WHERE YOU HAVE GROUND TO COVER

For dainty gestures, finger bowls may be adequate. But for a real clean-up, bigger facilities are preferred—hence the natural preference of radio advertisers for the 50,000-watt facilities of WHO.

In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is broad, horizontal. Iowa's largest city, Des Moines, has less than 6% of the state's population. Buying power, spread over the entire state, flows through a score of important trading centers. In selling Iowa, you have ground to cover. And where you have ground to cover, one good tub is worth a dozen finger bowls.
For further information regarding THESAURUS Special Holiday Programs—or THESAURUS Service itself—write:

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service
30 ROCKEFELLER PLAZA, NEW YORK
MERCHANDISE MART, CHICAGO
SUCCESSFUL sales coverage of the rich New England market presents a problem in sales economy.

New England's great buying power, because of the wide population spread, is divided among many retailing centers. Selling New England calls for intense local sales effort.

How can this vast market be approached economically and at the same time effectively? The Colonial Network is designed to solve this problem.

It is a network of strong local stations offering direct access to eleven key markets from northern Maine to southern Connecticut.

WAAB, the most popular local* Boston station, is the key station, serving the radio homes of 80 cities and towns. The other Colonial Network stations are comparable in popularity and sales influence in their respective areas.

For low cost New England-wide coverage, route your program over the Colonial Network. Reach an 11-station audience in the very markets where sales are heaviest.

*Local station—not carrying full schedule of major network programs.

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.
A cereal company's agency writes to KDKA: "We have had this offer on about twenty stations and I think that your scripts show more originality, ideas and salesmanship than those we have received from any other station." Programs plus audience preference for KDKA have resulted in great sales for this client.

KDKA 50,000 WATTS NBC Blue Network PITTSBURGH

Completely programmed by NBC
400 BUDWEISER BOTTLE CAPS per minute! That is the average return of the Second Annual Budweiser Band Contest over RNT, Iowa Network station in Des Moines. We think it is a new record for twenty-six ½ hour broadcasts on a single station.

Remember, every one of these 300,360 Budweiser bottle caps represents a 15-cent or a 25-cent purchase, approximately 50% in each case class. Which means that the program sold $60,000 worth of Budweiser beer—or $80 worth every minute. The entire cost to the sponsor for everything: Station time, prizes, traveling expenses and entertainment, was a little over $9 per minute. From the standpoint of known facts, the program was profitable—and no one will question that the bottle caps represent only a small part of the benefits accruing to the sponsor.

The idea behind the Budweiser Band Contest is simple. Twenty-six bands compete for $1,000 in cash prizes. The bands broadcast remotely from their own bandstands—swell local angle! Studio talent supplements the music on each program. Listeners vote for their favorite bands with Budweiser bottle caps.

However, the execution of the idea is not so simple. Bands must be secured, telephone lines arranged for, and dozens of unpredictable hazards overcome by announcers and engineers working under strange conditions. "The success of the Budweiser Band Contest bears eloquent testimony to the aggressiveness of the KRNT organization," says George F. Tilton, advertising director of Anheuser Busch.

This same aggressiveness, on one station or a network, is ready to do a job for your product. Write today for facts, or get in touch with the nearest office of E. Katz Special Advertising Agency.

HERE ARE THE RESULTS OF 2ND ANNUAL BUDWEISER BAND CONTEST

300,360 Budweiser bottle caps, which represents approximately 450,540 pints of beer sold; or $60,000 retail value. In addition program received 426 inches of newspaper publicity (not paid advertising), 156 inches of which appeared on the front pages.
Lots of advertisers seem to have forgotten that mid-morning in New York and thereabouts is getting-up time for millions of other more westerly prospects—

—that the noon lunch-hour goes on for four long hours all across America, yet occurs only once in each locality—that SPOTS are the only sure way of getting ALL the people at the time when they're most receptive to one's own particular product.

That's why spot broadcasting is getting more and more recognition from smart advertisers . . . also the reason we've qualified ourselves as experts on the entire subject. Shall we analyze the possibilities for you? Address the nearest office shown below.

FREE, JOHNS & FIELD, INC.

Associated with Free & Steinerger, Inc.

Radio Station Representatives

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<th>NEW YORK</th>
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Page 6 • October 15, 1936
ANA Seeks Data on Cost-Per-Listener

National Advertisers Want More Complete Facts on Coverage to Learn What They Get for Radio Dollar

By J. FRANK BEATTY

AFTER a decade of profitable experience with AM as a national advertising medium, members of the Association of National Advertisers, meeting for their 27th annual convention Oct. 8-10 at the Greenbrier, White Sulphur Springs, W. Va., showed intense interest in what they are buying for their radio dollars, going deeply into the subject from a technical and coverage standpoint.

The key figures in the advertising field, who control the spending of several hundred millions of dollars for broadcast time and talent, white space, direct mail and outdoor promotion, are becoming increasingly radio-minded, as evidenced by the lengthy discussion of radio and the methods by which it can be used most effectively, as well as by their mounting radio budgets.

Locked behind locked doors, with all outsiders excluded, a group of some 60 ANA members, led by Robert V. Beicus, advertising manager, Cincinnati Co., Cincinnati cosmetic and soap manufacturer and a big radio user, gathered at the afternoon session on Oct. 8 on how radio coverage can be measured from a cost standpoint and then sold a roundtable discussion of the same problems was debated.

Work of Joint Committee

Mr. BEICUS previously had given a brief resume of ANA radio studies, having told the joint convention of the work accomplished by the Joint Committee of 15, composed of five members from the ANA, the National Association of Broadcasters and the American Association of Advertising Agencies. His report had referred to program popularity studies of the Cooperative Analysis of Broadcasting, a bureau operated by the ANA which employs the Crossley statistical organization to conduct the research. The Crossley studies are held in high regard by ANA members, who receive frequent reports in program popularity in 33 cities, using the coincidental method.

A. W. Lehman, of the ANA explains the presentation of charts during the secret afternoon session. While no official announcement was made of his radio research activities, it was understood that he offered data showing the percentage of time during which radio sets are turned on but not listened to, a type of study new to ANA members. This was received with interest, it was learned, since the percentage of non-listening while the set is turned on is regarded as money by those interested in listener-hour data. The percentage, it was learned, was small but worthy of study.

In addition, Mr. Lehman is understood to have made an analysis of the Crossley studies from a talent cost standpoint. His chart on this phase of his research is said to have shown that radio popularity is not directly based on the amount of money spent for talent. His studies are to be published at a later date.

ANA members, for the most part, have shown a liking for big names when they buy radio and they have held to this view despite the growing cost of big shows and better known artists.

The Crossley reports for the Cooperative Analysis of Broadcasting are grounded in favor among ANA members, it was brought out, the number of subscribers to the reports increased as money by those interested in listener-hour data. The percentage, it was learned, was small but worthy of study.

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Banks Evince Growing Interest in Radio

As Plans for Cooperative Series Mature

WITH banks over the country showing growing interest in radio, plans for the cooperative series to be sponsored on CBS by large banking houses have been announced by Prof. Robert F. Elder, of Wessel Co., Chicago agency arranging the series [BROADCASTING Sept. 1]. Already some 55 banks have signed for the series and about 50 are expected by the time it goes on the air later in the autumn.

The 39 half-hour programs will be heard on a nationwide CBS hookup Fridays, 10:10 p.m., with the Philadelphia Orchestra as talent. Participating banks are said to have resources of more than six billion dollars.

Besides this series, banks have been queried on proposals for a transcription series using a symphony orchestra and adaptable to any community for local sponsor.

ship. This project has been favorably received, it is understood, but local banks have been unable to agree on the type of program.

The Human Side

THE NETWORK cooperative series will be strictly humanistic in character, making no attempt to solicit deposits or other banking business, but confining the commercial copy to the job of portraying the bank, not as a structure of white columns, but as a community, stowing up the wealth of a community, but as a human institution whose operations are of the utmost value to the community which it serves. Each piece of commercial copy will be custom-built to fit the particular needs of each sponsoring institution and will be read by a local announcer against a background of theme music broadcast from Philadelphia. A bank in one city may be discussing foreign exchange at the same time FHA loans are being described by another bank in another part of the country. These localized announcements will be sent out each week to each station, together with a cue sheet showing the announcer just where in that particular program he is to cut in.

Each program will consist mainly of the music of the Philadelphia Orchestra, with Leopold Stokowski and Eugene Ormandy as conductors. Mr. Stokowski will conduct the opening program and will continue as conductor until mid-December, when he will leave for Hollywood to make a picture for Paramount, turning his baton over to Eugene Ormandy. This part of

(Continued on page 81)
they are becoming more interested in spot advertising owing to its adaptability to market and sales promotion, thus providing a chance for intensive coverage at particular times. For example, a prominent department store in Cleveland uses a big network jump into localities with spot campaigns when a local hero is prominent in the news, in prevalence of the common cold.

ANA members continue a liking trend toward placing their ads on radio where justified by volume of business and advertising budget, but in the past year's interest, the detailed data revealed that matters of spotting radio campaigns are more carefully considered and more as they use the medium.

Less attention was devoted to radio the last two days of the convention. As the radio representatives were discussing the activities of agencies and media were invited guests of the ANA. Among speakers at the meeting was Lee H. Bristol, of Bristol-McKay Co. (Sal Hepatica, Ipana, Mint-Rub), who is a member of the ANA board of directors and chairman of the board of the Advertising Research Foundation, a joint ANA-AAA agency which has been making market, copy and media research.

The Foundation, in testing effectiveness of advertising copy, uses five methods, which he described as follows:

1. The recognition and identification tests, that is, tests made by asking consumers how many times they have heard a copy on radio.
2. The recall test, unaided, aided and triple associate, in which people are asked the name of the advertiser when they hear a commercial. What cereal advertising have you seen or heard recently? What product was advertised?
3. The order of merit test, also known as the consumer jury or controlled testing.
4. The coupon or inquiry tests, involving some voluntary action on the part of the consumer.
5. The blacklist, both campaign and mail order.

The first four of these studies have been prepared and are being further analyzed by a technical committee. They are to be published within a month.

Another study by the Foundation is the project for creation of a standard of training areas, since it is becoming increasingly necessary for national advertisers to have statistical information regarding the number of people, where, when, size, quality, population and buying power of each market, and these data must be developed on a uniform and comparable basis.

"I know in my own case," Mr. Bristol said, "that I ask more about the 'intricate business of making advertising pay.' I agree with Senator (of Walter E. Thwing Inc., New York agency) that I don't believe we should be justifying advertising on theory or accept it on faith. Of course, I know it pays me to advertise where I pay and that as advertising costs continue to increase, as they have a way of doing so as pressures on the ANA, I am going to have an increasingly difficult task to make it pay."

Guest in the Home

IN AN ADDRESS earlier in the day Mr. Thwing had brought out that the ANA people are primarily interested in what a medium offers its advertisers and not in what it takes away. Thus it was including radio in this thought.

Continuing he said: "Advertising may help a medium to keep body and soul together, but it isn't the body and the soul of a good magazine, or a good newspaper or a good radio program. Advertising is like a guest in a home. It can be tolerated if its manners are good, even welcomed if it is helpful. But, in the long run, if it abounds in vices, it will wear out its welcome."

When an advertiser assumes the responsible role of host at radio entertainment, and, with complete disregard of the general rules of ethics, insists on pressing his guests to death with a persistent recital of his own virtues and an importunate demand for contributions to his support, the radio entertainment loses its real identity and becomes nothing but a side show Barker whose job is to lure the customers. Will that method attract a quality audience? Doesn't it cripple radio for the advertiser? Won't the domination of advertising over the real function of radio ruin the medium for the advertiser? You remember the fable of the man who filled his hat to full of treasure and that the hat broke and he lost it all."

G. O. P. State Breaks

REPUBLICAN National Committee, Chicago, launched a series of station break announcements Oct. 29-30 over WGN, KBEC, WMCA, WMXZ, WJZ and WJR, with more stations to be added. From two to five 30-second announcements are used daily on each station.

SITE IN HOLLYWOOD ACQUIRED BY CBS

CBS, through Donald W. Thornburgh, vice president in charge of West Coast activities, on Oct. 10 announced purchase of an entire city block in the center of Hollywood for new KNX studios and offices. Plans for the various units are nearing completion and actual construction work will begin early in January. It is estimated $1,000,000 will be spent on the new broadcasting center, to be ready for occupancy in October, 1937.

The studio takes in a full block between Gower and El Centro Sts. and runs on Sunset Blvd. In addition to studios and offices, there will be three to five large auditoriums for the use of programs heard on CBS coast-to-coast network as well as west coast broadcasts. Experimental television studios will be included.

The new KNX studio was designed by William Lescaze, who is in complete charge of construction. Preliminary drawings indicate that Mr. Lescaze will introduce new structural materials, such as glass brick, into the exterior and interior design.

Network Billings Rise

FROM unofficial preliminary sources, Broadcasting has learned that CBS will report September billings totaling $1,800,000, which is a 65% increase over September, 1935. The combined NBC network totals will show a 35% increase over the same month a year ago, or $2,600,000. Of this amount the NBC-Red accounts for $1,500,000, for $1,300,000, the same as in Cohen's deal for the station.

Lee & Perrins Spot

SCHWIMMER & SCOTT, Chicago agency is lining up stations for a national spot announcement campaign for Lee & Perrins Inc., New York (Worcester White Sauce) to start the latter part of November.

Refrain from calling on NAB session

Membership to Decide Mont for Annual Conventions

A REFERENDUM vote of the NAB membership will be held over some 400 stations, to determine the month in which the annual NAB convention, will be held, the referendum was authorized Oct. 2 by the NAB board of directors at its meeting in Washington.

Simultaneously the board, with a small committee, was decided that the referendum was designated as an organization in the oct. allocations hearings and authorizing a committee to notify the FCC chairman. The reason given was that the hearing of was of such a character that the NAB convention present testimonies on an industry-wide basis.

The board also绳 discussed legislation and decided that a legislative committee of five should be designated. Appointments to the committee will be made by President Myers prior to the convening of the January session of Congress.

Copyright Bureau

MR. BALDWIN told the board o produced the over the referendum and gave a progress report on the NAB bureau of copyright work over the last three months in compiling public domain music as the world point. The bureau has designed eventually to relieve the publishers of the maximum use of their property.

The referendum on the convention time was ordered at the suggestion of Mr. Myers. I was clair that there appeared to b present unanimity among members.

The executive board met held during the fall. During the fall, the meeting was held at San Francisco, Las Vegas and Washington, and there has been some opposition in the public domain. Since the NAB has been given the opportunity to start to hold in July, and there has been some opposition to summer heat. The NAB has asked for spring or early summer, but the board decided that the memorials should be asked to express itself the early spring. The board did not make a decision.

Present at the meeting, in addition to President Myers and Managing Director, were National Board Directors, President John Elmer, WBZ, Baltimore, and Gardner Coyle, WABC, New York. Messrs. Lescaze, WOR, New York; T. Symons Jr., FPPY, Spokane; J. O. Malavon, W sensors, WJZ, New York; R. McGehee, WMBC, Detroit; Edward A. Allen, WLVA, Lynchburg; Gen. C. E. S. KFEL, Denver; John /PATT, WAB, Buffalo; Hal Brown, KJBS, San Francisco.

Absent were Harold V. Hough WOR, New York; Chas. Edel, WOR, New York; Edwin W. Craig, WICP, Nashville, due to illness; Arthur H. Rabinowitz, WOR, New York; L. B. Wilson, WCKY, Cincinnati; and Gordon Persons, WSFA, Montgomery.

NATIONAL Pharmacy Week will be observed Oct. 19-24 with nearly all drug and cosmetic programs using tie-ins.
Policy Changes, Not Reallocation Foreseen

By Sol Taishoff

Revised Spectrum Opposed at FCC Hearing; Superpower, Clear Channels in Balance; 5 kW Regionals Certain

INTRODUCTION of entirely new set of rules in broadcast licensing procedure which will have far-reaching effects upon station coverage patterns and methods of doing business, rather than any reallocation of wavelength, is indicated in nearly forthcoming of hearings before the Federal Communications Commission. Whereas the FCC called the informal sessions, which began Oct. 14 and were still in progress Oct. 20, to determine whether there would be a sweep ing realignment, found virtually unanimous sentiment that such a change was needed, there were arguments, as epitomize as the poles, on superpower for clear channel outlets on section of clear channels, on the economic status of lots of stations and the effect in allocation policy would have upon the public, the stations themselves and their advertiser interests. Nearly two score witnesses, song them the presidents of the major networks, independent broadcasters and engineers, appeared before the FCC to forth their views. For the first time in any public hearing, the economics of broadcasting were put into extensive, with profit and loss statements, operation set forth in comprehensive statistical analyses.

What of Superpower?

5 THE HEARINGS drew toward their conclusion, it became evident at the knottiest problem present to the Broadcast Division for decision, out of the host of issues vered, was whether superpower, 500,000 watts should be permitted on any, some or all of the 30 remaining clear channel outlets. Interwoven with this was the matter of the clear channels themselves, that is, whether they should remain clear or be duplicated as opposed by both the regional and national classifications of stations. Bronght into play against WLBW-W were such arguments as financial "ruination" of smaller stations through blanket coverage of the country by the proposed 500,000-watt stations—equal in power to the clear channels, and cost of operating superpower 500,000-watt stations, which, if duplicated, would be sound economically. And, assuming that it is clear that the FCC must decide whether the clear channel outlet proposal is to be given the go-ahead, the broadcast stations of the country will be served more efficiently. And in the second place, the superpower that such channels can accommodate it. On others, changes in allocations possibly of a slight nature will be necessary to accommodate clear channels.

Economics, rather than engineering, developed as the crux of the arguments presented to the Broadcast Division were the dollars-and-cents issues. Before it can arrive at any conclusions the FCC must decide whether the investments in and cost of operating superpower 500,000-watt stations, which, if duplicated, would be sound economically. And, assuming that it is clear that the FCC must decide whether the clear channel outlet proposal is to be given the go-ahead, the broadcast stations of the country will be served more efficiently. And in the second place, the superpower that such channels can accommodate it. On others, changes in allocations possibly of a slight nature will be necessary to accommodate clear channels.

HORizontals Unopposed

ON ONLY ONE major point was there no real opposition. That was for horizontal increases for regional stations, whereby all might boost their night power from 1,000 to 5,000 watts. Designed to give these smaller stations greater signal intensity in their primary coverage areas, it also would enable them, to varying extents, to broaden their networks and duplicate the stations and the effect in allocation policy would have upon the public, the stations themselves and their advertiser interests. Nearly two score witnesses, song them the presidents of the major networks, independent broadcasters and engineers, appeared before the FCC to forth their views. For the first time in any public hearing, the economics of broadcasting were put into extensive, with profit and loss statements, operation set forth in comprehensive statistical analyses.

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In Extraordinary Sessions Assembled: Broadcasters, Technicians and Observers

ROADCASTING • Broadcast Advertising

October 15, 1936 • Page 9
The Division decides upon the fate of superpower and of clear channels.

If there be such a thing as worthwhile signs of what the future may bring, based on testimony and on the deductions of the writer, we are inclined to believe that the pulse of the FCC now beats upon retention of clear channels, and not upon elimination of them—perhaps as many as 25 of them. If any are broken down it probably means that the FCC holds to the position that they are already occupied by time-sharing stations which would profit by that.

By the same deduction, it would appear that the issue of superpower is not yet settled—there is no Arts and Crafts society of it. But if that any stations get it they will probably be in the interior of the country—at the beginning of any event. With one station already using superpower and with its demand to fit actual proportion, it is thought seems to be that others, similarly located, might do a more efficient job, provided the economics with respect to other stations will warrant.

**Mileage Separation**

Clustering of 500,000- watt stations in the key cities of New York, Los Angeles, Chicago, and Philadelphia constitutes another burdensome question for the FCC, assuming that it will act at all. If one station gets it in New York—say WJZ—then it can be placed on WBBM too, and WOR will see the same. An identical situation holds in Chicago where WMAC, WLW, WBBM, WCH, and WTMJ are counted on to seek the same treatment. In Los Angeles, if KFI gets 600,000- watt power, the Crosley President Paley, already indicated it would match the request.

This is the key point, it appears that sufficient evidence was introduced during the hearings to show that the existing arbitrary mileage separation tables, which specify for example the regional stations on the same wave, must be separated by 1,000 miles, will give way. This looks toward revision of separations all down the line. An arbitrary separation of 50 kc. ethereal separation between stations in the same geographical areas which have adhered to, there may be a 40 km. separation, or possibly less. And instead of arbitrary mileage separation between stations on the same wave, these will be reduced or even eliminated, plus a reduction in the ether separation, to 2000 km. while other separating upon the geographical separation.

This is believed possible as a result of more precise station operation and the use of television as a means of improving the quality of receivers as compared to their quality when the last allocation was made. Yet the existing table reducing side-bands and mileage separations, it is admitted that the broadcasting industry has not felt the pinch of the FCC and will be retarded, but it will make possible fitting in of additional facilities.

The general effort of witnesses and the prevailing view on the FCC side is that the table is sound. Whatever new assignments may be opened, through duplication on certain waves, and through other changes which may grow out of reduced separations, existing stations must be accommodated. This encourages the view that deserving regions, (Continued on page 77)

**ALLOCATION HEARINGS: SOME CONCLUSIONS**

It may take many months—possibly a year—before any tangible policies crystallize from the so-called allocation hearings before the FCC. From where we sit, it would seem that the term "allocation" is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies rather than over any fundamental problems which relate to broadcasting.

Whatever the outcome, the mass of testimony was imposing, and gave the Commission and its engineers plenty to conjure with before they draw any conclusions. At the behest of the FCC, the industry, it is reported, is included in its planning of common preparation of its cases. The wealth of data covered economic as well as technical phases—much of it breaking entirely new ground.

It is too early perhaps to attempt to draw any conclusions. At the risk of being presumptuous, however, a general observations may perhaps finding themselves in the midst of the problems between engineering and the economics of a broadcasting station. However, they do have expert advice to rely on, and are serious, if not problems of administration and regulation.

"Before concluding, I believe it desirable to inform the industry that as a result of the June 11th hearing, the Interdepartmental Radio Advisory Committee is making an investigation of the advisability of the allocation of frequencies above 30,000 kc. to government services. It is possible, therefore, that regional stations may be left with confidence the allocation of sufficient frequencies above 30,000 kc. for facsimile and television broadcasting in the future on an initial experimental basis. The outcome will be known at the date when these new services will cease to be experimental and depend upon many factors, and it will be a matter of great progress in development."

An analysis of the questionnaire presented by FCC officials and the allocation of frequencies upon charge to broadcasting, Mr. Ring submitted considerable material relating to the survey, the most important of which was a tabulation of the urban distribution of broadcasting stations. This analysis, revealed that of the total population of 130,000,000 at area embracing 55,670,000,000 square miles, there are only 51 broadcasting stations in their own communities. A substantial portion of these one-province, 250,000 population, receives both primary and secondary services from other stations. Of the remaining 76,000 miles of radio coverage, there are many hundreds of miles of broadcasting stations which do not have outlets of their own.

In defining the allocation survey, which has been conducted among groups in the industry, Dr. Mrs. said it pertained only to rural radio, and at no time envisaged the coverage urban areas. Moreover, he said, the survey was not designed for use for commercial purposes with respect to the allocation survey was the statement of Dr. L. P. Davis. In the ALLOCATIONAL Information Section which was created last February, Dr. Wheeler explained that the staff has analyzed the television with the objective of determining the economics of a broadcasting station at various distances. These intensities were reported that Dr. Wheeler studied automatic recorders over a period from February to May, 1935. The results were found to be of great value, Dr. Wheeler said that additional surveys should be made to provide comparison data for the country at large. There were many revelations with respect to sky wave propagation, he said.
Case for Clear Channels and Superpower
Craig and Caldwell Plead for Rural Coverage

HE OPENING gun on the real case of clear channel preservation and superpower developed at the afternoon session Oct. 5 when Dean W. Craig, vice president of Clear Channels, and chairman of the Clear Channel Group, began presentation of a 35-page report based on exhaustive research by the group and its counsel, Louis Caldwell, the Craig statement was entirely on record for the presentation of clear channels and for a limit of power to open the way or 500,000 watts.

Mr. Craig had come from a sick bed to deliver the long report, and after three hours of reading was forced to retire in favor of Counselor Caldwell. The presentation was veritable radio "book of knowledge" for the FCC members, historically, for it traced the development of radio from the "Hoover conferences" days of regulation in 1921 through the present era. It sought out that in 1953 the cry of "superpower" was raised when stations proposed to go from 500,000 watts, then on the ground at other reception would be interrupted.

Through the remainder of the afternoon, and well into the next, this testimony ran, with a rigid cross-examination afterward. The Craig statement pointed out that the members of the Clear Channel Group (centered on Mr. Caldwell) have been working toward this issue for the past 10 years, with the remaining exclusive channels designed for rural reception at the 1928 allocation. He enumerated the stations as KPI, WSM, KX, WGN, WSB, WABX, WABZ, WABT, WHAS, WWL, WLS, WHM and WOAI.

While outlining the legal argument of the case, the presentation came to the issue of duplication on clear channels. It was shown out that whereas 40 clear channels were set aside in the 1928 allocation for high power operation to reach distant listeners, only 30 remain. Of these Mr. Caldwell read from the Craig statement, 12% channels are occupied by stations owned or operated by the networks; 11 1/2 by members of the Clear Channel Group and 4% by others.

And, as the first dig against the regional group of stations opposing superpower and advocating duplication on clear channels, the Craig statement recalled that John Shepard, president of the Yankee Network and chairman of the Regional Group, had opposed the power increase to 5,000 watts maximum in 1924 at one of the "Hoover conferences". This was said that he hoped the FCC never again would recognize this principle. Pressure resulted in these "consents" in most cases, he said.

Cites FCC Channel Survey STEPS which led to the so-called FCC allocation survey, released last Sept. 1, then were outlined. The survey was undertaken at the instigation of the Clear Channel Group, and constituted the most comprehensive analysis of technical radio ever made.

Although under attack as imperfect and not a fair gauge of clear channel coverage, the Group contended that, whatever its imperfections, it showed that clear channel service is essential for rural reception and that it coincided with other knowledge on the subject. It showed, among other things, that 76.3% of the rural residents surveyed preferred clear channel stations, as against 72% in a less comprehensive study made in 1929 by the former Radio Commission.

Net Duplication Not at Issue

ON THE question of duplication of network programs, the Group contended it was not a momentous problem, and certainly one that has not yet been studied scientifically to find a solution. It was cited as something the FCC must decide for itself. "Most of us who are in the business of broadcasting," continued the statement, feel that so far as commercial programs are concerned, the man who will effectively prevent excessive duplication is the advertiser. In fact, we think we have detected signs of his unwillingness to pay for double coverage for a long time.

If we are wrong in this belief the commission has ample power to set the matter under the Communications Act." Regarding charges of "monopoly," the Group asked that the FCC give due recognition to the principle of independent ownership in the licensing of stations. This struck particularly at network-owned and operated stations.

The Group made no suggestion for additional classes of stations, stating that the existing classes of high- and medium-power stations were ample. But it added it "vigorously opposes abolishing the clear channel class, as is proposed (Continued on page 64)

ENDURANCE LISTENERS — Attending most of the hearings regularly were the majority of the FCC, although the issues will be decided by the Broadcast Division (center three). Left to right: Thad H. Brown, Amning S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart.

CONCLUDING the comprehensive case for the Clear Channel Group, Joseph O. Maland, vice president of WHO, Des Moines, delivered a statement covering the social and economic phases of broadcasting at the Oct. 8 session.

Mr. Maland's many exhibits relating to the business of broadcasting and with figures on station earnings, he consumed two hours in the presentation of the voluminous paper. In it he attempted to discredit contentions that superpower would restore regional and local stations; that it would mean the dropping of smaller stations from the networks and that it in any way would wreak havoc in the industry.

Afterward he was subjected to a cross-examination by Commissioners and FCC engineering counsel on economics of broadcasting.

Describing the American system of broadcasting in its economic and social phases, Mr. Maland said the principal danger to this system is not that which is discussed most, namely, excessive or undesirable advertising. He called these simply growing pains of a young industry, accentuated by the depression.

Business Improvement

"THE REAL danger in the economics of broadcasting is that the interest of the advertiser in reaching masses of listeners, and the profit that is to be made in accommodating him, will result in laying down too many tracks of good reception in cities that are inhabited centers and too few, or none at all, to sparsely settled areas, which are not such attractive markets. Analyze these issues that now face you to see if underneath the elaborate technical charts and graphs, and the impressive statistics and tabulations you do not find a fundamental issue between those who want more stations in cities that already have stations and those who are striving to preserve what there is of rural reception and to improve it."

Mr. Maland drew heavily upon general statistical data on business (Continued on page 65)

Technical Brain Trust — Engineering executives of FCC as they wrenched to mass of technical data presented at hearings. Left to right: K. A. Norton; Comdr. T. A. M. Craven, chief engineer who handled bulk of examination of witnesses; Andrew D. Ring, assistant chief engineer; Raymond Asserson, and Dr. L. F. Wheeler, chief of newly-established technical information section.

