to
the A or B networks. The A and
B circuits are guaranteed for a
quality of not less than 5,000
scatter, whereas the C schedule runs
up to 5,000 cycles. Class F, or reg-
nal telephone circuits are especial-
ly monitored, are used for speech
only.

The immediate effect of the re-
ductions insofar as local stations
are concerned, of course, will not
be felt fully until the associated
Bell companies file the correspond-
ing tariffs. Then, the overall charge
will be reduced to $1.25 per air-line
mile, and the rates by the
stations' own amplifiers will not
be prohibited.

That the independent telephone
companies, representing about 150 of
the telephone business of the
country, will follow the example of
the A. T. & T. and its associated
Bell systems, and will conform to
the new schedules also, is practi-

CARBORUNDUM BACK FOR 11TH SEASON CARBORUNDUM Co., Niagara Falls, N. Y., (abrasive and refrac-
tory materials) on Oct. 17 will open its 11th successive year on the air, presenting band music and Informative local newssupplied by The Voice of Niagara. As before, the Carborundum programs will be heard on 19 CBS stations. Saturday,
7:30 to 8 p.m., originating in Gorge Terminal Auditorium, Niagara Falls.

Except for the new title, the program will follow past custom in reviewing, regaling, presenting the Carborundum Band, under the leadership of Edward d'Anna; In-
dian legends told by Francis D. Belmore, managing director of the company and narrator and di-
rector of the program; and, from time to time, the roar of Niagara Falls, picked up by a microphone suspended over the gorge. Also in line with past custom, the com-
mercial angles of the broadcasts will be divided on each program between interesting and informative "in-the-news" stories of the company's products and brief announcements designed to pro-
nounce the company's household abrasive products sold in hardware stores.

The Carborundum program has established a record unique in ra-
dio. In addition to being a pioneer among commercial programs and the oldest program of any kind on the air, it has remained intact in form and personnel since its first broadcast.섀ndering years ago, being perhaps the only sponsored program to remain unchanged in a decade of broadcasting. Com-
centred 1926 by Mr. Macnamara, it was first broadcast that fall over a single Buffalo station. For the next few years, it shifted to a Western New York State hookup of three stations, and then to the CBS network, over which it has now been a fall and winter feature for six years. Steadily in-
creasing results, from year to year, have more than justified the retention of the original program. Batten, Barton, Durstine & Osborn Inc., New York, handles the account.

Florence Stove Series

FLORENCE STOVE Co., Florence, Mass., is currently promoting range oil burners and oil-
burning heaters in WGY, Boston Springfield, and WGY, Schenectady, using a transcription series titled On the Mall. The Florence Stove Co. employees band
appears twice a week over WGY, for the 19 weeks of series of quarter-hour pro-
grams. A newspaper campaign is under way in Boston, Providence, New York and New Jersey. Wm. B. Remington Inc., Springfield, is the agency.

WFBF Names F. & S.

WFBF, Syracuse, only CBS non-
over network station represented by the network's spot sales subsidiary, Radio Sales Inc., has named seven representatives that it will salute at a fiveday convention, Oct. 17-21. It will include the agents for ten
week series of quarter-hour pro-
grams. A newspaper campaign is under way in Boston, Providence, New York and New Jersey. Wm. B. Remington Inc., Springfield, is the agency.

BROADCASTING • Broadcast Advertising

October 1, 1956 • Page 33
Cultural Listeners Declared at Fault For Silence on Radio Likes and Dislikes

UPON the shoulders of America's intellectuals, who frequently complain against certain broadcasting programs but who seldom if ever let the broadcasters know what they like or dislikn, Richard Sheridan Ames, former western news editor for NBC, places the responsibility for those lapses to which American broadcasters must occasionally plead guilty.

Writing in the October Atlantic Monthly on "The Art of Pleasing Everybody", Mr. Ames states the "cultural case" of American radio in more constructive terms than any of the critics of radio writing in that or any of the other class magazines have yet done.

Asserting that American broadcasting leaders are far from complacent and that "most of them regard their stewardship of the air as a serious, sometimes dangerous, trust and they are seeking sanctimoniously to uphold the ethics of commercial broadcasting," Mr. Ames asserts that "though the radio people probably possess more tangible proof of likes and dislikes than their vociferous critics, generalizations about popular taste are likely to camouflage popular pleading."

The "Second Public"

"ENOUGH," he writes, "is already known about that gratified public which finds pleasure and contentment with Major Bowes and his ardent amateurs, with radio's lisping troubadours, popular newsmen, gossips, homespun serials, and persistent jazz. The malcontents are in another camp: Thoughtful, discriminating listeners, alarmed by vulgar popularization and disgusted with much that they hear."

This "second public", as Mr. Ames calls them, may not be getting what it wants but he adds: "I am afraid it is getting only what it deserves." The reason given is that practically none of the complainers ever makes known to a radio manager what he dislikes and, even less frequently, what he likes. Various cases of efforts to please the higher levels are cited. Mr. Ames admitting that "rigged individualism persists in radio circles" but declaring that "usually, when policy is not involved, the broadcasters defer to the desires of the audience."

Radio," continues the article, "has never been morally reprehensible; its chief offenses have been against good taste. Voluntarily it has banned much objectionable material that once cluttered up the air, and although the most recent housecleaning may have been prompted, in some instances, by the Federal Radio Commission, the industry's leaders attribute self-imposed restraints and improvements to the listening public. The educated, cultured minority that takes pride in its intellectual standards deserves no credit for better programs, except in rare and isolated instances where individuals have replaced the usual reticence with active cooperation.

"The audience that has done most for radio has been the larger ones, the brightest, the most literate, the most highly paid, preferred light entertainment, but who soon developed keen perception of what is and is not constructive toward programmes in this category. Since these listeners are not in a position to requisit the broadcasters with their preferences, there has been general improvement in the quality of popular presentations."

"Large groups have responded warmly to programmes coupling Ed Wynn, Beatrice Lillie, and Alexander Woollcott with products of the companies which signed their checks. The definite reactions of audiences the trend is now toward informative and telegraphically brief ministerial announcements; if every listener will take the trouble to register disapproval, progress in this direction may be hastened. Radio dramas for the most part are still poorly written, but the serials patterned after a successful formula seem to please the large audience which scans the comic strips day after day. Thousands of that audience say that they are pleased. If people who relish classical drama or the best modern plays take the trouble to do likewise, they may hope to hear Cymbeline or Back to Methuselah in radio. To-day radio is not afraid to broadcast Mahler or Bruckner symphonies, but it first had to be shown that there was a public for such works."

One Ear or Two

"SOME WAY must be found to combat that inattention which is the most demoralizing effect the little box in the corner has had on most of us. How are we to deal in merely to obtain an obbligato for other activities? We listen with one ear only, are alternately vexed or vaguely pleased with what we half hear; until some sonata twanged on a musical saw or something the sort rouses us to action. Because people have their radios tuned constantly, the broadcasters must follow the clock, grinding out sound, hour after hour. No agency on earth can provide worthwhile entertainment from dawn until midnight, or later. We want good programmes, but they cannot be produced in gross lots. Radio consumes words with unexampled voracity," concluded the author, "and they are not cheap."

"Ultimately it may be necessary to make listening cost more. If you paid a tax each time you bought a new detector tube, whose life might be limited to one thousand hours, you might learn to discriminate as carefully between radio programmes as you do with everything else costing money. When you no longer found the station disappointed you, or if the sponsor of an eminent artist nullified your enjoyment of the concert with obtrusive comments, you would be likely to retaliate. Stations cannot operate for long if you and your friends tune them off. Merchants would not knowingly irritate even a small fraction of their customers through tactless blunders. But you must let them know."

"If the majority of our discriminating listeners express themselves, they will do more to improve the standards of American radio programmes than any commissions or committees."

BIGGER

PITTSBURGH'S
or CLEVELAND'S
or ST. LOUIS'
or BALTIMORE'S

are retail sales in the WOWO primary area, a rich and prosperous territory consisting of 27 counties in Indiana, Ohio and 6 in Michigan.

Were the WOWO primary area a corporate city community, it would rank seventh among retail markets* in the United States larger than Pittsburgh, Baltimore, St. Louis or Cleveland.

No mid-western radio schedule is complete without WOWO, THE HOOSIER STATION.

*according to the latest U.S. Census figure

Page 34 • October 1, 1936

EB. KATZ, SPECIAL ADVERTISING AGENCY

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Rochester's First Station

- in power and coverage of this prosperous trading area with over 250,000 families who are able to buy.
- in coverage of 631,200 radio families, as shown by the N.B.C. System of Audience Measurement by 'Aireas'.
- in community service.
- in education. The Rochester School of the Air is now in its fourth year of broadcasting lessons to pupils in their classrooms in all Rochester schools and in more than 200 schools outside of Rochester. Courses include Science, from 4th thru 12th grades, Social studies, English, Art Appreciation, Literature and Music.
- in religious broadcasts. All denominations have participated in WHAM's "Kindly Thoughts" period, furnished without charge to the churches of Rochester.
- in medicine. Weekly broadcasts by members of the Monroe County Medical Society have aided thousands in the care of their health.
- in music. Broadcasts by the Rochester Philharmonic Orchestra under the direction of both resident and prominent guest conductors, the Rochester Civic Orchestra, and the Eastman School Orchestra are sent to the NBC Network weekly during the fall, winter and spring season.
- in agriculture. WHAM has been a leader in broadcasting activities of the 4-H Club to the farmers of the fertile lands in WHAM's area.
- in sports. WHAM has carried a daily comprehensive sports review for five years and covers such sports events as hockey, lacrosse, golf, football, major league baseball and Lake Ontario yachting events of which the latest was the International Star Class Championship Regatta with twelve countries participating.
- IN LISTENING AUDIENCE. COMMUNITY SERVICE HAS GIVEN WHAM THE BIGGEST LISTENING AUDIENCE IN THE ROCHESTER TRADING AREA. TO INCREASE SALES IN THIS PROSPEROUS TERRITORY, SEND YOUR MESSAGE OVER WHAM.

ASSOCIATED N B C

50,000 WATTS

1150 KILOCYCLES

CLEAR CHANNEL

FULL TIME

Owned and operated by the Stromberg-Carlson Telephone Manufacturing Company

CHICAGO—Transamerican Radio and Television Corporation
333 N. Michigan Avenue

NEW YORK—Craig and Hollingbery, Inc.
250 Park Avenue
PHYSICAL costs of installing and maintaining various classes of broadcasting stations are tabulated by the advisory council on engineering developments of the National Advisory Council on Radio in Education in a revision of Listen and Learn, one of its information series booklets, just off the press. Only average costs are given, based on the best facts available when the report was compiled in 1933. Costs of personnel are not included.

The Council's engineering committee is headed by Dr. Alfred N. Goldsmith, former RCA chief engineer, now a consulting engineer in New York. Its other members are: Prof. Edward Bennett, University of Wisconsin; Prof. Walter G. Cady, Wesleyan University; Dr. O. H. Caldwell, editor, Radio Today; Howard A. Chinin, assistant to director of engineering, CBS; E. K. Cohan, director of engineering, CBS; Robert D. Duncan Jr., chief engineer, Wired Radio Inc.; Lloyd Espenschied, director of radio transmission department, Bell Laboratories; William E. Harkness, consultant, New York; Dean Ehrich Hausmann, Brooklyn Polytechnic Institute; John V. L. Hogan, consulting engineer, New York; C. W. Horn, director of research and development, NBC; Lewis M. Hurl, president, Aircraft Radio Corp.; C. M. Jansky Jr., Jansky & Bailey, Washington; Dr. C. E. Jolliffe, former FCC chief engineer, chief of RCA frequency bureau; H. Gavd Knox, vice president, ERP; Ray H. Manson, chief engineer, Stromberg-Carlson Telephone Mfg. Co.; Edward L. Nelson, radio development engineer, Bell Laboratories.

Costs of erecting and operating stations, it is pointed out, depend upon many factors such as elaborateness of station, location, type of service to be rendered, local material and labor costs, etc., and they are subject to many variations. Here is the table of average capital investments required for plant:

<table>
<thead>
<tr>
<th>Capital Investment</th>
<th>100 Watts</th>
<th>1 Kw.</th>
<th>5 Kw.</th>
<th>50 Kw.</th>
<th>500 Kw.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Plant:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Transmitter</td>
<td>$10,000</td>
<td>$100</td>
<td>$500</td>
<td>$5,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>b) Speech equipment</td>
<td>$2,000</td>
<td>$200</td>
<td>$1,000</td>
<td>$10,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>c) Installation of above labor costs vary greatly according to locality.</td>
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<tr>
<td>2. Antenna:</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>a) Antenna, including installation, transmission line, if used, painting, lighting, and erection.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Ground system—material and installation.</td>
<td></td>
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<td></td>
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<tr>
<td>3. Land inside city</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4. Station building:</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>a) Structure</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>b) Furnishing, fittings, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Power lines, substations, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>d) Water system</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>e) Local conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Service:</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>a) Outside pickup equipment</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>b) Parking, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Telephone and wire lines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Engineering services, surveys, etc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Miscellaneous:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total (exclusive of studios, service, and real estate)</td>
<td>$14,000</td>
<td>$1,400</td>
<td>$7,000</td>
<td>$70,000</td>
<td>$700,000</td>
</tr>
</tbody>
</table>

* These items unnecessary if transmitter is located in same building with studios.

**Estimated Average Costs**

Maintenance costs of studios and offices, of course, depend upon the type of service the station is rendering and the size of personnel required for that service. The report figures interest on capital investment at about 5% and maintenance of office and studio equipment, depreciation of furniture, and insurance at $50,000 per year.

<table>
<thead>
<tr>
<th>Maintenance (Plant)</th>
<th>100 Watts</th>
<th>1 Kw.</th>
<th>5 Kw.</th>
<th>50 Kw.</th>
<th>500 Kw.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hours of operation on which following figures are based (for longer hours the costs are proportionately greater).</td>
<td>8 hrs.</td>
<td>8 hrs.</td>
<td>12 hrs.</td>
<td>16 hrs.</td>
<td>18 hrs.</td>
</tr>
<tr>
<td>1. Interest on capital investment but exclusive of real estate, at 5%</td>
<td>$325</td>
<td>$1,500</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>2. Costs of station and building obtained:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Transmitting plant at 20%</td>
<td>$1,250</td>
<td>$6,250</td>
<td>$12,500</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>b) Other buildings</td>
<td>$1,250</td>
<td>$6,250</td>
<td>$12,500</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>c) Furnishings at 15%</td>
<td>$150</td>
<td>$750</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>d) Alcoves, etc., according to locality</td>
<td>$250</td>
<td>$1,250</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>3. Salaries—salary of technician and chief of service</td>
<td>$4,500</td>
<td>$22,500</td>
<td>$45,000</td>
<td>$90,000</td>
<td>$180,000</td>
</tr>
<tr>
<td>4. Telephone maintenance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Power</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Maintenance of plant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Electrical</td>
<td>$300</td>
<td>$1,500</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>b) Structural</td>
<td>$300</td>
<td>$1,500</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>7. Miscellaneous including telephone, telephone, insurance, taxes, heat, and travel</td>
<td>$600</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$12,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>8. Miscellaneous, including telephone, telephone, insurance, taxes, heat, and travel</td>
<td>$600</td>
<td>$3,000</td>
<td>$6,000</td>
<td>$12,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>Total (Studio and equipment only)</td>
<td>$2,500</td>
<td>$12,500</td>
<td>$25,000</td>
<td>$50,000</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

* Numbers in parenthesis indicate personnel.

Average Costs of Station Installations Surveyed by National Advisory Council
Washington is not only a center of governmental power, but of purchasing power—due to its rapidly increasing wealth and population. With WMAL and WRC behind local and spot campaigns, advertisers reach the moneyed customers in Washington as well as those in the adjoining suburbs in Maryland and Virginia.

**WRC**

1000-500 WATTS  
NBC Red Network

**WMAL**

500-250 WATTS  
NBC Blue Network

WASHINGTON, D. C.

Completely programmed by NBC
3 Outstanding WOL Features are now available for Sponsorship*

1. TONY WAKEMAN...
   SPORTS RESUME... every night 6:00 to 6:15 P. M. Mr. Wakeman comes to WOL from WJAS, Pittsburgh. His successful sports broadcasts since 1926 give authenticity to his news and views on Sports.

2. FRANCES TROY NORTHCROSS
   Mon.-Wed.-Fri., 10:30 to 10:45 A. M. ...
   Has lectured in every key city in America while with the Home Economics Service Corp. Mrs. Northcross is now Home Counsellor for the Washington Herald and Her Homenakers Club has an enrollment of over 20,000 Active Members!

3. TRANS-RADIO NEWS...
   In either 5-minute periods or quarter-hour periods. This News Service has a large listening audience through its consistency as "First with the News in Washington."

* Phone or wire for details immediately

WOL Announces
AFFILIATION WITH THE MUTUAL BROADCASTING SYSTEM. The removal to new and larger, air-conditioned, sound-proof studios — 1627 K Street, N. W., October 15, 1936. These new studios are equipped with every modern facility for broadcasting.

AMERICAN BROADCASTING COMPANY
ANNAPOLIS HOTEL
WASHINGTON, D. C.

Butler and Rogers Buy KOY, Phoenix
Option Exercised; Installation Of New Equipment Planned

PURCHASE of KOY, Phoenix, Ariz., by a partnership of Burridge D. Butler, president of WLS, Chicago, and Naylor Rogers, former vice-president and general manager of KNX, Los Angeles, will be effective as of Oct. 1, subject to FCC approval.

Having decided to exercise an option to purchase held by Mr. Butler, the two well-known broadcasters on Sept. 26 announced formation of a new corporation which would take over the station upon approval of the transaction by the FCC Broadcast Division. It is understood the deal involves an expenditure of approximately $50,000.

KOY has been on the air for about 12 years as an independent station, operated by the Neilson Radio & Sporting Goods Co., of which Earl A. Neilson is president. The station, however, has been owned by Neilson and certain other associates. It operates on the 1380 kc. channel with 1,000 watts until local sunset, and 500 watts at night.

New Equipment
Mr. BUTLER and Mr. Rogers have purchased the Salt River Valley Broadcasting Co., of which the former is president and the latter vice-president. The corporation has a $100,000 capitalization, and at first will be engaged only in the operation of KOY, with Mr. Rogers as active head. It is possible other broadcast operations will be undertaken by the corporation.

Preparatory to exercising the purchase option, the partnership detailed E. C. Page, consulting engineer, to make a field strength survey of the station under the direction of Homer Courtchene, chief engineer of WLS. It is planned to install completely new equipment and studios.

Many of the features on WLS, as well as much of that station's talent, likely will be "vacationed" at the new station initially as part of the building-up process. Moreover, Mr. Rogers has in mind using considerable of the talent he previously employed on KNX, last month taken over by CBS pursuant to the sales arrangement consummated by Mr. Rogers and his associate, Guy C. Earl Jr., with the network.

Both Mr. Butler and Mr. Rogers are familiar with the Phoenix market and with the state. Mr. Butler, publisher of the Prairie Farmer and several other farm publications, as well as the owner of WLS, resides in Phoenix six months each year. For several months, it is known, he has been desirous of acquiring the station as an independent venture to be devoted to civic interests of the city and state. A pioneer figure in

TILLIE'S ROMANCE
Food, Food Everywhere But
No One to Drink

IF TILLIE, the dashchund, could talk, she'd probably tell you that radio is the greatest creation not only to mankind but to dogs.