October 15, 1936 • Page 11
PALEY OPPOSES SUPERPOWER

asserting that superpower will make it "the big fellow stronger" and the "little fellow" weaker. William S. Paley, CBS president, at the Oct. 6 session pointed out that superpower would reduce the need for local networks and declared that "perhaps in one-half of one per cent of the radio homes of the United States, and there only at night, superpower, as such, would make the difference between an adequate and an inadequate signal.

Mr. Paley drew heavily on his knowledge of the economics of broadcasting as a basis for his technical data for his stand, which in effect opposed superpower as dangerous to independent broadcasting by both technical and economic bases.

URGING grant of quota of superpower outlets to independent broadcasting, Mr. Paley pointed out that "The advantages of superpower to the superpower station itself are self-evident. A stronger signal throughout its entire area, an extension of that area of service, and a greatly increased revenue.

"The disadvantages are, on the other hand, less specific, on the other hand, more numerous. First, if the station's own program standards are to suffer, its greater theoretical sales revenue must carry the load of an investment in the neighborhood of half a million dollars and an operating cost estimated to be $150,000 higher annually than that of even a 50,000-watt station. This presumes no profit whatever on the additional investment, or operating cost. If its increased sales fail to provide all of this differential, then funds now going into program service and management must be taken out of programs and management and put into transmitter operation.

"A second disadvantage emphasizes the first: Except in the largest cities, and except for the larger merchants, the increased card rate necessary to a 500-kw. station will tend to make it a prohibitive medium for local advertisers. Single exceptions notwithstanding, the record of local advertising media whose circulation has grown beyond their trading areas reveals that they have been forced to lose local retail advertising, or sell it at a greatly reduced rate. This is feasible for a newspaper, for instance, which can sell its city circulation at a greatly reduced rate, because it can exclude the local merchants' advertising from its statewide or interstate interests. In radio, however, it is impossible for a superpower radio station. If it does lower its rate to

(Continued on page 70)

CHARGE OF GRADUAL CHANGE

Lohr asks gradual changes

TAKING an attitude almost diametrically opposite that of CBS, Mr. Lohr, a view opposite to that of CBS, Mr. Lohr said that NBC, and its parent company RCA had discovered nothing in their investigations of the ultra-high frequencies, either with respect to sound broadcasting or television, that would militate against the recommendations which we have made here for stations operating between 550 kc. and 1600 kc. whereas Mr. Paley had predicted television in two years, Mr. Lohr said that to the best of his company's knowledge, "the public audience is going to continue to receive its aural broadcasting service upon present frequency allocation and perhaps for many years.

RECOMMENDS FIVE STEPS

MR. LOHR'S definite recommendations were as follows:

1. "We earnestly recommend in the interest of economic stability for the industry that in your regulations you lengthen the license period for all broadcasting stations to three years, maximum permissive under the law.

2. "With respect to the continuance of clear channels, your record discloses that upon the 40 frequencies designated as clear channels in 1928, 50 stations were licensed to operate, each as a dominant clear channel station. In order to bring about this result, the

Radio Commission required 20 stations to share time upon 10 channels. By and large the past eight years have demonstrated that par time operation of this sort is not successful either from the listeners' standpoint or for the station operator.

In some instances the stations have worked out their own salvation by synchronization, direct broadcast, transmission or some other means. A number of the stations still operating part time on clear channels have asked that they be permitted to submit a plan to the Commission which will give each of these stations the same time and frequency and they propose that a hearing be held upon such plan. We are entirely in accord with this principle. We do recommend that the FCC reserve Clear Channels.

"There remain out of the original 40 clear channels some 25 or 30 upon which progressive forward-looking stations are being operated today. We see no reason why a number of stations to rural listeners has been reaffirmed by the recent Commission action. The service of the network stations, which are all of the small and medium size, and which serve a great many listeners, is not worth the sacrifice which would be made for superpower.

"We recommend that the FCC consider the development of a new system of superpower clear channel stations we recommend that your regulations be revised to remove any limitation of quantity or size to the number of the dominant station upon the clear channel stations. Having adopted regulations which permit a station to be licensed for a continuous period of five years, we consider that each individual applicant be considered and acted upon with due regard for the interference problems and the economic justifications which each case presents. Thus far in my company's case it has been demonstrated that our power is almost equal to that of one station using 500 kw. power would be desirable when measured by the standard referred to previously. We has reached no decision with respect to other stations which we operate. We recommend that power be allocated in power for regional stations to 5 kw. day and night. We recommend that power be allocated in power for regional stations to 5 kw. day and night, and that the engineering and economic factors previously referred to warrant the use of such power.

"We recommend an increase in power for local stations who satisfy the engineering and economic standards required for power.

(Continued on page 71)

FROM LEFT TO RIGHT: We present: Paul D. P. Spearman, regional group counsel; I. Z. Backwater, Mason-Dixon Group; Martin Campbell, WFAB, Dallas; Herbert L. Pettig, WHN; Benedict Gimbel Jr., WIP, Philadelphia; Edwin W. Craig, WSM, Nashville; Louis G. Caldwell.

BROADCASTING • Broadcast Advertising
Regionals Fear Economic Ruin in 500 kw.

Spearman Argues For Horizontal 5 kw. Boosts

“FINANCIAL Ruin” of regional stations was envisioned by Paul D. Spearman, chief counsel for the National Association of Regional Broadcast Stations, if the FCC always clears clear channel stations to use power. Presenting the case for the Regional Group on April 13, Mr. Spearman argued that there is no justification, technical, economic, or socially, for superpower.

Supplementing the technical testimony of Dr. Greenleaf Whittier Pickard, chief engineer-counsel NARBS, Mr. Spearman pleaded at group’s case for a horizontal increase from 1,500 watts to 5,000 watts at all regional stations; for duplication on clear channels, and for the authorization of the present limited 1,200 watts powers as the maximum.

In delivering his 56-page paper, ming with elaborate charts and histograms on networks, earnings, cover, and similar statistical data, Spearman argued a case against the superpower increase. While his recommendation on duplication covered all clear channel locations, it was indicated that the group felt the Commission in its recent decision should confine certain of these channels should remain clear. Superpower, if generally applied, Mr. Spearman argued, would not “clean up” regional stations, and only those in the local coterie also would result in a recouping of the clear channel stations themselves. He presented detailed arguments to substantiate his claim that 500 kw. stations are economically unsound.

“Loaded With Dynamite”

R. SPEARMAN painted a black picture of interference among stations if 500 kw. is permitted. He id that international interference would be caused, adding that one question “is loaded with dynamite” and that it would have an embarrassing adverse effect upon the whole system of American broadcasting.

Should the Commission decide to authorize the launching of any 500 kw. stations, Mr. Spearman said, it would see that they were located where they will render a unique service which cannot be duplicated any other way. Moreover, he said, the financial contribution of the applicant should be unquestioned.

He reiterated, however, that if he was unqualifiedly opposed to 500 kw.

As for duplication, Mr. Spearman urged that this be permitted clear channel stations on clear channel locations. Under such facilities now are being tested and that regional stations do not have an adequate chance at the average. He attacked the FCC allocation survey, made public Sept. 7, and contended that the FCC disregarded its entire in any determination of future they have to do with allocations.

By duplicating clear channels, Spearman argued, some regional stations could be permitted to move off their present assignments and onto clear channels, thus reducing interference on the former and at the same time making for greater coverage.

“Nous have presented indicate a great upheaval and upset in the economies affecting regional stations if 500 kw. operation should be permitted. No such disturbance would result from moving some existing regional stations to duplicate operation on clear channels. As we have already pointed out, such duplication would make possible great improvements and there would be no such excess of business from regional stations as would, we are convinced, take place if the Commission should authorize 500 kw. stations to be constructed and operated,” he said.

Opening his statement with the assertion that “as Mr. Shepard noted, "the backbone of American broadcasting," Mr. Spearman discussed at length on the character of business done by these stations and the sphere of their activity as public service units. He called the regional station comparable to the average city newspaper whereas the clear channel stations are in the category of the New York Times. He claimed that regional stations serve the bulk of the population with more than half of them which operate underground being located in cities of 100,000 or over. Within 20 to 50 miles of these 98 largest centers, he said, live almost half of the nation’s population, including a large rural population.

Depend on Each Other

MR. SPEARMAN cited further figures showing that 71.7% of all the unlimited time regional stations are affiliated with the major networks. As did the Clear Channel Group, he cited financial statistics of station incomes to support his point that the national networks adhere to regional stations are mutually dependent upon each other.

In an effort to break down the FCC’s allocation survey which showed that rural listeners prefer clear channels stations as to the exclusion of other classes, Mr. Spearman referred to many analyses which he said, furnished proof positive of the high order of service rendered rural listeners by regional stations.

This rural service of regional stations would be greatly intensified, Mr. Spearman argued, if regional stations are authorized to increase their power horizontally at night from 1,000 to 6,000 watts. Not only would it enable them to lay down better signals in their present service areas but it would also make possible “safeguarding the reception of programs broadcast by them to thousands upon thousands of listeners who cannot now enjoy this service.”

“Since regional stations constitute close to half of all the stations in the country, and half the combined business of the industry; serve the social and economic needs of local trade areas, and cater to the cultural and business needs of these communities; and since the local advertiser pays taxes in the community served by regional stations, contributes to and supports the welfare organizations, adds to its social life and cultural influence and depends almost entirely on the area served by regional stations for existence; and since the listeners within such areas in return receive concessions from local business men and look to and depend upon them for economic leadership, the Association, which I represent respectfully submits that regional stations should be permitted to use the intensity of their signals so that the service rendered by them to their respective

(Continued on page 74)

Shepard Explains Regional Group Purposes

BY WAY of opening the elaborate regional station presentation, John Shepard 3d, president of the Yankee Network, and chairman of the Joint Council of Regional Broadcast Stations, explained the scope and purpose of the survey. He said its three principal objectives were horizontal increases to 5,000 watts on all regionals, opposition to superpower of 500,000 watts and duplication on clear channels.

NARBS, he explained, was formed for following reasons:Mahoning out of the impasse in July because of the anxiety among regionals over impending superpower and the economic havoc they felt it would cause, the organization has 81 members in 34 states and has one or more members on 125 different stations, sweeping out of 40 frequencies assigned to regionals. Mr. Shepard said:

What Association Wants

"HAVING determined what all of the stations general interests were, he added, he and his group turned into as few definite proposals as possible, it was unanimously determined that the group desire to have the for a non-commercial sponsor and present evidence supporting changes in the rules of the Commission so that rules as demarcated by the Department of regional broadcast stations with 5 kw. power at night, as well as the operation of more than one full-time station on a clear channel. It was also definitely determined as the governing policy of the association that it should and therefore would sponsor these changes. In this way, he said, any application to regional broadcast stations. Your division, in giving notice of this hearing and in proceedings, ought to be clear that the information and data desired should go to general applicability of rules rather than at the port of relatively few stations or a small number of regional frequencies. The association has tried sincerely to comply with this implied if not direct request of the Commission and has prepared the power effect of 500 kw. stations.

The association was unanimous-"ly of the opinion that regional stations, as a group and as individuals, would be adversely and most severely affected if stations should be authorized and regularly licensed to operate with 500 kw.

Believing in our own stations and being convinced that they are necessary to the nation’s welfare, the American public, we were convinced that we would be negligent in not properly representing our position to the Commission, both this division and ourselves, if we did not show some of the facts as to how the regional stations would be adversely affected by the regular operation of 500 kw. stations."
THE METEORIC success of WLW as the pioneer superpower was recited by Powel Crosley, Jr., president of the Crosley Radio Corp., which operates the station. He recounted the history of WLW from a 20-kw affair in 1921 to the 500,000 watts, which it acquired in March, 1934. It has operated experimentally with this power, being licensed only as a regular 50,000-watt station. Like some of the preceding clear channel witnesses, Mr. Crosley related how listeners as early as 1922 regarded the "50 watts as superpower" and complained of blanketing.

Always a proponent of higher power, Mr. Crosley said that WLW's cost in high power was manifest long before the present commercial possibilities of broadcasting became evident. He said:

"We have endeavored to cover that 'No Man's Land' lying between areas well served by local or regional broadcasting stations to deliver, winter or summer, in spite of atmospheric or other forms of interference, the three channels, for the radio listener who cannot afford the more elaborate and costly receiving sets. That we have succeeded in doing this is evidenced by the recent engineering report of the FCC indicating the popularity of our station in rural districts."

"Most of the profits of WLW," Mr. Crosley said, "have been plowed back into better and better programs, more and more costly presentation of programs, and better engineering and technical equipment."

Mr. Crosley discussed program policies of the station and its effort to keep its listeners over a wide area informed on livestock quotations, weather reports, educational courses and various programs as the Farm and Home Hour which have never been moved for commercial purposes.

Coverage Quadruples Mail

THE IMPROVED coverage that resulted in WLW's increase from 50 to 500 kw., Mr. Crosley said, was demonstrated in the fact that during the first three months of 1935 it received four times as many fan letters as it had received during the same period of the preceding year operating with a power of 50 kw. For the six-month period, October 1934 to March 1935, operating with 500,000 watts, WLW received five times as many pieces of mail as during the corresponding period of 1933 to 1934.

"When you consider that a great bulk of our fan mail comes from the small towns and rural districts, and the further fact that experience has shown that a relatively small number of listeners do actually write fan letters, it is clear that the power increase of WLW has resulted in furnishing a radio service not heretofore available to a vast number of such listeners," Mr. Crosley said.

Summarizing, he said the benefits of these successful power increases have been threefold: (1) Many listeners received programs which, because of the type of receiving equipment used or because of distance, they never would have received otherwise; (2) the reception for those who could hear the programs is vastly improved, and (3) increased revenues have improved the programs themselves.

Evidence purporting to show that WLW does not blanket with its 500 kw. signal even those stations on adjacent channels at points close to the WLW transmitter, was also submitted. This was elaborated upon by other witnesses for the station.

The Economics of 500 kw

ON THE subject of economics, Mr. Crosley made the following observations:

"The economic results of the use of power of 500 kw. to a station using it or to other stations are not as susceptible of definite proof as are the technical benefits to be listed. It is possible to demonstrate the existence of injury to the listening public from the technical operation of such a station. This is true because among other reasons, each station and each locality presents an individual problem. Differences in experience and popularity of the station, and many other factors enter into the analysis of the radio listener habits and demonstrate that the early evening hours, 5-7 p.m., are the most popular to the rural listener and the next 3 hours after midnight. The shared time cleared channel stations are unable to render their services to listeners residing within their respective service areas.

"In June, 1935, the Davis Amendment herebefore referred to was repealed and we submit that the present is an opportune and logical time for the FCC to consider these part-time cleared channel stations to operate full time.

"As an example of the operation, Chie Engineer Craven brought out the fact that there are 20 time-sharing clear channel stations, only five of which have been represented by Judge Kendall. He asked whether the other stations subscribed to the views, to which Judge Kendall said he had no definite information but felt that they did.

To the question whether the time-sharing stations would be willing to install directional antennas to prevent interference under present FCC rules, Judge Kendall said he believed that the would do everything possible to get a solution of their problem.

TIME-SHARING CLEAR CHANNEL PLEA

A PLEA for full-time operation of existing shared-time clear channel stations, on the ground that they are now economically unsound, was made by John C. Kendall, attorney, of Portland, Ore., appearing for five of these stations. The recommendation was that the FCC amend existing rules to permit this, and to accomplish this after a general hearing on the subject. The stations in the group were KEX, Portland; WOWO, Fort Wayne, Ind.; WWVA, Wheeling, W. Va.; KTHS, Hot Springs, Ark.; and WBAL, Baltimore.

Pointing out that the time-sharing assignments were made primarily to bring about an equitable division of clear channels among the stations and to improve the so-called Davis Amendment, and that the amendment since has been repealed, Judge Kendall contended that there is no longer any legal reason to prevent the full-time operation. He said:

"More than eight years of trial and operating experience has clearly demonstrated that the operation of clear channel stations on a time-sharing basis is economically unsound, and that the policy of the rendition of the maximum service by such stations to which the radio listening public is entitled.

"Present operating assignments of shared time cleared channel stations are economically unsound for the following reasons:

"a. The same instrument is required for installation and maintenance as is required for a full-

time cleared channel station, and the operating cost is substantially the same.

"b. Due to the fact that nearly one-half of the most valuable night hours are not available, there is a substantial loss in station revenue.

"c. Listener popularity and station prestige are seriously impaired by reason of the interruption in the continuity of program service. It is now being deprived of program service from shared time cleared channel stations, which with full-time operation from such stations would be available to it because:

"a. Shared time cleared channel stations under present assignments are required to observe a silent period up to a maximum of four hours each day during certain months of the year. Such nighttime hours are generally recognized as most valuable to the broadcasting public.

"b. During the hours when these stations are forced to remain silent occur the greatest number of programs in which the public is most interested.

"c. Analysis of the radio listener habits has demonstrated that the early evening hours and the most popular to the rural listener and the next 3 hours after midnight. The shared time cleared channel stations are unable to render their services to listeners residing within their respective service areas.

"In June, 1935, the Davis Amend-

ment herebefore referred to was repealed and we submit that the present is an opportune and logical time for the FCC to consider these part-time cleared channel stations to operate full time.

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FURTHER detailed accounts of FCC allocation hearings will be found on pages 54-77.
50% of Products Sold in Kansas are Bought in COUNTRY STORES

Practically every leading nationally advertised brand is to be found in country stores— for farm people are “brand conscious”—more so than metropolitan buyers. In Kansas and Missouri, WREN serves a farm audience of over 1,500,000 people in an area of approximately 90,000 square miles. WREN is the source of news, entertainment, education and advertising to this audience—at all hours of the day and evening!

If you want to sell your commodity in this rich farm section, let WREN carry your advertising.

SERVING 11 MAJOR CITIES AND 90,000 SQUARE MILES OF FARM SECTION

In addition to 1,500,000 farm population, WREN serves the following principle cities of a combined 761,535 population: Kansas City, Mo.; Kansas City, Kansas; St. Joseph, Topeka, Atchison, Leavenworth, Ft. Scott, Ottawa, Lawrence, Emporia and Manhattan.
**NBC Offering New Contracts To Integrate Station Relations**

**New Clause Designed to Check Defections to Other Hookups; Compensation Revised in Come Cases**

CARRYING forward the determination of NBC president Lenox H. Merrell to integrate NBC's relations with its station affiliates, the network organization is at present offering practically all affiliates new contracts designed to stabilize the network's relations and to eliminate some of the friction of past years.

Some of the contracts are for one year or more, others for five-year periods, and in some instances the basic contract is to be renewed under NBC's sliding-scale compensation plan instituted about a year ago is revised.

The contracts contain several important departures from previous practice, although for the most part they maintain the basic compensation scheme. One of the most significant features is a new clause providing for the payment of a sum by which an affiliate agrees "not to permit the use of your station's facilities, license, or network, or any other than our own, with which is permanently or occasionally associated, by a station wholly or partially a city or county of one million or more inhabitants."

**Aims at Affiliations**

THIS clause is aimed at NBC station affiliations with successful Mutual Network, whose WOR and WGN readily fall within the "one million" city, and stations in contractual aggregation Mr. Lohr's already demonstrated an intention of discouraging further defections. On the other hand, it does not keep NBC stations from joining small state or regional networks or hookups outside of NBC's optional time.

The last few weeks, and particularly during the course of the FCC allocation hearings which began in Washington Oct. 5 and which brought together national broadcasters to Washington, members of the NBC staff have been contacting affiliated stations to arrange for contracts with them and procure signatures. Mr. Lohr himself is handling the contract negotiations, as are Frank Mason, station relations vice president; Reginald Brophy, station relations manager, and others of the staff. Mr. Brophy and Keith Riggens were in Washington during most of the heart of the hearing.

The contract forms were drawn, with slight variations, to be offered to all NBC station operators under the present form of station contract on a regular affiliation basis and on an optional time basis. Each contract provides for a guarantee of sufficient number of night hours, which gets a guarantee of sustaining and commercial service per 28-day period. Two hundred units provide for 100% of the contract time, 140 units for 200 night hours, with daytime hours (8 a.m. to 6 p.m.) counted for each 45 minutes of the night contract.

The contracts stipulate that the NBC network will compensate the stations at the rate of $15 per hour during the 10 unit hours of network commercial time during each 28-day period, the rest of the compensation plan, as before, remaining as follows: (a) For the first 25 unit hours in excess of the station's average unit hour for the 28-day period; (b) for the next 25 unit hours, NBC pays at the rate of 30% of average unit hour rates for the 28-day period, and (c) for all unit hours in excess of 66, NBC pays at the rate of 37½% of average unit hour rates for the 28-day period.

The contacts provide that both increases and decreases in station rates are to be reflected in the compensation scale, but that if rate decreases are made, the station may terminate the contract upon 90-day notice.

**Rate Decreases**

TO PROTECT against decreases by stations of their rates to national advertisers below the prevailing network rate for the station, NBC writes into the contract this provision: "If you accept from national advertisers net payments less than those at which NBC sells your station to network advertisers for corresponding periods of time, as set forth in the schedule of NBC's rates, NBC may, at its option, reduce the network station rate for your station in like proportion, in which event the compensation due you from NBC will be likewise reduced but the right of termination provided for in the preceding paragraph [90 days] shall not thereby accrue to you."

Network optional time schedules, set forth for the time that must be cleared for NBC commercials upon 28 days' notice, remain as before, namely, 10 a.m. to 12 noon, 3 p.m. to 6 p.m., 7 p.m. to 7:30 p.m. and 8 p.m. to 11 p.m., Monday to Thursday, and 10 a.m. to 12 noon, 3 p.m. to 6 p.m. and 7 p.m. to 11 p.m.

Sundays (all New York City time). The network guarantees 28 days advance notice of discontinuance of scheduled commercials and, as formerly, retains the right to substitute public service programs for scheduled programs without compensation for the cancelled program "because of the public responsibility of the network and its associated stations."

**New Clauses Added**

**SEVERAL new clauses in the contract, which are self-explanatory, are also contained as follows:**

"You agree not to eliminate your station during the term of this contract unless such sale or lease is expressly made subject to the terms and conditions of this contract."

"In the event you substitute another program for a network program and we refuse to substitute, you are obligated to broadcast in accordance with the provisions of Section III, paragraph a, (relating to optional time), you agree to pay us, as liquidated damage, a sum equal to the difference between the total monies received by you for broadcasting such other program and monies you would have received from us had you been able to broadcast the network program. This provision is without prejudice to any other rights which we may have under this contract arising from your failure to broadcast any of our network programs, and shall which we offer to you which the option to refuse to accept such a network program by making the payments specified in the foregoing paragraph.

"You agree not to authorize, cause, permit, or enable anything to be heard over your station whereby a recording is made, or a recording is broadcast, of a program which we have, or is being, broadcast on NBC networks."

The contract forms conclude with a provision that the contract shall be in force for a specified period of time, believed in most cases to be five years, terminable by NBC upon 12 months' written notice.

**Serious Questions Arise**

Much discussion has been aroused over these companion packages cut from polished black gel to sell or lease. The network has signed to the building of WWJ, Detroit. They are the work of Carl Milles, noted Swedish sculptor, and the left plaque is designed to represent "broadcasting" and the right "listening." The subject debate is raging in art circles whether the sculpture intended them to be serious or satirical. The left plaque shows a group of musicians "playing for dear life." The building, puts it. At right are radio listeners in varying moods of wakefulness and interest.

**Election Coverage**

**On Elaborate Basis**

Networks and Stations Lay Plans for Unique Feature

WHILE time is currently being cleared by the networks at a great expense for the coverage of the presidential candidates and the spokesman, both NBC and CBS will carry their regularly scheduled plans for coverage of the election returns the night of Nov. 3. Both networks are securing additional staffs of the type necessary to insure full coverage at interpretation of the returns.

NBC will send its first returns over combined networks from 6:30 to 6:45 p.m., starting with an interview with James W. Barret, general manager of radio bureau. Graham McNamee and John Kennedy will be the announce who do the intervals, followed by a evening will broadcast and interpret the vote tallies, interfering regular programs if necessary.

**Special Features**

IN ADDITION, NBC will carry a daily series of commentaries, covering the party chairmen at the microphones; from the last day of the Democratic and Republican conventions, which are broadcast in the party chairmen at the microphones; at the major political party's headquarters, in the radio stations in Times Square as far as listeners could hear them.

Paul White, CBS director of special events, will head a big news team consisting of the largest New York staff studio. He will edit copy to be handed to Hugh Conrad, who will announce the election returns, and who will handle straight announcing while H. Kalter, former news commentator and Bob Trout, president and NBC's commentator, comments on the Congress voting.

The election system employed by CBS will be similar to that used in 1932 when a large staff, with radio and wire-stations indicated, was mounted the studio and carried the last returns plus an indication of state's election vote. Additional CBS lines will be followed in Democratic and Rep lines will be followed in Republican lines along with the current of President Roosevelt and G. Landon and in the Times Bldg. New York.

"NBC Network, according early advice, will not handle returns on an organized new basis, and plans for screening the station to do a local job. We will depend upon the Chiefs and the network will use the radio Press and may join with the New York Journal for its return service."

Generally, the network's executives expect to have an easier time covering the elections this year than they did last year, when they did not have a newspaper service. Trans- service will be keyed for its methods, with the type and radio transmission s.
Plotting Spots--The Multi-Station Trend

By BLAYNE R. BUTCHER
Radio Director, Lennen & Mitchell Inc., New York

Impressions of Spot Broadcasting From Agency Viewpoint; How a Time Buyer Can Size Up Stations for a Campaign

NOW a time buyer, Blayne Butcher for years—seven of them—served time behind the microphone as well as at the manager's desk. His training took him through all sorts of studio jobs at WATAR, WLVA, WGH, WBAP, WLW and WCAU, which is considerable mobility even for a radio man. Since 1934 he has been in the agency end of the business and has acquired some ideas about agency-station and agency-advertiser relations. And in telling his story, he gives his blessing to the new trend toward the use of more than one station in a market.

Taking Their Measure

Because the profession of radio is such a highly individualized one, the measure of the parties concerned must be taken into consideration in planning the use of a spot program. Naturally, the worst way to do this judging is by a write-up of the stations involved, the area desired and using one's best judgment. For instance, a station to station personnel survey will disclose that at one point the general manager is the most conscientious; at another, the personnel manager; and at others, the station's executive or announcers. A discerning agency man, with an eye on just where most of his business is coming in, and above all, a working knowledge of what makes the radio station 'tick', should be able to spot, during the course of a brief visit, the person around whom responsibility of the spot campaign's success can revolve.

The best way to get this knowledge is by the simple and slow method of visiting in stations. Spot time and program buyers should be able to visit stations and understand or find out more than the things appearing on the surface. Naturally, the traditions of best selling on the part of the station manager require that the agency man's hand be held, and that the rosy glow of happiness permeate all his stories.

All well and good, but if the agency man understands stations and station people, he will make most of the call is made on the other station's management and acquiring a valuable insight on the station, its personnel, and its business. This is a real service to his client. Worthy stations whose business operations are open and above-board will welcome and cooperate to the hilt with this type of agency representative.

On the matter of service, there are, unfortunately, still a few shortsighted stations which measure their station budgets to the point of hampering the servicing of commercial accounts. A newspaper, staffed as it is by some radio stations with several people 'doubling' in duties, would go under in short order. The old argument station owners have against building up a large physical equipment, rather than their short licenses by the FCC, willed holds water in the case of personnel which is as "fireable" as it is "hireable". Of course, radio stations must make reasonable profits, but their chief stock in trade—personnel—should not be at such a bare minimum that this very factor works against the commercial principle to which they are dedicated—that of getting accounts and producing results for as many advertisers as possible, to secure their own financial future.

Traditions Aplenty

Today's far-seeing station owners employ a higher type of personnel concerned with broadcasting. At some points these people are so overworked that one advertiser's program, as well as another's, is just a daily chore to be dispensed with as quickly, and with as little talking 'on the fly' as possible, while spot business is climbing to a new high, it is to be hoped that the few backward station owners will make some of their personal avance, and enlarge staffs to the point of offering regular to spot radio advertising campaigns.

While on this subject of stations, let us consider the background of some of them—a factor which plays such a big part in influencing operations today. Too many stations were founded back in the 'catch-as-catch-can' wavelength scramble by either the get-rich-quick gentry who always jump into new ventures, or by experimental mental operators—idealists in the field of radio technique—who gave them up under economic pressure to promoters or local firms that used them purely as a toy adjunct to their advertising promotion.

It is to be doubted that many conscientious persons could visualize, in its earliest phases, the level-headed business angle that this station has attained today. The needling out started when radio's commercial aspects began to be apparent, and when competition in its own field and with other media became inevitable. So deep-rooted are some of the family and personal station holdings, that even yet, at a few points, reactions dictate unsound policies, regardless of the station personnel's standards of business acumen.

In any other field of business, competition would be the correction or elimination of an unhealthy enterprise, but with the restriction peculiar to radio— that of a wave length grant by a Federal commission—which need 's a common limitation in the radio field, a station may go merrily along with its owners laboring under the illusion that they are doing an excellent job. In reality, however, the whole setup may be hampered by a system of syndication. It is amazing that it functions as a business at all. This sort of thing may particularly be the case in the radio group of stations is growing increasingly small--one man running a station, selling advertising, and operating the station, and sound practices come into play.

What Station to Use

Here is another point about spot placement concerning which there can and always will be much controversy. An advertiser will say to his agency—"Put our program on the best station in 'Blank City'." The agency then faced with a difficult problem. Were it to be a newspaper campaign, circulation figures might support the choice, but in radio, a station to be based on other principles. And at this point, more than any other, judging a station requires consideration of all the elements involved, after having discounted station reputation, major advertisers, social overtures, and other personal elements.

The man who has worked in stations know that every station in the city desired can, without doubt, poll a substantial audience, and possibly any one of them could do justice to the proposed campaign, but nevertheless, he starts the usual round of station mechanics—radio technique, including power, frequency, network connections, estimated listener habits, success stories, time availability, program offerings, local prestige, opinions and what not. This usually winds up in such terms as: 'pointing to relatively little difference in two or even three competing stations, thus making it essential to drop the whole business in the permanent file.'

But his client, who has unquestioning trust in large sums in other media in the past, wants infallible proof before risking his radio dollars, so frequently it is necessary to make the personal call and come back with a firm recommendation. Along with the personal call may come the insistence upon checking with the client's local contacts in the area visited. At first glance, this looks like sound reasoning, but there are twice as many potential radio impresarios as there are stations, and the difference between the East and West coast is too great to allow you to cover the entire country as there are in the entire radio industry. Their ideas, however, are common sense.

Multiple Placements

If solicitation of their opinions cannot be avoided, the agency man must be prepared to meet the objections of those who have been overworked in the final selections of station, time and program, and be prepared to sell the client over and over again when and if their usual 'trump' complaints come (Continued on page 80)
THESE ARE BUSY DAYS

at KFRU

New Studios Are Being Built...

? For the past weeks carpenters, bricklayers, plumbers, interior decorators and the host of other artisans who have a hand in such things, have been creating new studio and office groupings. Their work is nearly finished.

New Equipment Is Being Installed...

? The new studio, incorporating all of the latest developments in acoustic control, will be served by new Western Electric speech input equipment.

Sorry we can't show you pictures now . . . You'll see them later on, though.

All to Give Better Coverage In...

? The rich, Central Missouri area between the Retail Markets of St. Louis and Kansas City . . . A new data book covering the economic and retail sales factors of this area is yours for the asking.

KFRU is owned and operated by the St. Louis Star-Times Publishing Company.

National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo. Chicago New York
1329 Baltimore Ave. 1530 Mather Tower 250 Park Ave.
A Store Wanted to Grow Up-And Did

Furniture House in Milwaukee Turns to Broadcasts To Build Prestige and Acquire New Customers

By WALTER J. DAMM
Manager, WTMJ, Milwaukee

HOME FURNITURE Co. of Milwaukee, which prior to July 1934 had been an outlet for second-hand furniture, has firmly established itself in this market as a buying place for new furniture. This record in itself is not unusual for the fact that radio was used exclusively to effect the change.

The store had a two-fold problem. On the one hand it had to plead the news far and wide that it now sold only new furniture, and on the other hand, it had to build confidence in its new merchandising policy. In this latter phase it could not start from scratch like a new establishment but had to overcome the antipathy of people for buying at a former second-hand store.

Radio was chosen as the medium or accomplishing the store's objective because the new manager, B. W. Shay, had had successful experience in merchandising furniture by radio in Chicago. The record of 15 months of consistent broadcast advertising over WTMJ had been well high phenomenal.

Merchandising Schemes

HOME FURNITURE Co. opened accounts in 52 Wisconsin towns in less than six months after going on WTMJ. It credits radio with successfully establishing the attractive store with all new merchandise. It has secured unit sales in cash as high as $570. One man from a town 100 miles from Milwaukee came in and bought a $27 bill of goods because he liked the Home Furniture Co. program. He came direct to the store without shopping around anywhere else in Milwaukee.

One woman from Milwaukee's south side, who admitted she hadn't been downtown shopping in two years, was induced by the store's radio program to come in and buy furniture. This is significant in view of the fact that Milwaukee is a city of good using shopping districts. There is no question in the minds of the Home Furniture Co. audience regarding the source of their business because they use radio exclusively.

Mr. Shay employs simple, homey, direct sales talk messages in his broadcasts. He also merchandises his broadcast. An effort is being made to present new merchandising stunts in his broadcasts. As an example, during one week's broadcast, the store had a piece of aluminum made by a firm noted for quality, and offered the set at $14.95. The set sold obviously a good "buy". It pulled many customers. Further capitalizing it afterwards, the store pointed out how it had been established as highly attractive. Mr. Shay came back shortly afterward and offered the set as a special inducement, pegging it at the set sold previously for $14.95 and gave it free with any three-room outlet of furniture purchased during the week.

When the Veterans' Bonus went through Mr. Shay was quick to put into effect the deferred payment plan appealing to veterans. "Buy now and pay later" was the basis of the plan.

A new advertising scheme, in many Wisconsin towns the Home Furniture Co. decided to broaden its sales appeal, the Youngstowners who had offered "free delivery anywhere in Wisconsin" and now extended this to "free delivery anywhere in the state". This resulted in the obtaining of many customers from the neighboring states of Michigan, Illinois and Iowa.

The sponsor's initial radio program was a five-day, a week 15-minute morning period, featuring the Home Harmonizers. Several Don Gordon inexpensive cash contest in which listeners were rewarded for their best letters on "Why I Like the Home Harmonizers" was the means of securing many names of potential customers. An offer of photographs of the Home Harmonizers also produced thousands of names and addresses. Repeated song requests furnished many others.

When, at the end of a year's broadcasts, the store owners of the Home Harmonizers should be continued, the store was deluged with affirmative responses. One man, who heard 200 names and then came down to make sure the letter arrived and said that he could get double that number of signatures if necessary.

On June 1 of this year the Home Furniture Co. was so satisfied with its success its efforts over WTMJ that it decided to increase the appropriation for broadcast advertising. In looking for something new, it found radio tailor-made for its needs in the WTMJ sustaining program known as the Exchange Club. This 15-minute program is broadcast three times a week, features an exchange of household hints and is broadcast over Wisconsin towns by a woman announcer but by a man, Don Gordon, of the regular WTMJ staff.

The program was developed as a tremendous mail response and while this is a reflection on the average woman announcer, it appears that the personalities in the WTMJ audience have developed an unexpected degree of interest in Don Gordon's household advice. This is the cause may lie in the unusual situation of having a man expound such advice and the further fact that the job is done in such a way that kind may bring to bear a somewhat more practical and hard-headed attitude regarding what is worth broadcasting.

A Thousand Hints

IN ANY EVENT the Home Furniture Co. now sponsors this program in addition to the original Home Harmonizers and is well pleased with the results from the second program. At the time the store took over the sponsorship of the Exchange Club, WTMJ had a booklet entitled One Thousand and One Household Hints on the press. These hints had been selected by Don Gordon from the many thousands of hints he has received from listeners and the compilation made a very attractive offering.

Because the program was now theirs, the Home Furniture Co. took advantage of the privilege of distributing and selling these booklets and this right was given to them. The first edition of the book was exhausted by the short time and a second edition was planned by the sponsors.

As a greater tie-up with the new program Don Gordon appears at the Home Furniture Store on Saturday afternoons and personally autographs copies of the booklet which are sold at that time.

So with the help of radio the Home Furniture Co. has accomplished this number of signatures if necessary.

Sponsors PLANS DISC SERIES

H. W. KASTOR & SONS ADV. CO., Inc., Chicago, has commissioned WBS to make a series of transcription announcements, of various lengths; 

SALES CONTINUED:

1. Beaumont Laboratories, St. Louis (4-Way coolers)
2. Booth Furniture Co., Chicago (Easy Washing machines)
3. Lykollen Co., Kansas City (Kitchens)
4. Williamson Candy Co., Chicago (One-Henry bars)
5. Tattoo Co., Chicago (Cosmetics)

For Products Inc., through Medium & Fowmsmith Inc., Cleveland, WBS has arranged radio spot announcements.


Two N. Y. Net Accounts

REMINGTON RAND Inc., Buffalo (office equipment), on Oct. 5 started "Can We Make Better Machines" radio discussion. The broadcast will be made over 

NATIONAL PROGRAMS

New York State Network, Mondays, Wednesdays and Fridays.


New KOBH on Air

HEADED by Robert J. Dean as manager, the new KOBH, Rapid City, S. D., which went on the air at 1370 kc., is now on the air on full schedule, with Arden Swisher as operations manager, Katherine Walpole, as program director, E. H. Carter, as chief engineer, and M. J. Jones, as assistant chief engineer. KOBH is part owner with Dr. F. Koren of KWTN, Watertown, S. D., and KGKY, Huron, S. D.


plished its original objectives and has gone on to build an increasing clientele and increasing dollar volume of business. In this connection it should be apparent. While the Home Furniture Co. persistently promotes "easy monthly buying" on our unit sales for cash secured by radio have convinced the management that there are many sizeable sales that are made, and these are tapped by radio, penetrating as it does to all classes and types of prospective customers.

BROADCASTING • Broadcast Advertising

October 15, 1936 • Page 19
Cleveland and Denver Stations Basis Of New Negotiations by Major Networks

CLEVELAND and Denver appear to be the scene of two new negotiations by the major networks to change or acquire new outlets and in both situations Mutual Broad-casting System figures prominently.

Although denied officially, reports were published locally in Cleveland that WGAR, present NBC-Blue outlet, would switch to CBS, which on Oct. 1 began a new three-year contract with WHK. Presumably, under such a situation, WHK would become aligned with NBC, although there have been no negotiations on this.

The Denver situation is a curious admixture of events and moves, which, on a temporary basis, would see the time-sharing stations KFEL and KVOD become outlets for both NBC-Blue and MBS. KFEL, owned by Gene O'Fallon, has an agreement with MBS to begin service when that hookup goes nationwide Dec. 29 and joins with Don Lee. The other half of this assignment—KVOD—has not signed with MBS, however.

Full Time Sought

As broadcasting went to press, negotiations were in progress whereby KFEL-KVOD would take both NBC-Blue and MBS programs (the latter that Dec. 29) on a first-come-first-serve basis. The KFEL agreement with MBS runs for a year from Dec. 29 and it is presumed that after that time there will be steps to rearrange on a one-network exclusive basis of the character NBC now is demanding in its new five-year contracts.

Simultaneously, however, it was learned that KFEL had filed an application with the FCC for full time on 920 kc., which it now shares, and that KVOD has applied for full time on 630 kc., Canadian-shared regional. Presumably, if these applications are granted, both NBC and MBS would have Denver outlets on a full time basis.

NBC now has the clear channel KOA in Denver, which at present is both a Red and Blue supplemental. The negotiations on the Denver situation have been carried on by Gene O'Fallon for KFEL, Duncan Pyle for KVOD, and NBC officials, including President Lenox R. Rohr, Fred Weber, MBS general manager, for that network.

In connection with the Cleveland situation, it is known that CBS struggled long and hard to negotiate its present three-year contract with WHK, owned by the Cleveland Plain-Dealer interests. The contract, agreed to in August, is understood that KFEL, for three years, with a one-year cancellation clause. It also provides for certain CBS sustaining service over WJAY, Cleveland station also owned by the Plain-Dealer.

Credence is given the report of a possible switch to WGAR by the fact that it is owned by the Richards-Fitzpatrick-Patt interests operating WJR, Detroit, which last September switched from NBC-Blue to CBS. The published report that CBS had already given WHK notice of its desire to cancel under the one-year recapture clause was denied officially at CBS. Should CBS later give WHK notice (on this score nothing could be learned, pro or con), it normally would mean that the cancellation would not become effective until one year from the date of notice. However, in other cases of this kind, the networks have gotten together in advance of the final shift dates to their mutual satisfaction. It is not certain, of course, that should WHK get notice from CBS it would negotiate a contract with NBC as the replacement for WGAR, but this is a logical supposition. WGAR has been taking certain MBS commercial programs.

Before and After

BARRED from carrying sponsored broadcasts of Ohio State football games this season, WGAR, Cleveland, with the Pittsburgh game Oct. 10 nevertheless began broadcasting both home and out-of-town games with Grant Ward at the microphone. The games themselves are not sponsored but Kellogg's is actually footing the bill by buying a 30-minute grid-rally broadcast before each game and a 15-minute summary account after the final whistle.

CBS Engineers Elect

ELECTION of Kendall E. Dav as president of the association, the employees of the engineers department of Atlantic Broad-casting Corp., technical operating subsidiary of CBS, was announced Oct. 1. Other officers elected are John Tiffany, named president; Charles Mundorff, treasurer; Charles Kleinman, secretary; Lester Hatfield, national representative, and an executive committee comprising L. K. Farkas and Charles Malmstedt.

Publisher Buys WCHS

PURCHASE of WCHS, Charles-ton, W. Va., by a syndicate headed by John A. Kennedy, publisher of the Charleston (W. Va.) Expon, was disclosed with the filing of an application with the FCC for voluntary transfer. The station, a 500-watter on 580 kc., was purchased for an undisclosed price from the Huntington Publishing Co., publishers of the Huntington (W. Va.) Herald-Dispatch and Ad-ver-tiser, which also owns WSA-4 Huntington, and which has operated WCHS as a subsidiary since 1930. Mr. Kennedy's newspaper also holds a construction permit for a new 250-watt daytime station on 1370 kc. in Clarksburg, be known as WRLK. Until then purchased the Clarksburg newspaper several years ago, Mr. Kennedy was a Washington newspaper co-respondent.

And the "spot" is St. Louis and its surrounding territory. This rich and active trading area, completely and efficiently covered by KWK, should receive your most serious consideration. An advertising campaign through KWK will definitely increase your sales. And remember, now that we have just installed a fine new 5000-watt transmitter, we expect to show even better results than we have in the past.

THOMAS PATRICK INCORPORATEI
HOTEL CHASE

REPRESENTATIVE
NEW YORK CHICAGO

ST. LOUIS, MO

PAUL H. RAYMER CO
SAN FRANCISCO

Page 20 • October 15, 1936

BROADCASTING • Broadcast Advertisings

www.americanradiohistory.com
WKY Sells for its Advertisers by Consistently Selling Itself!

- Because WKY never lets up selling itself, there's never a let-up in its pulling power for advertisers.
- Consistently and with dominant space, WKY keeps selling itself to its audience through the Southwest's greatest publications.
- WKY's complete program schedule appears every day in more than 185,000 copies of the Daily Oklahoman and Oklahoma City Times and twice a month in the Farmer-Stockman, farm paper read in more than 205,000 rural homes of Oklahoma and North Texas.
- Regularly each Sunday (oftener, if programs or events of special interest warrant it) WKY uses large space, frequently in one and two colors, to keep its audience thoroughly aware of what it is doing...to keep itself in the public eye and ear...to keep itself the most listened-to, most talked-about, most written-to station in Oklahoma.

WKY

OKLAHOMA CITY

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

National Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

WKY Theatre of the Air

Biggest Show on the Air

Tonight and Every Sunday Night

See and hear all sorts of entertainment!

5:30-5:45 - Elvis Parker Special
5:45-6:06 - Ramparts Master Singers
6:00-6:30 - Jack Tennis
6:30-7:00 - Ripley's Believe It Or Not

www.americanradiohistory.com
WOL's Regional Grant Is Reaffirmed; 2 New Stations, Power Boosts Granted

REAFFIRMING its decision of last summer, the FCC Broadcast Division Oct. 13 granted the application of WOL, Washington, for regional facilities with 1,000 watts power day and night. It is now a local operating on 1310 kc, with 100 watts, and with the authorized change will shift in frequency to 1230 kc.

The action reaffirms its grant of July 22 which was protested by several stations on the ground that the usual protest period had not expired. As a consequence it set aside that grant, which it reaffirmed.

There are pending a half-dozen applications before the FCC for new stations in Washington, all of which are on the hearing docket. Several of these ask for the facilities now occupied by WOL. Among these are applications of former Senator C. C. Dill, of Washington; Continental Radio Co., Scripps-Howard subsidiary, and William B. Dolph, manager of WOL and radio director of the Democratic National Committee.

At the same meeting, the FCC granted two new local broadcast station applications, and authorized several increases in station power. The new grants are to Robert K. Herbst, Moorhead, Minn., for a new station to operate on 1310 kc, with 100 watts, full daytime and sharing night-time. Identical facilities were granted Roberts McNab Co., Jamestown, N. Y., which will share with the new Moorhead station at night. The principals in the latter are R. B. McNab, Arthur L. Roberts and A. J. Breitbach.

KMO, Tacoma, Washington, was authorized to increase its power day and night from 250 watts to 1,000 watts. Daytime increases in power to 250 watts were given WTMY, St. Louis; KRRD, Shreveport, La., and WJAC, Johnstown, Pa.

Philco Agrees to Revisit Claims for Its Receiver

PHILCO Radio & Television Corp., Philadelphia, has agreed to the Federal Trade Commission that it will look into the effect which is to imply to listeners "that the announcer has actually tuned in a designated foreign station that the new Philco receiver tuned up from such foreign station as is being rebroadcast through the local station network over which the announcer is speaking, or that the foreign station was originally picked up and is being rebroadcast herefrom, when such are not the facts."

According to the FTC, Philco broadcasts programs titled Around the World With Booke Carter consisting of excerpts which Carter describes as visits to foreign countries, during which tuning in of foreign stations is simulated. Philco also agreed to cease such statements as "with the new Philco I can tune what I want when I want it." implying the foreign programs can be obtained with reasonable clarity regardless of atmospheric conditions or signal strength.

WOR in New England

PAUL A. BELAIRE, former sales representative of WBGW, Boston-Springfield, has been named a New England representative of WOR, Newark, effective Nov. 1. The opening of the Boston office by WOR follows growth of the station's accounts interested in the New England market. Before joining WBGW, Mr. Belaire had been with WPTF, Providence, as salesman and later sales manager.

Prestone-Eveready Spots

NATIONAL CARBON Co., New York (Prestone anti-freeze) has begun its fall campaign on 11 stations, using station-break announcements until mid-January. During the week of Nov. 15, the same program on Everest B by stations will be heard between 44 minutes of station-breaks at 11 a.m. on the 10 middle western stations.

M. Mathes Inc., New York, has died the account.

Canada Dry Spots

CANADA DRY GINGER AL Inc., New York (beverages) Oct. 26 starts a series of one-minute RCA-Victor transcription twice a day, six days a week, on WJAM, WBIL, WFL, WSB, WWLO, WSB, WTV, WBIL, and WTV, WSB. A. T. Willard is producer.

Corn Products on CBS

CORP PRODUCTS REFINING Co., New York, is negotiating a two-hour program each Monday on CBS, beginning the first week of Oct., Mondays, Wednesdays and Fridays, 1-1:16 p.m., starting date undetermined. The program will include Ray Sinatra's orchestra, Mort Bower and Mary Belle. E. W. Hepworth, New York, has the count.

Luden Station Breaks

LUDENS Inc., Reading, Pa. (cough drops) during the first week of Nov. will start a series of station-broadcast announcements for 15 weeks (WCCO, WCCO, WY, WJSW, WJ, VY, WJSW, WY, N. Mathes Inc., New York, is agent.


Morning Hours on WXYZ are

Valuable Business Builders

WXYZ discovered a long time ago that morning hours must be made valuable for manufacturers whose products require an exclusive women audience. Club News, Health Talks, Vocal and Piano Lessons, carefully selected Musical Features—Cooking lessons and Diet discussions, Beauty talks, Women's news, Hollywood features—all were consistently scheduled. Five years of consistent program appeal has brought success.

For instance: A Detroit baking company, sponsoring five quarters hours weekly, using a light drama series—advertising exclusively on WXYZ from 9:30 to 9:45-JUMPS SALE TO A VOLUME REQUIRING THE ADDITION OF SEVENTEEN TRUCKS! On their 1936 First Anniversary on this program, a Birthday Cake special was offered and 17,000 cakes were delivered.

Today, WXYZ is a leader in the Greater Detroit market; And dealers, (point of sale contacts) prefer WXYZ because they have had ample and satisfactory evidence that its audience responds to selling appeal.

Securing Retail and Wholesale Outlets

are a part of WXYZ's job, at no additional cost other than the standard rate for program time and talent.

Write us if you want help in the Greater Detroit Market.

Blue Network

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building • Detroit

Wm. G. Rambeau Co., Representative

Home Office: Tribune Tower, Chicago

Western Office: Radio Building San Francisco, Cal.
Service
creates an audience
and brings advertising
Results

Twenty-seven advertisers signed contracts with WLS in September—a month's record of which we are justly proud. Six of these were yearly renewals of present contracts—seventeen were seasonal orders by regular WLS advertisers—ten were new, attracted to WLS by successes being made by other advertisers.

Proud as we are of this September sales record, we take greater pride in that it reflects a continued enlargement of the service and entertainment to mid-west homes which has been our aim since 1924, and which has built for WLS such tremendous listener loyalty,

and—"Listener Loyalty Predicates Advertising Results."

Twenty-four food advertisers used time on WLS in September. Twenty of these have advertised over WLS before. This is a record number of food sponsors in one month.

A food distributor tested for a week a program featuring "Pokey Martin", a tall-story teller, offered Pokey's mother's recipe book to mid-west listeners. Result—the advertiser signed a year's contract.

WLS broadcast twenty-eight hours of educational and service programs during September. Over seventy executives, professional men and women, farm experts, political and civic leaders spoke. Favorable response proves WLS service is appreciated.

The Prairie Farmer Station
CHICAGO

Burridge D. Butler Pres.
Glenn Snyder Mgr.
National Representatives John Blair & Co.
Dr. Pepper Co. Renews Program on 20 Stations

RENDEWAL OF THE PEPPER UPPER program over a special Sunday hookup of 20 Southern radio stations, under the sponsorship of the Dr. Pepper Co., Dallas (soft drinks), was announced Sept. 30 by Tracy-Locke-Dawson Inc., Dallas agency. The show, which began using the expanded network last April after a full year of testing on the Texas Quality Network, will run for 26 more weeks through March, 1937. Expansion of the network kept pace with the opening of new markets by the sponsor.

The program goes on the air Sundays at 5:30 p.m. (CST) and takes advantage of the "curtain raiser" aspects of the usual Sunday night list of big-time programs on the network. Since the opening of the Texas Centennial it has been broadcast from the grounds before audiences of about 3,500. Starring Singlah and Her Boy Friends, Roy & Jimmy and the Pepper Upper Trio, the show also has had as guest artists the many celebrities visiting the Centennial. It is produced by Alex Reese and Tex Brewster.

AN APPROPRIATION of $5,000 to finance experimental radio programs on WNYC, New York municipal station, was asked of New York's board of education by Dr. Joseph M. Sheehan, associate superintendent of schools.

Budget for Politics

THAT the Republican National Committee's "public relations" budget has been fixed at $1,750,000 for the current campaign, was disclosed Oct. 6 by Henry Fletcher, committee counsel, in announcing in Washington that the G.O.P. expenditures in the campaign would run $8,636,000. The public relations division is the one headed by Hill Blackett, president of Blackett-Sample-Hummitt Inc., Chicago agency, and embraces radio, billboard etc. It is believed expenditures for radio time, at first calculated at running to $1,000,000, will not reach that amount this year, although they will exceed the 1932 G.O.P. total of $500,000.

Rail Group Advises Radios in All Cars

Central Systems for Limited

Drawn Up by Technicians

CENTRALIZED radio systems on de luxe passenger trains and radio pillows so individuals can listen to programs in their seats and berths were recommended to the Association of American Railroads by its transportation and telephone section, a group of communications officials of leading railways, at its annual meeting in Washington, Oct. 7.

Exemplifying the increasing interest of railroads in broadcasting reception to entertain passengers, the group outlined the technical needs for radio receiving sets on trains and recommended the use of equipment, especially designed to stand the jars of rail travel. The systems would be located in a compartment, baggage car or other suitable car under the supervision of an operator and the output of the receiver could be distributed through a train line to the various cars.

Pillows That Talk

FOR THE individual receiving set it was proposed that "radio pillows" be used in the sleeping and chair cars so reception could be confined to the individuals and not disturb surrounding passengers. The radio pillows would consist of a plug connected to a high-quality speaker mounted within a sponge rubber pillow and covered with a usual linen pillow slip. The radio pillows would be individually wired and provided with volume controls.

The centralized system for the deluxe passenger trains, it was recommended, should also be supplemented with apparatus for the playing of phonograph records when radio reception is poor and for announcements if desired. The system would be used to operate both the individual radio pillows and the loud speakers in the various cars, while the report also recommended small cabinet loud speaker units in the drawing rooms and compartments of sleeping cars.


KGKO, Ft. Worth, Moves

Leads to New Application

WITH KGKO, Wichita Falls, Tex, recently authorized by the FCC to move into Fort Worth, where it will be located as an NBC-Blu outlet, a newly formed company called the West Texas Broadcast ing Co. applied to the FCC Oct. 4 for a construction permit for a new station in Wichita Falls to operate with 1,000 watts full time on 1380 kc. Stockholders in the new company are J. H. Allison, Rhea Hov and R. D. Donnell, who are also officers and directors of the Wichita Falls Times & Record News. KGKO was sold to Amos Carter, publisher of the Fort Worth Star-Telegram and owner of WBAP, Fort Worth.

SAN FRANCISCO — OAKLAND

UNITED BY THE GREAT BAY BRIDGE WHICH OPENS TO TRAFFIC NEXT MONTH.

MOUNTING PAYROLLS, increasing population and building permits, new industries, expansion of railroad, highway, water, rail and air transportation facilities to serve the Pacific Coast, the inland empire, the Orient, Alaska, South America, Australia, New Zealand—all make a great market opportunity for your company and product.

KYA in San Francisco is the open door into every home in this market of 2,000,000 people. KYA should be on your schedule.

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO
NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

Page 24 • October 15, 1936

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Roger Baker, ace sports commentator, and Dickie Wanamaker, talented and experienced child artist, are the principals in Roger and Jimmy — one of the most successful shows of its kind on the air.

Landsheet and Bonning, Inc., whose letter is reproduced above, have supervised this outstanding radio program. Their letter speaks for itself.

Thirty-five thousand children enrolled in a thirteen weeks period.

Twenty-six thousand enrolled in a three weeks period.

Thirty-five thousand boosters for a new and different program.

Thirty-five thousand salesmen for O'Rourke's Blue Seal Bread.

An enormous listening audience established by a local station using local talent and competing with the best the networks have to offer.

Landsheet and Bonning, Inc., advertising agency for the O'Rourke Baking Company, have learned from their experience with this and other successful radio shows over the same station that B. B. C. delivers a buying radio audience.

Here is an organization producing "network programs" over a local station and delivering "network" results to their clients.

The same organization and the same facilities are ready to do a "local network" job for you.
Bunte Brothers Books Spots and Michigan Net BUNTE BROTHERS, Chicago (Tango candy bars), on Oct. 5 started an announcement campaign, using from three to six announcements weekly in the evening on the following stations: WSB, WAPF, WCHS, WBT, WMC, WMCA, KVCO, WCKY, WFAA, WBP, WGBF, KMBC, WIRE, WSM, WOW, WMBD, WCAE, WK, WIBW, KFI, WOAI, KYF, WM7, KXOK, WHG, WYCO, WTMJ, WHAM, WGY, WTCN, WSPD, WNAX. The daily temperature reports which have been used all summer on WBW are being continued. WQAM will be added after Jan. 1, 1937.

Bunte Brothers also started a junior variety show on the Michigan Network, Oct. 15, Tuesday thru Friday, 5:30-6:30 p. m., using artists from 16 to 20 years old. Agency: Fred A. Robbins Inc., Chicago.

PROFITING FROM ELECTIONS
WROK Has Local Electric Utility as Sponsor for Daily Presidential Straw Ballot

CASHING in on the coming election, not only in a financial way, but also in garnering new listeners, WROK, Rockford, Ill., has started the WROK Electric Ballot Box, sponsored by Central Illinois Electric & Gas Co. The program is built from results of a survey which covers 100 homes daily in Rockford and the surrounding territory.

Totals are broadcast nightly and a recapitulation is given at the end of the program, indicating the totals in the balloting up to date. Listeners are invited to keep charts and a running record of the results for themselves. Most of them do, as politics is a very serious business in this part of the country.

According to Donald McClure, president of the Central Illinois Electric & Gas Co., the program is an outstanding success, not only in building goodwill for the company, but also in actually selling the three services which it advertises—a furnace gas-burning attachment, gas ranges and their "Better Light—Better Sight" campaign.

Three commercials, one for each product, are included in the program, by the same voice handling the feature. All commercials are worked carefully into the continuity in such a manner that the selling is done before the listener realizes he has been subject to a commercial announcement.

KXOK will be the call letters of the new 1,000-watt station on 1250 kc. which the FCC recently authorized the St. Louis Times-Star to construct.

Democrats Forget Ban on KFI-KEGA

Communist Issue Heard Again; Air Crowded With Politics

LIFTING of the Democratic National Committee ban against KFI and KECA, Earle C. Anthony stations in Los Angeles, even before it has become effective early this month, was ordered after an eleven-hour reconsideration of the situation by party officials. The Committee, after a discussion with White House attaches last month, had decided to bar commercial political programs over these stations because Mr. Anthony had declared to accept last Fireside Chat of Mr. Roosevelt on Sept. 8 as a sustaining program.