And here's why:

On Sept. 15, Tillie, who lives in Cincinnati, gave birth to a litter. They died shortly afterward. A veterinarian told Mrs. Thomas R. Birch, her owner, that Tillie would die too unless some pups were obtained to suckle her. The distraught woman called the Cincinnati Post, which sponsors National Dog Week, and asked that something be done over the Post's station, WCPO.

"A mercy bulletin" was broadcast at 9:32 by five radio stations in the Cincinnati local. By 9:32 there were 16 unweaned pups at the disposal of Mrs. Birch and Tillie. By 9:35 the number ran to 30. Out of the lot two nonesnippet pups, with plenty of bars sinister, were delivered to Tillie on the morning of Sept. 19. She had been in a coma most of the night and she vanously attempted to nurse the two hungry visitors nuzzling her. When a pup's hungry, he has to eat. And that's just what the vet ordered for Tillie.

AUTOMATIC VOTING BUYS TIME ON WGY
IN ANTICIPATION of election the Automatic Voting Machine Corp., Jamestown, N. Y., has contracted for four four-hour evening periods on WGY, Schenectady. This is the first time the organization, which has made automatic voting equipment for more than 40 years, has utilized radio to convince voters that machines are "absolutely fool proof, fraud proof and tamper proof."

The talent consists of Clarence Kaupp, former Democratic mayor of Saratoga Springs, N. Y., and John Sheehan, tenor. Mr. Kaupp discards his usual discussion of the "Sab Songs of the Gv Nineties" and Sheehan is the soloist.

In the broadcast of Sept. 29, Col. Jim Healey, WGY commentator, was introduced as a guest. Healey was subjected to the usual set of questions directed at his new job of discussing the "Sob Songs of the Gv Nineties" and Sheehan is the soloist.

* Phone or wire for details immediately

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Political Campaign Rather Drab From Radio Standpoint
Roosevelt Now Making Political Talks; Al Smith Joins Foray

WITH President Roosevelt beginning his first "political talks" of the campaign over a small regional network from Graceland Farm Oct. 14 and scheduled to speak from Pittsburgh over combined NBC-Red and CBS, it remains to be seen whether the political campaign on the radio is now entering into its final month in a really uniting fashion.

Except for the few regular series previously scheduled, neither Democrats nor Republicans are treating any great air in radio schedules, though both are concentrating these days on one-time bookings for their top men. Roosevelt, Knox and Landon—according to the strategy of their respective campaigns.

Al Smith Switches

ONE INSTANCE of disruption of popular programs occurred with the booking of President Roosevelt for the Thursday night (Oct. 1) period, which necessitated the dropping of the showboat hour on NBC-Red and half the hour, known Amateur Hour on CBS. Former Gov. Al Smith, speaking on behalf of the Independent Coalition of American Women, an anti-New Deal group headed by Mrs. E. T. Meredith, wife of Wilson's Secretary of Agriculture, had previously booked the 9-10 p.m. period on the same day on NBC-Blue, but in deference to the President stated that time to the 9:30-10:30 p.m. period. This is expected to be the first of a series of perhaps five radio speeches by Mr. Smith, the others to be from Philadelphia Oct. 8; Chicago, Oct. 15; New Haven, Oct. 22, and Atlantic City Oct. 29.

Gov. Landon during the last fortnight made regular appearances and was heard over various networks in the towns where he spoke all making elaborate arrangements to pick him up. His speech from the Iowa State Fair grounds at Des Moines led WHO to arrange special remote work. The event in full locally and after the speech was fed to the network. WHO had 19 engineers and announcers and mobile units on the scene, and its broadcasts were picked up by the air by its Corn Belt Wireless Network.

Similarly, while Gov. Landon was in Council Bluffs, KOIL picked him up from a special train. John M. Henry, county Republican chairman and general manager of KOIL-KFAR, was on the platform with Gov. Landon.

Despite their elaborate early arrangements and big radio division setup, the Republicans are concentrating on the Landon and Knox appearances and apparently depending heavily on the farm talk. Hard series on CBS, during which the noted commentator is offering now for letters on "I Changed From Roosevelt to Landon," Mr. Hard's previous contest as letters on "Why I Am for Roosevelt."

The Republicans on Sept. 14 started sponsorship of the Landos Radio Club on 46 NBC-Red stations, Mondays through Fridays, 4:30-4:45 p.m., to run for seven weeks; their women's division is also sponsoring Every Woman Knows over NBC-Red every week-day, 3:30-3:45 p.m. Over WGN of the Chicago Tribune, on Sept. 14 it began sponsoring a man-on-the-street program titled Republic Volunteer, a three-weekly evening program in which Quin Ryan, WGN manager, handles the microphone.

While the G.O.P. has committed itself to placing its programs through agencies, its headquarters have not divulged the names of the agencies handling its various placements. Democrats continued to use agencies for nearly all accounts, as previously reported, and it is understood the agencies are being reimbursed unusually fast as the bookings are completed despite the Democrats' previous refusal to put up guarantee funds. The Al Smith program was placed through Publicity Associates Inc., New York, publicity representatives for the former governor.

Entering into the campaign on Sept. 17, the Crusaders, 100 E. 242d St., New York, through Mar-

Getting Out the Fans

TWENTY hours of radio time devoted by WCCO to the "On to Nicotet Park" contest, designed to stimulate attendance from nearby cities at the games of the Minneapolis Miller Club of the American Association, were closed Sept. 24 with a parade in downtown Minneapolis in which visiting delegations from the various towns participated. For largest total attendance at the ball games, gross and per capita, WCCO awarded two trophy cups to New Ulm and Madison Lake, while local merchants joined in awarding prizes for the parading delegations.

NEWS YOU CAN BUY!

If you're having trouble finding news to sponsor in this territory, we have it. That's the reason why, we have our own news service. We are able to accommodate the farmers and small-town people in South Dakota, Iowa, Minnesota, Nebraska and North Dakota. And don't forget that the coverage of WNAX in the four states surrounding South Dakota, is as important as its coverage in its home state. That is because WNAX is a farm station, with all programs, including the news, styled to a farm audience. We do not have to cater to both a metropolitan and a rural audience. Thus our large following among the farmers in the Northwest. Ask us about detailed information on these news periods.

WNAK

Representatives

WILSON

DALTON

ROBERTSON

570 Kilocycles

5000 Watts (LS.)

Regional Channel

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
Stretching from ancient Rome to Brindisi is the Appian Way. This famed Roman road, laid about 312 B.C., is still in use, having endured centuries of bloody warfare and the crushing forces of Time and Nature. Sound engineering built it... preserved it through the ages, just as sound engineering by RCA built a world-wide road that will endure... one through the sky... RCA's domestic and international communications services.
VIA RCA"... these words atop message blanks are familiar to millions who, each year, depend on the swift service provided by RCA Communications, Inc. This giant radiotelegraph system spreads across land and sea, linking 11 American cities with 47 foreign countries. It is another RCA service; a rapid, unseen roadway through the sky!

When you employ this service, you know that while home may be a thousand miles away, fast communication brings it within a few minutes' reach. You know that time and distance and the raging seas can be conquered with winged words sent "Via RCA." To you—and the other millions who use this service—RCA owes its standing as a large conductor of the world's radiotelegraph business.

Transoceanic and domestic communications are but one of the diversified activities of RCA. This organization is engaged in every phase of radio. When all its services are surveyed, RCA's intimate knowledge of all radio becomes apparent. And, because RCA knows radio so completely, it has the confidence of the American people.

It is with warm feeling that RCA regards this confidence. It supplies the incentive for still greater achievement and service, and makes RCA dealers in every American city, town and hamlet busy dealers. For confidence spurs sales.

Remember—in radio RCA ranks first. The Radio Corporation of America has pioneered the large majority of radio's most noteworthy advances—is, at this very moment, experimenting with facsimile reproduction by radio—and the sound engineering of RCA will some day pioneer sight!

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc. NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

Covering the World "Via RCA"

RCA Communications, Inc., offers direct radiotelegraph service between

11 AMERICAN CITIES

New York New Orleans
Boston Detroit
Philadelphia Chicago
Baltimore San Francisco
Washington Los Angeles
Seattle

—plus efficient, fast transfer service to hundreds of communities and

47 FOREIGN COUNTRIES

Argentina Italy
Belgium Japan
Brazil Macao
Chile ("Via RCA" Manila)
China Mexico
Colombia Norway
Cuba Panama
Curacao Philippines
Czechoslovakia Poland
Dominican Republic Porto Rico
Dutch East Indies Portugal
Dutch Guiana Russia
Fiji Islands Siam
(F"Via RCA" Honolulu) ("Via RCA" Manila)
France Society Islands
French Indo-China ("Via RCA" Honolulu)
Germany Spain
Great Britain Sweden
Guatemala Switzerland
Haiti Syria
Hawaii Turkey
Holland Venezuela
Hong Kong ("Via RCA" Manila)

—plus rapid transfer service to all other points in the world!

RADIO CORPORATION OF AMERICA
Radio City, New York
EVERYTHING IN RADIO
FOR SERVICE IN COMMUNICATIONS,.Broadcasting, Reception

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

LOCAL versus National Rates! More words about that issue have been spilled since radio became an advertising medium than there have been "Knock, Knocks" during the last couple of months.

A couple of dozen times during the last five years we have led with an item by expounding the elimination of the differential between local and national rates. And we're still holding it out.

Now a new man is in our corner. He is George Bijur, vice president of Fletcher & Ellis Inc. and former sales promotion manager of CBS. He has an article on this issue in the December issue of Broadcasting, however, are all in that direction, and we expect to see the day when rates not only will be on a single, uniform basis, but also correspondingly higher because of the constant improvement in service to advertisers.

On the Right Track

ONE OF these days, we hope, those business concerns with goods to peddle, will come to the realization that broadcasting stations sell time and that they don't propose to give it away in exchange for transcriptions or on the basis of "per inquiry" business. Of course that time won't come until all stations get in the habit of rejecting any profers of business offered at other than card rates.

A fortnight ago, the NAB blasted forth against questionnaire sent out by Warner Bros. motion picture interests, which Managing Director James W. Baldwin described as having all the earmarks of a "free offering". The upshot was a discussion of the matter between a Warner representative and Mr. Baldwin. And the upshot is, Mr. Baldwin hopes, will be the development of business from motion picture exhibitors at card rates.

We are pleased to see that happen. While there is yet no guarantee that the business will develop, it nevertheless is a showing of what a trade association might do for an industry by way of tapping new sources of business.

New A. T. & T. Tariff

EVERYONE in the industry will rejoice over the new broadcast line tariffs filed by the A. T. & T. with the FCC, to become effective Nov. 1. This is a big step in the right direction, and meets the demands of broadcasters and advertisers for uniformity and rates.

As far as we can ascertain, the A. T. & T. recognizes, perhaps for the first time, the plight of broadcasters in attempting to utilize telephone facilities when they do not know the rates for particular types of line charges.

An Elite Brochure

QUITE appropriately titled Retrospect and Forecast in Radio Education, the 15th in the Information Series published by the National Advisory Council on Radio in Education, 66 E. 42d St., New York, is based on Director Levering Tyson's paper on "Ten Years on Educational Broadcasting" & Col. William Donovan's paper on "What Does the Future Hold", delivered before the American Association for Adult Education convention last May. Both pose and seek to answer the question of radio's past and future role in democracy, with the dangers of autocratic and political rule cogently pointed out.

An Honest Appraisal

The RADIO BOOK SHELF

ASSERTING that the progress of radiotelephony will shortly present new opportunities to the educator, Levering Tyson, director of the National Advisory Council on Radio in Education, announces the publication of the fourth revision of Listen and Learn as No. 5 in its Information Series. It deals with technical phases of broadcasting, as prepared by the Council's engineering committee and includes synchronization, long and ultra high frequency broadcasting, transcription, wired radio, facsimile, television, sound receiving systems and sound movies, with an appendix tabulating costs of various classes of broadcasting stations, definitions of technical terms and Council publications.

The following are two excerpts from the brochure:

The progress of radiotelephony will shortly present new opportunities to the educator. Levering Tyson, director of the National Advisory Council on Radio in Education, announces the publication of the fourth revision of Listen and Learn as No. 5 in its Information Series. It deals with technical phases of broadcasting, as prepared by the Council's engineering committee and includes synchronization, long and ultra high frequency broadcasting, transcription, wired radio, facsimile, television, sound receiving systems and sound movies, with an appendix tabulating costs of various classes of broadcasting stations, definitions of technical terms and Council publications.

An ELABORATE brochure titled California For Sale and detailing full facts about the California radio market and the service to it of the four Don Lee stations, was published by the Don Lee Broadcasting System late in September as a guide to time buyers.
PERSONAL NOTES

JOHN SHEPARD, 54, president of Yankee Network, was severely shaken in an automobile accident on Sept. 17 when his sedan crashed into a tree on Jamaica way, Boston. The car was badly wrecked and a paramedic, Mr. She pard, was released from the hospital after a short stay.

ELIJA CAUDIN, secretary and principal of the Women's National Radio Committee, has resigned. The committee, based in South Radio, is now functioning as acting secretary. A meet ing will be held this month to select the committee's new leader.

RODNEY P. LIEN, treasurer of Iowa Network, has returned to bank ing after a long layoff. He served as vice president of the First National Bank of Lima, Ohio. His duties are being taken over by Frank B. Sackett, president of the network, with Robert T. Jackson as the point man for technical matters. Dunne Peterson, Tinner's place, with Shirley Greenberg, assistant man.

EDGAR JACOBS has been named commercial manager of WFBK, Syracuse, to succeed Charles Glover Drives, now general manager. Jacobs was previously assistant to the broadcast manager.

FRED PAUST, general manager of the Don Lee organization in Northern California, has returned to San Francisco, where he once again will be in charge of all the chain's operations. A large part of the network, scheduled for Dec. 29.

JOHN DOLPH, formerly with the Mutual Broadcasting System, has been named commercial manager of CBS in San Francisco.

ROBERT LELAND, who served as national manager of KLX, Oakland, has been named promotion manager of KYOS, Merced, Calif., a new local station that started operating in Sept. 1936.

EDWARD M. KIRBY, sales manager of WSM and the Na tional Life Insurance Co., Nashville, on Sept. 17 married Miss Marjorie Arnold, of Nashville.

WILLIAM H. WEST, manager of radio station WROI, Berkeley, has been named a governor of the Advertising Club of St. Louis.

LAMBERT B. BEEUWES, executive vice president of Pacific coast operations, returned to his headquarters at KNX, Hollywood, late in August as the manager of GE's activities in the entire organization.

FRANCIS J. MALONE, recently news editor of WIOD, Miami, and former editor of the Chicago Daily News, has been named acting manager of the station, succeeding E. J. Barry who was transferred to WIOD. Malone, who is national advertising director of the station, is taking an active part in the station's management.

LORRIN THURSTON, general manager of KGU in Honolulu, who is now in Hollywood, has resigned to become ad vertiser, operating the station, and his brother, Robert S. Thurston, was named successor. The brothers have been at the studio for several days, combining business and pleasure. Thurston returned from Honolulu Sept. 23 but his brother, who is national advertising director of the station, is taking an active part in the station's management.

DONALD THORNBURGH, CBS vice-president of Pacific coast operations, returned to his headquarters at KNX, Hollywood, late in August as the manager of GE's activities in the entire organization.

DONALD RING, executive editor of American Radio History, has been transferred to New York to handle all sales activities.
ALEX WILLIAMS, announcer of WIP, Philadelphia, has been named production director, taking the place of Howard Jones, named news editor and ex-officio chief of WIP, formerly of WIBA, Norfol.

ARTHUR BRIAN, announcer of WNYN, New York, formerly of WIP, Philadelphia, leaves Oct. 1 for Hollywood where he will become a scenario writer for Paramount.

GORDON DE BORDE BROWN, announcer of KJBS in San Francisco, who conducts the Night-Flight there on that station, suffered a broken right eye and other injuries in an auto accident Sept. 20.

JACK RILEY, formerly press agent for Ben Donee and Olsen & Johnson, has been appointed publicity director of WINS, New York, succeeding Har- ment Jones who rejoined to resign King Features. Syndicate as writer of radio continuity.

DORRY GRIFTY, one of the two original announcers of WHO, Des Moines, has resigned to the station after two years of his absence he was chief announcer of the Century of Progress in Chicago. His resignation was due, it is said, to his appointment as WPP, Pollock, now on the NBC announcing staff.

ROCK ULLER, formerly of WHO, Des Moines, has joined the announcing staff of KSTP, St. Paul.

LUCILE EDWARDS, in charge of commercial department at WCCO, Minneapolis, is to be married in Holy Name church, Chicago, to a well known broadcasting personality. NBC leading man and a former KSTP announcer. They will live in Los Angeles.

HAMPTON KEATILY, formerly of KMAC, San Antonio, and James Harger, formerly of WAP, Fort Worth and Ohio stations, have joined KEZJ, Fort Worth.

NANCY GREY, news commentator of WHKY, Kent, Ohio, and Mary C. Stedman, vice president in charge of advertising of WCCO, Minneapolis, spoke at the fall conference of the Women's Advertising Club of Minneapolis.

A. M. SMITH, announcer of KNTV, Des Moines, is to marry Miss Loretta Wilson of Appleton, Wis. Oct. 5.

FLOYD HAYES, has joined the continuity staff of the Iowa Network.

JACK KERRIGAN, formerly of WOC,avenport, has joined WHO, Des Moines.

JOSPH PIERRY, formerly of WHAS, Louisville, has joined WNOX, Knoxville, as program director, su- cceeding John May, resigned.

LES BIEL, announcer of WTTW, Chicago, was married Oct. 7 to Miss Loretta Martin, Des Moines.

JAMES F. CLEEMANGER, announcer of WMA and Inter-City Group, has been named production supervisor for a series of WPA movies and has been given a leave of ab- sence.

GEORGE GUNN, formerly of WFLA, Clearwater, has been named assistant program director with WOC, Charles- ton, S. C. He was succeeded at WFLA by Paul Jones.


JOSEPH HELL, member of the KBO production staff in San Francisco, has collaborated with Joseph Hauti, staff composer, in composing the theme song of the new mystery ser- ies "The Bishop & the Garbage."
NOW more people can listen to this key station of the Iowa Network in the daytime than any other Iowa radio station. Doubled daytime power (5,000 watts) increases total potential listeners in Iowa, Illinois, Minnesota, Wisconsin and Missouri to 3,500,000 persons.

*Tight time power 1,000 watts.

Inside this heavy black line-are 3,500,000 persons tuned with WMT's signal. Doubled power means greater listener interest. Doubled power means you are the ideal spot on the dial.

Tain't enough to make 'em hear you. If you want to get 'em you've gotta interest 'em. —Milford Beeghley, twice State Champion hog caller of Iowa.

THE IOWA NETWORK

Two Network combinations available: WMT, Cedar Rapids-Waterloo linked with either KRNT or KSO in Des Moines.

Broadcasting • Broadcast Advertising
Broadcast Series Boost Business of Pacific Auto Firm

First Radio Venture Leads to Big James F. Waters Drive

THE SUCCESS of one of the largest automobile distributors in the world, who is moving his merchandising at an unprecedented rate through radio, bears out the value of fireside advertising. The sponsor, James F. Waters, Northern California distributor of the De Soto and Plymouth automobiles, in San Francisco, decided to advertise through radio about a year ago after running a test announcement on KJBS, announcing the arrival of new cars. The spontaneous response was beyond all expectations.