Orders had gone out that the Oct. 1 campaign address of the President, presented over both NBC-Red and CBS networks, should not include KFI or KECA. During the afternoon of Oct. 1, however, the matter was taken up with Democratic headquarters by NBC Vice President Frank M. Russell. It is understood, he pointed out, that KFI since the Fireside Chat had taken two sustaining programs by the President and that it did not propose to reject such sustaining features. The indication was that the Anthony stations would not be excluded from future Democratic campaign addresses. Moreover, it is understood that Democratic organizations in Southern California had petitioned headquarters to use KFI.

This development was the only one of real importance during the fortnight, even though politics literally swarmed over the ether. There were still mild revivals of the Communist issue, and the FCC on Oct. 2 made public letters to complainants over the refusal of WCAE, Pittsburgh, to carry a speech by Earl Browder, Communist presidential candidate, fed by NBC last Aug. 28.

In answering each of two letters, which claimed that "other offenses are being committed", the FCC brought out it had no jurisdiction over criminal offenses, and it suggested that the complainant take up the matter with the U. S. attorney in their districts.

WBOW, Terre Haute, Ind., had to do some fast thinking in connection with Communist Browder's speech on the station last month. Arrested by Terre Haute police, Browder's attorney was permitted to deliver the candidate's speech over the station, and this was followed by an address by an executive of the American Legion, so that both sides of the issue were presented. It was at the request of the Legion and of the Chamber of Commerce that Browder's attorney was permitted to talk.

W. L. Behrman, manager of WBOW, decided to preface the Browder speech with a brief statement of the policy of the station, having precipitated something of a furor when NBC fed to KFI, Don Lee CBS outlet in Los Angeles, the President's speech from Sacramento last month, without KFI or KECA's permission. The NBC contract was abrogated and the NBC contract to provide it exclusively with Red network service in Los Angeles.

The situation was handled by long-distance conversations between Mr. Anthony, Harrison Hallway, KFI-KEGA manager and NBC and Democratic committee officials.

Tony was a showman

but... he was short on power!

YOU HAVE to hand it to the organ grinder on one count. He put up a good show. But he just naturally couldn't reach many people at a time. Consequently Jocko's cup never ran over.

It's the same way with radio. Showmanship must be coupled with plenty of power to do a real advertising job. And that is what WSM delivers—50,000 cleared channel watts to reach out to the audience you want, coupled with the inimitable National Representatives Edward Petry & Co.

WSM showmanship which makes that audience eager to listen to what you have to say, to buy what you have to sell.

Incidentally, WSM's showmanship and power offers you entry into the Nation's fastest growing section.

WSM SHOWMANSHIP AND POWER
50,000 WATTS
NASHVILLE, TENNESSEE
Owned and Operated by
The National Life and Accident Insurance Company, Inc.
New York is Not a One Night Stand

Sooner or later, the sales managers and merchandise managers and space-time buyers of this fair land will get it through their heads that they must ring up more than one curtain on the market which WOR serves. Most advertisers would sneer serenely at the thought of making a dent in Greater New York and Philadelphia with a campaign concentrated in one newspaper, or one magazine. Yet, they lean blithely on one outlet of a national hook-up to perform a task which can be done in the most highly efficient and economical manner only when supplemented by WOR.
**New Station Calls**

CALL letter assignments to the various new stations recently authorized for construction by the FCC [BROADCASTING, Oct. 1] have been made by the FCC License Division as follows: KXOK, St. Louis; KWOS, Jefferson City, Mo.; KSJS, Salina, Kan.; WNNY, Watertown, N. Y.; KSUB, Cedar City, Utah; KGSS, Sioux Falls, S. D.; KOAM, Pittsburg, Kan.; WHIP, Hammond, Ind.; WAIR, Winston-Salem, S. C.; WBJW, Kinston, N. C.; WDRB, Wausau, Wis.; WBHP, Huntsville, Ala.

**Professor Vallee**

NOW it's Professor Vallee, Rudy's newest title, bestowed by Suffolk Law School, Boston, which in February will give a course in radio broadcasting stressing advertising showmanship. Vallee and Dean Gleason L. Archer, of the school, are personal friends and Archer tutored Rudy while he was conducting a law series on NBC.

**March of Time Back**

THE March of Time will return to the air Thursday, Oct. 15, 10:30-11 p. m., on 41 CBS stations under the sponsorship of Time Inc., New York. (Time magazine and its new picture magazine), the program reverting to its original once weekly halfhour period. Time Inc. is expected to use the program to promote the new picture magazine, scheduled to make its debut late in this fall. Batten, Barton, Durstine & Osborn Inc., New York, will continue to handle the account.

**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

From the capital cities of their respective states, these two NBC 5000-watt stations afford BETTER service to MORE listeners over a LARGER area than ANY single station.

One rate buys them both.

PRESENTED BY

FREE, JOHNS & FIELD, INC.

**Music Especially For Radio Sought**

CBS Commissions Composers To Write Special Numbers

CBS has commissioned six distinguished American composers to write radio music especially for radio. Composers chosen are William S. Paley, CBS president; announced Oct. 3 that Aaron Copland, Louis Harrison, Howard Hanson, Roy Harris, Walter Piston and William Grant Still have accepted the first Columbia composers' commission, designed to encourage writers of serious music to utilize the possibilities of the microphone and the loud speaker.

The subject has long been discussed at NAB conventions, the NAB at present maintaining a copyright bureau engaged in compilation of public domain music at as part of its program.

Deems Taylor, recently named consultant on music for CBS, said: "A radio network today reaches the greatest music audience in history. The microphone allows the composer to produce orchestral effects that would be impossible in the concert hall. The audience for American music has grown tremendously in the past few years and we feel that this commission will offer that audience an opportunity to realize the extent to which radio has made new instrumental effects and tone colors possible.

**Time The Only Limit**

"THE commissioned works may be in any form, the only restriction placed upon the composers being that we have suggested time limits suitable to broadcasting. Thus, if the composer elects to write a symphony, a cantata, or an opera, is not to exceed 40 minutes in length; if a suite or concerto, its maximum length will be 25 minutes; if a work in one movement, between eight and fourteen minutes.

"We thought at first of holding a contest but we finally decided to commission certain composers outright. We did this for two reasons. First, because it is difficult to induce talented and successful men to take part in a contest in which they run the risk of having nothing for their pains, but experience; second, because we feel that the reputations and past achievements of the men we have selected are a guarantee that we shall be able to offer the public six works that we can be proud of having sponsored."

The composers were chosen by a committee of the CBS program department, with Mr. Taylor as advisor. The works are to be performed by the Columbia Symphony Orchestra, probably conducted by Howard Barlow, during the summer of next year. They are to be written for the usual radio concert orchestra and their creators will be entitled to all income from publication and performance rights.

A broadcast will be announced shortly by the Columbia network in which the orchestra will demonstrate old and new ways of scoring, and indicate the ways in which radio has enriched orchestral color.

WHEN Amos 'n' Andy returned to Chicago Oct. 5 from Hollywood, Bill Hay rejoined the program as announcer.
America's Oldest Radio Broadcasting Station

Setting New Records in Listener Interest in Detroit Market

Now, more than ever, WWJ is FIRST in listener interest in America's fourth market. With a series of programs that made history WWJ dedicated its splendid new facilities, unsurpassed in America. Programs that originated in WWJ's new studios reached a nationwide audience and won unique praise from America's best citizens.

The outpouring of congratulatory letters from old Detroit listeners reaffirmed WWJ's claim of being the HOME radio station of America's fourth market—the station to which most sets of Detroit have been tuned these last 16 years.

Advertisers wishing to reach the most worthwhile audience of Detroit will consider Detroit's overwhelming listening preference for WWJ's commentators and programs as proved by every survey ever made.
CKLW Is Denied Right To Pick up Pro Football

FOLLOWING objections filed by James F. Hopkins, manager of WJBK, Detroit, the FCC on Oct. 9 denied CKLW, Windsor-Detroit the temporary authority it sought to broadcast the football games of the Detroit Lions, professional champions, Sundays throughout the season starting Oct. 11. Mr. Hopkins, who has a contract to carry the games, objected to their additional broadcasts by a Canadian station. The Canadian station had to secure permission of the FCC under the rules requiring special permission to relay wire programs to Canada, which permission CKLW had previously secured for Mutual Network Programs. Special local authority had to be sought and George A. Richards, chief owner of WJR, Detroit, who also owns the Detroit football club but whose station does not carry its games, made the application.

AMERICAN BIRD PRODUCTS Co., Chicago (American 3 Vees bird seed, song food, etc.), on Oct. 15 began its seventh year of broadcasting by launching quarter-hour Sunday morning series on WGN, Chicago, WTCN, Minneapolis, and WHO, Des Moines. Talent in each program series is a chorus of a dozen or more canaries, who sing to an organ accompaniment. Martha Swarts, of Weston-Barrett Inc., Chicago agency placing the advertising, said that many of the birds have been broadcasting steadily during the entire seven years, with the exception of the annual layoffs during the summer moulting season. Whenever the sponsoring company, which deals in birds as well as in seeds, foods, cuttlebone, gravel and other bird supplies, acquires an unusually good singer, he is placed under the training of the older birds until he is ready to join in the broadcasts as a full-fledged "American Radio Warbler". During the week the birds are on display at one of the stores handling the products of their sponsor, accompanied by a bird counsellor who advises the store's patrons about the care of their own birds.

A two-day feeding supply of American 3 Vees Balanced Diet, including both bird seed and a song food containing cod liver oil and irradiated yeast, is offered on the program free to any listener on request. Window posters advertising the program have been sent to all dealers.

40 Fathom to Use Spots
BAY STATE FISHING Co., Boston (40 Fathom Fillets) will launch a 20-week one-minute spot announcement campaign, twice weekly, on 25 stations during the week of Oct. 19. Discs were cut by RCA Victor and placed through Spot Broadcasting Inc., New York, for Bay State's advertising agents, Street & Finney Inc., New York.

WARBLERS ALL
Bird Food Sponsor Launches
Seventh Year Series

BISMARCK
THE SPOT

Choose your spots for "Spot" broadcasting carefully and you will most certainly list KFYR, Bismarck, N. D., on your schedule.
Check its position on the map—think how well its power on 550 Kc. will carry your message to an audience of more than 2,000,000 people in North and South Dakota, Nebraska, Montana, Wyoming, Minnesota and a part of Canada.
It's wasteful to spend more to reach this audience—but it's more wasteful to ignore it.

Page 30 • October 15, 1936

BISMARCK
N. DAKOTA

NBC

5000 Watts Day
1000 Watts Night
550 Kc.

West Coast Agency Group Sets Plans
Radio to Be Discussed During Second Annual Convention

RADIO and advertising representatives from all parts of the West Coast and as many eastern cities, will attend the second annual Pacific Coast convention of the American Association of Advertising Agencies to be held at Del Monte, Cal., Oct. 29-30.

Following last year's procedure, all sessions of the convention will be invitational, informal and unrecorded. First day business sessions, at which agency guests only, and all guests will be admitted on the second day to sessions focusing on advertising. Factors affecting agencies and their work, will be discussed at closed sessions. Phases of agency activities which reflect changing conditions and new opportunities will be studied.

The dynamic side of the problems of advertising with no thought in mind that the essentials of agency practice are changing, will be stressed throughout the two-day convention.

Radio and Hollywood

JOHN BENSON, president of the AAAA, New York City, and Paul Cornell, of Geyer, Cornell & Newell Inc., that city, who is chairman of the AAAA board, will attend the convention and be among the principal speakers. With them will be several other eastern advertising executives. Radio is to be one of the subjects to be discussed at the closed sessions.

Others scheduled to speak during the convention include Joseph Siple, New York industrial engineer, whose subject is "The Public Eye"; and Prof. James W. Young of the University of Chicago, or "The Technique of Producing Ideas".

Douglas G. McPhee, San Francisco business manager of convention executive in charge of arrangements for the convention. Committee on program headed by Dan B. Miner, head of Dan B. Miner Co., Los Angeles agency, and chairman of the Southern California Chapter of AAAA, includes Joseph R. Gerber of Gerber & Crossley Inc., Portland agency, and chairman of the Oregon Chapter; Bill Cochran of McCann-Erickson Inc., Seattle, who is also chairman of the Washington Chapter, and EZ Pitts of J. Walter Thompson Co., San Francisco. Gerber and Cochran will preside as chairman over the luncheon.

Tom F. Harrington, manager of the Hollywood offices of Young & Rubicam Inc., is to be one of the principal speakers at the close sessions, having for his subject "Radio Goes Hollywood". Although the complete program has not been announced, it is expected the other speakers will include radio in their talks during the convention.

NBC has mailed to 5,000 advertisers, agencies, clients and prospects the second booklet in its direct mail campaign for the Blue Network's "Growth Greater". The booklet re-view improved facilities of the Blue, outstanding programs and talent, and citations of unusual sales results.
HERE is a hot tip for alert national agencies and advertisers. It may mean a lot of dollars to you so we hope that you will keep it under your hat. Don’t whisper it to another living soul who may be scouting around for a big market for his product.

BUFFALO’S 150,000 families — right at this very moment — are getting ready to buy millions of dollars’ worth of automobiles, household appliances, cosmetics, clothing, canned goods, furs, shoes — in fact, all the necessities and many of the luxuries of life. Unless you tell them — now — about your car they may go out tomorrow and buy some other make. If you do not call their attention — through WBNY — to the quality and merit of your product, they may, and probably will, spend their money on “something just as good.”

STATION WBNY can put your story across quickly and effectively not only in the city of Buffalo but throughout the populous Western New York area of more than 2,000,000 men, women and children. This comprises one of the best markets in the entire United States — a market that has been neglected altogether too long by many agencies and advertisers who have failed to study its possibilities. It is a natural for you now because the depression is a thing of the past and the entire area is enjoying the exhilarating air of genuine prosperity.

LIKE Chicago, Detroit, Cleveland and every other city on the Great Lakes, Buffalo and its environs have a large cosmopolitan population. Keen, far-sighted advertisers recently discovered these thrifty racial groups. The best way to reach them in Western New York is through the daily Polish, German and Italian programs broadcast by Station WBNY.
Newspaper Groups Expanding Activities in Broadcast Field

Scripps-Howard Buys Memphis Commercial Appeal
And With It Acquires Both WMC and WNB

THAT newspaper groups, second only to the national networks, are expanding their ownership or control of radio stations, was emphasized again during the last fortnight with the acquisition by the Scripps-Howard interests of two more radio stations along with their purchase on Oct. 5 of the Memphis Commercial Appeal.

In buying the newspaper and adding it as the 24th in their chain, the Scripps-Howard group also will take over WMC, a 1,000-watt night and 5,000-watt day station on 750 kc, and WNB, which has 500 watts night and 1,000 watts day at 1430 kc. WMC is an NBC outlet and WNB is an independent only recently acquired by the newspaper. WNB is scheduled to go on the NBC-Blue network when it begins its contemplated expansion southward.

The purchase price of the stations was not disclosed, being part of the unstated price of the newspaper. Scripps-Howard already publishes the Memphis News-Sender, an afternoon daily, and thus adds a morning paper to its city chain during the last two weeks itself purchased the stations along with the newspaper, whereas Scripps-Howard and WNOX, Knoxville, and WCPO, Cincinnati are owned by Continental Radio Corp., a subsidiary of the E. W. Scripps Co. The latter company, however, is a major stockholder in the Scripps-Howard newspapers.

Scripps-Howard slightly more than a year ago [BROADCASTING, Sept. 15, 1938] indicated its intention of invading the radio field with its purchase of WCPO, a local, and with the establishment of Continental. Karl Bickel, former president of the United Press, was named president of Continental, and James C. Hanrahan, formerly with the Des Moines Register & Tribune stations, vice president.

On Oct. 1, Mr. Hanrahan was sent to New York to handle radio activities for the newspaper chain, while Jack Howard, son of Roy Howard, chairman of the Scripps-Howard executive committee, was sent to Washington as its representative. Mr. Bickel sailed for Europe in late September and it is understood that the Memphis negotiations were handled by other executives of the newspaper chain, with Mr. Hanrahan advising on the radio details. The transfer of the two stations is subject to FCC approval. It is indicated by the Scripps-Howard organization that no changes in the radio staffs are contemplated, and that Henry Slavick, for many years manager of WMC, will continue in that capacity.

With NBC owning or managing under lease 15 stations and CBS 10, the next largest group owner of stations is Hearst Radio Inc., subsidiary of the Hearst newspaper enterprises, which now own 10 stations outright, most of them acquired by purchase during the last year. These stations are WEAL, Baltimor; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles; KPA, Phoenix; KDKA, Pittsburgh; WACO, Waco; KNOW, Austin; KTSA, San Antonio—the latter four purchased last spring from the old KDKA-San Antonio Broadcasting System and their transfer of ownership recently authorized by the FCC.

The newest large newspaper group holding is the Mason-Dixon Group, owned by the Steinman brothers, proprietors of the Lancaster (Pa.) New Era and Intelligencer Journal, with six. These are WELA, Lancaster; WOK, York; WAZL, Hazleton; WEST, Easton, all in Pennsylvania, and WDEL and WILM, WILM, Wilmington.

The Kollers, who own newspapers of California own KBFB, Sacramento; KERN, Bakersfield; KMJ, Fresno; KKG, Stockton, and KOH, Reno, Nev.

The Gannett Newspapers, another big chain, owns stations in Hartford, and have partial interests in WHEC, Rochester; WOKO and WABY, Albany, N. Y. The other group also operates WESG, Elmira, N. Y., under lease from Cornell and has various stations in Philadelphia, and has recently been authorized to move some of its WABA stations to the FCB for additional radio stations.

The Des Moines Register & Tribune stations are owned by the Des Moines Register & Tribune, KSF, Des Moines and WMT, Cedar Rapids, ia., while the Cleveland Plain Dealer owns WKE, and WJAY, Cleveland, and WHKO, Columbus, and has 40% interest in WKBN, Youngstown. The KDKA and KDKA-Star have minority interests in KOIL, Omaha, and KFAB and KFK, Omaha, which also owns WBEN and WEDR in that city.

Western Groups

THE PUBLISHERS of the Oklahoma Daily Oklahoman own WKY, Oklahoma City, and KLZ, McLoud. The Louisville (Ky.) Times, in corporation to purchase KVOR, Colorado Springs. The Capper Publishers own WBBM, Chicago, and WLAB, Kansas City, Kan. The Fort Worth Star-Telegram owns WBAP, Fort Worth, and in September was authorized to move its recently purchased KGKO, Wichita Falls, into Fort Worth. The Portland Oregonian owns KWG, Portland, and operates KEX in the same city under lease from NBC, while the Portland Oregon Journal's management has a majority interest in both KOL and KAL in the same city. The Shreveport (La.) Times owns KRTI in that city, while the South Bend (Ind.) Tribune owns WSRT and WPAM in that city, and the St. Louis (Mo.) Dispatch owns WHIO, affiliated with his Dayton News and WIDW, affiliated with his Miami News.

The editorial publishing interests own KPCR, of the Houston Post, KTRA, of the Houston Chronicle and KGKZ of the Houston Post and Chronicle.

Morgan Murphy, publisher of the Des Moines Register & Tribune, one of the chief owners of WEBE Duluth, WMFG, Hibbing, and WQMC, in Minneapolis, and another of his newspapers, the Lafayette (La.) Advertiser, is half owner of KTV, in Baton Rouge. Murphy is also interested in WEAU, new station recently authorized by the FCC for Eau Claire, Wis.

The foregoing are the chief group figures among newspaper companies that own affiliated radio stations, which now number approximately 150. The FCC, in its last grants during the last year, new papers figured prominently although in most cases owners other than new stations granted during the last six months or purchased, as the cases may be.

KOY, Phoenix, Ariz., under purchase option to the publisher of the Arizona Republic, is WLS, Chicago; KYOS, Merced, Cal., owned by the Merced Sun-News; WBG, Great Falls, Mont., owned by the Watertown Pais tonian & Register, new station under construction; KJLO, McCoy, Okla., station, owned by the McClatchy Press, Kansas City, Mo., owned by its owner, Hurley & Company, Globe-Gazette, new station authorized for construction but delayed; KLBK, Carlsbad, N. M., newly authorized station affiliated through interlocking ownership with the Pecos City (Tex.) Enterprise, which also owns KJUM, Pecos; KAST, Astoria, under lease option to the Astorian Budget; KBST, Bi Spring, Tex., owned by Big Spring Herald; WWJ, Paris, Tex., for construction by por News; KERB, Abilene, Tex., under lease to Abilene Reporter-News, whose part owners also have an interest in KGKL, San Angelo, Tex.; KRRV, Sherman, Tex., authorized for construction by the Sherman Democrat; KTEM, Temple, Tex., authorized for construction by the Temple Telegram; KWB, Clarksville, Ark., granted for construction by the Lewiston (Mont.) Democrat; WSN, Birm ingham, recently purchased by the Birmingham News.

In addition, the FCC in late September authorized the St. Louis (Mo.) Times-Star to erect a new station there, which will be known a KXOR; granted the Jefferson Cit Cincinnati (Ohio) Times-Star permit for a new station (KWSU) granted the Salina (Kan.) Journal permit for a new station (KSJS); granted the Hammond-Calumet Broadcasting Corp., operators of WABJ, in Hammond, Ind., in which the publisher of the Lake County Times has an interest, a construction permit for a new station in that city (WHIP).
Dominant stations buy the United Press radio report for their newscasts as United Press assures them of

ACCURACY, SPEED, WORLD COVERAGE

by experienced writers thoroughly trained in the fundamentals that make the United Press the dominant news service.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE
'Good Will Court’
Faces a Lawsuit

IN THE Kings County Supreme Court, Brooklyn, Municipal Court Justice Nathan Sweedler, of Brooklyn, under the name Good Will Court Inc., on Oct. 2 filed suit against Standard Brands Inc., J. Walter Thompson Co., McCann-Broad- casting System, NBC, Knickerbocker Broadcasting Co. (WOR), MacFa- den Publications Inc., and A. L. Alexander. The complaint, which asks for $250,000 damages and also asks the court to restrain any of the defendants from using the name Good Will Court in any com- mercial broadcast.

Judge Sweedler, according to the complaint, has operated a weekly meeting of people to discuss their problems in the Guild Room of the Brooklyn Eagle, and a list of these meetings is printed in the Eagle the following day in addition to a number of other papers. The Good Will Court, says the plaintiff, has been in ex- istence for the past 10 years and was incorporated in 1929.

The plaintiff also says that A. L. Alexander, who conducts the Chase & Sanborn Good Will Court on NBC and Inter-City, approached Judge Sweedler some time ago asking for permission to use the name, providing no attempt was made to commercialize the name. Judge Sweedler stated he does not object to anyone using the name for a non-commercial program.

The fact that WOR, MBS and MacFadden Publications are named in this bill of complaint, according to the complaint, is that once a number of Mutualists and Inter-City Groups every Sunday night.

Last June Judge Sweedler sent a letter to MacFadden, MBC and MBS, threatening legal action if the use of the name Good Will Court was not discontinued. When Standard Brands took over the program on Sept. 20 similar no- tices were sent to the sponsor's advertising agents, and NBC, but this is the first actual legal step.

No answers have as yet been filed by any of the defendants, who are allowed 20 days in which to answer the bill of complaint.


Willard Tablet Discs
WILLARD TABLET Co., Chicago (proprietary), on Nov. 1 starts a series of five-minute transcriptions on KFEQ, KFRI, KWOK, BUY, KFAB, KMMJ, KFBI, KGOF, KVOO, KRLD, KGNZ, KGKO, WML, KVOK, KBOK, WHO, WFBF, WLS, WJJD, WIRE, WQWO, WGBF, WMBG, WDBB, WQST, WAPL, WREC, WLAQ, WWOD, KLEA, WPTE, WWVA, KFRO, KFPI, WBOW, WTRH, KFDM and WLSA, with several more stations to be added, bringing the total up to between 40 and 50 outlets in the South and Midwest. Program, which was transcribed by Columbia Photog- raph Co. in Chicago, is called "Headlines of Other Days and uses three announcers, Dick Wallen, Hugh Studer and John Tyson, and a singing team, the Deans of Harmony. Schedule calls for three broadcasts weekly for 26 weeks in most cases, with a few variations. Agency: First United Broadcast- ers, Chicago.

Broccoli in East
D’ARRIGO BROTHERS, Boston and San Jose (Andy boy broccoli) on Oct. 8 started a 13-week participa- tion in "Homemaker’s Program" on the Air on WEEI, WTAG, WCHB, WJAR, WTOR, the original New England network. Announcements were started Oct. 12 on WJDE, New York, and WRAH, Philadelphia, six per week for 26 weeks. Thirty-word announcements are used on WNAC, Boston, 210 being scheduled. James F. Fay Adver- tising, the sales representative of D’Arrigo, placed the account through Harold F. Lewis Adv. Service, Boston.

Merger of KFJR-KALE
In Portland, Ore. Granted
MERGER of KFJR, Portland, Ore, with KALE, with which it shares the 1300 kc. channel, was authorized Oct. 7 after application for assignment was filed Oct. 2. The two stations, both using 500 watts, will be operated as one under KALE Inc., with Ashley C. Dixon, owner of KFJR, retained with most of his staff in the KALE organization. KALE is now a third owned by C. W. Myers, NAB president; one-third by C. Roy Hunt, KALE manager, and one-third by S. K. Winsch, business man- ager of the Portland Oregon Journal. It is the companion station to KOIN, which is controlled by Mr. Myers with Mr. Hunt and the Oregon Journal as majority stockholder.

Another Portland station recently sold, subject to FCC approval is KXL, 100-watt on 1420 kc. It was purchased from Harry B. Read by T. W. Symons Jr., oper- ator of KFPP, Spokane, and E. Crane, operator of KGIR, Butte, Mont. Harry B. Read recently transferred control of KOOS, Shreve, Ore., to his brother Walter L. Read, who in turn transferred KSLM, Salem, to Harry B. Read.

TIDE WATER OIL Co., New York (Tydol) has renewed its current radio campaign on a small list of stations. The schedule includes program on WFBF, Baltimore, Trans- radio news broadcasts or WORK, Newark; program or WORK, York, Pa.; sports series on WGY, Schenectady, LENNEN & Mitchell Inc., New York, is agency.

A Success Story
Speaks for Itself!

WEIDMAN WARD & CO., INC.
WHOLESALE GROCERS AND COFFEE ROASTERS
ALBANY, N.Y.
October 1, 1936.

Mr. Harold L. Smith, General Manager
Radio Station W B C. Al- bany, N.Y.

Dear Mr. Smith:

The recent series of small radio spots which we sponsored over W B C was the high water mark for success in this particular field. The spots, which were "Your Pajam Time Show," which was broad- cast by Mrs. Bows, were aired every Tuesday and Thursday, and the week six weeks created quite an impression in the local market. Addition- ally, the radio spots were sponsored by the American Tobacco Company as additional sales from the activity.

We found them to be quite profitable, and are now using the program for similar purposes. We are planning to have a radio station in the future, and would appreciate your assistance in this matter.

Yours truly,

[Signature]
Sales Manager
Weidman Ward & Co., Inc.

For Further Information, Write

WOKO
ALBANY, NEW YORK
1430 Kcs. Basic
1000 W, Day
500 W, Night
BROADCASTING • Broadcast Advertising

GRACEFUL

THE GREAT AMERICAN

Arm-Chair

Pipes and old slippers stage a come back! Gadabouts turn stay-at-home. It's America's Greatest Radio Show Season, with the old arm-chair a choice seat in the orchestra. Among the headline are these: Several KMBC tested shows now on network or spot. All look good for record runs. On call are these selling stars: "Tex" Owens and The Texas Rangers, Happy Hollow, Life on Red Horse Ranch, "Across the Breakfast Table," PHENOMENON, and other KMBC tested shows. There's one to "arm-chair" 'em for you!
INIMICHHAN'S GREATEST ADVERTISING MEDIUM

50,000 T S G. A. RICHARDS PRESIDENT

THE GOODWILL STATION
DETROIT

LEO FITZPATRICK VICE-PRES. & GEN. MGR

G. A. RICHARDS PRESIDENT

EDWARD PETRY & COMPANY, INC.

COLUMBIA BASIC NETWORK

POWER

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR 50,000 WATTS
Auto Industry Swells Radio Budgets
With Record Year in Prospect, Motor Firms Lay Plans
For Extensive Merchandising and Promotion Drives

WITH promotional plans for the introduction of 1937 model automobiles havingroomed on a large scale since the hal-
cylon days of 1929, it appeared certain that radio would increase in importance. That much seemed assured by a
survey of automotive plans in De-
tember.
Production for the current year is
expected to run slightly in ex-
cess of the 5,100,000 units, about 3,800,000 units are passenger
cars, about which almost all radio ad
visors figure it rises weekly. The in-
dustry is confident that it will
produce in excess of 6,000,000 units in 1937, making that year
second only to 1929 and projecting a ten per cent gain in output.
Radio's share of the increased de-
sired attention of car buyers is likely to be more than that amount.
The biggest splurge of the au-
tumn season will come in the next three weeks, in the course of which the ma-
Jority of car makers scheduled for intro,
duction. During this period spot announcements by the thou-
sands will be heard, dealers will spend $2,500,000 for spot co-opera-
tive advertising money, and the regular network programs will
serve as an introduction to the in-
trductory activity. This adver-
tising during introduction season, of course, is repeated after six or eight
years, in that it will make a definite effort to bring prospects into
their showrooms while the excitement of new car announcement season is at its height.