Pleased over the success of the initial venture, his company, through suggestion of its advertising director, James H. Diamond, began sponsorship of a quarter-hour program of recordings six days a week over that station. As expected, the result that the sponsor immediately decided to expand his radio activities, and signed with two other San Francisco stations, KXU and KQGC, for a similar type of program, supplementing its KJBS broadcasts, and in less than six months piled up a huge audience of pleased listeners and potential automobile purchasers. Commercial programs are brief and to the point. A large part of the success of the KJBS program, Mr. Diamond stated, is the presentation of the company's message to the public by Announcer Harry Wickersham.

Big Dividends

AFTER a six-months' period of these quarter-hour programs on the three stations, the Waters company found its radio broadcasting paying such large dividends that, through instigation of Diamond, they doubled their time on KJBS, signing a contract for two quarter-hour broadcasts a day, six days a week, for an indefinite period on KJBS.

Diamond, the radio-minded advertising director, pointing out the success the Waters company has enjoyed in its San Francisco Bay region broadcasts, has urged every De Soto and Plymouth dealer in Northern California to supplement his advertising with radio to get his message to the public. As a result, Diamond stated, dealers from Eureka to Monterey are including their announcements on quarter-hour broadcasts on stations in their vicinity.

On occasion of the one-thousandth James F. Waters program over KJBS recently, Diamond, Wickersham, the "drive a new De Soto" voice, and Ralph R. Brunton, general manager of that station, staged a special showocy during the broadcast. Diamond, at that time, speaking in behalf of James F. Waters, president of the auto company, commended the use of radio in reaching the potential buyer.

"Mr. Waters is highly pleased with the success that our radio broadcasts have enjoyed," said Diamond, "and will continue to use this medium of reaching the public," Mr. Diamond said. "He has not sliced any of his newspaper or periodical advertising, but is maintaining the radio advertising in conjunction with other media.

"But don't get the idea by that that he considers radio supplementary to newspapers. On the contrary, radio advertising stands on its own legs in this field, and we believe should be recognized in planning an advertising campaign. This organization, to a man, is convinced that radio can do a real job for large merchandise just as it can for small merchandise found on the grocer's shelf."

Gas Utility NBC Program Extended to West Coast

SIX Pacific Coast gas companies serving 896,000 domestic meters have joined the NBC-Red network carrying the Mystery Chief program, sponsored through regional advertisers' gas utility promotion association. New local sponsors are Southern Counties Gas Co., Los Angeles Gas & Electric Corp., Portland Gas & Coke Co., Mountain Fuel Supply Co., Salt Lake City.

The series now covers territory including 6,850,000 domestic gas meters, 45% of all domestic meters in use, with 136 gas and electric companies as sponsors. The program is designed to stimulate home cooking, build good will and provide prospect lists for gas applications. Since it started Sept. 4, 1935, under sponsorship of 87 eastern utilities, 822,000 copies of "Be an Artist at the Gas Range" have been requested by listeners at offices of the companies. McCann-Erickson Inc., New York, places the program, which switched Sept. 16 to Tuesdays and Saturdays, 11:30-11:45 a.m.

Chain Store's Success

FIRST NATIONAL STORES Inc., with headquarters in Somerville, Mass., on Sept. 30 started a series of 125 quarter-hour homemakers programs on six Yankee Network stations, Mondays, Wednesdays and Fridays, 9:30-9:45 a.m. The chain claims an audience of more than 15% in shipments as a result of its broadcasts last year on WHIC, WORC, WNAC, WORC, WOR, WCSH, WORC.

Broadcasting • Broadcast Advertising
SERVING OVER 200 Leading RADIO STATIONS

IF IT'S SIZE YOU WANT—WE HAVE THAT, TOO!

THE Standard Program Library and related services* make available, in the course of a year, the impressive total of almost 2,000 separate and distinct musical selections.

But it's not size alone—it's the content, the novelty, the showmanship of Standard transcriptions which have placed Standard first in sales this season:

43 Library contracts signed within the last sixty days alone!

*The LIBRARY provides 800 initially (no deadwood) and from 400 to 500 within the year:
SONS OF THE PIONEERS, 275; ORGAN TREASURES, 200 (more to follow);
KAY KYSER and KING'S MEN, 200. And—at the lowest per-program cost!

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

* CUSTOM-BUILT FEATURES

* OSCAR and ELMER  
* ONCE UPON A TIME  
* SONS OF THE PIONEERS  
* KAY KYSER'S ORCHESTRA

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK  BOSTON  ATLANTA  SAN ANTONIO  TORONTO  LONDON

www.americanradiohistory.com
**Oyster Shell Spots**

OYSSTER SHELL PRODUCTS Co., New York (poultry grit) on Sept. 14 began a series of one-minute live daytime announcements twice weekly on 25 stations. This series will run until Dec. 15 with another schedule to take the air in January, 1937. The stations are: KÖA, WLS, WGBF, WFBM, WHO, KMA, WMT, WIBW, WBZ, WBZA, WJR, WACO, KPVS, KFRA, KPEQ, KHTO, KMMJ, KFAB, WJAG, WGY, WKBH, WCLO, WTMJ, SCJ, WHKC. Husband & Thomas Inc., New York, is the agency.

The CAROLINAS present

a Combination Market .......................... here is the combination to open it.

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

A “COMPETITIVE” COMBINATION RATE

Carolina rural listeners like HIGH average tobacco prices and LOW frequency radio stations ... they’re getting both. But they get a double dose of the latter from WPTF’s 680-kc and WIS’s 560-kc. These new dominant Carolina NBC stations are now available at one combination rate.

**REPRESENTED BY:**
FREE, JOHNS & FIELD, INC.

...get your share of this tobacco money!

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**MUSIC ‘HATES’ OF LISTENERS**

CBS Poll Finds 23% Despise Ultra-Modern Types  
Most, With Jazz a Close Runnerup

RESULTS of the poll of listeners to the CBS Sunday afternoon Everybody’s Music concert series show that radio followers of serious music are not agreed on their dislikes. To the question, “What in music disturbs, puzzles, and displeases you?” 23% named ultra-modern music as the most unpopular type.

While listeners were polled only on concert music, 19% voted against jazz, putting it in second place as “controversial music.” Concertos followed with but 5% preferring not to hear them; while “hackneyed” masterpieces came next with objections from 4% of the correspondents. Dislikes to composers were spread so evenly that none could be barred from continued hearings on the basis of the poll.

Henry M. Neely, commentator of the Everybody’s Music series, said: “Well, we might as well be frank: There wasn’t any verdict. A lot of letters came in and they told us what the writers hated in music. But the disagreement was remarkable. The figures don’t prove that Conductor Howard Barlow should stop playing any particular kind of music. But our listeners told us why they were annoyed by certain pieces, and that has helped us enormously in planning what to play. We want our listeners to feel in a new way that this program was achieving its purpose—to help make the best music Everybody’s Music.”

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**Legion Auxiliary Award**

Is Given to CBS School

The FIRST radio award of merit offered by the American Legion Auxiliary has been bestowed upon the American School of the Air, CBS educational feature which is resuming its fall semester this month with afternoon broadcasts each weekday designed for classroom reception. The presentation was made by Mrs. William H. Cooper, radio chairman of the Auxiliary, who said the award was being given to the program having “the greatest appeal to the patriotism of our people” and providing “the best educational value to the children of the nation.”

William S. Paley, CBS president, in accepting the award said that it was an added incentive to all broadcasters and told the Auxiliary that “It is our purpose to promote its fine use and free distribution to all broadcasters and stations in the country.”

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**Harris Soap Plans**

HARRIS SOAP Co., Buffalo, N. Y., sponsoring the Mrs. Ross: Your Friend andMine program locally, has appointed Armand S. Weil Co. Inc., Buffalo agency, as advertising counsel. Now promoting its soap chip and flake products, with a 10 Berkowitz-made copper skillet offered as a radio premium the company has plans for expanded use of radio, particularly to promote its Ready Suds a granulated powder soap.

EDWIN FRANKO GOLDMAN composer and conductor of the famous Goldman Band concerts at Central Park, heard over NBC networks on Sept. 14 was decorated with the medal of the Order of the White Lion by the Czechoslovak Republic in recognition of his interest in Czechoslovakian music.

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BROADCASTING • Broadcast Advertising
NEW Subscription Order

Please send me BROADCASTING

☐ Two years for $5
☐ One year for $3
☐ Check is enclosed
☐ Send bill

[YEABOOK]
Number Included

NAME

ADDRESS

FIRM

TITLE

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
No cow pasture

Touchdowns

Gridiron gladiators never make the "All-America" by barging on beyond the goal line. It's what they accomplish within the chalk lines of the playing field that counts.

And so it is with radio advertising. Touchdowns out in the cow pastures are just so much waste effort (not to mention how the ad-appropriation is thrown for a loss).

But here is one thing more and more advertisers are discovering. They can play all over Northern Ohio... but the scores are made where the play can be concentrated... in seven counties... Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake... the area covered thoroughly and most economically by WGAR.

Here smart advertisers play to nearly two million humans (better than \( \frac{1}{3} \) Ohio's population). Here their audience is made up of people who spend one of every three dollars rung up by Ohio retailers.

When we "call signals," they register one-half millivolt or better in these seven counties, the state's richest market. And, because we mass our attack inside the scoring zone... WGAR is the teammate of advertisers who want more sure-score touchdowns in Northern Ohio.

WGAR
"CLEVELAND'S FRIENDLY STATION"

Member NBC Blue Network
John F. Patti, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives
LIKE A CAT with ONE KITTEN
you'll think that your account
is the only one we have

There's Fur Flying When WIBW Starts Delivering Your Sales Message

• Why? Because we're not content with simply putting your program or sales message "on the air." Anyone could do that! Instead, we determine the type of purchaser who will be most interested in your product. Then we schedule your message at a time when there is an already established audience of this type listening to entertainment of proved appeal.

• But that's not all! Results are checked and rechecked. We're continually seeking improvement. WIBW has an enviable reputation for doing an outstanding selling job and this reputation must be preserved. That's why we're never satisfied. That's why the results we get for you will make you think that your account is the only one we have.

WIBW—"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

Broadcasting System, previously had served on this committee.

The NAB's Research Committee comprises seven members, aside from Mr. Baldwin, who are usually named serving on the Committee of Five, are William J. Sethness, radio director of WWJ, Detroit; Theodore C. Streib, vice president of both WOR and WNCN in Chicago, and WCBM, Baltimore, also an NAB vice president.

Membership of the other units of the Commercial Section were as follows:

Committee on Promotion—Mr. Gillin, WOW, chairman; Gardner Cowles Jr., KSO, WJIT, KRNT; John C. Martin, ABC; E. G. Hedges, NBC.

Committee on Sales Methods—Mr. Baldwin, chairman; C. M. Everson, WHRC, vice chairman; Jack R. Steck, WOR; Donald Withycom, WLWA, Searle, WIBW; Edgar T. Bell, WYK.

Committee on National Sales Methods—Mr. Baldwin, chairman; C. M. Everson, WHRC, vice chairman; Jack R. Steck, WOR; Donald Withycome, WLWA, Searle, WIBW; Edgar T. Bell, WYK.

Committee on Standardization of Sales Forms—Mr. Baldwin, chairman; Barry Bingham, WHAR; J. R. Lovesbrough, WGR-WKBB, William S. Hodges, NBC; John J. Karol, CBS; Harry Stone, WSM; Eugene J. Glee, WJW.

Division of Sales Managers—Mr. Baldwin, chairman; WGR, Dale Roubrook, WHO; J. L. Spence, KMBC; H. M. Mulhall, KOOL-KJRO; John W. McVay, WTAR; Edward A. Allen, WLWA.

Rochester School of Air Under WHAM Auspices Enters Its Seventh Year

ROCHESTER'S largest and most widely attended class in air teaching was called to order Sept. 14 from the studios of WHAM as the Rochester School of the Air resumed its broadcasting schedule, opening its seventh consecutive scholastic semester of radio education.

The 1936-1937 schedule of the Rochester School of the Air not only features classes in science, music appreciation, educational and vocational guidance, current events and art appreciation for elementary grades but also includes radio lessons in science, English, music and social science for students of the secondary school age. The school is supervised by administrative staff of the Rochester public school system and is under the direction of a professional director, and is presented by teachers and supervisors who have had a particular interest in, and aptitude for, radio teaching.

For the eighth season, musical classes of the school will be presented by the Rochester Civic Orchestra, while radio classes of the school will be presented by the Rochester Civic Orchestra broadcasting through the facilities of the NBC Blue network on alternate Tuesdays. 1:45-2:15 p.m. beginning Oct. 20, and will be a part of the secondary school division intended primarily for pupils of high school classes. Concerts for pupils of the fifth, sixth and seventh grades will also be played by the Rochester Civic Orchestra and will be presented locally on Tuesday evenings beginning Oct. 20, 2:30-3:30 p.m.

Opening in 1933, the ethereal school went on the air with lessons in science, geography and civics. Since then registration and subjects have continued to increase until at present Rochester School of the Air classes are participated in by all of 1506 school children and are utilized in classrooms as far distant as East Holoyke, Ill.
"We are pleased to forward the attached 39-week extension of our contract on WENR. On September 6th we celebrate our second year on the air with the Sachs' Amateur Hour. During the 20 weeks it has been on WENR, we have been very enthusiastic over the results obtained.

"We are confident that WENR will make the weeks to come as pleasant and prosperous as those just past."

In Chicago, it's

WENR 50,000 WATTS
A Blue Network Station
Completely programmed by NBC
There must be 44 stations elected to... in the last nine years.

23 stations ordered 100-250 Watt Equipment:

- KBIX
- WCLO*
- KGY*  
- KRKO*
- KDB*
- WFBG*

*K23 Type Transmitters, first announced at NAB Convention in July

1 station bought a 500 Watt transmitter:

- WRR

6 selected 1000 Watt transmitters:

- KIEM
- WHDH
- WMBD
- WEXL

14 stations ordered 5000 Watt installations:

- WHN
- WSAI
- KFBB

- KYI
- KTS
- KUOA

- WRC
- WEE
- KSFO

- KHQ
- WJAR
- KWK

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
reason!

Western Electric

months!

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

October 1, 1936 • Page 53
Full Schedules and Improved Programs Brighten Autumn Vista on West Coast

WITH MANY new advertisers signed up, and others inquiring into the possibilities of broadcasting, independent stations in the San Francisco Bay region as well as the Pacific Coast networks, start the autumn with a general feeling of optimism and well-filled time schedules. NBC western division executives in San Francisco, and those from Don Lee's KFRC, the CBS outlet in that city, state that prospects for radio business are the best in history and predict a big year ahead. This, it was explained, does not include politics.

Present difficulty is not to find the clients so much as to find enough-hours-the desire by clients, station managers assert. Time already sold and reserved precludes any possible slump during the coming season's high spots, it was pointed out. There remains the task of selling additional day-time spots to improve further the season's receipts and also the business of continuing to sell late evening hours, such as 10:30 p.m. and after.

Desirable Daytime

DON E. GILMAN, NBC western division vice president in San Francisco, stated that national advertisers are becoming more radio-conscious all the time with many new ones joining the ranks of sponsors for the coming year.

"One of the most gratifying things about the start of the new season is the manner in which new broadcasting fields are opening before us," he said. "For years we have felt that since women do 95% of the world's buying, sponsors have underestimated the value of daytime hours for broadcasting. This year, the manufacturers of food and all products which women buy have begun to realize that value, and consequently morning and afternoon hours are being rapidly acquired by farsighted sponsors. They feel that while the daytime audience may be a smaller one it is a very responsive one. "Available time from 6 p.m. is becoming harder and harder to get; evening hours are filler, solidly, most days, and there is a growing tendency by advertisers to utilize the later hours to the utmost, on the basis that these are the household's hours of relaxation, and programs heard at these times will be listened to with attention."

Harry Anderson, the network's western division sales manager in San Francisco, reports activity on both of NBC's chains, with 10 transcontinental commercial programs on the Blue network and more than ten on Red than ever before.

"Eastern sponsors," he said, "demand schedules that will bring their messages before western audiences, and consequently our greatest difficulty is finding time for all the new transcontinentals.

"Local advertisers seeking to reach the entire community by radio, the 30 p.m. sample number, that in previous years. The half-hour program is still the most popular with western sponsors, though the 15-minute strip, five days a week, is holding its own, and probably always will meet the requirements of certain sponsors."

Tom Breman, manager of KFRC, the CBS San Francisco outlet, declared that business today is the best he has witnessed in more than 11 years in radio.

"We are elated over prospects for the coming season. There is a decided trend to better programs, with advertisers, realizing that radio has become an integral part of every American life, planning better entertainment features, giving a fuller measure of cultural and educational value."

Independent stations such as KAY, KSFO and KJBS, all in San Francisco, and KROW and KXL, Oakland, Calif., report a decided increase in business and are laying plans for a big fall schedule, including many live talent programs. Other independent stations such as KGNC in San Francisco, and KRE, Berkeley, Calif., also state that prospects for fall are very bright, with new advertisers taking time and others increasing their present schedules.

Shifts in Programs

WITH RETURN of standard time in eastern cities, virtually a complete new alignment of NBC and CBS network programs is keeping western dealers. Eastern broadcasts, now reaching the Pacific Coast one hour later, necessitated switching of many NBC and CBS western programs. In addition, a number of presentations on both NBC and CBS will make their debut during the next few weeks, thereby necessitating further revision.

Among NBC Pacific Coast sponsored programs heard at a new time are One Man's Family (Standard Brands Inc.), Sundays, 9:30 p.m. and Wednesdays 5 p.m.; Hear America, reported by New York Editor (Cardinal Candy Co.), Sundays, 9:15 p.m.; Sperry Sunday Special (Sperry Flour Co.), Sundays, 1 p.m.; Haulthome House (Wesson Oil & Snowdrift Sales Co.), Mondays; Death Valley Days (Pacific Coast Borax Co.), Tuesdays, 9 p.m.; Winning the West (Occidental Life Insurance Co. of Cal.), Wednesdays, 8:30 p.m.; Sperry Special with Hazel Warner and Charles Runyan and Manhattan's Household Headlines, Mondays and Fridays, 1 p.m.; Langendorf Pictorial (Langendorf's Pictorial Bakers Inc.), Mondays through Fridays, 4:45 p.m., and The Woman's Magazine.
Hill for Real Silk

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery & lingerie) will feature Edwin C. Hill, commentator, Harry Sosnik's orchestra and a dramatic cast in a new series, Behind the Headlines, which begins on 19 NBC-Blue network stations, Oct. 4, Sundays, 9-9:30 p.m. Leo Burnett Inc., Chicago, has the account.

FISH FOOLISHNESS — First impressions aren't always correct ones, you'll learn from this picture. Left to right you see W. Walter Tison, executive vice president of WFLA, Clearwater, holding a giant red-fish caught on the banks off Clearwater, and Keith Kiggins. NBC station relations, New York, gingerly holding a "radio fish", otherwise known as a grunt. The facts, we are informed, are that Mr. Tison caught the little fellow while the City Slicker towed in the 20-pounder.

FIRE damaged the studios of KMTR, Hollywood, late in September when a blaze started in the control room on the United Artists lot. Damage was estimated at $2,500.

DO YOU BELIEVE IN SIGNS?