Using Nets and Spot
ALL NETWORKS are sharing in the augmented plans of the in-
dustry for the next few months and 1937. Independent stations will be largely benefited by the
large scale of promotion. Large spot announcements scheduled for the next few weeks.

The first radio programs for the coming year span the entire gamut of radio presentations. Mus-
cial presentations, of course, will be
in the majority, with both the symphonic and popular forms well
represented. Amateur presenta-
tions, a style review, a woman news commentator, a Hollywood tieup—all these will large in the pro-
duction plans ahead.
Chevrolet and Ford again are
the large time users. The proba-
ibility is that Chevrolet will spend
between $2,000,000 and $2,500,000 in radio promotional advertising for
its new line of cars. The official
Chevrolet announcement of 1937
models, which will come in No-
\vember, is believed to be preceded by an
approximately 20,000 spot announce-
ments spread over the two weeks preceding the introduction. Every
salesman who expects to benefit of
prevision by these announcements, which will run at the rate of
1,000 a day for the prein-
\troduction period.

Beside that Chevrolet will soon start work on the radio program of
WBS Musical Moments discs over 385 stations, for 15-minute periods three times weekly. At a three-day sales conference
in Detroit Oct. 6-9, Rubinoct, Vir-
\ginia Rae and Jan Peerce gave a preview of their initial CBS pro-
\gram. The audition was before
3,500 Chevrolet executives, district managers of dealers to view the
movie trailer depicted what Che-
\vrolet is doing with radio as an ad-
\vertising medium. The CBS pro-
\gram was created to run an eight-page booklet titled Won-
\der and Delight and the Sale of
\Chevrolet.

The new network series by Chev-
\rolet takes to the air Oct. 15 on
\Sunday, eight features being the
\Rubinoct-Rae-Peerce trio. These
\programs will be heard from 6:30
\to 7:00 p. m. (EST) over 27 sta-
nion CBS network. Chevrolet's
radio time is placed through the
\Campbell-Ewald Co., Detroit.

Ford's Big Move
FORD MOTOR Co., placing
through N. W. Ayer & Son, Inc.,
Detroit, is again offering the Ford
\Sunday Evening Hour and the
\Fred Waring programs as its highlights throughout the year. The Ford
\program is scheduled for its CBS
\resumed on Sept. 20 for a
\33-week period. An increasing de-
\mand for Ford products is noted
\among consumers who could not be accommoda-
dated in Detroit's Orchestra Hall
last year led to the engagement
\this winter of the much larger
\Masonic Temple Auditorium. A
\novel move is being made this year in the Ford's efforts. The audience of
\5,000 persons with the sym-
\phony and choir in the singing of hymns which close each concert.

As in previous years, no adver-
tising beyond a mention of the pro-
\gram's name is made in the
\series. W. J. Cameron, of the Ford
\company, speaks at the half-way
\intermission, but his remarks are
\almost always of sociological or
\human interest, and touch upon his
\company but seldom. Similarly,
\Chevrolet has made one of very
\little direct advertising. These pro-
\grams are split between the NBC
\and the CBS, running a half-hour
\during the week on each network.

A more direct selling job is done
\in such Ford dealer-sponsored pro-
\grams as that heard in Michigan
\and northern Ohio, known as the
\Bob and Mary shows. On these pro-
\grams of interest to farmers is pre-
\sented, along with selling con-
\tinuity for Ford cars. A quarter-
\hour appearance will be renewed
\for the fourth time.

Chrysler Motors issued its chal-
\lenges to these big-league competi-
\tors on Sept. 17, with the initial
\appearance of Major Bowes and his
\amateurs under the auto com-
p任何's sponsorship. Heard over
\the coast-to-coast hookup of the CBS
\and placed by Ruthrauff & Ryan, Inc., this program has made a
\definite tieup with dealerships of
\Chrysler products throughout the
\country. It merchandises all four
\Chrysler products Plymouth, Dodge, DeSoto and Chrysler—and
\dealers merchandise the program to their own showrooms by staging
\voting parties.

Dealers Are Cooperating
TO DATE dealers in 15 states and
\two in Canada are sponsoring
\these listening and voting pro-
\grams. Several hundred of these
\dealers have in their showrooms,
\signs which indicate that the pro-
\gram is meeting with general favor. dealer-sponsored
\network. Voyager the for the last broadcast under
\Chief John, San Francisco, the voting at Detroit, the honor city, was
\88% ahead of the total for
\April 7, 1935, when Detroit was
\first asked. The total voting for the
\24 total of voting was 24% ahead of
\the total voting for Sept. 17. In
\figures, votes cast on Sept. 17 came
to approximately 10,000; on Sept
\24 they ran about 13,000. Plymouth
\will precede the introduction of
\its new line in November with sea-
\nholdings over approximately 90 sta-
tions from coast to coast. These programs, the new cover sheet fur-
\ished by J. Stirling Getchell, Inc., agency in
\charge, and will range from chal-
\lenge to the existing Mercury and
\announcements, depending upon the individual programs of each sta-
\tion.

DeSoto division of Chrysler, also
\through Getchell, will blanket the
\country with a series of 15 spot an-
\nouncements in the period immedi-
\ately preceding introduction of the 1937 model. Dodge division will place
\on the style, comfort and safety features of its 1937 entry. Dodge is also a heavy spot user, through Rubinoct.

General Motors Activities
THE General Motors institutionally, as a sponsor, conforms to the Ford symphony pattern, in that only a brief men-
\tion is made of the sponsor, and intermission talks are devoted to
\topics of interest to motorists.

This program is placed through the
\Campbell-Ewald Co., New York, is
\heard Sunday nights from 10 to 11
\over 65 stations of the NBC-Red network.

Component General Motors units benefit from all this activity in the radio picture for the coming year. Pontiac earlier this month announced what it believed to be its first commercial radio spot, built exclusively to appeal to wom-
\\n
en over a nationwide hook-up.

Kathryn MacDermott, of the

ularator, commenced a three-time-
\weekly series on Oct. 12 over a 57-
\station chain with a program call-
\ing the Mary of Night and Day, which
\will continue to be heard Mondays, Wednesdays and Fridays from New
\\n
York. The program, scheduled for
\(EST) and rebroadcast for the
\West to reach mountain states at 3:30 to 4:30, Mountain Time, and
\the Pacific coast at 2:30 to 2:45 Pacific time. Commercial will
\\n
 shortly begin to build up interest
\in this program, it is predicted to be announced early in November.

A test campaign of the new pro-
\\n
 gram was placed in the St. Louis area reported marked activity results as a secure as a result of the broadcast and the trips to the showrooms.

Pontiac's "User's Guide," offered through the broadcast free at Punti-
\\n
salesrooms. Dean, in the St. Louis area reported marked activity results as a secure as a result of the broadcast and the trips to the showrooms.

Tools and Services
\\n
Chadillac Motor Car Co., which places through the same agency, is
\\n
 following much the same theory of the new program, and is titled LaSalle Fashion Show, sched-
\\n
uled to start over NBC-Red net-
\\n
 work. This program, contracted for Thursdays, 4:45 to 5:30 p. m., for a 13-week period and will cover all network services, being run on the
\\n
Cadillac and LaSalle cars with leading sty-
\\n
les. Charles Lemaire, promi-
\\n
ned director of the fashion cere-
\\n
ories, Eddie Duchin will furn-
\\n
ish music, and each week a style special will appear on the theme of women.

(Continued on page 49)
"PREFERRED POSITION"

These fine local NBC stations have it...each in its own part of the country!

In every section—north, south, east, west—there are NBC stations really "preferred" by local radio audiences.

Those listed on this page are on top, in the ten rich markets which they cover for advertisers. They have won, through sheer strength of popular programs, a following which is the most valuable asset which any advertiser—spot or local—can have.

These are the stations..."PREFERRED"

NEW YORK
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA 51,000 watts

NORTHERN OHIO
WTAM . . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . . 1000-500 watts
WMAL . . 500-250 watts

PHILADELPHIA
KYW . . 10,000 watts

COMpletely Programmed by NBC

1926 1936

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.
Dr. C. H. Sandle, of such areas. Dr. Sandage had defined a method that was needed to measure fertility or sales potentialities, but all aim to reach the same goal.

There are two basic factors to be considered in measuring any market, (1) the number of people and (2) their ability to pay. The radio advertiser, however, must give consideration to another factor, the total number of homes in each area. If the radio is to be used effectively as an advertising medium, it must be used in those territories where the number of receiving sets is sufficient great to afford a reasonable number of potential listeners.

The U. S. Bureau of Census has recently issued figures showing the expenditures of radio advertisers for time over broadcast stations in each of the nine geographical divisions. With these figures it is possible to measure in part, the regional distribution of the radio advertising dollar in terms of the sales potentialities in each region.

The comparison of radio station time sales, spendable income, radio homes, and population for each region in the United States is given in the accompanying chart. Spendable income is based upon Sales Management's "Survey of Purchasing Power" for 1935. The number of radio homes is taken from the report of the Joint Committee on Radio Research. The bars in the accompanying chart represent each of the four factors to be compared. Each bar is in terms of percent of the United States total. Thus broadcast station time sales in New England were 7% of total United States time sales.

If spendable income, radio homes, and population measured the advertising importance of a region then radio revenue should parallel these factors where advertisers see the best market possibilities. Radio revenue, spendable income, and the number of radio homes, parallel each other rather closely in all regions except the Middle Atlantic and the Pacific Coast. Population and station time sales are parallel except in the Southern regions. In the Middle Atlantic States, station revenue represented 21.4% of the national total, spendable income 29.6% and radio homes 25.5%. Population in this region represented 21.4% of the national total, was almost identical with station revenue, while 29.6% of the total number of commercial broadcast stations were located in this region. It would seem that the number of radio homes and the spendable income in the Middle Atlantic States would warrant a greater per cent of total radio revenue for this region.

The Pacific Coast States accounted for a considerably greater proportion of total broadcast station revenue than did for radio homes, spendable income, or population. The three States of California, Oregon, and Washington received 12.9% of total station revenue, but had only 8.9% total spendable income, 8.6% of total radio homes, and 6.7% of total population. There were, however, 19.8% of all United States commercial broadcast stations in the three Pacific Coast States.

It is not possible to say from the data presented here whether advertisers have been placing too much emphasis upon the Pacific Coast and East North Central markets and not enough upon the Middle Atlantic market. It may be that greater use has been made of other forms of sales promotion in the latter States and the medium of radio given extra emphasis in the former areas. However, the regional differences illustrated here are worthy of note. They may be significant in pointing the way to some adjustment in the distribution of the advertising dollar.

Neumode Hose Testing


TOWNSEND'S PLAN TO USE MEXICAN STATIONS BALANCED DIFFICULTIES which have consistently nullified the efforts of Dr. Francis E. Townsend to broadcast his plans for national recovery to the American people and to solicit funds by radio (Broadcasting, Oct. 1) did not cease when he abandoned hopes of securing time on one of the major networks and turned to Mexican stations just below the border. Again at the last minute his plans had to be cancelled, this time because of a disinclination on the part of Mexican government officials to permit the venerable doctor to use their country's broadcasting facilities.

Meanwhile, Dwight Bunnell, radio director of Townsend National Recovery Plans Inc., has arranged for Dr. Townsend to talk over American's hookup of the New York State Broadcasting System. Michigan Radio Network, Affiliated Broadcasting Co. and stations WABA, WSAH, WNBC, WhlH, WFEA and WIBX in New England, from 6 to 6:15 p.m. on Sunday, Oct. 11. A Chicago broadcast on WCLF, 4:45 to 5 in the same afternoon, had also been government officials to permit the venerable doctor to use their country's broadcasting facilities.

RADIOL SERVICE, Chicago script and continuity service, reports that it now has 320 station clients, with more than 50 using its Something New Club and Domesticity features.

Application Bonds Advocated by Dill

POSTING of $2,000 sought to stop frivolous petitions.

In the motion, Senator Dill and Mr. Gum asked that the applicant be required to deposit the $2,000 with the FCC Secretary to "cover the costs of Station KVOE in defending this case." The petition, in addition, "is made pursuant to sections 303 and 307 of the Communications Act of 1934, as construed by numerous opinions of this Commission."

The FCC, before deciding the issue, will seek an opinion from its law department. In the past the FCC has given consideration to a procedure, which it believes permissible under the existing law, whereby preliminary ex parte hearings would be held for applicants for the facilities of new stations.

For new facilities, to ascertain whether they are financially, legally and technically qualified applicants. The proposed ruling agreement in the affirmative, a regular hearing would be set. No action ever has been taken on such a procedure, however.

Join Transamerican

CLIFFORD L. SLEININGER and J. M. Ward have joined the Chicago office of Transamerican Broadcasting & Television Corp., as account executives. Mr. Sleininger, a former magazine and newspaper representative since 1929, when he joined National Radio Advertising Inc., later becoming a principal in the firm, was for many years the representative of Free & Sleininger Inc., and more recently he was in charge of the television division. Mr. Ward has been connected with the Chicago Tribune for the last 15 years, and has charge of all sales, merchandising and business survey departments.

STANDARD RADIO Inc., Hollywood, has granted to International Broadcasting Co. of London exclusive library rights for Radio Luxembourg and the station Normandie, which carry 80% of the advertising directed to the British Isles.
That, Gentlemen is the Center of the Rich Southland

THE BIG PUSH IS ON. A one hundred million dollar cotton crop, all pouring into Memphis, the natural hub of this empire. Farmers buy freely of the necessities and luxuries of life.

You could select no more potent medium to cover this well-to-do Southland than WMC, radio station of the MID-SOUTH. WMC carries more local, national, and network advertising than any station within 200 miles of Memphis. For 13 years, its program policies have been geared to the tastes of Mid-South listeners.

The South's greatest newspaper, The Commercial Appeal, owns and operates WMC. The influence of this great paper, the full power of its publicity creates a spirit of serving that animates the entire program structure of this station. Listeners depend on WMC for the integrity as well as the excellence of its entertainment.

WE OFFER, too, splendid coverage, at low cost, by using our other station.

PROSPEROUS FARMERS LISTEN Only TO WMC FOR

- NATIONAL FARM AND HOME HOUR
  Vital and helpful information that farmers in this territory can obtain from no other station.

- FARMERS FORUM
  A program created to serve a real need. Local county agents of Tennessee, Mississippi, and Arkansas discuss farm problems of particular local interest over WMC exclusively.

FARMERS FORUM
A program created to serve a real need. Local county agents of Tennessee, Mississippi, and Arkansas discuss farm problems of particular local interest over WMC exclusively.

780 KILOCYCLES

OPERATED BY THE MEMPHIS COMMERCIAL APPEAL
MEMPHIS, TENN.

Representative: E. KATZ, Special Advertising Agency

THE ONLY RED AND BLUE NBC NETWORK STATION IN THE MID-SOUTH

Broadcast Advertising
The Business of the Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS
sp—studio programs
1—transcriptions
chantonouncements

KSFO, San Francisco
Associated Oil Co., of California, San Francisco (gas & oil), weekly, sp, thru Lord & Thomas, San Francisco.

Foyle & Co., Chicago (Honey & Tar compounds), semi-weekly, sp, thru Borden & Salomon Inc., Chicago.

Carrier's Tablets Inc., Los Angeles (proprietary), 2 weekly, sp, thru Watters & Bidwell Co., Los Angeles.

Knox Co., Los Angeles (Cystex), weekly, thru Dillon & Kirk, Kansas City.

Fretz-Frank's School For Boys, Boys Town, Neb. (magazine), weekly, thru Ernest Bader Co., Omaha.


WMAQ, Chicago
Colgate-Palmolive-PEET Co., Jersey City, semi-weekly, thru Benton & Bowles Inc., N. Y.


Parker Brothers, Salem, Mass. (games), weekly, thru John W. Boston.


Bauer & Black, Chicago (Vehre hand lotion), 100 sp, thru Ruttan & Ryan Inc., Chicago.

WHAM, Rochester

Sherwin-Williams Co., Cleveland (garden), semi-weekly, thru T. J. Maloney Inc., N. Y.

Lever Bros. Co., Cambridge (Shovel), daily, thru Ruttan & Ryan Inc., N. Y.

KFRC, San Francisco
Sherwin-Williams Co., Cleveland, Ohio (paint), 5 weekly, sp, thru Cecil, Warbrick & Cecil Inc., N. Y.

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), 2 weekly, thru Luckey Bowman, Inc., N. Y.

WKRC, Cincinnati
Kenton Pharmacal Co., Covington, Ky. (Brownstone), 3 weekly, thru Roche, Williams & Cunninghan, Inc., N. Y.

U. S. India Alcohol Co., New York (anti-freeze), 40 sp, direct.

WEAN, Providence
Procter & Gamble Co., Cincinnati (Cinchem), 3 weekly, thru T. J. Maloney Inc., N. Y.

WHIB, Rock Island, Ill.
Willard Tablet Co., Chicago (proprietary), thru Frank United Broadcasters Inc., Chicago.

WAAF, Chicago
Mother's Remedies, Chicago (Mother's Salve, Mother's Aspirin), 5 weekly, sp, direct.

WNO-WASH, Grand Rapids
Hiblick Co. Co., Toledo (Hi-Speed), 100 t, direct.


Ironized Yeast Co., Atlanta (proprietary), 26 t, thru Ruttan & Ryan Inc., N. Y.


Commercial Milling Co., Detroit (Henkel's flour), 20 sa, thru Karl G. Behr Agency, Detroit.

Kosto Co., Chicago (demennt), 75 sa, thru Witters-Paws Co., Chicago.

Mid States Steel & Wire Co., Cleveland (fence), 57 sa, thru Mare Adv. Co., Peoria.

Republic Steel Co., Youngstown, 26 t, thru Meldrum & Femsun Inc., Cleveland.

Willard Storage Battery Co., Cleveland, 50 sa, thru Meldrum & Fewsun Inc., Cleveland.

WBT, Charlotte
Dodge Bros., Detroit (autos), 18 sa, thru Ruttan & Ryan Inc., N. Y.

Drug Trade Products, Chicago (proprietary, cosmetics), 6 weekly 60-minute sp, thru Benson & Dowell Inc., Chicago.

Morton Salt Co., Chicago (smoked ham), weekly, sp, thru Wade Agency, Chicago.

Wanderly Co., Chicago (Ovaltine), 5 weekly, thru Blackett-Sample-Hummer Inc., Chicago.

Colgate-Palmolive Co., Jersey City (Palmolive soap), 20 sa, thru Ruttan & Bowles Inc., Chicago.


United Drug Co., Boston (Revil), 5 t, thru Street & Finney Inc., N. Y.


WGY, Schenectady


Block Drug Co., Brooklyn (Omega), 52 t, thru Husband & Thomas, N. Y.

General Mills Inc., Minneapolis (Gold Medal), 26 t, thru Blackett-Sample-Hummer Inc., Chicago.


WIP, Philadelphia
Parkway Oil Co., Philadelphia, 3 weekly sa, thru Erwin, Wasey & Co., Inc.

State Fishing Co., Boston (40 Fatfome), 2 weekly sa, thru Street & Finney Inc., N. Y.

Knox Co., Kansas City (Cystex), weekly, thru Dillon & Kirk, Kansas City.

WNAC, Boston
C. F. Mueller Co., Jersey City (mancroni), 70 sa, thru E. W. Heilig Co., N. Y.

Kelvinator Corp. of New England, Boston, weekly, thru Dowd & Ostreitz Co., Inc., Boston.

KDKA, Pittsburgh

Block Drug Co., Brooklyn, 130 sa, thru Husband & Thomas Co., Inc., Chicago.


WLS, Chicago
Siaskraft Co., Chicago (roofing material), 48 sa, thru Russell T. Gray Chicago.


Willard Storage Battery Co., Cleveland, 63 sa, thru Meldrum & Fewsun, Inc., Cleveland.

The Union Party, Chicago (political), 7 weekly, thru Commercial Broadcasters Chicago.

Silton-Ricker Co., Chicago (Sears, Roebuck & Co. raw material marketing), 22 sa, thru Meldrum & Fewsun, Inc., Chicago.

Fort Atkinson Centennial Assn., Fort Atkinson, 6 sa, thru.


E. A. Myers & Sons, Pittsburgh (Radium), 2 sa, thru H. F. Maloney Inc., St. Louis.


Seminole Insurance Co., Cleveland (paint), 54 sa, thru T. J. Maloney, Inc., N. Y.


Dr. W. N. Calhoun Inc., Monticello, Ill. (Dr. Calhoun's Syrup Pepsin), 20 sp, thru Craner-Krassell Co., Milwaukee.

Bernard Perfumers, St. Louis, 1 sa, thru Williamson & Lott Inc., St. Louis.


Maine Milling Co., Youngstown, O. (fence posts), 26 t, thru Meldrum & Fewsun, Inc., Cleveland.


KINY, Juneau, Alaska


Coleman Lamp & Stove Co., Wichiita, 6 weekly, for 2 weeks, thru Walter Riddick Co., Los Angeles.


Clark Hotel, Los Angeles, 52 sa, thru Walter Riddick Co., Los Angeles.


WABA, Boston


Koamet Laboratories Inc., New York, 2 weekly, thru Brooke Smith & French Inc., N. Y.

From Los Angeles Examiner

"I thought you might enjoy while listening to the World Series, sir!"

Page 40 • October 15, 1936

BROADCASTING • Broadcast Advertising
Your Subscription to

BROADCASTING

includes the

BROADCASTING YEARBOOK NUMBER
New Business


CROFT ALE Co., Boston (Croft Ale), on Sep. 15, renewed its three participations in Yankee Network News Service, three times weekly for 10 weeks, on 10 Yankee Network stations. Agency: C. Brewer Smith, Boston.


NOT FOR REMOTES — Instead this car has been equipped by WIRE, Indianapolis, to service its accounts. With foot on running board is L. O. Hammer, head of the new WIRE merchandising department and pilot of the advertising service car. He has two assistants in making surveys for advertisers, contacting dealers and arranging displays. A studio and display were maintained at the Indiana State Fair by WIRE.

KRAFT PHENIX CHEESE Corp., Chicago (cheese spreads) on Oct. 13 returned Ring Crosby to its Kraft Mate Hall program on NH-Red network. Thurs., 10-11 p. m.

FIESTON FIRE & RUBBER Co., Akron (tires & tubes) on Oct. 12 started 2 of its 14 station spots, so far, to its Fiestone Concerts on NBC-Red network. Mon., 8:30-9 p. m.

STANDARD BRANDS Inc., New York (Fleischmann Yeast) on Oct. 4 returned Robert Ripley to its hits-and-misses network. Sun., 7:30-8 p. m.

F. SQUIBB & SONS, New York (tooth powder) on Oct. 3 renewed the Calendar of Methodist stations (WOR, WGN, CKLY). Mon.-Sat., 9-11 a.m. p. m. Agency: Fuller, Smith & Ross Inc., N. Y.

SAYLOR'S CHECOLATEN Inc., Alameda, Cal. (candy), on Oct. 2 renewed its 12-weeks on NBC-KFI, Fri., 7-8:30 p. m. (PST). Agency: Doremus & Co., San Francisco.

H. SUTLIFF TOBACCO Co., San Francisco (tobacco), on Oct. 1 renewed for 52 weeks Sports Forum broadcast.

Kosto Dessert Spots Kosto Co., Chicago (dessert), on Oct. 1 started a 26-week announcement campaign on WINS, WBBM, WJZ-AM, WMBC and WOOD, using 15-word announcements describing premium offers to women and children and urging them to read and send in these premium offers in the folders to be found in each package of the product. Frequency: 75 announcements from three to six weekly, except on WMBC, where 12 announcements in Polish are used each week. Agency: Perrin - Faux Co., Chicago.

Demanding Attention — AND GETTING IT!

Created by the celebrated author, lecturer, and radio artist, Alexander McQueen. A daily, fifteen-minute program combining a blend of amazing, amusing, original information, that demands attention -- arouses interest -- commands a following . . . and holds it.

Provided in script form, all ready for snappy presentation. Available to a limited number of stations on an exclusive basis. Easy to put on. Easy to sell. Send for particulars, low rates, and sample script.

RADIAD SERVICE

Broadcast Advertising

5919 SOUTH WOOD ST. » CHICAGO, ILLINOIS

October 15, 1936 • Page 41
A NEW firm in the radio and newspaper representation field was established Oct. 1 when John H. Perry & Associates opened offices at 226 W. 39th St., New York. Mr. Perry is publisher of the Reading (Pa.) Times, Jackson- ville (Fla.) Journal, Pensacola (Fla.) Journal and News and Panama City (Fla.) Herald, all of which will be represented on an exclusive basis along with WCOA, Pensacola, also owned by the Perry interests. William K. Dorman is New York manager. Agencies have been notified that advertising placed with WCOA and the Perry publications on contracts made prior to Oct. 1 will continue to be billed through the E. Katz Special Adv. Agency until these contracts expire.

RAYMOND SULLIVAN, vice president of Rootbroth & Ryan, Inc., New York, and Myron Kirk, radio director, arrived in Hollywood early in October in connection with the Joe Penner program and to open offices there with other accounts.

CARL NISSEN, recently commercial manager of KNX, Hollywood, early September, arrived in New York to open offices there in connection with the R. H. Ahier Co., Los Angeles agency, as vice president.

LOUIS S. HOYT has joined the San Francisco staff of Beaumont & Hoffman Inc., as account executive and will service radio along with other media.

NEISSER-MEYERHOFF Inc., Milwaukee branch, has moved to Collby & Abbot Bldg.

FEMININE—Defying the taboo which has for years kept the NBC Chicago announcing staff an exclusively masculine group, Martha Limn has stepped in and is now announcing Tuneful Topics on WMAQ and A Musical Review on WENR, participating programs, every weekday afternoon. Miss Lim, who writes as well as announces her programs, has been in radio since its early days, with stations and agencies, as announcer, actress, writer and producer.

Largest Capital Studio Included in New Layout Of U. S. Recording Co. ELABORATE new studio facilities are being constructed in Washington, D.C., by the U. S. Recording Co., which has leased the Rialto Theatre and plans to remodel recording studio system to include a full orchestra. The series consists of 200 radio station selections combined with voice and solo instruments.

SCHWEIZERISCHE Bundspolizei, Bern, Switzerland, the government radio network of that country, has contracted for the NBC Theaters to be used on three stations. It is the first European broadcasting company to sign for the library. The deal was handled by Max Jordan, NBC's continental representative, at Basel, Switzerland.

Open Hollywood Office CONSOLIDATED Radio Artists Inc., recently organized dance band management organization, announces the formation of its Hollywood office in the Equitable Building there with Cliff Webster in charge. The Hollywood office is CRA's fourth. Others are located in New York, Cleveland and Chicago. Among the bands in the CRA fold are Paul Whiteman, Ferde Grofe, Red Rector, Peter Vass, Steeden, Frank Black, Russ Morgan, Charles E. Green, president, opened the Hollywood office personally and returns to his headquarters in New York about Oct. 29 after a personal inspection tour of his new offices.

Ballou at KPDN DAVE BALLOU, former Eastern representative for Standard Radio Inc., transcription company, and before that for KFWB Inc., Los Angeles, has joined KPDN, Pampa, Tex., as manager. Mr. Ballou left Standard Radio last month to reenter the station field.
STUDIES to locate the origin of electrical disturbances interfering with radio reception are being conducted by more than two-score persons employed on an unusual WPA's Progress Administration project at Newark, N. J. The project, sponsored by the Newark Public Safety Department, will include all of Essex County in its survey.

A CBS program Oct. 10 showed how man-made static mars reception.

Elements which interfere with police radios and commercial service will be studied with a view of eliminating the causes of man-made static as much as possible. Disturbances which interfere with reception may usually be found in one of the following five classifications: (1) Street railways; (2) industrial equipment; (3) household electrical appliances; (4) power lines, and (5) electro-medical apparatus.

On Goes the Search

TEN GROUPS of three field workers each, have been assigned to search out the disturbance centers in Newark and throughout Essex County. Five of the groups act as "detectives" and the remaining five are "checkers." The "radio detectives" are equipped with portable receiving sets having ear phones and diapulse antennae. The volume controls are connected with a meter which will register the amount of power necessary to bring signals in clearly.

Another group of WPA workers, the checkers, are supplied with the information gathered by the "detectives" and next day request the permission to investigate the noise makers. Representatives of the city ask the cooperation of the owners in the elimination of the interference. In the event of a refusal, a Newark city ordinance may be invoked to force the correction of faulty apparatus.

This procedure was outlined by Samuel Finkelstein, administrative clerk under Public Safety Director Michael P. Duffy of Newark. Mr. Finkelstein has general supervision of the radio project. He is in charge of the police radio maintenance shop and is a licensed radio operator.

Elimination of electrical disturbances will enable the police radio transmitter in Newark to use lower-powered sending apparatus thereby saving the cost of more powerful and expensive equipment. Also, the decrease in interference will provide the efficiency of police and private receiving sets.

Forty-six WPA workers are employed on the project. The working unit consists of a supervisor, two electrical engineers, 12 field workers, 15 junior field clerks, two junior engineers, a senior draftsman, three draftsmen, two stockroom men, a master executive secretary, two typists, a file clerk and a timekeeper.