The signs of the zodiac may, or may not, have anything to do with it—but here is ONE sign you can bank on:

That is proved by the fact that KDYL consistently carries a larger number of local advertisers and a larger volume of local advertising. Alert national advertisers are profiting by this guide.

KDYL
An N.B.C. Station
Salt Lake City

Representatives
JOHN BLAIR & COMPANY
CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

IN ST. LOUIS

Carried 6 of the 10 BIG AIR SUCCESSES

According to the recently released semi-annual report of the Cooperative Analysis of National network air successes were on KSD. The report covered the six month period ending April, 1936. The record on St. Louis stations follows:

KSD ......... 6
Second Station .... 3
Third Station .... 1

KSD listeners habitually tune in the Distinguished Broadcasting Station for the best on the air.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
HEADQUARTERS, NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Broadcast Advertising

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Go to Church

WVOX and the Knoxville News-Sentinel are joining cooperatively a Go to Church series, using the Sunday spot for this purpose. These series are being sponsored by Mertens & Price Inc., Los Angeles disc concern. Local ministers cooperate with such sermons and programs as are in keeping with the religious, and are announcing the broadcasts in their churches.

For every advertiser who might want to get over the radio by the rate differential, there will be the other who feels that that is all that he can afford. Three out of four national advertisers prefer to deal with local stations that give them the same rate to everyone. Inevitably, otherwise, the advertiser feels he is asking to pay an unjust premium because the station is failing to charge the local advertiser a fair amount of the station’s overhead.

There is another important difference between the radio and newspaper situations. The newspaper case was settled by Judge James A. Coveney, of the George A. McDvitt Co., when he said: "Retail merchants advertising not only makes a paper increase in circulation, but it increases the additional value of the advertisement of that newspaper ... Retail advertisers build up the newspaper’s value, a bank of goodwill which can be called upon in times of need." The advertiser, indeed, builds the newspaper’s revenue.

But in the case of radio, the situation is exactly opposite. The newspaper advertiser is doing much, if not most of all—far more than the local advertiser—to the assembling of the audience. The local advertiser is the man who, as Coveney’s words, "secures an audience which has been assembled, but contributes little to the assembling of such an audience." Secures an audience which has been assembled, but he contributes little to the assembling of such an audience.

In the case of radio, advertising is usually more profitable to the station than local. For while in a few cases, the national spot program calls for local billing and that the next most popular program was Jack Armstrong. In the Boston area, both these are on transcription.

From a cost-of-handling angle, national syndicate advertising is usually more profitable to the station than local. For while in a few cases, the national spot program calls for local billing, in a number of other instances it consists of transcriptions. Local shows, on the other hand, are always able to be produced by the station staff, a procedure which absorbs much less profit and is placed at the station's discretion.

Fortunately for the station broadcasting, some advertising remains unhaphempered by some of the weird union regulations which enmesh newspapers. A newspaper, for example, may receive a mat or an electrolyte for an advertisement. All it has to do is to make a stereo from this mat. No type setting is required. The type has already been set. But union regulations, which control the entire ad set up in type by local copy, are this is often done after the ad has been actually set. Nobody ever sees this type set, nobody ever reads what it is—it is junted as soon as it is set up.

Of course the station that carries network programs starts off with a decided advantage. It builds its own listening audience and is being able to offer such fortuitous tidbits as Rudy Vallee, Major Bowes, Jack Benny, Burns & Allen. It builds its own listening audience by being able to offer such fortuitous tidbits as Rudy Vallee, Major Bowes, Jack Benny, Burns & Allen. It builds its own listening audience by being able to offer such fortuitous tidbits as Rudy Vallee, Major Bowes, Jack Benny, Burns & Allen.
NEW Subscription Order

Please send me BROADCASTING

☐ Two years for $5
☐ One year for $3
☐ Check is enclosed
☐ Send bill

YEARBOOK
Number Included

NAME
ADDRESS
FIRM

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.
Another reason why a rate differential is far more profitable for the radio station than for the newspaper is frequently overlooked. Newspapers rarely pay a commission on local advertising placed at local rates. Radio stations frequently do. If they pay a commission at all, it reduces their net income 15% below what would be received by the newspaper. Where commissions are paid, the agency which handles local accounts not only has no interest in promoting broadcasting but, being human, is likely to actively oppose it. And since the local advertiser is nearly so able to produce his own radio program as to write his own newspaper copy, he frequently doesn’t use radio.

Dealer Cooperation

In 1928 when WMQA, then owned by the Chicago Daily News, changed from the newspaper pattern of local rate and national rate to a single uniform rate, not only did its national business go over, but its local business showed a quick and decided upswing—the result of stimulating interest among agencies that handled local accounts.

When a decided differential exists between national and local rates, and the national advertiser turns the radio appropriation over to the dealer, the radio station frequently loses the billing it might otherwise have had—because the dealer ends up by spending the money for the advertiser rather than radio.

In the automotive field, there have been repeated examples of this sort: Noticing a decided difference between local and national rates, the factory started out by having the dealer place its radio advertising at local rates. The following season, to simplify its own operation, the factory simply gave the dealer a credit of $400 a month representing his advertising allowance based on cars sold, and allowed him to spend it any way he wished so long as he could produce the corresponding vouchers. The dealer, not being trained in advertising, spent the appropriation on clambakes, paper hats for kids, monogrammed sweaters and other give-aways. The local station lost the business—and was not yet gotten it back.

So from a purely selfish point of view it's to the radio station's advantage to see that national advertising is actually placed by the national advertiser's home office. The advertising manager and the advertising agency, with their long background knowledge of radio use histories, are much more likely to be sold on radio broadcasting than is the local dealer.

A quantity discount seems as logical in selling radio time as in selling peanuts, rides on a railroad or telegrams. Yet in many cities, the customer who does the most to help the station pay its overhead, regardless of whether his office be in the station itself or in some other building, receives, as he should, the lowest rate. The sliding scale serves as a continual inducement both to the local and the national advertiser to broadcast more frequently. It gives every advertiser the best chance of making his radio advertising pay—which is the biggest step toward increasing its own profit.

No matter what point you want to reach...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a worldwide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy...with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

POSTAL TELEGRAPH

Commercial Cables  All American Cables

Mackay Radios

BROADCASTING • Broadcast Advertising

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DON'T EVEN TRY TO HEAR WAVE!

If you live in Chicago or New York, don't waste your time trying to get "Station WAVE!" But next time you're here—well, simply walk up and down the streets and listen. That's partly because we carry the Blue and the best features of both the Blue and the Red Networks. Partly because we broadcast from the very center of the city, and—there are $30,000 potential listeners in our first area. The potential listeners is the first area—1,152,926 total potential—with rates as low as $18.75 per quarter hour. Interested? Notice: Representatives: FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS...940 K.C.

Giving jobs to thousands
Attracting millions of visitors
Stimulating business in all lines

Two Huge Centennial Shows make
Dallas--Fort Worth
The Plus Value
Market of 1936!

50,000 Watts
WFAA--WBAP
FORT WORTH

National Representatives:
Edward Petry & Co., Inc.

Minnesota Gets 2 New Stations, Regional Net COMPLETING the triumvirate of stations licensed to the interests owning WBEZ, Duluth, the new WBLB, Virginia, Minn., is the second new broadcasting station scheduled to go on the air in Minnesota early in October. The other is WMZ, St. Paul, 100-watt on 1370 kc., licensed to Edward Hoffman, St. Paul furniture dealer, who has named Robert F. Schull, former commercial manager of WDAY, Fargo, as manager and commercial manager; Charles Irving, formerly with WTCN, Minneapolis, as program director, and Glen E. Martin, formerly with WDAY, as chief engineer.

The new WBLB, operating full time with 100 watts on 1370 kc., completes the Arrowhead Network, a northern Minnesota regional network including also WBEZ and WMFG, Hibbing. Harry S. Hyett, WMFG manager, will supervise the station, with Barney Irwin, formerly of WNT, Cedar Rapids, and WGN, Chicago, as commercial manager. Maurice Connelly, former WMFG staff announcer, is program director.

A proposed new station for Duluth, to be known as WDAL, has not yet been moved into that city due to failure to find a site. This station is to be the former KGPS. L.A. Guthrie, operator, has sold all details for a 1000-kc. station, which was purchased earlier this year from the WDAY and Farm Forman interests by a group headed by Duluth Radiator owner and manager, of KFJL, University of North Dakota station at Grand Forks.

From Far Away
THAT FELLOW who would walk a mile for a Camel has nothing on WFMF, South Bend, Ind., which has a game, which is going all the way across the country this fall to pick up and broadcast the Notre Dame--Southern California game from Los Angeles. Sponsored by Ohio Oil Co., the station's general sales manager, crack sports announcer, Jim Britt, to the coast for a separate wire pickup of the game, which it will feed to WIND, Gary, Ind., and perhaps other stations. WFMF, operated by the South Bend Tribune, is the sister station of WSBB, South Bend. This station it will pick up direct the nine Notre Dame games, all except the game with Army and Navy being under Ohio Oil sponsorship.

New Abilene Station
SCHEDULED to go on the air on or about Oct. 1, KRBC, new 100-watt station on 1420 kc., Abilene, Tex., has completed the installation of equipment and has selected its staff. Howard Barrett, manager, has recently detached from the Abilene Reporter-News, whose publishers own the station, and he will act as city, Kansas, commercial manager. Gene Heard, program director, formerly was with WFAA, Dallas, KOA, Denver, KWWL, Des Moines, KFYX, Lubbock, and KZNP, Villa, Ariz., and is known as manager. Other staff members include Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director. Other staff members include Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director.

The station operates on 1200 kc. with 100 watts, and is owned by Charles Thors, Wichita investee official. Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director. Other staff members include Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director.

New WFIL Studios
WFIL, Philadelphia, will construct a suite of modern studios and offices on the 18th floor of the WIP Building. This will be occupied early in 1937 in time for the station's second anniversary. General plans were designed by Frank V. Beck, chief engineer, and Horace Trumbauer, architect. Foundation will preoccupy and all mechanical developments will be incorporated. A new operations system will eliminate superfuous wiring and materials. All studios will be of the floating type. The suite will include three large studios, combination studio and clients' audition room each with individual control, master control room, laboratory, news room, sales promotion and clients' exhibition room, music library and rooms for various station departments.

SYNCHRONIZED TRI OF STATIONS ASKED TO CLAIMING that the synchronized operation of three 250-watt stations on 1570 kc., one of the three experimental broadcast frequencies in the 1540-1550 kc. band, will provide 30% better coverage than on 1000-watt station in that band, the Treasury Department applied to the FCC for authority to erect these stations in Trenton, Princeton, and Hamilton. These three serving New Jersey communities.

THE newspaper proposes to utilize a new radio frequency synchronized method developed by C. McNary, Washington consulting engineer. No wires would be utilized through the Frequencies, according to George Suttor counsel for the applicant.

A proposed new station for 10 watt booster stations for WIXB--operated by the Waterbury (Conn.) Republican & American, is pending. WIXB operates with 1000 watts in the same band of 1550 kc., and proposes to install Western Electric synchronous equipment but will connect the stations by wires.

KANS Now on Air
KANS, Wichita, Kan., went on the air for full schedule program test on Sept. 15, and will be officially dedicated at a program announcement by Herbert Hollister, general manager, who acquired assets of the former WLB, Kansas City, Mo.

The station operates on 1420 kc. with 100 watts, and is owned by Charles Thors, Wichita investee official. Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director. Other staff members include Jack McLeroy, announcer, formerly of WHB, Kansas City, and KGK, Collegeville, is program director.

New California Station
GOING on the air with preliminary broadcasts in September, the new KYOS, Merced, Cal., 250-watt daytime station on 1370 kc., is to be in full operation, with Don Ro- binson as manager and Jack Burr as chief engineer. Commercial manager is E. F. McClung, formerly with KLX, Oakland, and program manager is Marion W. E. Redman, formerly with KJRS, San Francisco, and KSF, San Jose, Cal. The station is owned by Robert P. McCullough, and publishes the Merced Sun-Star.

New Alabama Station
WJRD, new 100-watt daytime station on 1200 kc. at Tuscaloosa, Ala., recently authorized by the FCC will air a far about 6, according to announcement by James R. Doss Jr., owner and manager, who also operates WMP, Decatur, Ala. An RCA high-fidelity transmitter is being installed. M. Doss announced that J. L. Do will be commercial manager; R. R. Woodard, program and production director; and James P. Thornhill, chief announcer, and E. H. Edy, chief engineer.
Andrew D. Ring
(Continued from page 48)
the development of the giant valve
—now in everyday use at 50,000
watt stations.
As the engineer in charge of
high-power broadcast transmis-
sion, Mr. Ring installed the origi-
nal 50,000 watt transmitter for
WEAF in 1927, and a similar job
for WENR, Chicago, the following
year. Among other installations
he handled were those of WHAS, Louisi-
ana, and a 5,000 watt station in Tor-
onto, Canada, which initially used the
call CKGW.
Further proof that laboratory
work on television is not as new
as most people suspect is evidenced
in the fact that in 1928 GE was
developing a 5,000 watt visual
transmitter, with Engineer Ring
in charge. The station was oper-
ated experimentally on the 2,000-
2,100 kc. television band.
And while at GE, Engineer Ring
was responsible for the develop-
ment of several radio patents in-
cluding the modulation meter now
in general use on all stations; a
system of neutralization for tubes
to eliminate the whistle in amplifi-
cation stages, and super-modula-
tion methods.
It was in July, 1929, that Andy
Ring was called to the Radio Com-
mission as a senior radio engineer
under Cant. Guy Hill, then acting
chief engineer. He was immediate-
ly assigned to broadcast allocation
matters and has been in that work
since. Three years later he was
promoted to principal engineer and
in 1934 became assistant chief
when V. Ford Greaves, incumbent
in that post, was transferred to the
Pacific Coast as chief radio in-
spector there.
Aids Technical Progress
THERE have been many reforms in
technical radio operation since
Mr. Ring became associated with
the Radio Commission and its suc-
cessor FCC. Among these have
been the reduction of permissible
frequency deviation from 500 to
50 cycles, resulting in highly im-
proved operating methods; manda-
tory installation of frequency mon-
tors to check deviation; new re-
quirements respecting antenna in-
stallations; checking of modula-
tion of stations; cleaning up of equip-
ment to protect life and property,
location of transmitter sites, and
similar regulations and require-
m ents. All these may be summed
up under the heading of “empiri-
cal standards” for stations, which
have been Mr. Ring’s chief worry,
looking toward a standardization of
engineering practices in keep-
ing with modern radio technique.
If Andy Ring has any radio
philosophy it is that allocations
should be devised to provide maxi-
mum service for the radio listener
whether he be an urban resident
or a remote dweller, taking into
account that there are quite a
limited amount of radio facilities
available. Only with that object in
view, he contends, can the terms
of the law calling for an equitable
distribution of both transmission
and reception among all the people
be fulfilled.
Away from the office, Andy
Ring is very much a family man.
Married in 1933 to Anne Appel,
New KGFI Management
The contract for the manage-
ment of KGFI, Corpus Christi, Tex.,
a 100,000 watt on 1500 kc., was enter-
ded into in September by Tilford
Jones, executive head of KTRH
and KXYZ, Houston, and T. Frank
Smith, manager of KXYZ, with
E. E. (Jack) Wilson, owner of the
station. Mr. Jones, nephew of
Jesse Jones, Houston publisher and
head of the Reconstruction Fi-
nance Corp., and Mr. Smith are
partners in the venture. Mr. Smith
will supervise the operation of
KGFI, with Cliff Taton as local
manager and Paul Allison as pro-
gram director, both from KXYZ.
H. B. Lockhart continues as chief
engineer.

Did you get your
complete reference book.
Write us today.

THE SPORTS STATION
of the MIDDLE WEST

WOXY
KANSAS CITY, MO.

Pittsburgh Is A
Stadium . . .
. . . nestled in the foothills of
the Alleghenies. And
whether they have seats on
the fifty-yard line or back of
the goal-posts, more* Pittsburgh-
burghers’ tune to WCAE, week
in and week out, than
to any other radio station
in the world.

*Ross Federal
THEATRE FLOATS
CBS Keeps Gotham Noise Out
Of New Studio

TO OVERCOME the roar of Manhattan, CBS built a floating studio in its new Radio Theatre, formerly the Hammerstein, located in one of the noisiest sections of Manhattan. Rock-wool walls, sound-lock doors and cork cushions were used by engineers.

The studio was first used for the first Major Bowes program under Chrysler sponsorship Sept. 17, the eve of CBS' ninth anniversary. Design was by Edwin K. Cohan, CBS engineering director, in cooperation with William Lescaze, architect.

The stage floats on an eight-inch cushion of noise-deadening material on the original floor was placed a layer of felt, layer of wooden beams, layer of felt, and another layer of beams. Crevices were filled with rock wool. Next came a layer of asbestos, a wood floor, a third layer of felt and a final cover of linoleum. The cyclorama has been treated with cement and stuffed with felt to prevent vibration and is insulated from the floor.

The 53d St. wall was lined with pressed rock wool and exits have double lead-lined rubber sealed doors. Blocks of cork support beams while floors are padded with rock wool on the under side. Baffleboards over the stage prevent kickback.

POPULARIZED on CBS where it is sponsored by Wasey Products Co., the Voice of Experience has become a daily column feature under the same name in the New York Mirror.

SOUND, THEN AND NOW—A decade ago NBC obtained sound effects from bowling pins, and other primitive equipment, as shown in the top photo. Nowadays a few pieces of refined equipment will produce barnyard yowls, locomotive chugs or any other noise you can think of. Here is Eric Don Parn, NBC sound engineer, in action. Behind him is the new wind machine, which makes hurricanes or gentle breezes.

University Radio Course
FOR THE first time in its history, the University of California Extension Division in San Francisco is including radio in its schedule and on Sept. 16, under direction of Andrew C. Love, NBC continuity editor in that city, a ten-week course in all branches of continuity writing was started. Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives in San Francisco, starts on Oct. 13 a course in "Commercial Broadcasting", giving the business side of the industry. Marvin Young, NBC producer in Hollywood, is conducting classes in radio writing and production at the University of California Extension Division in Los Angeles.

No Man Can Serve Two Masters.

AND—a one hour "farm program" does not make a farm station.

KFNF dons its overalls—rolls up its sleeves and goes to work, serving the farmer from 5:30 in the morning to bed time at night. No "top hat and tails" in the night programs either.

THIS policy ought to make or break a station. Our August 1936 Business beat any August since 1927 and exceeded the high month of the 1935-36 winter season by 5.6 percent.

Reason enough for any advertiser to investigate before placing any account in the Middle West.

CONSISTENT in results obtained for advertisers—
you get ACTION when you use

WSOC
Charlotte, N. C.
An NBC Affiliate

BROADCASTING • Broadcast Advertising

Penn Tobacco Expands
PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, Kentucky Club tobacco, Eight Brothers tobacco), is sponsoring a daily-except-Sunday series of news broadcasts, using United Press service, on WMAQ, WOW, WJR, KMOX and WTMJ, beginning Sept. 28, and a man-in-the-street program on KFAB. Penn is also using a half-hour of the Saturday night barn dance program on WLS and is continuing its three-a-week early evening sports review on WGN. Agency is Ruthrauff & Ryan Inc., Chicago.

BBC Commentator Here
ANOTHER "roving ambassador" from the British Broadcasting Corp. is in America, and is broadcasting his observations over NBC networks preparatory to doing a series on the BBC. He is Comdr. Stephen King-Hall, BBC commentator, author and economist and retired naval officer, now on a motor tour of this country during which he is contacting people in all walks of life.

HARVARD'S tercentenary celebration last month led NBC to issue a brochure detailing the network programs carried from Cambridge with a foreword by President Lenox R. Lohr soliciting Harvard on celebrating its 300th birthday while NBC was observing its tenth.

Page 60 • October 1, 1936
Government Data
Reveal Soundness
Of NAB Figures
Relative Total of Non-network
Time Sales is Confirmed

BECAUSE the name of Dr. Het-
tinger was prominently associ-
ated by Broadcast News with the
original story [Aug. 15 issue] re-
garding the disagreement be-
tween the Census and NAB ap-
portionment of national and local
business in the non-network
field, we have asked him to pre-
sent his own personal analysis
of the significance of the recent
check study made on this point
by the Census at the request
and with the cooperation of the
NAB.

By HERMAN S. HETTINGER

THE Census-NAB check has re-
vealed the soundness of the rela-
tive proportion of non-network net
time sales reported by the Census
for the national and local cat-
cories respectively.

It likewise has revealed that the
NAB figures have underestimated
the volume of local business placed
on the air by stations, which is.
that one-time rate, and that conse-

www.americanradiohistory.com
WBIX, New York, will give the young folks a chance to show their older how to run the nation. A new program titled YouTopia is based on a mythical city run by youths, who incidentally acquire knowledge of civics. Youngs will have a say in the management of YouTopia providing they take on "citizenship" by writing to the station. Citizens will vote to offer to any subject they wish. A jury of four selects seven papers from the hundreds that pour in each week, each one selected netting the writer a $5 check.

A quick audience developed for The Air is Yours, new feature conceived by Harold Fair, program director of WHO, Des Moines. It is built from seven three-minute manuscripts submitted by listeners who treat any subject they wish. A jury of four selects seven papers from the hundreds that pour in each week, each one selected netting the writer a $5 check.

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST IN St. Louis to broadcast an "Inquiring Reporter" Program!

1000 Watts
KIRO
SEATTLE, WASHINGTON

KIRO LOOIE SAYS:

"And do they like it."

KIRO... with exclusive broadcasts of baseball, basketball, track and field games, has consistently carried ten times the sport events of any other station in Western Washington!

WBT, Charlotte, N. C., has issued a new rate card creating three classes of discounts to clients, with a few changes in rates included. Discounts are weekly, weekly, and weekly, and discount for consecutive weeks are slight. The new arrangement gives sponsors more opportunity to earn discounts with announcement business in connection with programs. The card is easy to figure, according to Manager William Schiut. WBT maintains only one rate card, having abandoned its local card two years ago.

WTHI, an aeroplane interest high in Texas, KFJZ, Fort Worth, has started Aviation Topics, presenting air news for the layman. Prominent airmen and other speakers participated in the opening programs, which will introduce visiting aviation personalities. Elbert Haling is in charge of the series.

ON THE Hollywood Whispers, narrated by George Fischer and recently transferred from KFWA, Hollywood, to KIHI, Los Angeles, a "Hollywood Whispers Medal" will be given each month to the most popular film actor or actress. Fan mail votes will be the basis of awards. Listeners will send in name, address and birth date. On their birthday Fischer sends an autographed picture of their favorite star.

DURING the recent Texas elections KFRO, Longview, fed a Texas network consisting of 18 stations. This is believed to be the largest hookup in Texas history and the first time a local 100-watt station has fed a big hookup.

"PLEASE, oh, please let me have my baby back again," pleaded the mother of 20-month-old Harry Browne, Detroit kidnapping victim, over a mobile unit of WWJ, Detroit. The frantic mother was making the plea in the hope that her child would be listening. The signal was one of the first given the new No. 1 mobile unit, which had been used to interview children on the subject: "Are you glad to go back to school?"

WKBO and WOR, Buffalo, recently began regular time-share different from local headquarters of two major political parties. Roger Baker, special features director, broadcast election returns from the studio as quickly as they were compiled at the city hall. Party officials and candidates were interviewed in the shortwave programs.

A new series of medical talks has been started Sunday evenings on WHAM, Rochester, under auspices of the Medical Society of the County of Monroe. The program of preventive medicine during the past century will be reviewed and general medical information will be given.

WCOO, Minneapolis, cooperating with Minnesota Educational Association, is producing and recording a weekly series of talks titled North Star School, designed to inform the public on educational problems and to demonstrate work of Minnesota public school musical groups. N. P. Ringstad is chairman of the association's radio committee.

THE KOIL, Omaha, Man on the Street is now called The Kock Exchange and instead of the announcer having all the best of it, the people interviewed ask the announcer one question.

WWVA, Wheeling, broadcast a 15-minute program in connection with its stage presentation of the WWVA Saturday Night Jamboree. During this, a musical poll is conducted. A familiar chorus in selected and Republicans are asked to show their colors musically, after which the Democrats are called upon to sing the same tune.

FORMATION of high school radio clubs was effected by WNEW, Newark, Sept. 22 at a convention arranged by the station. Clubs will be invited to attend WNEW broadcasts and station employees will visit clubs to lecture on various phases of radio. Programs are given of different high schools are to be arranged.

20"X36" PLASTIC POSTER

The Steeplechase Banner. An original design of the "Just like old times at the Steeplechase." 20"x36" Plastic Poster. Price: $0.95. (Many other designs available.)

THE SOBY YARDSTICK OF AUDIENCE VALUE

Imperial and comparable data about the audience can be obtained for the price of a subscription. Write for full information.

BROADCASTING • Broadcast Advertising
Success of Tests Led to Expansion Of Lipton Program

HEN Frank Presbury Co. was airing with a radio idea for its client Thomas J. Lipton Inc., New York (tea), there were two things I wanted to know: First, whether a test program on WJZ featuring Ralph Kibby had any results; second, was the program actually selling merchandise.

Newspaper spot ads were used for a while to inform readers if radio pages that a new series was beginning.

"Another ingenious and economical idea was to reproduce the same drawings from which the spotlight bags were made, on 9 by 11¼-inch sheets, for retail grocery outlets in the territory covered by the program," according to broadcast Merchandising. "These were used as window poster reminders at the point-of-sale. This resulted in another two-way method of reminding listener-buyers of the program.

In order to get an answer to the first question (whether an audience really existed for the program), announcements were made for one week that a standard-size package of Lipton's Tea, or a carton of individual tea bags, could be purchased at a bargain price. Results from this offer far exceeded expectations.

Weighing satisfied themselves that good audience existed, Lipton made their second test to determine whether the program was actually selling merchandise. An offer was made of an attractive 24-page booklet, 'Your Future in the Tea Cup.' Listeners were required to send in a box top. The agency estimated that if one-tenth as many people sent in box tops for his booklet as had for the free sample this would be sufficient evidence that the program was selling merchandise.

"The returns proved to be very satisfactory and caused Lipton not only to renew the three evening programs over WJZ but also to extend the same program to the B-C Red Network on Thursday evenings at 11:30-11:45 a.m."

Although no special survey has been made among retailers, many indications point to the wisdom of careful preliminary testing. In several territories, an increased interest in Lipton's Tea has been shown by dealers. This interest is purely a reflection of consumer sales created by the radio program because this medium was the only advertising used in these markets.

"The agency is continuing to merchandise the program carefully and soundly. A new window poster has just been produced and is being used to promote the second 8-week series which was recently renewed."

HONORED BY WTMJ
New Series Pays Tribute to
Station's Clients

A NEW weekly series of testimonial programs dedicated to leading Milwaukee radio advertisers by WTMJ, Milwaukee, bears the title Reviewing the Leaders in Radio. Wadhams Oil Co., Milwaukee, as the station's largest and most consistent advertiser, was the first client to be honored. Wadhams has done a year-round job on the air, sponsoring baseball, football and basketball broadcasts for eight years. The second "prize of honor" was Sanders Clothing Co., Milwaukee, which set an all-time record for spot broadcasts with 1,000 announcements in a single year on WTMJ.

The programs are a full hour on Saturday evenings, featuring orchestra, male chorus and soloists. The highlight is a dramatized history of the firm single out for attention, stressing its position in the community, and tying up its business leadership with its consistent radio advertising.

The program will continue indefinitely, honoring all advertisers who have used WTMJ for four years or more.

Simpers to New York

SIMPERS Co., Philadelphia, has opened offices in New York at 44 Madison Ave. to handle the Antracite Industries account and on Oct. 5 plans to close its Philadelphia office entirely and move the entire staff to New York where it will service all accounts.

We Solve Problems Daily

DID YOU EVER HEAR OF A RUBBER DOLLAR?

NEITHER DID WE—but we do know that any old dollar, intelligently spent, takes on an elastic quality.

And many wise advertisers have learned that it is possible to stretch their appropriations—without sacrificing the quality of their purchases—simply by choosing the right market.

The Golden Leaf brings to central North Carolina millions of dollars!

More than 65% of all domestic cigarettes are manufactured within fifty miles of WBIG's transmitter . . . Camels, Luckies and Chesterfields . . . all these famous brands are sponsoring great programs over this station.

Place your advertising where it will be heard by listeners with spending power and with the station that will give you intelligent merchandising service.

WBIG in Greensboro, N.C.

EDNEY RIDGE, Director

"The Favorite Station in the Favored Region"

The Golden Leaf brings to central North Carolina millions of dollars!

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WBIG in Greensboro, N.C.

EDNEY RIDGE, Director

"The Favorite Station in the Favored Region"
**The Business of Broadcasting**

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

**STATION ACCOUNTS**

- sp—studio programs
- t—transcriptions
- a—spot announcements
- e—transcription announcements

**WNAC, Boston**

- Oaklind Chemical Co., 3 weekly, thru Small, Kleinper & Seiffer Inc.
- Granada Vineyards Inc., Cambridge (Beer Creek wine), 3 weekly.
- Dodge Bros. Corp., Detroit (autos), 5 weekly thru Ruthrauff & Ryan Inc., N. Y.
- Pines Co., Fort Wayne, Ind. (cough medicine), weekly thru Kranzler, Horton & Hoyt Inc., Chicago.

**WHK, Cleveland**

- Willard Storge Battery Corp., Cleveland, 3 daily thru Metal & Ewsmith, Cleveland.
- Johnson Eletor Co., Cambridge (Crax), 304 thru John W. Queen, Boston.

**WHO, Dayton**

- Shell Petroleum Co., St. Louis, 4 weekly thru J. Walter Thompson Co., San Francisco.
- United Drug Co., Boston (Rexall), 5 thru Street & Finney Inc, N.Y.
- Ironized Yeast Co., Atlanta (proprietary), 3 weekly thru Ruthrauff & Ryan Inc., N.Y.

**WEAN, Providence**


**WAI, Indianapolis**

- Ironized Yeast Co., Atlanta (proprietary), 2 weekly thru Ruthrauff & Ryan Inc., N.Y.

**WCKJ, Cincinnati**

- Dodge Bros. Corp. (autos), 11 thru Ruthrauff & Ryan Inc., N.Y.

**KXK, Hollywood**

- Foley & Co., Chicago (Honey & Earl), 120 thru to Lausen & Salomons, Chicago.
- Pines Co., Fort Wayne, Ind. (cough medicine), weekly thru Kranzler, Horton & Hoyt Inc., Chicago.

**KFBK, Sacramento**

- Cammalleri & Lyon Stores, San Francisco (Crosley radio ads), 7 weekly thru M. E. Harlan Adv. San Francisco.
- Ironized Yeast Co., Atlanta (proprietary), 2 weekly thru Ruthrauff & Ryan Inc., N.Y.

**KGA, Spokane**


**KFRC, San Francisco**

- Roomer Meal Co., Tacoma, Wash. (Speed-I-Mix flour), 2 weekly thru Block & Co., Seattle.
- Boldeman-Chocolate Co., San Francisco, weekly thru, direct.

**WOB, Newark**

- Drums Inc, Detroit (cleaner), 3 weekly thru C. H. Wingham, Inc., Detroit.
- Wernick Co., Battle Creek (cereal), weekly thru in, N.Y.
- Ayer & Son Inc., N.Y.
- Drue Tobacco Products Inc., Chicago (Pepsi-Cola), 5 weekly thru Benson & Dial Inc., Chicago.
- Pechter Baking Co., New York, weekly thru Mackay-Spaulding Co., N.Y.
- Sterling Products Inc., New York (Hog's toothpaste), thru Dandine, 5 weekly thru Blackett-Semple-Hummert Inc., N.Y.

**KGBM, Honolulu**

- Carleton & Howe Co., Lowell, Mass., 152 thru to John W. Queen, Boston.
- Okite Products Inc., New York, 12 thru to Calkins & Holden Inc., N.Y.

**WBT, Charlotte, N.C.**

- Mother's Home Life, Chicago (magazines), 100 thru to Albert Kricher Co., Chicago.
- Mantle Lamp Co. of America, Chicago (Abolin lamps), weekly thru Prehea, Fulton & Groha Inc., Chicago.
- Northern Railway Pacific, St. Paul (Immigration dept.), Ss thru to M. Cord Co., Minneapolis.
- Omaha Sugar Company, Omaha, 3 weekly thru J. Walter Thompson Co., Chicago.
- Uncle Sam Breakfast Food Co., Omaha (O-Kay flakes), 6 weekly thru Prehea, Fulton & Groha Inc., Chicago.
- Oregon Procter & Gamble Co., Cincinnati (white sugar), 306 thru to Blackman Adv. Inc., N. Y.

**KFGN, San Francisco**

- Gilmore Oil Co., Los Angeles (Red Lion gas), weekly thru Edwin Stanford, Constantine & Gardner, San Francisco.

**KFKR, Sacramento**

- Ironized Yeast Co., Atlanta (proprietary), 2 weekly thru Ruthrauff & Ryan Inc., N.Y.

**KGA, Spokane**

Grid Games Snarl Baseball Schedule

Football Commitments Clash With World Series Oct. 3

WITH numerous non-network affiliated stations in order to receive the benefit of the broadcasts to local dealers, Ford Motor Co., Detroit, on Sept. 24, relinquished its sponsorship of the World Series over combined NBC, CBS and MBS networks and a total of about 200 stations. Through N. W. Ayer & Son, its agency, the Ford company paid $100,000 to be divided up in the series financial pool for the privilege of carrying the games and is paying full rates for network and station time. It is the third successive year of Ford sponsorship of the series.

New York, Chicago and Detroit offices of the agency were handling the station lineup details, which became somewhat complicated by the eleventh hour due to previous commitments by some stations for sponsored football broadcasts scheduled for the same games, notably WOR, the baseball broadcasts of that day must be cropped in favor of football.

Handling the details from Detroit was Frank Scott, Ayer manager, with Bob McCay handling special publicity. The broadcasting of the games was timed to start at 1:15 p.m., EST, or 15 minutes before each game.

Assigned by NBC to handle the microphone are Tom Manning, of WTM, Cleveland; Ty Tyson, of WWJ, Detroit, and Warren Brown, sports editor of the Chicago Herald & Examiner. Handling the games for CBS are Boake Carter, Philco commentator; France Laux, ace sports announcer of KMOX, St. Louis, and Bill Dyer, WCAU, Philadelphia.

The Mutual Network's group of stations signed for the games includes WGN, CKLW and WOL, with WHN, New York, taking its account. CKLW, the other basic MBS station, is taking the NBC reports. Mutual announcers are Gabriel Heater, WOR commentator; Bob Edun, WGN, and Tony Wakeman, WOL.

Pickard-Gannon Firm

BUYING spot announcements and studio programs on various stations, Pickgan Labrofacts Inc., 250 S. 40th St., New York, a new proprietary manufacturer and distributor now marketing Allay, an aspirin product, is planning expansion of its line. The company is owned by Sam Pickard, CBS vice president, and Charles W. Carter, who is director of Arthur Kudner Inc., a corporation, whose names comprise the company name.

William S. Paley, CBS president, and Mrs. Paley returned from New York on Sept. 21 aboard the Queen Mary.

WANTED!

A TOUGH USED CAR SALES JOB

for "HAPPY DAN"

TIME IS MONEY

Radioaids

REG. U. S. PAT. OFFICE

INC.

1357 No. Gordon

Hollywood, Calif.

• Also available

Laundry Bread

Loan Ice Cream

Furniture Jewelry

RADIOAIDS

SHOWMANSHIP FOR SALES

WITH

WHN

RESULTS

THE STATION OF STARS

Showmanship means entertainment that brings results in dollars and cents...Advertisers using WHN have at their disposal the vast showmanship resources of the WHN Artists’ Bureau, the Metro-Goldwyn-Mayer Studios, and the Loew’s Theatre chain. A few choice program periods are still available for the Fall and Winter season.

WHN • 1540 BROADWAY, N.Y.
Presto, Chango!

IT'S now WJSV, Washington; KOIL, Omaha; and WEBC, Duluth—and no more equivocation. If you recall, WJSV officially was in Alexandria, Va., KOIL in Council Bluffs, Iowa, and WEBC in Bar Harbor, Wis. At its first autumn meeting Sept. 22, the FCC Broadcast Division approved removal of main studios of these stations to the larger cities anyway. This was a few months ago broadside quota provisions assigned as main studios. Repeal of the Davis equalization amendment at the last session of Congress made the official removals possible. In each instance, however, it is simply a change in call-letter designation and main studios for the stations have had auxiliary studios in the larger cities anyway.

ROBERT S. HOTH in charge of radio production at Blackett-Sample-Hummert in Chicago has resigned effective Oct. 1. Mr. Hoth, who was a former head of WLS studios in Chicago before joining the agency, has not announced his plans.

GEORGE ROESLER, advertising manager of The Texas Co., James Tierney, Mr. Vo's assistant, and Leonard Little, manager of the charge of radio for the Texas agency, Humble-Metger Inc., New York, are in Chicago this week to discuss an Eddie Cauther CBS program which made its debut Sept. 13. It is expected to return East after the Sept. 27 broadcast. Mr. Vo and Mr. Little will remain on the West Coast indefinitely.

GEORGE ROESLER, radio station representative and former national sales manager of the Affiliated Broadcasting Co. to devote his full time to looking after the stations he represents. Mr. Roessler has opened an office at 609 N. Michigan Ave., Chicago.

JACK NELSON, radio director of Kenyon & Eckhardt Inc., New York, on Sept. 20 resigned to join Frank Snover, building and management service, in La Jolla, Calif. Mr. Nelson has been in the radio field since 1922 and at one time was connected with Super Cities Inc., the Lennen & Mitchell Inc., and Lord & Thomas, New York agencies. No successor to Mr. Nelson has been announced.

REGIONAL OFFICERS SELECTED BY AAAA

ELECTION of new officers and directors for the four sectional councils of the American Association of Advertising Agencies was completed Oct. 8, with expiration terms as follows:


The National Farm & Home Hour on Oct. 5 will begin its ninth year on an NBC Blue network.
Benson, Peter Confer
With FCC on Research
Activity of Joint Board

JOHN BENSON, president of the American Association of Broadcasters and chairman of the Joint Committee on Research, continued his efforts in Washington toward the conclusion of the investigation of the nature of listener habits. He discussed informally also the recent FCC clear-channel survey with particular reference to coverage data and listener habits.