Upon the completion of the project, which will cover some 18,000 miles of highways and streets in Essex County, charts will be made showing the volume needed for clear reception in each section. Each chart will represent a maximum of two blocks. Maps will be made for Essex County's 21 municipalities, indicating the volume levels of audibility. Lines and similar indices will show by various colors the intensity of reception and from them the transmitter strength necessary to reach all points may be determined.

Ship Line New Sponsor

ANCHOR LINE, a subsidiary of Cunard White Star Ltd., New York, began a series of quarter-hour evening programs on Oct. 10 over WBNX, New York, devoted to resumes of the day's soccer games. The program is believed to be a radio test for the line. Terry Long does the announcing and the program is designed to appeal to the Irish listeners of WBNX who might be interested in the Anchor Line's service from America to Ireland. The account was placed direct.

Brownstone Testing

KENTON PHARMACAL Co., Covington, Ky. (Brownstone base-dye), is using one-minute drama-tized announcements spotted in station breaks in the early afternoon three times weekly in a test campaign on WMC, WWL, KRLD, WHA, WBC, WIB. Agency is Roche, Williams & Cumynngham Inc., Chicago.

HUNTING MAN-MADE STATIC

Radio Detectives of WPA Snoop Around Newark

To Find Sources of Interference—

There Are

192

"Reasons Why"

Loan Radioaids

sell

Loans!

Wire or Write

"TIME IS MONEY"

Radioaids

1357 No. Gordon

Hollywood, Calif.

Also available

Laundry

Furniture

Used Car

Ice Cream

Bread

Jewelry

RADIAIDS

THE MOST POWERFUL STATION

between

St. Louis

Dallas and

Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARER CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives

New York Chicago Detroit San Francisco

"THE VOICE OF OKLAHOMA"—TULSA

www.americanradiohistory.com
WORLD PROGRAM SERVICE

SUBSCRIBERS

KOY  Phoenix, Ariz.  WQAM  Miami, Fla.  WTRC  Elkhart, Ind.  WFFM  Baltimore, Md.
KELD  El Dorado, Ark.  WIBO  Orlando, Fla.  WGBF  Cumberland, Md.  KGBX-KWTO  Springfield, Fla.
KUOA  Fayetteville, Ark.  WCQA  Pensacola, Fla.  WLBL  Frederick, Md.  KFRR  Great Falls, Mont.
KFW  Ft. Smith, Ark.  WSUN  St. Petersburg, Fla.  WMF  Manchester, Md.  KFAB  Lincoln, Neb.
WKAI  Bakerfield, Cal.  WTAL  Tallahassee, Fla.  WCIC  Cedar Rapids, Iowa.  KOIL  Oshkosh, Wis.
ELY  Oakland, Cal.  WING  West Palm Beach, Fla.  WOC  Des Moines, Iowa.  KGGM  Albuquerque, N.M.
KEM  Eureka, Cal.  WLAK  Las Vegas, Nev.  WHO  Davenport, Iowa.  WUI  Santa Fe, N.M.
KXZ  Los Angeles, Cal.  WTFL  Athens, Ga.  WKBH  Dubuque, Iowa.  KIUU  Albany, N.Y.
KJQV  Colorado Springs, Colo.  WQST  Athens, Ga.  KFBI  Aiken, S.C.  WOR-WKOP  Buffalo, N.Y.
KRTL-KVOD  Denver, Colo.  WRDW  Augusta, Ga.  KGBF  Atlanta, Ga.  WOR New York City
KGLF  Pueblo, Colo.  WMAZ  Macon, Ga.  KGGF  Savannah, Ga.  WIXR  New York, N.Y.
KFKA  Greeley, Colo.  KILO  Boise, Idaho  WIBW  Topeka, Kans.  KWWI  Olean, N.Y.
WTIC  Hartford, Conn.  KIIS  Idaho Falls, Idaho  WBAL  Baltimore, Md.  WMHD  Plattsburg, N.Y.
WELI  New Haven, Conn.  KLRC  Lewiston, Idaho  WPEQ  Boston, Mass.  WORAM  Rochester, N.Y.
WRUF  Gainesville, Fla.  WIBL  Decatur, Ill.  WSMQ  New Orleans, La.  WORAM  Rochester, N.Y.

WORL

ATLANTA
In July, 8 stations—in August, 7—in September, 14—a total of 29 radio stations have been added in 3 months as new subscribers to World Program Service! Year after year, many of the nation’s leading stations have broadcast World’s famous Library music with increasing success. Still the roster of subscribers continues to lengthen. New outlets in Canada, Mexico, and more than a score in the United States! World Broadcasting System welcomes these new affiliates, and pledges full cooperation for the future.

The growing popularity of WORLD PROGRAM SERVICE among millions of listeners and hundreds of station operators runs a close parallel to the growing success of the advertisers who use the facilities of World Broadcasting System.

No other organization has so powerfully contributed to the improvement of business for such a large number of broadcasting stations. Since 1929, World has never swerved from its course. World has produced more and more revenue for radio stations. World alone has always actively and aggressively promoted the cause of faultless electrical transcriptions. As a result, NAB Reports show electrical transcriptions enjoying the fastest present-day rate of growth in radio. National sponsorship has increased more than 50%. Local advertisers, encouraged by the sound advice of experienced station operators, are building bigger, better, and LONGER programs around the many features of WORLD PROGRAM SERVICE—the original transcription library service, now in its 136th Consecutive Week.

If you are not fully informed of the facts about WORLD PROGRAM SERVICE — the World library of 1,600 selections, with 48 new additions each month—the smart, salable continuities—the many other sales aids—the all-important precision-method characteristics of World’s Wide Range Vertical recording and “matched quality” reproduction—then let us tell you these facts. Base your sales of local time on the use of WORLD PROGRAM SERVICE features. Join WORLD and make 1937 a prosperity year for your station! . . . Address inquiries to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.
STUDIO AND PROGRAM NOTES

FORMERLY a sustaining feature, the Bureau of Missing Persons on Oct 19 will become a sponsored morning 5-minute program over WWJ, Detroit, daily under the auspices of Forest Cleaners & Dyers Inc. The program describes persons whose whereabouts are unknown and desired by relatives or friends. Simon-Charles Co., Detroit agency, placed the time.

EFFECTIVE Oct. 3, KDYL, Salt Lake City, remains on the air until 2 a.m. Sunday mornings with the All-Request Hour filling the extra hour. The feature has proved so popular with Saturday night listeners that the decision to stay on another six hours was reached. KDYL, the only six days of the week, operates from 6 a.m. to 1 a.m. (MST).

FOUR advertisers who have joined the nation-wide drive for highway and traffic safety, are sponsoring a unique Monday night program over KQV, San Jose, Calif., which has won the approval of the National Safety Council, the San Jose Junior Chamber of Commerce and that of city and county officials. Titled Safety Lane, the quarter hour program, heard at 9:15 p.m. gives news of traffic accidents, statistics, and suggestions for safe driving are presented in a dramatic, interesting way by use of four voices and sound effects. Show is written and produced by Gene Clark, with James E. Doyle, announcer, as narrator. Sponsors of the program are: Ralph Benza Electric Co (Guido Headlight Adjuster); Stuart Brousson Co. (General Tires); Porter's Braye Shop (American Braley Block) and the Farmer's Insurance Exchange (automobile insurance).

After-Midnight Sold

ATLANTIC BREWING CO., Chicago (Tavern Old Bock) has taken over sponsorship of an hour, 1 to 2 a.m., of the famous and well-known recorded music and news flashes that is broadcast from 10 to 11 p.m. seven days a week on WIND, Gary, Ind. Contract runs for 56 weeks, and the sponsor to secure the spot that he paid for the full year in advance.

TEXAS school children are radio performers in a series of broadcasts recently inaugurated from the Texas Centennial Exhibition, by WDQ, 12. The program is being chosen from the groups brought to the Texas World's Fair from various school districts of the state. These pupils, each group of which spends two days at the Exposition, give an hour program in the Hall of State, and at that time a three-minute radio program is made up of the outstanding talent among them. These programs of WDQ, 12, are broadcast from the Gulf Exhibition studios over WWFA from 10 to 11 a.m. each Monday, Wednesday and Friday.

KFWB, Hollywood, celebrated the beginning of the transporting of light to the City of Los Angeles, Oct. 7 with a community sing, led by James W. Young and members of the Municipal Bureau as guests.

UNIVERSITY Broadcasting Council research organization at the first educational broadcasting that operates under the joint auspices of Chicago, Northwestern and De Paul Uni-

RADIO SERVICE OF THE OREGONIAN

Teenagers under the guidance of William Wiseman, the last named being WMCA's attorney, as announcers. It is sponsored by the Kasapoor Club Programs, an open-air theatre during the summer season Salt Lake City, is continuing the series through the fall and winter under the title Ktagapo Club Program, for use. No studio audience is permitted, however, for any segments under five words from memorized script in music and dramatic skits.

Regional Heads Named

For NAB Sales Group

DESIGNATION of six geographical divisions of the Sales Managers' Division of the NAB, each headed by a chairman, was announced Oct. 2 by J. Buryl Lotttridge, chairman of the Sales Managers' group. Pursuant to an organization policy outlined by the executive committee of the group, the divisions have been set up to handle regional activities of interchange of sales information.


WHEN an explosion wrecked the General Tire Co. service station in Fitchburg, Mass., a Detroit-bound passenger train, as announced by son, to Michigan, to cover a train wreck in which 11 were killed, left on Oct. 8 when trains crashed headon.

A LIFETIME of happy weddings is the one thing couples taking part in Cupid's Court, half-hour Sunday afternoon series over KSCF, Seattle, Washington. A beverage firm signed for the broadcast, of course, the idea was developed by David Nowak and Renny Daily of the Iowa Network program department. The network is producing the Show for the Denver Retail Grocers' Association for the seventh year.

A "PET PIEVE" or "Gripe" column conducted weekly by KGNF, North Platte, Nebr., and sponsored by a local drug store, is established. Listeners are invited to send in entries, telling what annoys them the most during the day. The sponsor offers weekly prizes of cleaning credit to winners, in addition to "the best" mail pullers and the sponsor's results are described annu-

CBS has completed arrangements with the Cincinnati Institute of Fine Arts and announced, beginning Oct. 17, a series of 13 Filip- phis, was named chairman of the southeastern division including Ten
era, Iowa, South Dakota; D. H. Vincent, KSL, Salt Lake City, chairman of the north central division including Missou-

This station has an ideal set-up for the advertiser who is desirous of "testing" his program before making expansion plans. Famed for its showmanship, the high caliber of all local presentations, KEX offers the largest staff of artists, writers, composers and technicians of any Portland station. With a great radio coverage in the Willamette valley, where buying power is much higher than the national average— you can, at very low cost, accomplish your sales effort. KEX 5000 watts—1100 k.c. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representives: Edward Petry & Co, Inc. New York, Chicago, Detroit, San Francisco.
Foreign Language Spots for Politics

Democrats Use Discs, G.O.P. spots on Big Station Lists

Spot campaigns, using transcriptions, studio programs and announcements, get under way for both the Democratic and Republican national committees early this month, featuring largely foreign language appeals to various groups. Although somewhat belated, the spot schedules were planned to carry through the month of October and until the Nov. 3 elections, supplanting the more extensive network efforts of the major parties.

The foreign language division of the Democratic committee placed its programs in six tongues in 12 cities through Robert Dargi, New York, with transcriptions by Radio & Film Methods Corp., New York. Except for WBNX, New York, on which half-hour spots were used, the disk shows were of 15 minutes duration, placed as follows:

- Italian—WCMB, WMEX, WEIL, WTEL, WSFR, WPRO, WMBF, WGES, WEBB, WBNX, WHOM, WFRB.
- German—WBNX, WHOM, WCMB, WWSW, WEBB, WGES, WMBC.
- French—WBNX, WJAY, WJAF.
- Jewish—WCMB, WMEX, WJAI, WMBF, WWSW, WGES, WDAK, WBNX, WHOM, WFRB.
- Polish—WMBC, WGBM, WHOM, WTEL, WEBB, WWSW, WBNX.
- Hungarian—WBNX, WHOM.
- Greek—WWSW, WORL, WBNX, WHOM.

G.O.P. in 29 Languages

The Republicans' naturalized citizens division is using a wider list of stations with its foreign language appeals, ranging from 100-word announcements to programs and talks of 15 or 30 minutes. These are written first in English at Chicago or New York headquarters and then translated into the various languages and sent to the individual stations. Transcriptions were at first considered but dropped as too inelastic for varying local conditions. Selection of speakers, where used, is left to the local party organization. Staggered schedules are used and 29 languages are represented.

The naturalized citizens division of the Republican committee is headed by M. W. Tuthill, of New York, with Col. J. V. Hougaline in charge of the Chicago division. Among the stations getting its radio programs are:

- WIBX, WJAI, WSPD, WBKN, WCMB, KJDE, WGDY, WTCN, WBGM, WMBC, WWFM, WEIN, KFPZ, WJAC, KCKY, WNAS, WDAY, KFJR, KFJH, KIRB, KLFM, KUGC, KKNY, KFAC, WHO, WMM, WSNF, WEBR, WARB, WBFR, WCBD, WCFL, WEDC, WSBG.

Republican Series

Republican State Committee, New York (political) has signed for three half-hour programs on a special New York State network of six CBS stations (WIBX, WOKO, WBPFL, WHEC, WNBF, WGRB) for Oct. 10 and 17 at 9:30-10 p.m., and Oct. 23, 8:30-9 p.m. William Bleakley, the Republican candidate for governor, will be the speaker on these periods. Agency: Brooke, Smith & French Inc., New York.

Dog Food Account

Wilson & Co., Chicago (Ideal Dog Food), on Oct. 3 started an eight-week campaign of quarter-hour recorded musical programs on WBBM, Chicago, to be broadcast immediately following that station's football broadcasts. During the baseball season this sponsor has been using time on WGN, Chicago, immediately following the baseball broadcasts under an arrangement that gave it the time between the end of the game and the next quarter-hour break, the length of the broadcasts varying between 30 seconds and 1 1/4 minutes. The agency is Erwin, Wasey & Co., Chicago.

With politics accounting for a 15-fold increase in the "talks" classification, NBC broke two records during August when foreign pickups totaled 87 and music represented 67.7% of all program hours. Of the 87 relays from abroad, 52 were from Germany—mostly of the Olympic Games.

McKenzie Mill on Three


Du Pont Plans Spots

E. I. DU PONT DE NEMOURS & Co., New York (Zeronit, antifreeze) on Sept. 13 began a new series of musical programs featuring Michael O'Sullivan and the Norton Trio on a two station hookup, (WABC, WCAU) the program originating in New York, Tuesdays, 7:30-7:45 p.m. A spot schedule is also being planned for about 11 stations. Catalog, Bartin, Durstine & Osborn Inc., New York, has the account.

WO at Fireside

WOR, Newark, on Oct. 4 started Let's Visit, a Sunday evening series of programs featuring Raye Firestone, late of The Jesters & Irene Brown, a new series of musical programs featuring The Jesters & Irene Brown on a two station hookup, (WABC, WCAU) the program originating in New York, Tuesdays, 7:30-7:45 p.m. A spot schedule is also being planned for about 11 stations. Catalog, Bartin, Durstine & Osborn Inc., New York, has the account.

From Richmond (Va.) Times Dispatch

... says the Los Angeles Times' Radio Editor, writing at a distance of 2,000 miles, about the "Hosier Hop," a CBS program originating in WOWO's studios and broadcast on a coast-to-coast hookup.

Says the Los Angeles Times:

"We bow to 'Hosier Hop.' It's as typically midwestern as Grant Wood's 'American Gothic.' It's smartly produced from WOWO in Ft. Wayne, and it is one of the better programs for those who like this type of tuneful, lively music and nonsense.

"It's not hill-billy. It's not jazzy. It's not classical. It's distinctly 'Hosier.'"

This intimate local "Hosier" quality of WOWO programs is no accident, but the result of careful planning to meet the needs and satisfy the interests of WOWO's immediate tri-state area audience, a market of over one million and a half persons within the primary coverage area of no other broadcasting station.

E. KATZ, SPECIAL ADVERTISING AGENCY

Wowing Radio Stations, Inc. * Fort Wayne, Ind. * 10,000 Watts * CBS * 1,140 KC

Broadcasting * Broadcast Advertising

October 15, 1936 * Page 47
Would Bar Communists
WHILE members of the New York State D. A. R. organization on Oct. 7 were passing a resolution which they forwarded to the FCC, demanding that Earl Brown, a known Communist, be barred from the radio, WVF, Brooklyn part-time local, announced flatly that it would carry any and all broadcasts by Communists. Harold Burke, director of the station and past commander of the county Veterans of Foreign Wars, which backs the station, said the Communists have three times asked for time but that "whatever happens, they'll never get permission from us."

New Station in Lima
SCHEDULED to go on the air early in November, the new WBLY, Lima, O., 100-watt day-time station on 1210 kc. recently authorized by the FCC, will be managed by Herbert Lee Blye, the licensee and one-time owner of WTBG, Cumberland, Md., with J. R. Payne, formerly with Sipe's Paint Co. of Pittsburgh, as commercial manager. The transmitter is being built by Communics and Hallman, Chicago, and the tower is a vertical radiator ordered from International Derrick & Equipment Co., Chicago.

J. LEWIS ASSOCIATES
Public Relations Counsel
SPECIALIZING IN RADIO
Hotel Roosevelt
New York

Are You Ready
For Wider Markets?

National Brokerage Company is prepared to serve efficiently and economically manufacturers of food products and grocery specialties who desire thorough distribution of their products in any or all sections of the country.

Problems of distribution need no longer be based on hunches and hopes.

NBC with its trained sales personnel in all markets offers you assured selling ability at nominal cost based on results.

You can start with NBC in a single section or in several sections and extend as sales and production warrant — or you can cover the entire nation quickly. In any case NBC service will be thorough and resultful.

Inquiries are invited.

National Brokerage Company
A National Sales Organization
Edward M. Power, Jr., President
OLIVER BUILDING
PITTSBURGH, PA.

BROADCASTING • Broadcast Advertising

GOOD PROGRAM AT SMALL COST
Local Interest, Timeliness, Novelties and Pure Excellence
Cited at West Coast Meeting

THE guiding star of all radio broadcasting is entertainment, the thing station managers must not overlook, cautioned Harry F. Anderson, NBC Western manager in San Francisco when he spoke Oct. 8 at the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel, that city. Anderson had for his subject “What Am I Buying?” and during his 30-minute talk gave a review of radio program types, commercial and sustaining, and an analysis of the different hours for broadcasting. The point of view of stations, their interest in building audiences by special events, were also stressed.

Walter A. Burke, in charge of radio research for McCann-Erickson Inc., in San Francisco, who was chairman of the day, followed Anderson as speaker, to discuss “Program Competition”, stating that: “The problem which presents itself most forcibly to us agencies here on the Pacific Coast and to our Pacific Coast clients, is how to meet the competition of high-powered and dynamic transcontinental programmes with our smaller talent budgets”.

The Small Budget
“A PACIFIC COAST network program, and even a local broadcast, must in some manner obtain a ‘qualitative equality’, he said. “It will get its recognition primarily by the quality of its audience. That is to say, when self-interest has selected the type of program the listener wants, only a ‘qualitative equality’ will prevent him from tuning out the program and looking for a holding quality. By quality we mean, of course, good showmanship.”

Now the question is, how is it possible to obtain this ‘qualitative equality’ with a purely Pacific Coast program, and secondly, the Pacific Coast budget? We believe what can be done. First by appealing to local interest, secondly by arranging for a program that has an element of timeliness; thirdly by resorting to innovations and novelties, and last, by pure excellence of broadcast.

“Occasionally a combination of several of these factors may be necessary, but any one of them will give a coast program, or a local broadcast a tremendous advantage. The California Chain Stores association, for instance, November 15th of Strange As It Seems program over the CBS-Don Lee network is a novelty and the novelty budget. Yet interest in this novelty is high. Perhaps as great as if Gillette actually had Ripple as manufacturer of ceremonies’.

“The California Chain Stores Association program, the California Hour over the same network is also a novelty as well as an innovation. It’s peculiarly a home-talent type of program. In fact, that is the issue vital to all of us. All together, these factors give it great local interest. Then there is the Richfield Reporter, sponsored by Richfield Oil Co., over NBC. This program has timeliness as well as some local interest appeal. The Associated Oil Co.’s football programs have both timeliness and local interest appeal. Also the National Family and the Standard Symphony Hour, both NBC features, have built up a large audience simply on the excellence of production. And our Home Economics programs have built up individual audiences through the self-interest appeal directed to housewives. Research organizations credit the programs with top rank circulation.”

More than 40 radio and agency executives attended the departmental meeting of which Clyde Coombs, NBC-sales representative, is chairman.

Foley on Four Stations
FOLEY & Co., Chicago (Honey & Tar compound), on Oct. 12 started quarter-hour morning programs, six days weekly, 26 weeks, on WLS, WGN and Western Network (KNX, KSF0). Programs are produced locally with five talent, used by NBC, with Frank Fiddlers on WLS’ Top of the Morning period, Lola belle and Scotty on WLS, and Host of the Hour to the West coast stations. Agency: Laussen & Salomon, Chicago.

Sterling on 20 Stations
STERLING BREWING Co., Chicago (Sterling Ale), will start the Sterling Enter. 30-minute RCA recorded program, twice weekly for 13 weeks on a group of 20 stations in Illinois, Indiana, Tennessee, Kentucky, Georgia, Texas and Missouri starting in latter October. The agency is Hays MacFarland & Co., Chicago.

$34,000 PRIZES
IN BABY CONTEST
PEPSODENT Co., Chicago dentifrice manufacturer sponsoring Amos ’n’ Andy, will offer prizes totaling $34,000 in a 26-day contest to select a name for Amos’ baby. The contest will begin Oct. 20 and close at midnight Nov. 15th. A total of 3,832 prizes will be offered for the best names: A first prize of $5,000 U. S. Government Savings Bond; second prize, a $1,000 baby bond; 10 prizes of $100 baby bonds; 100 prizes of $50 baby bonds; 720 prizes of $25 baby bonds; and 2,000 cash prizes of $2 each. Each entry is to be accompanied by the cardboard postcard from any Pepsodent product, the first time the sponsor has honored all sizes of all products in a single contest.

Judges will be Prof. M. J. Freeman of the University of Chicago; Mrs. William B. Wraith, founder and managing director of "The Cradle," noted orphanage; and Miss E. Evalyn Grumbine, assistant publisher of Child Life. In addition to the broadcasts, the sponsor Co. will promote the baby-naming contest with a half-page in Liberty and with comic strips, color half-pages in Sunday comic sections, and radio page advertisements, using 101 newspapers in the U. S. and Canada.

During the week every Amos 'n' Andy announcement featured "National See-Your-Dentist Week. This educational campaign was preceded by a letter to dentists, requesting their opinions of the plan, which evoked an unexpectedly large response, 98 percent favorable to the idea.

JACQUES BONJEAIR, star announcer of Radio Post Parisien, Paris, who broadcasts under the nom-de-plume, "Fren Loupe" was a visitor at WMCA, New York, early in October. He will shortly handle the morning slot to be relayed via short wave to WMCA.

DRAMATIC PRESENTATIONS
FIVE STAR FINAL
SPONSORED BY REMINGTON RAND

Page 48 • October 15, 1936
FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

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.
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.
Autos on the Air
(Continued from page 36)

fashions will speak on trends in hats, shoes, frocks, etc.

As another feature of interest in this program, which will be announced by a woman, three gowns especially designed will be discussed during each program.

Olds Motor Works, another GM division, leans the other way in its thinking, having scheduled a program which should appeal to as many as to men as women. Titled Irvin S. Cobb and his Planned Plantation, it starts Oct. 17 and will be broadcast from Hollywood over 64 NBC-Red network stations Saturday nights from 10:30-11 p.m. D. F. Brother & Co., Inc., Detroit, is the agency.

Buick-Packard-Nash Series
BUICK has no plans at the present for a regularly scheduled program. At the present all that is contemplated for the immediate future is a series of spot announcements over 89 stations, beginning the week of Oct. 19. Five spot programs a day will be heard through this strategically located group, tying in to Buick's newspaper campaign preceding introduction of the 1937 cars. At the same time it is understood that Buick will keep its eyes open for future headline sports events, upon which it may bid for sponsorship, as in the past. Order for driver discs, which has been placed with WBS. Arthur Kudner Inc. is the agency.

Among the independents there is at least a proportional amount of radio planning. Packard's plans are probably the most ambitious, involving the well-publicized tieup with RKO Radio Pictures and the current picture Swing Time. This program started Sept. 8 over the NBC-Red network Tuesday nights, 9:30-10:30 p.m., and offers 15 new Packards as prizes in two contests. One contest is based on best descriptions of the new Packards which were introduced in the time of the initial broadcast, open to patrons of theaters showing Swing Time. Packard is tying in with leading radio managers and publicity men by offering three Packards to the producers of the best tieup campaign. Local awards are also being made by Packard dealers in some cities. Young & Rubicam Inc., is placing this program, which stars Fred Astaire.

Nash is building its plant activity strongly into its Saturday night Speedway over 62 CBS stations at 9 p.m., by having Floyd Gibbons, news commentator, tell his impressions of Nash production operations over the air, along with his impressions of the Spanish city of Valencia. Vincent Lopez and his orchestra star on this program, which began Oct. 3, and "name guest stars" will be heard weekly. Nash originally intended to introduce its 1937 models at the time of the premiere broadcast of the series; however production delays made that plan unworkable, and a November series was selected. Studebaker continues to support Richard Himber and his Champions over NBC and is using discs.

Gaddenden is 2nd Industrial City of Alabama
Gulf States Steel Employ 4500
Men And Is Now Building Tremendous New Plant
WJBY
Gadsden, Alabama

Voluntary Checks Improve Quality of Proprietary Copy
Association Provides Counsel To Prevent Spurious Claims

Voluntary copy checking by the Proprietary Association has proved surprisingly successful, Earle A. Meyer, executive secretary of the association's advisory committee on advertising, told the annual convention of the National Wholesale Druggists Association, which met recently, at White Sulphur Springs, W. Va.

With some 5,000 manufacturers in the industry, the copy checking system was set up as a "step in the interest of honest merchandising," he said, and some 14,500 pieces of copy, containing nearly 100 million dollars in advertising, has been reviewed since 1934.

Notes Improvement
"TO SEE evidence of the improvement in advertising," said Mr. Meyer, "one need only to look through the pages of current newspapers and publications or listen to the commercials announcements of today's radio programs and contrast them with those of a few years ago."

Among associate members of the Proprietary Association are 36 agencies and almost as many broadcasters. Mr. Meyer, who expressed gratification over "the apparent agreement between the copywriters of advertising and members of the committee that sound drug products can be advertised and sold honestly without running by the red stop light of misrepresentation."

Mr. Meyer emphasized that manufacturers or agencies can submit their copy to the advisory committee for perilous and feel assured that the copy will be passed upon in strict confidence, and suggestions made to change or improve it. He has been working with Janet McRorie of NBC, Gilson Gray of CBS and Fred Weber of Mutual in connection with radio continuity.

Candy Company Tests
BOLDEMANN CHOCOLATE CO., San Francisco (chocolate candy and products), which recently appointed Gertt-Knoelln Adv. Agency, that city, to represent its national advertising, on Sept. 29 started a three-week quarter-hour test campaign on KFRC, San Francisco. Titled Bobby Grayson's Football School, program is heard Tuesdays at 9:45 p.m. Copy is prepared by Grayson, former Stanford University football player, and read by Mel Venter, station announcer.

Grayson himself will also present a Tuesday night Sports Parade under sponsorship of the San Francisco Examiner over KXV.

One Man's Family Film
SIGNING of a contract for screening of One Man's Family Film, an NRC feature sponsored by Standard Brands Inc. for Tenderleaf tea, was announced Oct. 9 by NBC. Paramount will base a major film on the series, with Carlston E. Morse. writing the film version of the serial, which went on the air in April, 1932. It has won numerous prizes and awards.

"EARL May, you know! He runs KMA, and folks out here have been depending on his advice for years. You see, he's one of us... raised in a small town... knows his farming, too. I followed his advice about a catch crop last year and made a nice bit of money."

"Then too, he keeps us posted on the best things to buy for the family, the house or the farm. Neither Earl nor KMA has ever given us a bum steer."

"Sure, everybody out here knows KMA!"

KMA? Sure! That's EARL'S Station

DAVEN 30 STEP "TEE" ATTENUATORS

TYPE "T-330"

This is the first compact 30 step "T" attenuator ever offered for a low cost. It is perfect as a mixer and a master gain control for low level mixing. The new Attenuator has zero insertion loss, constant impedance both in and out at all settings and at all frequencies within the desired range, and the lowest attainable noise level.

In additions, the attenuator, laminated positive wiping type switch, low noise level, below 100 db. loss from electrical disturbances, rugged—light weight, size only 2 3/4" diameter by 2 3/4" in depth. Zero insertion loss, frequency error: none over the range of 30 to 17,000 cycles. Resistors, uniform wound. Price, $2.50

WRITE FOR BULLETIN 334

Daven volume controls, main gain controls and other Daven equipment are sold exclusively in the new modernized KMA studios.