Mr. Benson and Mr. Peter related to the Joint Committee’s work the scope of the committee’s undertaking, and expressed interest in FCC activities insofar as station coverage is concerned. They discussed informally also the recent FCC clear-channel survey with particular reference to coverage data and listener habits.

The Joint Committee comprises five representatives of the NAB, AAAA and Association of National Advertisers. It is functioning with the assistance of NBC and CBS. Mr. Peter, who has established headquarters in New York, is now analyzing station programs.

Palmolive Series
Using 116 Stations

SUPPLEMENTING the CBS Come On Let’s Sing program Wednesday, 7:30-8:30 p.m., Colgan’s Palmolive Peet City Friday Night City (Palmolive soap) on Sept. 28 began a one-minute spot campaign. These five-minute programs stress the exclusive use of Palmolive soap by the Dianne Quintuplets and are broadcast twice daily, Monday, Tuesday, Thursday, Friday, and Saturday.

President’s Special Car
Given Sound Equipment

LIKE Gov. Landon’s private train, to which baggage car completely equipped by Collins Radio Co. with radio and public address equipment is attached, the Pioneer, President Roosevelt’s pullman car on his current political tours, is fully equipped.

The Pioneer was completed Sept. 26 by engineers of WOR, Newark, whose production of its recent sound program was awarded the contract by the radio division of the Democratic National Committee.

In addition to the services of the WOR staff enginee, Mr. Peter, is accompanying the President to handle the equipment. J. J. Leslie, production engineer, supervised the installation, with W. B. Davis and Edward J.Content as his assistants.

KMBG Stays With F & S
REPRESENTATION of KMBG, Kansas City, by Free & Sleninger Inc., has been terminated date of their contract, as previously announced, but will continue to handle local programs for the Church, and J. Leslie Fox, director of sales. An agreement has been reached covering areas in which Free & Sleninger maintains offices—New York, Detroit, Chicago, and San Francisco.

George E. Halley, who pointed national program sales representative, will continue in this capacity with the remaining stations.

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REPRESENTATION of KMBG, Kansas City, by Free & Sleninger Inc., has been terminated date of their contract, as previously announced, but will continue to handle local programs for the Church, and J. Leslie Fox, director of sales. An agreement has been reached covering areas in which Free & Sleninger maintains offices—New York, Detroit, Chicago, and San Francisco.

George E. Halley, who pointed national program sales representative, will continue in this capacity with the remaining stations.

Palmolive Series
Using 116 Stations

SUPPLEMENTING the CBS Come On Let’s Sing program Wednesday, 7:30-8:30 p.m., Colgan’s Palmolive Peet City Friday Night City (Palmolive soap) on Sept. 28 began a one-minute spot campaign. These five-minute programs stress the exclusive use of Palmolive soap by the Dianne Quintuplets and are broadcast twice daily, Monday, Tuesday, Thursday, Friday, and Saturday.

President’s Special Car
Given Sound Equipment

LIKE Gov. Landon’s private train, to which baggage car completely equipped by Collins Radio Co. with radio and public address equipment is attached, the Pioneer, President Roosevelt’s pullman car on his current political tours, is fully equipped.

The Pioneer was completed Sept. 26 by engineers of WOR, Newark, whose production of its recent sound program was awarded the contract by the radio division of the Democratic National Committee.

In addition to the services of the WOR staff engineer, Mr. Peter, is accompanying the President to handle the equipment. J. J. Leslie, production engineer, supervised the installation, with W. B. Davis and Edward J. Content as his assistants.

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RADIO ADVERTISERS

NATHAN DANZIGER, for the last three years general sales promotion and advertising manager of Golden State Co. Ltd., San Francisco (dairy products), has been made director of sales. F. E. Seaton continues as assistant sales manager. M. H. Stewart has been placed in charge of the advertising division under Danziger, who is also president of the San Francisco Advertising Club.

SCOTT FURRIERS, Boston, which started Guess Who on WEEI, Bos- ton, and WJAR, Providence, has added WDRC, Hartford and WOR, Portland, to its schedule. The series now offers 43 awards for listeners who guess titles of orchestra selections. Continental Adv. System, Boston, has the account.

LYDIA O'LEARY Inc., New York (Covermark cream & Spot-Stik) has appointed J. P. Muller & Co., New York, to service its account. Radio, magazines and rug trade papers are on the mailing list.


SPIE Inc., Chicago (deodorants) has appointed Kuhl-Van Peterson-Dunlap Associates, Milwaukee, to handle its advertising.

STEICHELT MFG. Co., St. Louis (paint) is advertising through Wesley K. Nash Co., St. Louis.

PURE FOOD FACTORY, Mamaroneck, N. Y. (Herb-on bulk) is planning to use radio, has named Charles W. Hoyt Co., New York, to place advertising.

MILLER PACKING Co., Oakland, Cal. (smoked meats and sausage) has appointed Long Adv. Service, San Francisco, to handle its Pacific Coast advertising and is considering radio along with other media.

BOLDEMANN CHOCOLATE Co., San Francisco, has appointed the Gehr-Knollin Adv. Agency, that city, to direct its national advertising and along with other media will include radio.

ADOLPH GOBEL Inc., Brooklyn (sausage) has named Lester A. Loeb Inc., New York, as agency.

HOLLYWOOD MASK Inc., Chicago (cosmetics) has placed its account with Kirtland-Egge Co., Chicago.

HUDSON COAL Co., St. Louis, Mo., is advertising through Leightou & Neilsen, Schenectady.

MERCK & Co., Milford, Del. (cosmetics) has named Redfield-Johnstone Inc., New York, as its advertising counsel.

Hoffman Beverage Co., New York, has placed its account with Batten, Barton, Durstine & Osborn Inc., New York.

MURINE Co., Chicago (eye lotion) has transferred its account to Van derie & Rubens Inc., Chicago.

NACOR MEDICINE Co., Indianapolis, has named Vanderlie & Rubens Inc., Chicago, to service its account.

HAMILTON WIZARD OIL Co., Chicago, has placed its advertising with Vanderlie & Rubens Inc., Chicago.

STICKNEY & POOR SPICE Co., Chicago (advertising currently through Budge & Browning Inc., Boston.)

HEID-AID CORP., Detroit (Heid-Aid Salts & Heid-Aid Tablets) has appointed McCann-Erickson Inc., New York, to service its account.

BEECH-NUT PACKING Co., New York, has appointed Nevel-Emmett Co., New York, to handle the advertising of Beech-Nut's new gum, Oraline, effective Jan. 1. No plans have been formulated as yet.

RACINE SHIRT Co., South Bend, Ind., makers of a complete line of work shirts and men's outdoor coats, has appointed Carter, Jones & Taylor, South Bend, to handle its advertising.

GUARANTEE UNION LIFE INSURANCE Co., Beverly Hills, Calif., has appointed Stedol Advertising Co., Los Angeles, to handle its national advertising, including radio.

A hidden treasure in every boll!

The estimated value of Mississippi's 1936 cotton crop is $129,500,000 — An increase of $38,500,000 over the actual cotton crop value of 1935.

The people of Mississippi have more money to spend — AND 70% of the State's total income is spent within the Good Service Area of the Lamar Life Station.

Serving people of the Lamar area with
the Lamar Life Station - JACKSON MISSISSIPPI

MOURNED BY RADIO FRIENDS — William Horlick, 90-year-old presi- dent of Horlick Malted Milk Corp, Racine, Wis. (at right) died at his Racine home Sept. 25, his passing being a distinct loss to radio toward which he has always shown a friendly interest. This picture was taken only a few weeks before his death when he signed a two-year contract with Lum & Abner calling for $355,000 for radio and their service five nights weekly on NBC-Blue. At left is Albert B. Laster, president of Lord & Thomas, with Norris Goff (Abner) and Chester Lauck (Lum) in the center. The Sept. 25 Lum & Abner program was canceled it favor of an organ program of Mr. Horlick's favorite melodies dedicated to his memory.

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Tests for Nu-Mist

FORSON LABORATORIES Inc., New York (Nu-Mist), has selected CKLW, Detroit-Windsor, for a test campaign in that territory, begin- ning Oct. 6 with a weekly quarter-hour morning program featuring Myrtle Laddit, "Mr Cleveland station will be selected later for a similar campaign. Kimball, Hubbard & Powell Inc., New York, has the account.

Rise of Radio Itself

A NEW series, Ten Years in Retrospect, presenting dramatizations of the outstanding broadcast resumes of the last decade was inaugurated Sept. 21 by NBC. The programs are written by James Costello, O. S. the NBC continuity staff, and those programs commemorate the tenth anniversary, the celebration of which reaches a climax Nov. 15, the date on which the company's inaugural broadcast was made 25 years ago. Programs are heard Mondays, 9:30 10:00 p. m. "A Cen- tury of Progress in a Decade of Broadcasting" will be an identify- ing cue on each broadcast.
TRANSCRIPTIONS

WELVE stations, including one in exco, have subscribed to the World transcription library during the last 20 weeks according to announcement No. 29 by WBS. New affiliates are 1266, 1320, KMBG, KCQD, KFSP, KSG, KWAM, KX, KYW, KFPG HD, HD, and XW, Mexico City.

Producers have subscribed to its Transcription Service as follows: WDVE, KTRH, 610, KGNO, KFTO, and WEE, B. C., Radio Nacional de January.

ALBERT KING, president of Standard Radio Inc., transcription company, and former manager of KFWB, Los Angeles, this month plans to be a tour of the country which will be in practically every station. KING is interested in new transcription concern, established at 1 Mils Bidg, San Francisco, shortfunctioning in September under direction of C. J. Morgan, program manager of KSFO. Morgan will continue his KSFO affiliation, creating the policies of the new concern which will be managed by Walter White, Mrs. Lucy Cuddy, in charge.

KSFO dramatic productions, is under the management of Wachal who will specialize in instantaneously recorded programs and syndicate work as well as build to order. Recording equipment used is comprised of five complete units owned and operated by the Techna Corp., San Francisco.

STANDARD RADIO Inc., Hollywood, announces Organ Treasures, a library-type group of 290 selections from the public domain. These are mainly vocal and instrumental combinations. The group is excellent priced at $80.00. More than 15% of these recordings were purchased for broadcast purposes, was noted in the recording.

WHER WHR, one of the NBC news-commentary-producer-in San Francisco, Sept. 20 was appointed sales representative of Eastwood Radio Productions, Hollywood, in Northern California and the Pacific Northwest. He will open an office in San Francisco October.

ERBERT VITHE, former sales manager of the sales staff of Associated Luma Studios, Hollywood, transcription group. Vithe has joined the sales force of MacGregor & Sollie Inc., Los Angeles, and is traveling through the West.

U. McINTOSH & Associates, Los Angeles program-transcription group. U. has damaged the production of an Studio Release Ltd. with all rights sales.

MERICAN RADIO FEATURES, Los Angeles, on Oct. 1 will move to new quarters at 7625 Wilshire Blvd. C. Duhiggist, president, Sept. 21, a new business trip to Chicago and New York.

PERIAL AEROGR Corp. Ltd., has been formed at 916 Hollywood Blvd., Hollywood, with its own reeling program studios. Gorton is the production manager, formerly with Imperial Sound and studio and other concerns, heads the new company. Harry Cox, once studio sales manager of KTRH, becomes sales manager.

PROGRAM division of Walter White Ltd, Los Angeles, has described two series of 26 half-minute programs for the loan and use of radio stations. The 26 programs are geared to the specific interests and needs of the various local stations. It features local station and concert announcements.


AX GRAF, sales manager of Titan Productions Inc., Chicago, has resigned in transcription, after a five-months' stint which to many followers of the United States, has directed to his office in that city.

LINGUAL POLITICS

A RECORD in the use of foreign language programs during the current political campaign is accredited to WBNX, New York, on which the Democratic National Committee's foreign language department has purchased six half hour programs from midnight, starting Oct. 5. The time will be allotted thus: Monday, Hungarian, Tuesday, Spanish, Wednesday, Italian; Thursday, German and Polish, Friday, Swedish, Saturday, Jewish. The Republicans previously had booked regular programs in these languages starting Sept. 21. The Democratic Committee's foreign language division will also buy time in 12 other cities for similar programs.

AGENCIES SELECTED FOR GOP PROGRAMS

WITH Lord & Thomas of Chicago placing the William Hard broadcasts on CBS under auspices of the Republican National Committee, the names of several other agencies handling G. O. P. time placements were disclosed for the first time in latter September with the recent ministerial and political talks. Republican radio headquarters decided to use agencies after the abortive ballot by Republican agency commissions, as in past political campaigns.

Col. Knox's Sept. 30 speech on NBC-Blue, it was disclosed, was placed through Erwin, Wasey & Co., Chicago, while the Oct. 3 speech by Senator Vandenberg on NBC-Red will also be handled by that agency. Hill Blackett, president of Blackett-Romc-Hummert Inc., Chicago, who is public relations director of the committee in charge of radio, had indicated that his own agency would have no hand in placing political time.

The New York State Republican Committee's LNA schedule is to be radio Aug. 30 on split hookup of 7 NBC-Red network stations in the state, announced that with its Sept. 28 broadcast from Albany by Col. Knox it is discontinuing its regular Monday night series but will place one-time programs with special NBC and CBS bookings hereafter. Proctor, Smith & French Inc., New York, is the agency.

DISCONTINUANCE of the Radio Institute of the Audible Arts, conducted by Edward Bernays for Philco Radio & Television Corp. as a goodwill builder, was announced by Philco in September.

Pepito Mangan Spots

M. J. BREITENBACH Co., New York, has purchased a program of Peppito Mangan Spots from Nov. 1 and through December. Mangan Spots is the Italian actor who was in the hit play, "The Man Who Came to Dinner," on Broadway.

ALBERT KIRCHER Co., Chicago, is making plans for "Mother's Home Life magazine."
Network Accounts

This week's network account is

New Business

JODENT CHEMICAL Co., Detroit (iodine toothpaste) on Nov. 1 starts untitled dramatic program on 20 NBC-Red stations, Sat., 9:30-10 p.m., agency: Maxon Inc., Detroit.

SMITH BROS. Co., Poughkeepsie, N. Y. (chop drops & syrup) on Nov. 15 starts an untitled musical program on 20 NBC-Red network stations, Sat., 11:30 a.m. -12 noon, agency: Maxon Inc., Detroit.

ANNOUNCEMENT

WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (coffee) for Aunt Peg's Ice Cream. Booking is for 15 NBC-Red network stations, Sat., 1:30-2 p.m., agency: Brown & Tavinc Co., N. Y.

G. KRUGER BREWING Co., Newark (canned beer & ale) on Sept. 28 started The Krueger Musical Toast on 16 NBC-Red stations, Mon., 10:30-11 p.m., agency: The Brown Co. Inc., N. Y.

BOSTON FOOD PRODUCTS Co., Boston (Prudence Foot Products) on Oct. 2 begins 51 participations in the Gretchen McNally program for 11 NBC-Red stations, Fri., a.m., agency: Parke, Davis & Co. Inc., N. Y.

RALSTON-PURINA Co., St. Louis, is placing its NBC-Red Marion Talley series on 33 NBC-Red stations, Sat., 11:30 a.m., agency: Gulf & Western Co. Inc., N. Y.

PROGRESSIVE NATIONAL COMMITTEE, LaSalle's Non-Partisan League and the Good Neighbor League (political group) on Jan. 4, starts Roosevelt Progress, political speeches, on 36 NBC-Red stations, daily except Sat. and Sun., 10:30-10:45 p.m., until Nov. 2.

Caddillc Motor Car Co., Detroit (Cadilac, LaScala autos) on Nov. 5 will re-start Lulu Style Show on 43 NBC-Red stations, Thurs., 4-4:30 p.m., agency: MacManus, John & Adams Inc., Detroit.

WASEY PRODUCTS Inc., New York (Kremel, Musteleo, Zemo, etc.) on Sept. 27 starts Jacob Tarnow, The Lampmacher on 4 MBS stations, Mon., 7-7:30 p.m., agency: MacManus, John & Adams Inc., Detroit.

Fresh Milk Industry, Chicago (fresh milk association) on Sept. 27 starts unannounced program on 3 MBS stations (WGN, CKLW, WFLD), Fri., 4:30-4:45 p.m., agency: White, Wasey & Co. Inc., N. Y.

FRESH MILK INDUSTRY, Chicago (fresh milk association) on Sept. 27 starts unannounced program on 3 NBC stations (WGN, CKLW, WFLD), Fri., 4:30-4:45 p.m., agency: Francis.

REPUBLICAN NATIONAL COMMITTEE, Chicago (political) on Sept. 14 featured Landen Radio Club on 46 NBC-Red stations, Mon. thru Fri., 3:40-3:45 p.m., agency: Flatten & Mitchell Inc., N. Y.

CRUSADES, New York (political) on Sept. 11 featured Andrew F. Healy of the I. L. Labor Platform on varying hours on 7 Mutual stations, agency: Marshall & Pratt Inc., N. Y.

LUTHERAN LAYMAN'S LEAGUE, St. Louis (religious), revised schedule, on Oct. 4 starts Lutheran Hour on 16 Mutual stations, Sat., 6:30 a.m., agency: The Standard Blender Co., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory Snow) on Sept. 28 starts Captains Tim, Tivoli and the Ivy Reporter on 3 NBC-Blue stations, Mon. thru Fri., 9:45-10 a.m., agency: Marchall & Pratt Inc., N. Y.


MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Oct. 1 starts unannounced program on 8 NBC-Red stations, Tues., 5:45-6 p.m., agency: Clements Co., Philadelphia.

NATIONAL BISCUIT Co., New York (biscuits) on Oct. 2 starts Twin Stars on 60 NBC-Blue stations, Fri., 10-10:30 p.m., agency: McCann-Erickson Inc., N. Y.

ATLANTIC REFINING Co., Philadelphia (petroleum products) on Sept. 22 starts Red Head Hixing on 46 CBS stations, Mon. thru Thu., 7:30-7:45 p.m., agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

RADIO CORP. OF AMERICA, New York (Radio products) on Oct. 4 renews Magic Key of RCA on 68 NBC-Blue stations, Tues., 9:30-9:45 p.m., agency: Lord & Thomas, N. Y.

REMINING RND Inc., Buffalo (typewriters & office equipment) on Oct. 5 starts Lulu Style Show on 50 stations (Yankee network), Fri., 5-6 p.m., agency: Leesford Adv. Agency Inc., N. Y.


AMERICAN BAKING Co., New York (Burlington) on Oct. 15 renews The Cavalcade of America on 3 NBC-Red stations, Mon., 7-7:30 p.m., agency: Adv Agency, Chicago.

W.-H.-L.-B.

Joins the Arrowhead group. This new voice, together with WENB and WMFC, assures guaranteed coverage of a rich Tri-State area. For rates, write the—

Head of the Lakes Broadcasting Co.

Duluth Superior

Headquarters broadcast almost national

Every Broadcast Almost National

FREE - On request the WHAS Market Analysis, based on a field-strength survey, will be mailed to you. See it before you buy your spot time.
**NAME AMOS’ BABY**

**Huge Contest Being Planned**

By Pepsodent Co.

PLANS for a new Pepsodent contest in which listeners to Amos 'n' Andy will be asked to help Amos and his wife Ruby name their new baby (all in the story) are being prepared at Lord & Thomas, Chicago.

No announcement regarding details has yet been made, but it is reliably reported that contest will be launched in late October, when the infant is expected to arrive on the scene; that cartoon tops will be directly along with entries; that the prizes will total thousands of dollars; and that more than ten million names are expected to be entered.

The agency tried to keep the news from leaking out until everything was set, but the story broke when a Chicago radio editor got a glimpse of a proof of an advertisement to be run in a trade paper announcing the contest to retail druggists.

**WDBJ Dedicated 5 kw.**

With the special Virginia Network broadcast of the Virginia Military Institute-Wofford football game Sept. 19, WDBJ, Roanoke, is inaugurating a new 5,000-watt RCA high-fidelity transmitter with local dedicatory programs and with network feature "Virginia's Memorial Day." A special transcription is arranged by Percy L. Deutch, WBS president, for the installation. One of the modern devices, built in South, was supervised by J. W. Robertson, construction engineer; H. D. Albrecht, RCA engineer. WDBJ's staff now comprises 17 members, with Ray P. Jordan as manager; Frank Kesler, commercial manager; Hayden Huddleston, director; Frank Reynolds, Marvin Naff, Jack Webster and Robert Youse, announcers; Keith Webster, Roy Melcher and Irving Aron, control operators; Mrs. Mary Henson, music director.

**WOR's Recording Service**

STARTING with recordings of the Crazy Water Hotel account on MBS, which will shortly be placed on other stations by Luckey Bowman Inc., New York agency, WOR, Newark, is now offering recording services on instantaneous wax discs to its advertisers, agencies, etc. The recording apparatus, built to WOR specifications, was purchased from Presto Recording Co., New York, and Audax Co., New York. In addition to supplying the needs of clients, the new equipment will be used to make sound effects recordings for the station's files.

**Folger's Sixth Year**

J. A. FOLGER & Co., Kansas City (coffee), on Oct. 12 starts its Judy and Jane serial on its sixth year of broadcasting. Program is transmitted and will be broadcast from 1:45 to 2 p.m., Mondays thru Fridays, on 11 stations from Minneapolis to the Rockies, territory in which the company operates. Agency is Blackett-Sample-Hummert Inc., Chicago.

**Anti-New Deal Talks**

NATIONAL Jeffersonian Democrats, New York, anti-New Deal political organization, through Publicity Associates Inc., New York, has arranged with NBC for a series of ten-quarter-hour evening programs twice weekly. This is the first radio effort to be launched by this organization. Its first speaker will be former Supreme Court Judge Daniel Cohalan.

**Flour Company's Spots**

STANDARD MILLING Co., New York, through Benton & Bowles Inc., New York agency, on Sept. 21 launched a series of one-minute transcriptions on 13 stations to run once each day five days weekly until Oct. 15. For Hecker's Flour, it is using WMCA, WHN, WNEW, WBEN and WFBF. For Ceresota Flour, it is using WMAS, WFIU, WKBK, WBBM, WEAN and WGN. For Aristos Flour, it is using WKW.

**BigeLOW-Sanford CarpEt Co.,** New York (rugs & carpets), on Oct. 6 will expand its WOR Hollywood Home Recipes program to include WLW, Tuesdays, 9:45-10 a.m. Newell-Emmett Co., Inc., New York is agency.

**Covering rich shipping, naval stores, tobacco and cotton markets with the cream of local and CBS presentations!**

**“Georgia's Seaport”**

**WTOC**

SAVANNAH, GEORGIA 1260 KC

**National Representative**

PAUL H. RAYMER CO.

**MONTANA COMES BACK**

U. S. Bureau of Census figures show 1935 a boom year in Montana.

1935 sales increased 68% over 1933.

1935 payrolls increased 57% over 1933.

1935 full time employees increased 60% over 1933.

You can reach this market only by using . . .

**KGIR**

BUTTE - MONTANA

Representatives:

JOSEPH MCGILLIVRAY
NEW YORK - CHICAGO

WALTER BIDICK CO.
PACIFIC COAST

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**Orphan Annie** Adds ABC

VANDER Co., Chicago (Ovaline), which has sponsored Little Orphan Annie, five-weekly juvenile script show, over the NBC Blue Network for the past two and one-half years, is moving the program to ABC-Red, effective Nov. 2, and adding the Affiliated Broadcasting to a regional network on the same schedule beginning Sept. 28. Addition of ABC is directly due to time mixup caused by Chicago's new noon policy, which puts the city on New York time throughout the inter and out of step with surrounding countryside. This makes WGN broadcast at 5:45 for hicago but an hour earlier for the greater part of the audience ving outside the city. Since the sponsor feels most youngsters are at play until 5:30 or so, it did the ABC group, which operates on CST. Agency is Blackett-ample-Hummert Inc., Chicago.

**Irvin Cobb for Olds**

LDS MOTOR WORKS, Lansing, Mich. (Oldsmobile cars), division of General Motors, will launch its network program over a sat on Oct. 17 through 64 NBC network stations, Saturdays, 1:30-11 p.m. WJIM, Lansing, Mich. An independent station, is eluded in the network for the convenience of Oldsmobile execu es and employees living there. A program will originate from NBC studios in Hollywood with Irvin S. Cobb & His Parody Plan providing entertainment. The broadcast is contracted for 26 weeks through D. P. Brothers & Z Inc., Detroit.

Ready for Technical Hearings
(Continued from page 12)

for tremendous new investments in broadcasting plant and equipment which might retard the development of television. Evidently, the CBS attitude is that television is destined to make its appearance in the not very distant future and that it wants to be prepared.

NABC, on the other hand, made its plans for the hearings weeks ago. It is rather definite that President Lohr will testify on general policy. Technical testimony, it is understood, will be presented by Dr. C. B. Jolliffe, RCA engineering head and former FCC chief engineer; C. W. Hern, NABC development and research engineer, who will report on propagation and coverage, and Karl S. Van Dyck, RCA engineering expert on receiving set characteristics and their relationship to allocations. NABC definitely favors superpower and retention of clear channels strategically located.

Only NARBs, among all of the groups filing appearances, presented an outline of the proposals it would espouse. Mr. Spearman, former FCC general counsel, as counsel for this regional group, first presented a proposal which in brief would accomplish the purpose of eliminating clear channels as such, and permit duplication on them; permit power to a maximum of 50,000 watts; permit power up to 5,000 watts day and night on regional, and finally to eliminate the restrictions on Canadian shared channels limiting American stations less than 500 miles from the Canadian border to 250 watts power at night and 500 watts day.

In his original letter filed Sept. 15, Mr. Spearman said that at least nine witnesses would appear, and he estimated that not more than 10 hours would be consumed for direct testimony. This was more time than any other group requested. As engineering counsel, NARBs presented its Green leaf Whittier Pickard, of Boston, Paul Godley, and John A. Barron. It is presumed that Dr. Pickard, will present the chief engineering case for the group.

Proposed Changes

In his letter, Mr. Spearman said his group proposed twelve amendments to the FCC’s rules and regulations, one to permit regional stations to operate with 5 kw. at night and the other to permit the simultaneous operation of more than one station on clear channels. His group, he said, favors retention of the present limit of 50 kw. for stations on clear channels, and therefore offered no amendment in this respect.

Since it is understood that some others who will testify at the hearings propose to change the present rules so as to permit stations operating on clear channels to operate with more than 50 kw. power, and since the Association which I represent has not been acquainted with the changes desired in the present rules and regulations, the NARBs respectfully requests that it be permitted to introduce evidence on said proposal after the proponents have made their showing to the Commission,” he wrote.

On Sept. 24, however, Mr. Spearman filed with the FCC an amendment to the original appearance, declaring that it was in “rough draft” form. In a note supplementing the suggested amendments, he said:

“The purpose in proposing the amendment to Rule 123 is to delete the present provision in Paragraph 123-1 which precludes the operation of regional stations located less than 500 miles from the Canadian border with more than 250 watts power at night and precludes their operating with more than 500 watts day power at any time.

The proposed amendment would not prevent the operation of regional stations operating on Canadian-shared frequencies with the minimum powers which they are now held to have.

At its meeting on Sept. 22, the FCC Broadcast Division denied the petition filed by the NARBs seeking to have the status quo retained as to regional station grants under the new rules and regulations promulgated as a result of the hearings.

A final meeting of counsel, engineering and the executive committee of NARBs has been called by Chairman Shepard in Washington for Oct. 4 on the eve of the hearings. Addition stations which have joined the group since publication of the list of licensed stations are KSMO, WDDO, WFEM, WSFA, WTCN, WDAY, KMA, WDBU, WTVZ, KIOO, KFWK, WKRC, WEEI, KDKL, KPRC, WSBT, WFBF, WAAG, WJW, WSW, WNOX, WKRC, owned by CBS, and WEEI, operated by it under lease to the organization Sept. 1 at that time Edward Klueber, executive vice president of CBS informed Mr. Shepard that the executive board of the organization “but is to be free to take whatever position it may deem wise in the approach to the hearings here in Washington on such a powerful and kindred question”.

The Clear Channel Group, in its petition for publication of the case of WAWZ, KTRH, WDBO, W ROR, W WAW, W THE, W WHO, WLS, WLO, WOAI, WSI, WSM, and W WIL, the group held meeting in Chicago Sept. 21 for consideration of the case. Swat er Sherley, Washington attorney, also will appear for the group.

In addition to the groups already mentioned, such organizations as Radio Manufacturers Association, Westinghouse, General Electric, Heurtel Inc., National Association of Educational Broadcasters, and National Committee on Education by Radio has asked for opportunity to appear. Individual lawyers also have filed appearances for certain of the station clients, while a number of individuals, including former Radio Commissioner A. L. Ar lant, and Edgar Felix, consulting engineer, also requested opportunity to be heard.

WITH an enrollment of 66 stu dents, the University of California extension division’s first San Fran cisco class in radio continues writing and debating as usual. C. G. L. C. Love, NBC con tinuity editor, in charge.

SPOT IT in WESTERN Montana
The BEST CROSSES in YEARS
1000 Watts

KGO O Missoula
Montana
Columbia Broadcasting System Affiliate
Atlantic’s Football
(Continued from page 29)

A 0,000-mile Toms River Road at, and three short, but prominent notations at the bottom of advertisement calling attention Atlantic White Flash—"the big distance, clean burning motor fuel"; Atlantic motor oil—"Im-srength three times greater an average" and Atlantic lubricant—"the right lubricant to the right place at the right time".

The larger space is to be augmented by a series of advertisements which will be placed in papers published in the home locations of radio stations carrying football games. Copy will call attention to the week's broadcasts. All in medium will give a complete listing of the home game program. Copy will be placed in ample form to inform the public of each station.

The Ted Husing show will feature interesting sidelights on the world of sports. Leading sports figures will be interviewed. In addition a prediction of football game results will be given. This feature will be supported by advertisements in cities where the program will be heard over a college station. The Football Forecast Sheet will be pushed by a series of medium advertised advertisements. This space—run in eight editions—will be concentrated throughout the Atlantic trading area.

All stations carrying the Athletic Refining programs are generally supporting the periods by the broadcasting director inserted throughout each day at the discretion of the station involved.

Telling Motorists

ME 400,000 leaflets containing complete schedules of all games broadcast will be distributed through the more than 17,000 Atlantic retail outlets. These leaflets will be given to customers at service stations. Two areas are used: red and blue. On front cover appears the title—"Atlantic Presents—Football's finest Show". A 4x6" schedule of all college and high school games to be played throughout the day will also be distributed. Through a cooperative arrangement with WINS New York, 300 leaflets will carry placards advertising the play-by-play Atlantic broadcasts.

At all company service stations, a 4x6" poster will be displayed. Car advertising will contain three panels, devoted to the "Atlantic Play-by-play Broadcasts", another to "Atlantic-Ted Husing Show" third to the "Atlantic Football Forecast Sheet". Over the door of each service station will be placed a sign in form of a football bearing the words, "Atlantic Football Headquarters". Theme of all advertising—promotional material—radio programs and series—other advertising pages which contain the football games, if it can't go out and root personally, will use the Atlantic play descriptive broadcasts." An intensive publicity campaign being carried on in support of the programs. Periodic newspaper releases are being sent out to keep newspapers and magazines informed of the features. These releases are receiving unprecedented acceptance. Principal reason is the broadcasts, because of the commercial-college tieups, are news.

Thousands of dealer bulletins are being distributed. These publications give a complete picture of the radio story. Dealers are urged to "talk up" the campaign. Broadside for dealer use are also being given out.

For Atlantic Salesmen

BELIEVING that the salesman is the backbone of any campaign, Atlantic has not failed to see that their representatives are well informed about the radio shows. These pages in an elaborate sales manual are devoted to the programs. The manuals are seen both by dealers and prospects.

Newspaper copy and promotional material, radio programs and series, with colleges and universities have been effected by N. W. Ayer and Son Inc.

Outstanding in the campaign is the network system adopted. By forming a series of independent chains it has been possible to gain coverage to the games that would be impossible, because of mechanical reasons, if the three principal networks were used. The chief station hookups are located in New York, Pennsylvania, Virginia, North Carolina, the New England States, Delaware, New Jersey, Maryland, and Georgia.

In many cases, CBS stations will feed football games from networks stations the play-by-play descriptions and vice versa.

Les Quayle, Ted Husing's "eyes" for the last eight years, has been employed to head the staff of more than announcers and observers who will cover the football games.

One of the most difficult tasks was the selection of the announcers. It is estimated that there are only about 10 trained football commentators in the country worthy of consideration for a show of such magnitude. The entire East was scoured. After selections were made, all appointees were called into Philadelphia for a two-day meeting. A trip through the Atlantic plant was made. A comprehensive course of training was conducted by Quayle. Feature of the gathering was a party staged at the Arcadia—The International Restaurant—Quaker City's swankiest nitey. It was attended by leading sports writers, the announcers, football luminaries, officials of The Atlantic Refining Company, representatives and officials by N. W. Ayer & Son, Inc., and radio commentators. More than 70 in all were there.

BIG SPORTS CAST—Here are some of the men behind the microphone who bring Associated Oil Co. of California broadcasts of Pacific Coast football games and other sports events to western fans each year. Shown are at San Francisco Sept. 14 and 15, in an announcers’ conference to prepare for Associated's eleventh year of football broadcasting. Standing (left to right): Phil Ray, Oakland; Ralph Rogers, San Francisco; Hal Wolf, Seattle; Ark Kirkham, Portland and Seattle; John Carpenter, Spokane; Ernie Smith, San Francisco. Seated (left to right): Ken Stuart, San Francisco; Rollie Truitt, Fort Lauderdale; Harold R. Deal, Associated’s advertising and sales promotion manager; Frank Bull, Los Angeles, and Harry Lantry, Spokane, all experienced grid announcers.

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ROADCASTING • Broadcast Advertising

Roosevelt v. Landon
Yale v. Harvard
Lewis v. Green

NEWS is your best bet this fall.

TRANSMITTED

1000 WATTS DAY AND NIGHT
A NEW APPROACH TO THE NEW YORK MARKET

The East Texas Oil Wells alone produce over a half million dollars a day. There's plenty of money in East Texas. Get a share by selecting BFRO as your sponsor—it yields a mighty voice. Send for "The Story of BFRO!"

IAKFO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

No. 1 Of A Series On
The New York Market!

YORKVILLE—less than one square mile in area this section has a population larger than that of Duluth, Minn.

DEEPLY community exist throughout the metropolitan area comprising a total of 884,062 German speaking people, larger than the population of Leipzig, Germany. Of clannish temperament they listen to programs in their native language daily on WBNX!

WBNX covers this market with 41 German language programs per week.

WBNX Programs are Based On Population Characteristics.

Full Staff For Foreign Language Productions Available.

SPEAKS THE LANGUAGE
W2X1S 31,000
31,100

WEBX

1000 WATTS DAY AND NIGHT
A NEW APPROACH TO THE NEW YORK MARKET

www.americanradiohistory.com
RESERVE Advertising SPACE NOW
Regular Rates Apply

ADVERTISING DEADLINE
More thorough and comprehensive than ever before will be the 1937 Year Book Edition of BROADCASTING, on which our editors with special assistants are now starting work. Thousands of questionnaires to all interests identified with broadcasting as an art and industry are now in the mails for the compilations which make up this number.

Your prompt replies to these questionnaires will greatly facilitate the task of producing this number, which goes to all regular subscribers and which is scheduled to come off the presses early in 1937.
Decisions...

SEPTEMBER 15

KTMJ, El Paso — Granted extension pending a full argument.

KMA, Shenandoah — Granted extension to December 1.

SEPTEMBER 22


WMFG, Hibbing, Minn. — CP increase 100 to 250 w.

WMIN, St. Paul — CP increase 100 to 250 w.

WLBB, Stevens Point, Wis. — CP increase 250 to 500 w.

WCMF, Warrensburg, Mo. — CP move, vert. antenna, 500 to 250 w.

WDCO, Tuscon, Ariz. — Modif. CP vert. radiation, increase 500 to 1 w.

KDNO, Lewistown, Mont. — Modif. CP move, vert. antenna, increase 100 to 250 w.

WMTK, Warner City — License for CP 197 w 100 w D.

KERR, Bakersfield, Cal. — License for CP 497 w 100 w D.

WLOG, Fort Wayne — Modif. CP vert. antenna, 500 w 250 w.

WMMN, Fairmont, W. Va. — Modif. CP vert. antenna, 500 w 250 w.

WMOH, Monomoy, Mich. — Modif. CP vert. antenna, 500 w 250 w.

WQAN, Washington, D. C. — CP move, vert. antenna, 500 w 250 w.

KRON, Merced, Cal. — Modif. CP new equip., vert. antenna.

WHTF, South Bend, Ind. — CP new equip., vert. antenna.

WNBQ, Quincy, III. — Amended CP site, new equip., vert. antenna.

KXQ, Los Angeles — License for CP 1430 kc 5 w N 5 w D.

WXQ, Monticello, Minn. — CP decrease to 250.

KXQA, Memphis — Same except 250 w.

WQUS, Louisville, Ky. — Auth. amended CP in docket increase 100 to 250 w.

WRAY, Charlottesville, Va. — Auth. transfer control of Community Broadcasting Corp.


KJRS, San Francisco — Amended CP vert. antenna.

WMMG, Washington, D. C. — License fee.

WJAR, Providence — CP move old tans.

KGGI, Corpus Christi, Tex. — CP aired.

KFJL, Boise, Idaho — CP aired.

KPFJ, Grand Forks, N. D. — CP reprinted.

KROA, Fayetteville, Ark. — License change to campus John Brown U., S. C.

WGLI, Janesville, Wis. — License for CP and new antenna.

WKRK, Cincinnati — Modif. CP reprinted.

WMPX, Westwicke, Wash. — CP change.

KJJO, Missoula, Mont. — CP change.

KBOO, Portland, Ore. — Modif. CP vert. antenna.

KNOX, Nashville, Tn. — CP vert. antenna.

WRHV, Watertown, S. D. — License for CP 350 w 25 w L.

WAVL, League City — License for CP new trans.


Applications

NEW, Utica Observer Dispatch Inc., Utica, N.Y., awarded ad agency, change in name.

WNYT, Buffalo—Aud. license, added station equipment.

WFBG, Altona—CF vert. antenna, increase in power.

WKOK, Sunbury, Pa.—CF new equip., vert. antenna, increase in power.

KVVO, Tulsa—CF change equip., increase in power.

NEW, Richard M. Cardon, Johnson City, Tenn., assigned to John C. Cardon, Jr., Johnson City, Tenn.

WPPM-WMBF, Miami—CF new move antenna, to change station studio, steel pipe.