THE DAVEN COMPANY
158-160 SUMMIT STREET
NEWARK, N. J.
On a Silver Platter

NOT WITHOUT foundation have been the "show me" shurgs of time buyers who want to know what sort of and how much of an audience they can expect for their radio campaigns. They have in mind, first of all, that they can get a definite circulation figure from newspapers or magazines, or a traffic audit for outdoor display, or a certain ratio of response from direct mail.

Techniques of radio circulation studies has improved rapidly in the development of the industry, but in every industry are advertising executives who wonder if they are buying a "pipe in a poke" when they sign for a broadcast campaign. They see attractive engineering maps, trade area data, population figures and listener surveys, but still aren't satisfied.

What they want, of buyers as time, is cost-per-set-family-faced or some similar figure by which they can take a radio budget, pick the markets they want to contact, and figure out how they can do the job. It's simple mathematics, the same that mother applies when she looks in her pocketbook before deciding what to buy for dinner.

Members of the Association of National Advertisers heard two conceptions of audience measurement at their Oct. 8-10 convention (see article on page 9). They heard the signal strength-program-mail radio homes combination advanced, with emphasis on the engineering standpoint, and they heard the merits of automatic recording devices in gauging listener habits. At present they are followers of the Crosley audience surveys.

Last summer the Joint Committee of 15 of the ANA, NAB and AAAA released a census of radio homes by counties and it has other ideas in the pot. Such cooperative programs among industries invariably are slow to mature. Advertisers, however, are serious about this audience circulation business. They want nice figures handed to them on a silver platter. And after all, they're spending the money.

Strange Interlude

WE WOULD be remiss in our editorial obligation if we did not take notice of perhaps the most brazen piece of political demagogy we have ever seen perpetrated at a public hearing on radio. We refer to the baiting of Powel Crosley Jr., WLW head, by Telegraph Commissioner George H. Payne, publicity-seeking New York politician, during the FCC allocation hearing. We are not trying to defend Mr. Crosley, for he demonstrated he did not need it. But we do like to see fair play.

First, be it known, Telegraph Commissioner Payne had the bureaus of Washington newspapers and press associations notified that he was going to put on a show with Mr. Crosley on the stand and that front page news would follow. He has done that before.

The issues raised by the political-commissioner had not the remotest connection with the subject of allocations or superpower. [See report elsewhere in this issue.] It was simply an attempt to throw mud for the purpose of getting newspaper headlines. It was bureaucracy at its worst, perpetrated by a member of the FCC who has nothing to do with broadcasting, nominally his duty is that of a member of the Telegraph Division, but apparently he prefers to meddle in broadcasting because of its greater publicity possibilities.

In justice to the other members of the FCC, we trust that it will not be judged too harshly for the outlandish, utterly uncalculated for performances of a member who evidently has forgotten not only his function of public office, but, judging from the sharp temper of his remarks, also the behavior of a gentleman. For the broadcasting industry, we can only bow in gratitude that this man does not serve on the Broadcast Division.

Those Futile Hearings

EVER since Federal radio regulation began in 1927, there has been criticism of the legal procedure peculiar to radio which permits anyone to file an application for the facilities of an existing station and file it to hearing in Washington. It doesn't matter whether the applicant is financially responsible or legally qualified. The hearing is automatic. Hundreds of thousands of dollars have been wasted by existing station licensees in defending their assignments because of this loophole.

Now, for the first time, former Senator Dill has brought up a bill that it require an applicant for the facilities of one of his client stations to post a $2,000 bond to cover costs of his station in defending itself. The FCC probably will deny the motion because of lack of authority to assess costs.

This action resurrects proposals of the last years that the FCC be given power to require the posting of bonds. We are not so certain that it is wise to give such power to administrative agencies. The courts now have it. But it certainly points to the necessity of discouraging frivolous applications.

In one Commission quarter it is felt that the FCC under the law can require preliminary ex parte hearings on applications in which it would go into the financial, legal and technical responsibility of the applicants before calling a regular hearing at which the station attacked would be called upon to defend itself. If the applicant is not qualified, then the FCC could deny its application without calling in the respondent stations.

Such a decision, it seems, has to have a great deal of merit. We would welcome a study of it by the FCC in the hope that the flood of irresponsible applications and the loss of station time and money can be plugged.

Convention Time

BEING a democratic organization, the NAB is "going to the people," so to speak, to decide when the annual conventions should be held. It wants the broadcasters themselves to decide upon the month.

During the last few years the conventions have been held in July. There has been complaint from some broadcasters about the heat—not so much the heat fomented at the meetings themselves, but the weather. So the board of directors has authorized a referendum to determine the time desired by most members.

Prior to 1935 the conventions were held in the fall. The complaint then was that it cut into the busiest season of the year when broadcasters wanted to be at home. That's the reason the switch was made to the summer.

We'll agree that July gets pretty hot. But we believe, too, that the industry does not want to return to fall conventions because of the havoc they play with business at home. Our suggestion, then, is that the time in the spring or early summer. It seems to us that June is an excellent month. Broadcasters usually are planning their vacations then and can dovetail their vacations with convention time. Moreover, it is not the peak business season.

We don't often get the opportunity to express an opinion on a "political" issue. To do so this time is in the Spring or early summer. It seems to us that June is an excellent month. Broadcasters usually are planning their vacations then and can dovetail their vacations with convention time. Moreover, it is not the peak business season.

Multi-Station Trend

A COUPLE of years ago Chevrolet Motor Car Co. launched its now famous Musical Moments spot campaign and shocked broadcasters, as well as other radio advertisers, by using more than one station per city and in few cases all of the stations. Since then, Ford Motor Co. has followed suit, and several other spot advertisers began using more than one station per city. The idea even invaded the network field, with American Tobacco Co. using both NBC networks simultaneously for its Lucky Strike Dance Parade.

Now, it appears, multi-station use is becoming a definite trend, particularly in spot. Attention is focused on this trend by Blayne R. Butcher, radio director of Lennen & Mitchell Inc., in an able article in this issue.

As Mr. Butcher points out, advertisers long have bought more than one newspaper's circulation in a prescribed area. He asks, therefore: "Why not more than one radio station?"

The idea even admits the possibility of a greater awareness of radio generally, and they are beginning to realize that multi-station use in the same market is a good buy. Stations and their representatives, as Mr. Butcher observes, are now shaping sales arguments to agencies and clients along these lines. And, he adds, "they are obviously sound."
PARSING RESULTS

**BRADY S. SHAW**

**PERSONAL NOTES**

FRED WEBER, general manager of Mutual Broadcasting System, and Miss Ruth Beach, press secretary, of the company's sales department were married in New York Oct. 10. They are spending their honeymoon at Virginia Beach.

D. E. KENDRICK, vice president of WIRE, Indianapolis, has announced the resignation of L. J. Lorton, station manager and Jack Stillwell as production manager. Mr. Jacquer, formerly with KTWO, An- tonio, has been with WIRE in a commercial capacity for nearly two years. Mr. Stillwell, who joined WIRE and Yankton, S. D., and KTSAs, joined WIRE on Sept. 1.

DOUGLAS FLAMM, president of WJCA, New York, and head of Inter-City Group, will be honored at a tribute dinner to be held Nov. 14 by the Ladies Auxiliary of the Infants Home of Brooklyn. Alfred J. Mc- Coy, president of WOR, Newark, is chairman of the honorary committee and Harry Hershfield is treasurer.

CLARK BRANTON, formerly with Detroit newspapers and WXYZ, and onetime executive secretary to formerMayor Bowser of Detroit, has been appointed local sales manager of WJR, Detroit, succeeding Owen F. Hershfield, who has joined the staff of the Radio Sales Inc., CBS spot sales sub- division.

HARRY BARD, former national advertising manager of the St. Paul Daily News, Arthur H. Croghan, former station manager, has joined WDDY, Minneapolis, and Robert Kennedy, formerly of the staff of the Minneapolis Tribune, has joined the sales staff of WMIN, new St. Paul station.

Robert Wessel, formerly of WDDY, has been named office manager.

DAVE R. RAY, formerly with WIBW, Topeka, is now managing KMJJ, Clay Center, Neb., recently purchased by the诚心企业 threatened by Don Searle, WIBW manager.

PAUL HODGES and William Sisson have joined the sales staff of WNBN, Memphis.

Jack MERRILL has joined the sales staff of WMC, Memphis, and Robert B. Jones, former Memphis rep, has been named publicity di- rector.

RALPH A. SAYRES, sales director of WOKL, New Orleans, has been named chairman of the radio committee of the Poor Richard Club, Philadelphia.

J. N. HINCHHEY, formerly commercial manager of WCBA, Allentown, Pa., has joined the sales staff of KYW, Philadelphia.

VERNON C. BAILEY, formerly of Louisi-ana, has joined the sales staff of WSAZ, Huntington, W. Va.

went up from $28,000,000 to $31,000,000.

His cherished possessions today is a group picture of these 24 men, with the signature of each, and a memento signed to the wall of his office. Equally cherished is a similar memento signed by NBC's 36 page boys. As eastern manager, he is associated with practically every account booked by the eastern divi- sion and maintains a continuous list of broadcast that was sponsored on the network was sold by him personally.

The Shaw admits of only one hobby—radio. He plays golf after a fashion, but isn't very serious about it. The best year he has had was in 1923, and resides with Mrs. Shaw and their three children—Florence, 12; Donald, 10; Reid, 6—at Bronxville, N. Y.

S. W. FULLER, former program manager and production director of KJH, San Diego, has been promoted to station manager; filling the vacancy created by the transfer of Roger K. Johnson, former sales manager of KJH as sales manager. Mr. Fuller's assistant will be Don J. Donnelly, as program director.

GLADSTONE MURRAY, general manager of the new Canadian Radio Assembly, was in Chicago Oct. 24 prepared to take over his new job Nov. 2. Mrs. Murray and their two children arrived with the new Canadian radio chieftain.

RAY FLEMINING, former advertising manager of the Leominster branch of Mutual, has joined the sales force of KXMO, St. Louis. Paul Phillips stepped down from assistant continuity editor to editorial director, succeeding John Clark, who was transferred to new positions in the East. Phillips has spent several years with the station coming to KXMO from WMCA, New York. Don Oweny, formerly of WBBM, Chicago, has joined the new station as newswriter.

PHILLIP MERCER, formerly with Critchfield & Co. and Erin, Wasey & Co., in Minneapolis, has been put to charge of sales promotion at WLS, Chicago.

ROBERT SCHMID, MHS sales pro- moter of WBBM, Chicago, and Roy Wells will be married in St. Bar- tholomew's Church, New York, on Oct. 6. The honeymoon will be spent in Bermuda.

ARTHUR E. LEWIS, formerly of KAN, Des Moines, Ia., and WBOC, Rock- ford, III., has joined the sales staff of WMNN, Minneapolis.

WILBER JAMES McEDWARDS, formerly in the advertising depart- ment of WOR, Newark, has joined the Sandberg in NBC's Chicago sales promotion department, following the latter's transfer to local sales in Chicago.

WILLIAM D. PABST, of the exploit- ation and production departments of WPTK, San Juan, Puerto Rico, has joined as assistant station manager, Tom Breeman, and has been succeeded by the sound Fred Pabst, general manager of the Don Lee organization in Los Angeles.

JOHN J. GILLIN Jr., manager of WOW, Omaha, and Mrs. Gilla are the parents of a son, born Sept. 27 at St. Luke's hospital.

He was named John Gillin III.

ARTHUR MCDONALD, recently ap- pointed to the ABC Affiliate Sales, and Mrs. McDonald on Sept. 21 became the parents of a son, born in the year of the Certified Hospital in Hollywood.

BERNE WILKINS, formerly of WEAF, New York, and WJHS, Scranton, Pa., has joined the sales staff of WMPR, Philadelphia.

HARD WINKS, formerly of WQAM, Miami, and WEDO, Philadelphia, has joined the sales staff of WNEW, New York.

GORDON JENNINGS has joined the sales staff of KOMO-KJR, Seattle. He was formerly employed by the Northwestern Co., Seattle.

JOHN E. ROBERTS, vice president of Maryland Press Association and executive secretary, his home office in the capital of the state. He is associated with the Western Newspaper Union.

J. ANTHONY WOELLER, of the Associated Press, left New York Oct. 10 for a flying trip to Hol- lywood, where he will supervise the production of several Conquest rec- orded programs.

GEORGE H. RUCHER has been named a member of the staff of the Westinghouse E. & M. Co., with headquarters at Pittsburgh, having been associated with the company since 1935.

JOHN M. HEYER, sales manager of W NBC, Kansas City, and Mrs. Heyer are the parents of a 7 lb. son, born Sept. 27.
JUBILESTA—WXYB took advantage of Kansas City's celebration Sept. 26-Oct. 4 to stage a number of special programs and some good promotion. Having the only booth in the municipal auditorium, WXYB depicted station activities and operated a temporary studio. In all 38 programs were broadcast, including the dinner given in honor of Bob Burns (center). Left to right are: Mrs. Clarence Salzer, wife of engineer; Walt Lockman, sports announcer; Clair Heyer, sales manager and Jerry Davies, program director; Mrs. Hugh Parks and Hugh Parks, editor of Van Buren Press Argus; G. L. Taylor, vice president of WXYB, and Mrs. Taylor.

HAL METZGER, manager of press and special events department at WFWA, Cleveland, has been advanced to the position of program director of the station. Robert Dugley, formerly radio editor of the Toledo Blade, becomes manager of the press department on the same date. Mr. Metzger retains the supervision of the special events department under his new assignment.

MAURICE A. RIDE has joined KIRO, Seattle, in full charge of newscasts. H. R. Langan, former studio manager and other assignments to KXK, Seattle, and KVOS, Bellingham, Wash., has joined KIRO, and Gordon Bambrick, formerly of KDI, Boise.

LARRY DOODS, formerly of WIPAY, Pontiac, Ill., has joined the announcing staff of W6AK, Huntington, W. Va., filling the vacancy caused by the illness of William Herbert, who is now back after an appendectomy.

BRUCE FOUCHE, formerly with WOR, New York, is now on the announcing staff of W6AK, New York, and will handle news department.

EDDY BROWN, concert and radio violinist, has been appointed musical director of W29XH, New York, it was announced by Myron German, manager, president of the Interstate Broadcasting Co.

JOSEPH KELLY has resigned from the announcing staff of W6AY, Chicago, to devote his time to free lance announcing and has been named public relations manager for Martin Productions.

JACK ODELL is back at his announcing post at WAAF, Chicago, following a siege of pneumonia.

HUBBARD, formerly of KYW, Pittsburgh, has joined the staff of WLS, Chicago, where he will double as an announcer and production manager.

FRANK BAKER, for the past six months in NBO's Chicago continuity department and previously in charge of all broadcasts from the Edgewater Beach Hotel in Chicago, has been added to the WLS continuity staff to handle commercial announcements.

B. C. FREEMAN, formerly of Philadelphia, has joined the announcing staff of WSB, Chicago, where he will double as an announcer and director.

FRANK KROEGER, manager of the Girl (Lace) cast of NBC's Chicago studio, and Paul Deary, of the (CBS) announcing staff, will be married to Miss Dorothy, the First Methodist Church of Evanston.

BARRY KROEGER, who recently joined the NBC announcing staff in Chicago, has taken on the air at commercial and network stations in the Los Angeles area.

HELEN HARTZ, in the accounts department of KFWO, San Francisco, has announced her engagement to Charles Jones, contract director in the city's distribution office, for December 25.

JOSEPH ALVIA, formerly a member of the Chicago NBC press department, has been made assistant director of newscasts under Harold Rock, the network's press representative in Hollywood, to announce by Lord E. Yoele.

NBC western division's press department in San Francisco, L. A., recently was associated with Lot & Thomas in Los Angeles.

BARRY KROEGER, who recently joined the announcing staff of KFWO, has been named head of Chicago's newscast division, replacing Art Gilmore who has resigned to go with KNX.
D R I N DLE, formerly with KOL, Seattle, and WBBM, Chicago, early in October joined the continuity department of KNX, Hollywood.

J A C K S O N WHEELER, one time announcer at KFI, and later with KHJ, Los Angeles, on Oct. 5 became a staff announcer at KNX, Hollywood.

D A V E C A R T E R, with the New York publicity staff of CBS, on Oct. 6 arrived in Hollywood and became publicity director for CBS KNX. Miss Connie Vance, former publicity head for KNX, will remain as Mr. Carter’s assistant.

T H O M A S F R E E B A I R N-SM I T H, announcer at KNX, Hollywood, only in October was promoted to chief announcer of the CBS station.

A BC Barn Dance

PARTICIPATING sponsorship of the ABC Barn Dance, broadcast 7:30-8 p.m. (CST), Wednesdays, over the Affiliated Broadcasting Co., beginning Oct. 7, has been assumed by American Book Mart, Chicago (rare books), through E. H. Brown Adv. Agency, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance), through Frankel-Rose Co., Chicago; and Picture Ring Co., Cincinnati (novelty business), through Frederick W. Ziv Inc., Cincinnati. A limit of six sponsors has been set on the half-hour period.

Cudahy Extends

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 28 extended the broadcasts of Bachelor’s Children which it sponsored last year on WGN, Chicago, to include eight stations on a combined MSG-CBS hookup. Program, which is broadcast from 10:15 to 10:30 a.m., Monday through Friday, originates at WGN, which feeds it to WLW on Mutual lines and to a Columbia network of WABC, WCAU, WJAS, KMOX, WJIR and WHEL. Agency: Rockwell Williams & Gunnyham Inc., Chicago.

Prince Pat on ABC

PRINCESS PAT LTD. Chicago (costumes), on Oct. 11 started Princess Pat Play of the Week on Affiliated network, Sun., 1:30-2 p.m. (CST). The first sponsor signed by the Affiliated network last spring, Princess Pat has been scheduled to begin seven times previously, but was prevented for one reason or another until now. Agency: McJunkin Adv. Co., Chicago.

WOW FOR KFAB—When KFAB’s man-on-the-street, Lyle DeMoss, was visiting in Fremont, Neb., last month for a broadcast, whom he should meet and interview on the air but John Gillin Jr., manager of WOW, Omaha, keen competitor of KFAB’s companion station in Omaha, KOLL. Mr. Gillin was in Fremont for the state convention of the Junior Chamber of Commerce, of which he is national vice president. Here Mr. Gillin is shown holding the first edition of Radio News Tower, his station’s new listener publication.

Pursang’s Spot Drive

MCKESSON & ROBBINS INC., Bridgeport, Conn. (Pursang tonic), is using one-minute transcribed daytime announcements, Mondays through Fridays, on WGY, WMCA, WOW, WWL, WNAC, WSZ and WSTR, Oct. 5 through Nov. 8, and a quarter-hour transcription series, Musical Varieties, on WOR, Monday and Wednesday, 8:15-8:30 p.m., starting Oct. 7. Agency is H. W. Kaster & Sons Adv. Co., Chicago.

STANDARD SYMPHONY POPULAR IN WEST

STANDARD OIL Co. of California, San Francisco, a pioneer in the sponsorship of fine music, on Oct. 8 presented its 469th Standard Symphony Hour over the NBC Pacific Red network, marking its ninth year of continuous sponsorship of the program. One of radio’s most notable contributions to the advancement of fine music, the program is heard Thursdays at 8:15 p.m., originating in the community Playhouse in San Francisco. An outstanding feature of the weekly program is the absence of advertising. Standard Oil Company actually started sponsorship of fine music in October 1928, broadcasting concerts by the San Francisco Symphony and the Los Angeles Philharmonic orchestras, simultaneously over stations KPGO KGO and KFPI, before NBC was on the West Coast. The broadcasts were the result of an appeal made by the San Francisco Symphony to overcome a budget deficit. The oil company donated $10,000 for the broadcasts and the response from music lovers was so great that arrangements were made in October 1927 to present the concerts every Thursday night over an NBC network. Michael Piastra is the current director of the Standard Symphony Hour.

MRS. WILLIAM THOMAS, wife of William Thomas of the NBC press department in Radio City, died Oct. 6 after the birth of a son, their first child.

MORE than 100,000 persons have attended various parties given by WGSE so far this year. Twelve thousand attended the annual picnic for Americans of German birth or parentage. When you buy radio advertising it’s pretty nice to know that the station you select has real popularity backing!

Hard to believe: A Michigan minister urge WGBD to broadcast to listeners in his home town (150 miles away) rather than use his local station. "I could pronounce it better," the minister explains.

"The neatest one and best set-up of an NBC station I’ve ever seen," was the compliment paid WSBC’s new model studios and transmitter by a radio operator who has seen most all of them. Visit WSBC when next you’re in Chicago. Frank Stanford, its manager, will be proud to show you around.

WEMP, Milwaukee, acknowledges the congratulations of this column on its first birthday with this boast: "We’re higher for first place in local business and are mighty close to the top right now!” That’s spank from a yearling!

How’s this for an announcing staff: WGSE has eighteen full time announcers—eleven of whom present Americanization programs in many foreign tongues.

WGBD’s authority to operate with Chicago as its main studio has been approved by the FCC. Many new features and services are being planted.

Street broadcasts have become so thick in Chicago that interviewers are talking into the wrong microphones, almost. Two stations picked the same identical spot and time the other day. After arbitration, the station changed the time of its broadcast and everybody lived happily.

As in the primary, the WGES is leading in the amount of local political broadcasts. The politicians know how to get their message to the bulk of the Chicago citizenry.

OUT HERE IN CHICAGO...

- Some Random Thoughts, Most of Which Concern WGSE, WGBD and WSB

By GENE T. DYER

This is your column, too—so send along any item you have!

W O R K I N G...
Continuing the Clear Channel Group presentation during the afternoon session Oct. 6, Joseph A. Chambers, consulting engineer and former chief engineer of WLW, presented a detailed technical case in favor of superpower and clear channels. Utilizing slides and photographic charts, together with recordings of station signals to prove his points, Mr. Chambers consumed some four hours for his technical presentation.

In consonance with the preceding speakers, Mr. Chambers advocated an evolutionary change rather than a widespread reallocation, urging progressive modifications of the present structure.

Mr. Chambers brought out that under existing allocations there are 185 local station assignments, 206 unlimited regional station assignments, nine assignments of unlimited high-powered regional, 28 assignments on so-called clear channels and 148 limited time assignments.

Would Eliminate Daytimes

As for limited time and daytime assignments on clear channels, he advocated maintaining them to be eliminated because of the impairment to daytime reception they cause upon the dominant stations on the clear channels. As power increases, daytime service increases and that translates itself into better rural coverage, he said.

Mr. Chambers praised the present system of allocations, that is, the classification of clear, high power, regional and local stations. He said this diversification of allocations is necessary to provide adequate coverage for all types of listeners. He emphasized again that the majority of rural and small town listeners are almost entirely dependent upon clear channel service. Ultimately, he said, ultra-high frequencies may become available for local broadcast service and synchronization methods on regional and local channels may tend to improve service of its stations. Clear channels should be kept clear for future experiments of regulations as may be established, he said.

Chamber's Case for CLEAR CHANNELS

CONTINUING the Clear Channel Group presentation during the afternoon session Oct. 6, Joseph A. Chambers, consulting engineer and former chief engineer of WLW, presented a detailed technical case in favor of superpower and clear channels. Utilizing slides and photographic charts, together with recordings of station signals to prove his points, Mr. Chambers consumed some four hours for his technical presentation.

In consonance with the preceding speakers, Mr. Chambers advocated an evolutionary change rather than a widespread reallocation, urging progressive modifications of the present structure.

Mr. Chambers brought out that under existing allocations there are 185 local station assignments, 206 unlimited regional station assignments, nine assignments of unlimited high-powered regional, 28 assignments on so-called clear channels and 148 limited time assignments.

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Mr. Chambers pointed to numerous field surveys to prove his contention that only with clear channels can the rural listener receive adequate service.

He recommended more stringent regulation of stations to prevent over-modulation interference, that is, interference which breaks through on adjacent channels in terms of harmonics.

No Adjacent Interference

HE RECOMMENDED an 85% modulation, which he said would eliminate over-modulation harmonics. By way of discriminating arguments that superpower tends to blanket out reception of stations on adjacent channels, or for that matter any other stations, Mr. Chambers played a series of recordings of programs of stations on both sides of the 500 kw. WLW. These were played to show that stations like WOR, WGN, WFLC and others on neighboring channels, even with 50,000 watts power, came in with excellent signal strength at a location only 4½ miles away from the WLW transmitter.

Exhibiting additional charts and graphs, Mr. Chambers said there showed that if two 50,000-watt stations on opposite coasts were duplicated on the same channel without directional antennas, the secondary service would be non-existent. Actually, he said, each station would cover only about 85 miles from its transmitter. With directional antennas and the use of a lower powered station on such channels, he said, there would be some secondary coverage but none that compares with the coverage of a station even with nominal power on a clear channel. Directional antennas, he said, also would help to increase the secondary service of the dominant station but would not enable wide coverage of the character expected from clear channels.

As for daytime stations operating on clear channels, Mr. Chambers recommended a rearrangement of assignments to prevent interference and a ban on the licensing of any future daytime stations on such waves. Instead of these daytime stations signing off at local sunset, he said, they should really sign off at sunset at a point half way between the duplicated stations, thus insuring better propagation for the dominant stations.

Chambers' Cross-Examination

WHEN Mr. Chambers resumed his protracted technical testimony at the Oct. 7 session, he was subjected to a grilling cross-examination by Comdr. Craven, the questioner, being aimed at breaking down the theory under clear channels as essential to afford rural coverage and that there can be no duplication on the theory.

Mr. Chambers delved into radioty theory by estimating coverage of stations not only of 500,000 watts at particular locations but also 5,000,000 watts. He indicated that the latter station could not be effective service over the entire country, adding that it was entirely possible to build such stations on the eastern coast using a directional antenna with 500,000 watts, he said, could do an acceptable service if located in the most of the territorial area of the United States.

Realizing the outcries against superpower virtually from the beginning of commercial broadcasting, Mr. Chambers brought out that all of them proved groundless and that instead of any deterioration in service, resulting from a superpower service, there was an increased a surprisingly improved service particularly for the less fortunate rural listener. In behalf of the Clear Channel Group Mr. Chambers favored a horizontal national increase in power for regional stations, declaring these increases should be encouraged. He said that the only problem of interference is that it might occur on adjacent channels and that the solution lay in improved receivers of sufficient selectivity.

"To procure the maximum use on clear channels we should use the highest power possible," he said. He advocated 50 kw. as the minimum with no maximum. Even if all of the clear channels were used superpower, Mr. Chambers said under the present Cross-examination, satisfactory service could not be provided everywhere in this country.

Superpower's National Coverage

RESPONDING to a Craven inquiry as to whether all rural listeners could get as many as 20 of the clear channels if all clear channels if all clear channels were utilized, Mr. Chambers said that the noise on the air were operating with superpower, Mr. Chambers said that he doubted it because of the distance factors involved. Referring the figure to the 15 of the 30 Mr. Chambers said that 15 might not be possible during bad conditions but certainly...
In our opinion the 21C is the finest 5 kilowatt transmitter that has ever been built. We believe that if you see it operating in regular service and study its amazing performance you will agree with our appraisal.

Among the 21C's many engineering achievements are a new type of high efficiency grid modulation, a new distortion balancing system effective at all audio frequencies, low power consumption, low tube cost and unequalled fidelity of transmission.

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October 15, 1936 • Page 55
WGST; S. C. Vinsonhaler, KLRAd; Andrew D. Ring, FCC assistant chief engineer for broadcasting; William Way, KVOO, Tulsa.

would not be during the daytime. The use of superpower will not affect the present methods of radio operation materially, and that it would not mean the destruction of other classes of stations. He brought out that the development of ultra-high frequencies for local service in the future, and the possible use of channels such as those in the 1600-1800 kc. band for similar service, would take care of future urban needs. For that reason, he said, clear channels should be kept clear if service to rural listeners from distant stations is to be preserved. He said he had no idea of abandoning regional or local service in his advocacy of superpower. Comdr. Craven took issue with Mr. Chambers' recommendation that blanketing be considered a signal intensity of 1 volt rather than ½ volt. He brought out that many of the complaints received by the FCC alleging blanketing were in the order of 100 microvolts to ½ volt.

KGO-WGY Duplication Cited

The example of east-west coast duplication on the clear channel of KGO, Oakland, with 7500 watts, and WGY, Schenectady, with 50,000 watts, was cited by Comdr. Craven. Calling this a “practical case” of duplicated operation, he asked whether it was not true that both stations covered substantial rural areas. Mr. Chambers, however, declared that neither was serving as much as it would if the channel were clear and that a substantial amount of service to rural residents was lost. Comdr. Craven pressed the point that use of the Clear Channel Group plan for 30 superpower stations and the results that might be procured as against duplication of the clear channels. He pointed out that WTIC, Hartford, and KRLD, Dallas, were using simultaneously on the 1040 kc. channel and asked whether their service was curtailed. Mr. Chambers said the stations had doubtful night time coverage although he had not made an actual study of them.

“Why is it not feasible, for example, to place a 50 kw. station on the west coast and at the same time establish another station of low power in the east of, say, 500 watts and using a directional antenna?” Comdr. Craven asked.