WEH, Buffalo—CF new vert., vertical antenna.

WHN, New York—CF new equip., added station equipment.

WRAX, Philadelphia—CF license 250 w to 500 w.

NEW, 124 Jackson St., St. Louis—CF 250 w to 490 w.

KVJ, Seattle—Vol. assign. license to KVJ, Seattle.

KORZ, Eugene—CF change station studio, change antenna.


WEH, Buffalo—CF new vert., vertical antenna.

WHN, New York—CF new equip., added station equipment.

WRAX, Philadelphia—CF license 250 w to 500 w.


KRXK, Los Angeles—CF license to Columbia Broadcasting System of Cal.

KSSF, San Francisco—Vol. assign. license amended to change station name to same as above.

WCAO, Baltimore—License for CF new antenna.


WMBW, Milwaukee, W., 124 Jackson Ave., Milwaukee, W., license to change equip., change antenna name.

KENO, Dodge City, Kans.—License for CF change equip.

KCMO, Kansas City—Vol. assign. license to KCMO, Kansas City.

KXAS, Dallas—CF license 850 to 1450 kHz.


WLBZ, Bangor, Me.—CF new vert. antenna.

NEW, WHKX, Columbus, Ohio—CF new vert., vertical antenna.

GATES

Everything in Speech—Remote and Mic Equipment

GATES RADIO SUPPLY & CO. QUINN, ILLINOIS

124 Jackson Ave., University Park, Hyattsville, Md.

Low temperature Co-efficient Crystals

Scintillated in tubular Air Gap holders, these crystals are the most efficient, smoothest, and accurate spectrometer standards. Use in all spectrometers, cyclotrons and other high frequency klystrons. The crystals are designed to give accurate measurements over a wide frequency range and high efficiencies at low temperatures. They are available in a variety of sizes and shapes to fit your specific needs. For more information, please contact your local distributor or visit our website at www.americanradiohistory.com.

Radio Service

Radio Service is a comprehensive resource for all aspects of the radio industry. Whether you're looking for the latest industry news, historical information, or detailed technical specs, Radio Service has you covered. Our website is your one-stop-shop for everything related to radio.

NEW, Mrs. C. A. S. Houston, Las Vegas, Nev., Examiner Interview recommended (1-30-1) that applicant. CP 1420 kc 10 kw D, be denied.

WHAI, Troy, N. Y., Examiner Irwin recommended (1-30-1) that applicant increase 500 kw to be granted.

Additional Decisions

SEPTEMBER 29


WJXN, Racine, Wis.—License for CP 1970 kc 100 w 250 w D unid., granted.

KQNO, Dodge City, Kan.—License for CP 1510 kc 250 w unid., granted.

WMT, Cedar Rapids, Ia.—License for CP 600 kc 1 kw N directional 5 kw D unid., granted.

BEST BY TEST

Now You Be The Judge

100% shadowguarded Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needle in steady movement.

STEEL CUTTING NEEDLES FOR ACETATE

Please order the needles for all transcriptions.

Mfrs. by W. H. BASHAM CO.
Lewistown, Mont.

Sort by

W. H.

ACTO CO.

570

7th Ave.

New York City

WCAP, Ashbury Park, N. J.—License for CP 1500 kc 500 w 10 kw D; revising Examining Seward.

WPRA, Morgantown, W. Va.—Denied CP 1500 kc 150 w D, sustaining Examination Seward.

WPUR, Parkersburg, W. Va.—Denied CP 1500 kc 100 w D, sustaining Examination Seward.


NEW, Jean Wood, Kinston, N. C.—Granted CP 1200 kc 105 w D 500 w D unid., sustaining Examination Walker.

NEW, Narver Bredt, Asst., N. C.—Granted CP 1100 kc 500 w D 100 w D, sustaining Examination Walker.

NEW, Wilton Harvey Hollard, Huntsville, Ala.—Granted CP 1200 kc 100 w D, sustaining Examination Walker.

Sherman Resigns FCC

JOHN M. SHERMAN, FCC radio inspector in charge of operations for the Paul-Minneapolis district, on Sept. 16 became acting director of Radio Technology in 1928, he became a radio inspector in 1920, and was assigned to St. Paul in 1929. Mr. Sherman was succeeded as radio inspector by Mr. Loehr, formerly Chief Engineer of the Detroit office of the FCC. Mr. Loehr is a native of Milwaukee and was graduated from the University of Wisconsin.

Mr. Sherman

Triple Sponsorships

A new cooperative campaign on four stations of the Kellogg Network, with three different sponsors but featuring the same program, "The Mutuals," will begin Sept. 5. Starting Oct. 5, the series will be broadcast 1:45 to 2:30 p.m. over WOR, New York; KABC, Los Angeles; WGBY, Springfield, Mass., and WBEN, Buffalo, N. Y., with a repeat performance at 2:15-2:30 p.m. for WGN, Chicago, and WOR, New York, and will feature E. V. Meadows, beauty expert who barnstorms for the sponsors and who will be keyed from New York in which he happens to be at the time. Sponsors are Kemet Laboratories Inc., on Mondays; Morgan Brothers, on Tuesdays; Smith & French Inc., New York, F. W. Fitz Co., Des Moines (mail handling), on Thursdays, through Ramsey Agency, Dallas, Texas; and L. G. & Co., Chicago, (Grabriel Peren- man Wave), on Wednesdays through Bertram Reibel Agency, Chicago.

The Fitz and Gibbs accounts are for 26 weeks and the Kemet Laboratories for 12 weeks but with two programs per week.

New Rebroadcast Rule

ACCEDING to complaints from listeners and others, the FCC Broadcast Division on Sept. 29 revised Section 156.10 to provide that new programs be broadcast on rebroadcast facilities of programs as soon as it was obviated the need of procuring special authorization in each such instance. The rule is more generally applicable specifically to procurement of supplementary authorizations, contained in the originally revised rule (171.1 a) which was recently made to accomplish this end. The revised rule was made effective retroactive to Sept. 15 when the new rules governing all broadcast as series other than those in the regular broadcast band became operative. [See June 1 Broadcast for text of original rules.]

Fawcett on Yankee

FAWCETT PUBLICATIONS

Minneapolis (Modern Mechanics, Hobbies and Inventions magazines), starts Oct. 4 on Yankee Network a semi-weekly evening series of 30 half-hour broadcasts to include a dramatized account of some scientific or mechanical discovery and a scientific or mechanical "man on the street" question-and-answer session. Agency: Ruthrauff & Ryan Inc., Chicago.

Household Finance Adds

HOUSEHOLD Finance Corp., Chicago, a second network series, using NBC-Red stations (WEAF, WLW, WMAG, KFYW) for a Sherlock Holmes program, starts Nov. 11 at 11:45 p.m. The company also sponsors Edgar Guest. Charles Daniel Frey Co., Chicago, has the account.

Ice Institute on CBS

NATIONAL Ice Institute, Chicago, ice dealers association, returns its "Ice Institute" series on CBS to 11:15-11:45 p.m. Wednesdays on CBS on Tuesdays and Thursdays, 11:45-12:15 p.m. Program is titled "Filling Ice Houses" and is a construction and a scientific "man on the street" question-and-answer session. Agency: Ruthrauff & Ryan Inc., Chicago.
BLAW-KNOX Vertical Radiators

STANDARD FROM POLE TO POLE

From Little America on the south to Alaska in the north, Blaw-Knox antennas are found serving all types of modern radio stations. As a pioneer in the industry Blaw-Knox has furnished:

- The tallest Vertical Radiator in the world (1045 ft. Budapest, Hungary).
- The tallest Vertical Radiator in the United States.
- The first self-supporting Vertical Radiator.
- The first "half wave" Vertical Radiator for broadcasting.
- The first Vertical Radiator erected atop a building.
- The first Vertical Radiator to be used for simultaneous broadcasting by 2 stations on different frequencies.

The use of Blaw-Knox Vertical Radiators results in greatly improved coverage. If you plan antenna improvements it will pay you to consult Blaw-Knox.

BLAW-KNOX COMPANY
2038 Farmers Bank Building · Pittsburgh, Pa.
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.

To Station Managers and Advertising Agencies:

Our field managers have been instructed to visit every radio station and advertising agency handling radio accounts.

We know that when they arrive in your city, you will want to have your entire sales organization available to listen to, what we believe to be, the finest presentation of feature length major productions to be offered by any producer in the field of electrically transcribed radio programs.

Regardless of the requirements of your clients in the choice of an entertainment vehicle for their advertising message, we feel that we can supply just the program to satisfy the desire of the most exacting buyer.

Why not make this note on your memo pad right now? "Have Transco field manager give audition when he arrives."

Radio Transcription Company

Hollywood Office

1509 N. Vine Street

Chicago Office

666 Lake Shore Drive

To Completely Control the Puget Sound Market

Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red

KJR NBC-Blue

National Representatives — Edward Petry & Co.

Broadcasting • Broadcast Advertising
The Radio Buildup

WHILE certain elements in the movie industry still harp on radio's alleged encroachment on box office, proof mounts almost daily that the "radio build-up" pays other fields of entertainment. Latest to join the "big name" box office stars is Jane Pickens, of the Andrews Sisters, now performing as prima donna of the Ziegfeld Follies. J. W. Thompson Co., handling the Kraft Music Hall show with Bob Burns, who first attained fame via the Rudy Vallee hour, also reports that Burns has been signed by a newspaper syndicate to do a daily series guaranteeing him $500 a week, besides his new movie contract exceeding $700,000.

Seeks Waterloo Station

THE Waterloo Courier, which purchased Harry Shaw's Waterloo Transmitter a few years ago but sold his station, WMT, which he later sold to the Des Moines Register & Tribune, on Sept. 24 applied to the FCC for a new 100-watt station on 1420 kc. WMT now operates as the Cedar Rapids-Waterloo outlet of the Iowa Network. Mr. Shaw, 25th YAB president, is now publishing the Cedar Falls (Ia.) Daily News.

Help Wanted

Combination announcer—engineer for station in prosperous middle North-West City. Box 860, Broadcasting.

WANTED: Engineer, programmer or solicitor stockholder and employee, good local. Address Box 954, Broadcasting. Experienced time salesman wanted. Rich exclusive on prospects. Fill complete. Address as new, also need more national representation. Box 552, Broadcasting.

WANTED: Experienced announcer by net. Regional in midwest city of 100,000; all full qualifications. Box 556, Broadcasting.

LEADER OF THE FIELD

of the largest manufacturers of stationary recording equipment and direct sales representatives in key cities of the United States and Canada. Exceptional opportunity for specialty salesmen who can take on contract basis to sell all brands. Write for additional information. Box 556, Broadcasting.

Situations Wanted

Station manager with ten years experience wants to manage station on percentage basis. Prefer small station. Box 555, Broadcasting.

WANTED: Station manager. Address small. Box 553, Broadcasting.

Wanted to Buy

Want turntable and cutting assembly for acetouck discs. State make, particulars. Box 557, Broadcasting.

For Rent—Equipment

Approved equipment, RCA TYM-15-B transmitter, strong, measuring unit (new), direct reading; Astin 100 watt, Automatic Recording; two stationary stations, one 100 watt, radio frequency bridge; radio oscillators, etc. "Reasonable" rental. Allied Research Laboratories, 200 East 10th Street, New York City.

FRED O. GRIMWOOD
Consulting Radio Engineer
Designing of Directional Antennas and Coverage Development.
982 W. 70th St.
Chicago, Ill.

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmitters, Sound Films, Disk Recording and Communication Equipment

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value on the 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.
SUCCESSION of Williams Heating Corp., Bloomington, Ill., in daily quarters agencies, including the NBC's WFL, Chicago, led the concern, making Od-O-Matic heaters, to receive a formal deal with Radio Commercial. Markets are tied in with content of the news period daily, handled by Jim! Bergman, an anonymous, sponsor used a thousand congratulatory letters sent Norman on the Od-O-Matic market's first birthday of its kind. A Roche, Williams & Cunyngham Inc., Chicago, is agency.

Hudson Coal Co., Scranton, broadcasting on an NBC-Red network Sunday afternoon, has sent an array of brochures to all dealers to merchandise the series. Brochures contain photographs and sketches of oil fields. Jim Bergman, commentator, and the Landl Trio & White, as well as window displays, post cards, blotters, newspaper mats, bumper signs and mailing stickers. The program is extensively advertised in newspapers, magazines and in journals. A contest is planned, with coal, thermostats and automatic stokers as prizes. Leighton & Nelson, Schenectady, is agency.

ANNOUNCERS of WGAR, Cleveland, take their lives in their hands every time they conduct the Baby Ruth Junior Vox Pop series, which gives the latest sponsorship of Curtis Candy Co. Armed with 1,500 samples of candy, the announcers secure the mercy of mobs of youngsters who want candy and interviews. The five-week series includes cartoons of candy for best replies to weekly questions, with candy wrapper required. E. W. Hellwig Co., New York, is agency.

Procter & Gamble Co., Cincinnati, announces a contest for its Camay soap, with $1,000 a year income for life offered as grand prize, as well as $15,000 in other prizes for a thousand participants. Prizes are a trip to London for one, radio continua a $10,000. Simple rules have been drawn up. Entry blanks contain space for name, address and a brief answer, which must be filled in by entrants. Newspaper, magazine and display tie-ups with the radio promotion have been announced.

Polls of listeners' views, at the height of their popularity, as election nears, are not at all new to American Packing Co., St. Louis, sponsoring Harley Flannery in Views on News on KMOX, St. Louis. Early in 1935 Flannery began a series of polls among the program's followers, and a sponsor awarding daily prizes for best letters accompanying their opinions.

KFRO, Longview, Tex., has started a series of sales letters to the leading advertising agencies in the country regarding radio advertising. The first of the series pointed out the advantages and importance of the East Texas Oil Fields. A copy of The Story of KFRO and Its Market, which accomplished a breakdown of the oil field market, was sent to each agency.

General Shoe Corp., Nashville (Jarman shoes), is tying up a prize contest to its NBC-Blue program on Tuesday nights by announcing winners of six Packard 120 models over alternate broadcasts. Entrys submit essays on why they like Jarman shoes. Interior and window display advertising in stores handling Jarman shoes calls attention to the contest entry blanks for which are procured with purchases of Jarman shoes. Advertising advises readers to listen to the Jarman Portraits in Harmony broadcasts in order to hear the names of the winners. The contest began Sept. 15 and will close Dec. 8.

A parade from the airport to the Majestic Theatre was staged recently by WSOA San Antonio, to promote the Texas Rangers series sponsored by Kellogg Co., Battle Creek, when the Rangers cast arrived in town. Beside fire engines and police escort, five old trailers participated, headed by Capt. Billy Kempke, one of the last of the trail drivers. Two Kellogg box-tops and five cents were changed for admission to the program. Newspaper promotion and spot announcements were used.

Rival Packing Co., Chicago (Rival Dog Food), which started a series of three weekly programs in October, 28, throve is giving three watches weekly as prizes in a contest, the series bankruptcy no proof of sale for entry. This evening series is in addition to the spot campaign now running on a dozen stations in East and Midwest, using musical clock and participation programs. Agency is Chas. Silver & Co., Chicago.

Skinner Mfg. Co., Omaha (Birn Bran) is offering a weekly disc series on WSM, Nashville, staged a mass dealer display campaign and gave 50,000 samples of the product with address labels to the public. Representatives of National Life & Accident Insurance Co., operating WSM, handled the sampling. Buchanan-Thomas Adv. Agency, Omaha, has the account.

Kilpatrick Bakery Co., San Francisco (wholesale bakery), sponsoring Ken Stuart's Sunlight Man, has started a series of unique contests. The current one provides books free for the air mentation.

First on Your List.

At the Fair — WKRC, Cincinnati, set up a display at the Carthage Fair, Cincinnati, and also had its roving reporter program at the fair.

Broadcasting & Promotion

Heat for Sale — Mob and Candy — Bran Display — Seal Coats Free — Hillbilly Jacket

Spotlight advertising is the favorite merchandising method of NBC advertisers, the network revealed in its recent publication Broadcast Merchandising Reprints. In 1931 this method of merchandising programs ranked only fifth, NBC points out.

National magazines and national newspapers are declared to offer ideal tiein opportunity, with reemphasis on promotion. Daily newspapers provide face-to-face, to focus attention locally, says NBC, giving sponsors a chance to concentrate in the kind of campaigns to include local call letter and program time. For the most part, spot ads are inserted on regular radio pages of newspapers, NBC finds, particularly for the first few weeks of the program's appearance.

Kellogg Co., Battle Creek cereal concern, issuing football on a wide scale this autumn, has started a contest in connection with its Yankee Network sports series. Prizes are selected by the Boston staff of N. W. Ayer & Son Inc., and are awarded for letters on "Why I Like Corn Flakes", accompanied by a box top. Full-page newspaper advertisements in color are being used in Boston, and 48 line ads in 16 New England cities, as well as window displays. Prizes include a Packard automobile, fur coat, radio sets, insurance policies and miscellaneous products.

A Folio containing 100 candid photos of station personalities and activities has been distributed by Central States Broadcasting Co. operating KOIL, KBAR and KFOR in Lincoln and Omaha. Much of the camera work was done by J. Buryl Lottridge, general sales manager, who is a professional photographer. Copies of the booklet may be obtained free from Wl. Kistler office.

WNEW, Newark, gives away popular fiction as prises on its Heart Throbs program, dramatizing listeners' devotion to a romance novel, which provides books free for the air mention.

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Kilpatrick Bakery Co., San Francisco (wholesale bakery), sponsoring Ken Stuart's Sun- shine Man on KFRC, that city, is offering dollars bills to dealers for good resolutions used on his three-weekly program. Contest is attracting about 200 letters weekly.

Kilpatrick Bakery Co., San Francisco (wholesale bakery), sponsoring Ken Stuart's Sunshine Man on KFRC, that city, is offering dollar bills to dealers for good resolutions used on his three-weekly program. Contest is attracting about 200 letters weekly.
The price of leadership is still high and WLW recognizes that it must pay in many ways for its position in the field of broadcasting.

The BENEFITS of this leadership, however, are shared equally by our advertisers, the listening public and WLW.
Type 77-A — Ingenious new type High Fidelity Microphone...picks up sound coming only from one direction...solves a problem that has puzzled engineers for years.

An achievement in the Microphone field featuring:

1. Uniform wide-angle response from the front.
2. Negligible response at ALL frequencies from the back.
3. Attenuates audience noises in theatres or large studios.
4. Can be placed closer to the wall in small studios without pick-up of reflected sound.
5. Can be tilted and rotated conveniently.
6. Can be used with all RCA Microphone Stands, or suspended.

RCA's new Uni-Directional Microphone uses but a single ribbon. The lower half of this new microphone is operated on Velocity principles...the upper half, Pressure. Ingenious labyrinth provides proper terminating impedance. It practically kills all unwanted sounds. Wide pick-up covers entire stage or studio where broadcasters are located, thus eliminating the need for two or three ordinary microphones. Is ideal for small studio use, since it picks up a much lower percentage of reflected sound.

Frequency response is uniform throughout the audio range. The Type 77-A affords reproduction as smooth and pleasant as that provided by the standard Velocity Microphone, and can be used interchangeably, or can be mixed with standard Velocity or Inductor type microphones.


Write us for complete descriptive literature concerning this new broadcasting creation. The 77-A—RCA Uni-Directional Microphone — is the one the experts demanded...Here it is!

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

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America