Mr. Chambers responded that it is not feasible because it would immediately prohibit the possibility of the 50 kw. station performing improved rural service. He contended it would cause some interference somewhere and correct distant coverage.

Comdr. Craven then posed the same question but suggested that the 500-watt station might be in Maine with the 50,000-watt station in Los Angeles and with a directional antenna in use. He asked why that would be wrong. Mr. Chambers responded that if the directional antenna prevented interference, there could not be any objection, but he said he felt that under present technical conditions, interference would result and there would be curtailment of dominant station service.

“Then you feel that the west coast station should serve Maine?” asked Comdr. Craven.

“Not now but in the future I think that is a possibility,” Mr. Chambers said, again adding that he felt it would limit the future chances of such a clear channel service in serving increasing areas.

A protracted colloquy on possible European interference was precipitated by Comdr. Craven. Mr. Chambers said he thought that from an engineering standpoint the situation in Europe was a different case to deal in the United States although it is entirely different socially.

Mr. Craven asked whether, with thirty 500,000-watt stations in this country, there would be created an interference problem with European stations operating on the same channels. Mr. Chambers declared that he felt this would be minimized because of the time differentials of some seven or eight hours between this continent and Europe, and that the fact that our stations would be operating when the other stations for the most part would be off the air.

The FCC chief engineer asked if there were not a fact that with superpower the question of allocations among nations would not be expanded from that of a regional situation to an international one. He asked also if it were not possible that this country might be required to surrender certain of its channels to prevent this sort of interference. Mr. Chambers argued that the best thing for this country would be the use of superpower on these channels since that would discourage operation of other stations on the channels.

Costs of Superpower

Comdr. Craven then asked the subject of superpower operation and costs. Mr. Chambers had not given any testimony on this subject, but in his prepared statement there was a figure of $45,000 per month for operation on a 500 kw. station including program costs. He said he had preferred not to give this information because of possible inaccuracies and his incompetence to discuss program costs.

Pressed by Comdr. Craven, Mr. Chambers estimated that the average technical maintenance cost of a 50,000-watt station, including depreciation, is $66,000 a year. For a 500,000-watt station he estimated this cost would be $200,000 per year. The depreciation of a 500,000-watt transmitter, he said, is written off over a six year period whereas in the case of a 500,000-watt transmitter it is over a 12-year period. He estimated that the entire cost of installation of a 500,000-watt transmitter is approximately $493,000.

On redirect examination, Mr. Caldwell endeavored to clear up some of the controverted points raised by Comdr. Craven. He elicited from Mr. Chambers the information that a 50,000-watt installation overall costs $310,000.

Resuming the international interference topic, Mr. Caldwell asked Mr. Chambers about the time differentials, and brought out that there would be little likelihood of interference. He also inquired if the transmission over the magnetic poles to Europe would not constitute an absorption factor which would minimize the strength of the signals. Mr. Chambers said there was no definite knowledge about this subject but that the theory was that radio signals take the “Southern route” rather than over the poles.

Mr. Caldwell pointed to the superpower trend in Europe and asked if it were not true that, if in Europe stations went to 500 kw., while U. S. stations stayed at 50 kw., serious interference would not result to the stations in this country. Mr. Chambers responded in the affirmative. Mr. Chambers responding to Mr. Caldwell’s questioning, reiterated previous statements that duplication on clear channels would prove disastrous for rural coverage.

INTENT LISTENERS — Left to right: Hoyt R. Wootten, WRFC and WHBQ, Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRd, Little Rock, Ark., and WGST, Atlanta; W. H. Summerville, Foster, WWL; C. W. Horn, NBC; Frank M. Russell, NBC; Phillip J. Hennessey Jr., NBC.
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Two Truscon Vertical Radiators combine with the most modern transmission equipment to make radio station WREC a model of broadcasting efficiency. Operating on the directional system, WREC can concentrate its maximum assigned power with high fidelity modulation in selected areas of greatest population density. The results are what may be termed "Custom-Built Broadcasts" whereby an advertiser can have his program concentrated in "wanted" areas and eliminate practically all interference from other stations on the same frequency.

Truscon Vertical Radiators are important factors in maintaining high standards of signal transmission and reception. Night fading is practically eliminated. Structurally, Truscon Vertical Radiators, although entirely self-supporting, have exceptionally high factors of safety to resist the terrific stresses and strains of ice and wind.

For complete information about the commercial and technical advantages of Truscon Vertical Radiators, communicate with Truscon Steel Company, Youngstown, Ohio, or direct with the Truscon office located in your vicinity.

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TRUSCON VERTICAL RADIATORS
RMA for Sponsorship
ON SHORT WAVES

Adding to the weighty volume of technical testimony in support of clear channels and superpower was the presentation in behalf of the Radio Manufacturers Association Oct. 6. Appearing first was Bond Geddes, RMA executive vice president and general manager, who read the FCC two resolutions adopted by the RMA board at a special meeting last Sept. 24. One advocated that clear channels be retained as they are; that restrictions as to the increase of power be withdrawn, and that the Commission establish minimum power requirements for clear channel stations. This was in line with the proposal of the Clear Channel Group.

The second resolution recommended that the FCC remove restrictions on commercial use through sale of time of shortwave stations in this country and that shortwave stations be placed on the same commercial basis as stations in the standard band. If this connection, RMA brought out that good shortwave broadcasting would vanish and stations in this country, because of other conditions, standard broadcast band reception is practically impossible or very poor. It advocated the building of higher powered shortwave stations.

Horace Describes Receivers

The RMA technical case on receiving set characteristics was presented by Lawrence C. F. Horace, consulting engineer. He pointed out that recent advances in shortwave today have evolved largely under the influence of broadcast allocations and also the economic limitations imposed on the design and production of equipment for general public use.

In his evolution, Dr. Horace said, will doubtless bring continued improvement of receiver characteristics but "no improvement of minor importance can be confidently expected at once except at prohibitive cost and because, also, while only relatively minor modifications in frequency assignment practices may be expected to provide rather important improvements in broadcasting reception."

Dr. Horace then went into a technical discussion of selectivity and fidelity of receivers and in related provinces. The super heterodyne receiver has become more or less standard during the last half dozen years and promises to continue as the most desirable circuit, he said. He urged that there be developed a coordination between transmission and reception characteristics which will provide maximum fidelity for the listener and minimum interference. He said the RMA had appointed a special conference committee on frequency assignment for the establishment of cooperation and liaison with the Commission to that end.

IRE Favors 500 kw. on CLEAR CHANNELS

A CLEARCUT stand for super-power and retention of clear channels, as well as for adherence to strict engineering principles in allocations, was presented by Alan Hazeltine, president of the Institute of Radio Engineers. Declaring that reasonable stability in the broadcast structure should be maintained and that its healthy growth should be fostered, he declared that from the practical standpoint no sudden or drastic change, regardless of technical merits, would be possible.

Dr. Hazeltine described the policy of granting experimental licenses for exploratory work and recommended that it should be continued. This is desirable, he said, because of the immensity of the development of ultra-high frequencies for broadcast uses. In accord with the Craven recommendation, he urged that changes in broadcast allocations be made on an evolutionary basis and after experimental trials. "It is a transition point," he said, "that the continuance of an adequate number of clear channels is the only way to provide the broadcast service worthy of the name to the scattered populations of rural farms and country towns."

If there were ever any doubt concerning the extent to which rural listeners depend upon clear channel stations for their service, the results of the allocation survey recently published by the Commission should serve to remove it.

Cites Success of WLW

DR. HAZELTINE advocated the use of "the highest power that is technically and economically feasible" on clear channels. He pointed to the success of WLW in the City of Cincinnati, the clear channel with the highest output in the country and the leading station in the larger group of clear channels.

Mr. Horace urged the FCC to declare clearly the policies on station spacing and to be governed by the needs and interests of the public. He urged that the FCC encourage the development of a standard for clear channel allocations so that all may know what is the status of the various clear channel allocations.

Eating Crow?

A SQUABBLE over squab led to a gastronomical surprise for Frank B. Falknor, CBS division chief engineer in Chicago, during the FCC allocation hearings in Washington. Expressing a desire for the delectable bird Oct. 6 to a couple of his friends, they immediately set out to appease his wish. Leaving him behind, they journeyed hither and thither and finally wound up at a pet shop where they purchased a delicate green-hued South American parrot — the closest they could get to an American pigeon. To a Chinese restaurant they journeyed. The chef put squab on the menu. An hour later they arrived with Engineer Falknor. He ordered the squab, and commented, "What is the chicken chow mein?"

Lafount Opposes MORE NEW STATIONS

CONTENDING that the country now has all the stations it can possibly support, former Commissioner Harold A. Lafount on Oct. 8 asked the FCC Broad- cast Division to cease licensing any appreciable number of new stations, but better to take care of existing part-time outlets by improving them if he is not a foe of the public interest or a supporter of the public interest. Speaking solely as a former commissioner, Mr. Lafount presented a statement delving deeply into the economics of broadcasting and asserted that in his opinion substantially half of the non-net work stations of today are not making profits.

Mr. Lafount urged the FCC to delay superpower licenses and further additional information be available. He said the clear channel survey of the FCC proved conclusively that 50 kw. stations are now serving rural listeners and that additional power at this time is not essential. It is not expected, he said, that the signals from the city licensed stations will be available to rural listeners more than the rancher expects you
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or five deliveries of mail a day. As a matter of fact, he is satisfied with one.'
Mr. Lafount said the additional investment necessary is not justified. Moreover, he said, all full-time clear-channel stations are affiliated with the national chains, and their chain programs are satisfactory in almost every part of the country. Redefine the discrimination expressed by CBS President Paley, he said, it seems entirely probable that he would, if granted 500 kw. at certain strategic locations, discontinue affiliated full-time stations that general visibility, thus forcing more stations to depend upon local business and increasing local competition.

Would Discard Mileage Tables

Among other things, he advocated discontinuance of the mileage separation requirements and consolidation of such cases on its merits; urged that all part-time stations be urged to consolidate and move to new locations where there are no existing stations, or be given the opportunity to become full-time stations; and asserted the need for permitting existing or new stations to operate at a loss or to struggle for a bare existence on its merits, without adequate assignments.

A high spot of the Lafount presentation was the recommendation of a fair competition license issued for two years, instead of the present six months. "This," he said, "would materially improve the morale of broadcasters and do much toward stabilizing the industry.

Going into station and power statistics, Mr. Lafount said that last January there were 374 full-time stations having 2,156,640 watts at night. Of this amount, he said, 2,000,000 watts were allocated to full-time stations on clear channels, and that those owned, operated or affiliated with one of the three chains—NBC, ABC and CBS—had an aggregate night-power, he said, 2,130,300 watts, or over 97%, is used by the full-time stations affiliated with one of the three national chains. This leaves 58,350 watts for the 209 independent full-time stations.

Urges Economic Consideration

"From my observation almost all full-time stations have part-time stations—especially those having a network affiliation," he said. "I have also observed that part-time stations are engaged in a struggle for existence. I appreciate the fact that you are not obligated by law to make it possible for broadcasters to operate at a profit. However, I respectfully suggest that morally you are so obligated. In my opinion it is of the utmost importance that due consideration be given the economic aspects of broadcasting." Mr. Lafount said that without adequate power and with only part-time stations, it is impossible to operate a station without a loss. The solution, he said, lies not in eliminating such stations, but in the elimination of the handicaps which beset them. These 441 independent stations, and especially the 260 part-time stations, Mr. Lafount argued, have been sadly neglected. Without adequate time and power, he added, they will remain without adequate revenue. Without the latter, they cannot serve the public interest effectively.

In the cross-examination, Mr. Lafount told Chief Engineer Craven his observations were based upon visits which he made during the last two years. He agreed with Mr. Craven that network affiliations are voluntary, and added that independent stations are desirous of joining networks but often cannot. Amplifying his suggestion that there be no new stations, he declared that few cities of any size have no stations. In cities of 50,000 to 100,000, he said, it would seem that he should be forthcoming and they would have to become so "highly commercialized that they would have the time to give to public service programs." Mr. Lafount said he did not believe two-year licenses would permit these stations to "freeze the status quo," and that stations were precarious investments because of the existing six-month license. "I believe the average broadcaster is responsible and will do a more efficient job if his license is issued for two years," he said. Questioned by Assistant General Counsel Porter whether such license would preclude the FCC from taking punitive action for violation, he expressed the view that they would be like a "certain" at the FCC's mercy.

Better Speech Returns

Better Speech Institute of America, Chicago (bilingual lessons) returns to the air on Nov. 16, Sundays, 3-3:15 P.M. on 42 stations. The program is produced at the studios of KLO, Ogden. The program will be the same type as last season, rendering speech advice, and the contestants will be chosen according to contest. For information, write through Auspitz & Lee, Chicago.

Corridor Conferences — Facing camera, left to right: Paul Godley, regional group engineer; A. C. Wallen, Truscon Steel Co.; Paul Loyt, WHO, Des Moines; Clarence Wheeler, WHEC, Rochester; William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC, Duluth; Don Searle, WIBW, Topeka; Edgar L. Bill, WMBD, Peoria.

Educator Group Assails Commercial Radio

AN ATTACK upon commercial broadcasting was launched by S. Howard Evans, secretary of the National Committee on Education and the Mass Media and Washington representative of the Ventura (Cal.) Free Press, arch critic of commercial broadcasting several years ago and one of the foremost proponents of government policy that engineers and technicians have gone far beyond the range of their competence.

In commenting on recent FCC decisions that engineers and technicians have gone far beyond the range of their competence.

Mr. Evans charged the Commission has allowed in coisa and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems almost clear that in doing so they are speaking beyond the range of their expertise." Mr. Evans charged also that the Commission has allowed in coisa and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems almost clear that in doing so they are speaking beyond the range of their expertise." Mr. Evans charged also that the Commission has allowed in cosa and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems almost clear that in doing so they are speaking beyond the range of their expertise." Mr. Evans charged also that the Commission has allowed in cosa and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems almost clear that in doing so they are speaking beyond the range of their expertise.

Social Viewpoints

"Turning now from the economic to the social use of radio," Mr. Evans said, "I want to emphasize that public interest requires this Commission to discontinue any constructive competition broadcasting takes place. In my judgment the Commission cannot continue to do anything by turning this function over to commercial broadcasters. This is not a commercial matter. It is a social issue.

Mr. Evans charged, as did the successful Edward R. Murrow, that educational programs generally on commercial stations are segregated in the unkind hours, while advertising and entertainment programs are concentrated at times when the greatest potential audience is available. He argued that commercial broadcasters, have inherent limitations which render them incapable of satisfactorily handling educational broadcasting. Educators have complained, he said, that commercial interests cannot be trusted to do educational broadcasting.

In Europe, he said, the charge is made that Americans while they may have escaped political propaganda that is peculiar to European radio, nevertheless have "surrendered almost completely to a commercial propaganda which has no purpose other than to make money for itself, just as inimical to the public welfare." "There can be no doubt that, if certain scientific and educational data were to be broadcast either preceding or following some of the patent medicine programs now on the air, the sponsors of those programs would immediately protest and thereby withdraw their accounts. This illustrates the predilection of a commercial station who, honest to God he may be, cannot use his station for any kind of a complete educational or informative program, but making encroachments upon the
A Doubtful Joke

IT WAS no joke to the Clear Channel Group when they discovered on Oct. 8 a messenger boy at the entrance to the hearing room distributing neatly printed invitations inviting their adversary Regional Group to a cocktail party that evening at a local hotel. The work of some practical joker, the invitations read that Louis G. Caldwell, Clear Channel Group counsel and Carl J. Myers, WGN chief engineer, would be hosts. Mr. Myers discovered the fraud, but was forms, it is reported, to buy off the host of the function for $20. It is also reported in subterranean channels that the invitations cost the practical joker $2.75.

Edward Bennett of the University of Wisconsin, which operates WHA, presented to the Commission a rather ambitious plan calling for a complete new reallocation under which definite facilities would be assigned to states for the distribution among their own groups and interests for non-commercial broadcasting. Asking the Commission to protect the broadcasting domain from the encroachment of the chains", Prof. Bennett suggested that it reclaim facilities for educational and social uses. He called for establishment of "a noncentralized and nonmonopolizable" allocation.

Without going into detail as to how he would accomplish the result, Prof. Bennett said that channels assigned for public use throughout the states, would carry no advertising but would supplement and not supplant existing

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New headquarters boast street-level studios and an auditorium seating 800 persons.

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DOES THIS LOOK LIKE A DUST BOWL?

A careful and complete survey by competent experts places the 1936 farm income of the Red River Valley [18 counties in North Dakota and 12 in Minnesota] at 97 million dollars. Fargo is the business hub of this valley, and WDAY dominates this market . . . . Business here is good. WDAY'S at an all-time high.

WDAY, INC.

FREE, JOHNS & FIELD, INC.
FARGO, N. D.

N. B. C.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FARGO FIELD, INC.

October 15, 1936 • Page 61

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NATIONAL REPRESENTATIVES

October 15, 1936 • Page 62

COVERING THE TACOMA SEATTLE MARKETS

WDAY, INC.

N. B. C.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FARGO FIELD, INC.

October 15, 1936 • Page 61

free & SLEININGER INC.
NATIONAL REPRESENTATIVES

October 15, 1936 • Page 62

COVERING THE TACOMA SEATTLE MARKETS

WDAY, INC.

N. B. C.
commercial stations. He said this would bring about "healthy com-
petition and rivalry" not only between neighboring stations but also between "public use" and commercial channels.

Under questioning by Comdr. Craven, Mr. McCarty had no specific plan of allocation and admitted that if his idea might de-
stroy the fullest use of the limited number of stations then it would not be acceptable. He agreed also with Mr. Craven that if educational facilities might be alleviated 
through use of high frequency.

Educational Stations

H. B. McCARTY, president of the Na-
tional Association of Edu-
cational Broadcasters, and director of WHA, continued the case 
for that to regain the same improving per meter signal of a 1,000 watt sta-
tion on 570 kc. On 600 kc. a power of 1,170 watts would re-
quired for the same signal. On 570 kc. the signal would be 1,000 watts. Thus it was contended that in the future high frequency, 
with greater propagation propensities, and higher power.

Band Characteristics

BECAUSE of the enforced ab-
tention to space. Many of the stations, he added, fell by the 
way because of their own state institutions, he declared that others succeeded in doing what they proposed to ac-
complish and are still on the air. In making the-Commission should see that these stations are not only protected and preserved, but that educational station development could not go forward under the present allotments and restrictions as to hours of operation. Power. Because of the bulk of the stations, the state institutions, he added, there is a need for statewide coverage. Therefore, he said, educational sta-
tions needed more high frequency bands, with their greater propagation propensities, and higher power.

Some rather surprising state-
ments as to coverage of various frequencies made by Mr. McCarty was, would be challenged by other engineers. Assuming that 550 kc. represents 100% coverage of the country, the plan of the Higg statement brought out that on 600 kc. the coverage would be only 300 square miles or 86% of the basic 550 kc. On 700 kc. it would be 1,000 square miles or 575. In making the statement, Mr. McCarty emphasized that this covered areas of the stations on the same power on the same.

A nother tabulation by Prof. 
Higgy related to power required to cover the same improving per meter signal of a 1,000 watt sta-

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D. B. McKay, Graybar Electric Co., At-
tlantic City, N. J.
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S. H. Wood, WYXZ, and WXYZ, Detroit.
A. V. Tidmore, WFMZ, Hudson, Wis.
Frank Stollenwerck, Attorney, Washi-

Page 62 • October 15, 1936

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Lutheran League, Buying Time on 16 Stations, Has
Big Following and Expands Its Network

By CHARLES F. KELLY JR.
President, Kelly & Stuhlman Inc.

THE ANSWERS to many questions concerning the effectiveness of radio in the field of religious propagation, and the wisdom of having "church" on the air, have been revealed by the Lutheran Hour, regular Sunday broadcasts of which were resumed Oct. 4 on a special Mutual hookup of 16 stations.

Broadcasting last fall and winter on a network of 10 stations, the Lutheran Hour produced more than 70,000 letters from its audience, including some 20,000 that contained contributions to help defray the cost of the facilities. The figures answer the question as to the effectiveness of the enterprise, but the reasons for the success need explaining.

A Wide Response

The LARGEST factor in the success of the Lutheran Hour has been the effectiveness of the speaker, Dr. Walter A. Maier, Ph.D., professor of history and Old Testament at Concordia Seminary, St. Louis, and widely known for his writings and lectures on Scriptural topics. Unquestionably an outstanding orator, Dr. Maier has been strikingly effective in his choice of topics and in his treatment of them.

Although the Lutheran Hour is under the auspices of the Lutheran Laymen's League, and is largely supported by members of the Lutheran Church, Dr. Maier's addresses have been nondenominational and have had a good response from people of other beliefs, and from thousands whom Dr. Maier refers to as the "unchurched".

Dr. Maier disproved the theory that religiousists find it difficult to offer something new to win the interest of a wide following, his lectures being built entirely upon the Bible teachings, and permitting no compromise from Scriptural beliefs. The fact that such old-time religion could arouse interest was revealed by several thousand "problem" letters asking Dr. Maier's advice on many aspects of spiritual and social life. Despite the fact that his duties at the Seminary gave him a full-time job every day in the week, Dr. Maier personally answered each of these letters.

In addition to his uncompromising advocacy of scriptural authenticity, Dr. Maier has been an implacable foe of atheism, communism, and the trend of so-called modern thinkers to substitute ethics and social planning for religious interest and activity. His many thousands of letters from other church men in many parts of the country, who endorsed his forthright stand against concessions to the present-day trend away from Bible truths. Many considerations entered into the planning of the Lutheran Hour broadcasts. Selection of time, for instance, was a problem, merely by reaching the largest possible audience, but of avoiding any interferences with the activities of local churches, of all denominations. Support of local pastors could not be expected if the broadcasts came at an hour that conflicted with their own church services, and the result was the selection of an hour past noon when such services had concluded.

Dr. Maier's talks were designed to encourage church attendance, and his listeners were urged to accept the Lutheran Hour merely as a supplement to their activity in their own congregations, whatever its denomination might be.

A recapitulation of the letters received indicated that, while many thousands of those writing in were regular church-goers, many others were householders, others were homebound aged persons unable to attend church, or isolated people in rural and backwoods regions inaccessible to distance, or problems, including American coastal waters, and others who could not conveniently attend church. Dr. Maier could not assist with "church" by radio not to avoid personal attendance, but only because the Lutheran Hour brought them a spiritual inspiration and help they would have had to do without.

Whereas many stations grant free time to religious broadcasts, the Lutheran Hour pays full station rates. Production of the programs costs virtually nothing, however, as Dr. Maier and the more than 100 other persons concerned with the Lutheran Hour refused any compensation for their services.

Listeners who wrote to the Lutheran Hour received a miniature gold cross, and thousands of booklets describing the enterprise and the characters concerned in its production were mailed out to those requesting a copy.

After reviewing the results of the last Lutheran Hour, the Lutheran Laymen's League decided to continue the enterprise on an enlarged network, and Kelly & Stuhlman Inc., again was authorized to arrange for the time and booking, and to handle the continuance, production direction and program planning.

Those Brooklyn Cases

A NEW complication in the so-called "Brooklyn cases" was expected to develop with the filing of an application with the FCC on Oct. 2 by Kings Broadcasting Co., seeking the facilities of WBBC and WFWF, two of the Brooklyn time-sharing stations. Kings, owned by The Day, Jewish newspaper, has entered a consolidation arrangement with the other two time-sharing stations—WLTH and WARD. A rehearing on the three-year-old case has been ordered by the FCC for Oct. 26.
Gilmore Oil Finds Lively Tieups Aid Successful Series
Youth's Paper and Monograms Attract Many Prospects

By C. S. BESSMEYER

Vice-President in Charge of Operation
Gilmore Oil Co., Los Angeles

GILMORE Oil Co. has conducted numerous merchandising tieups in connection with its radio program: in five years the company has employed this means of advertising. Two examples—one permanent project and one temporary one—are evidence of the almost sensational success that has attend these undertakings.

When Gilmore's Strange As It Seems program first went on the air a little over a year ago, the Gilmore Cub was brought into existence. This is an eight-pog color magazine newspaper which features Strange As It Seems drawings and facts, puzzle stories, cartoons and other features. The first edition was 100,000 copies.

Today the monthly run is 525,000 copies and the circulation grows greater with each issue.

The Gilmore Cub is not thrown away or handed out indiscriminately. It can only be obtained by a Gilmore customer requesting a copy or asking for a copy, the bringing a potential gasoline or oil customer closer to the service station.

The Cub is announced on radio and brief announcements are played three times each day, in an effort to move the entire issue.

Eleven Pacific Coast stations as used and the paper is distributed in the three Coast states. When you consider that this means one Cub to each three homes in the territory, the success of this radio tieup speaks for itself.

Monograms for Automobiles

A SHORT time ago Gilmore & Company offered free for automobile use the radio program. The plan called for the motorist to buy a quart of Lion Head Motor Oil, and then fill out a special order form which was returned to the station. When the consumer brought this order card which he filled out with the desired initials.

A week later he was returned to the station and the initials, procured from headquarters in the meantime, were applied to his car.

Thus, not only was at least quart of oil sold, but the motorist was brought into the station twice, thus making more potential sales and starting the habit of visiting the station.

And 46,267 sets of monogram were applied—an average of near 50 per station.
Maland on Economics

(Continued from page 11)

an effort to show that business is improving rather than in the
line. He also went deeply into
the subject of advertising expen
ditures and pointed out that the broad-
casting industry since 1934
is increasing at a greater pace
have other advertising media.
He pointed out that in 1931 an
CC survey of broadcasting in
disclosed that the industry
as a whole was stagnating at a net
"Broadcasting had had a dec.
the making heavily in the red be-
iron even approached break-
and it was 13 years be-
izer crossed the line into the
"Broadcasters were
losing anywhere from a few
cents to often a million dollars a
ear in that earlier period."

As for the current year, Mr.
Ialand predicted the $100,000,000
ark would be reached by broad-
casting and that the trend is
maintained the industry will
look toward an even greater increase
the future. Again he referred to
published statistics to prove his
point that broadcasting is today
stripping all other media in its
for the advertiser's dollar.

"Yet, in the face of all that I
ave said," he continued, "the
"Broadcasting increased 0.8% of the amount of money
pent in 1934 for advertising in
top major media and but 1.1% in
1935. The future is one for
opinion, indeed, if broadcasting
continues to enjoy the favor of its
large listening public and thus to
an increasingly an attractive
method of reaching the public."

A review of these areas, Mr.
Ialand argued, substantiates the
Channel Group contention that
it is the only one able to
serve some of this profit to the
aim of improving reception in
ural areas. He said this should
mean higher power all down the
line for regions as well as locals,
with due allowance for those cases
where economic support may not have
researched to point a justification
expenditures for improvement.

"The figures, in my opin-
only that the industry can
will afford to lay down these im-
provements. He pointed out that the
is plenty left over to take care of
pective developments in tele-
ision, experimentation with the
ultra-high frequencies, and any
other development that may be on
the horizon."

Larger Circulation

INCREASED circulation would
result from higher power, Mr.
Ialand said. He pointed to this
statement of technical experts
that primary daytime service is
not now rendered to about 75% of
the area of the country and not
over 40,000,000 people, without
looking into account the deficiencies
in nighttime service. The
industry as a whole, Mr. Maland
said, will gain in revenue as it gains
in circulation and as it gives better
assurance that its programs will
reach what it claims as its present
circulation.

Discussing possible increased
rates for superpower stations, Mr. Maland referred to WLW's in-
crease of some 20%. Taking into
the account the trend of broadcast
and the increased cov-
erage that would result, he said,
it can hardly be doubted that the
higher rates would be easily ab-
sorbed and would be met cheerfully
by advertisers.

Coming to the high point of the
effect of superpower upon other
classes of stations, Mr. Maland
pointed out that radio "circula-
tion" can not be cut down without
playing into the hands of compet-
ing mediums and the eventual ad-
verse effect on the entire industry.

Mr. Maland raised the question of
duplication of "channels" and the
economic effect upon the sta-
tion owners who promote it—the
National Association of Regional
Broadcast Stations. "The most ob-
vious corollary is that there will
be more stations which, with re-
pect to power and coverage, will
in general fall in the category of
regional stations.

He pointed out that these stations ob-
viously would go into cities in
which there are already stations.
To buttress this argument, he
quoted lengthy from statistics re-
lating to station locations to show
that the vast majority are in urban
areas.

There is no city in the country
with a population over 81,000 that
does not have at least one station,
said Mr. Maland. The largest city
which has none is Saginaw, Mich.,
with 38,000, but he said this city
will be included as well as a part
of the same community as Bay City,
Mich., which has a station. More-
over, he said, many stations located
in small towns or cities in recent
months have moved to larger ur-
ban areas.

Mr. Maland stated flatly it was
his opinion that regional and local
stations as a whole "will benefit
and not suffer" from the increase
of 500,000 watts on clear channels.
He added:

"Take the physical technical
facts as a starting point. These,
least, are not difficult to prophesy.
A 500-kilowatt station will deliver
a signal at any given point slight-
ly over three times the signal a
50-kilowatt station would have
delivered at the same point. Its
contours in terms of field strength
will be somewhat enlarged, although
not anywhere as much as the lay-
man might expect, as he have
already seen from the technical ex-
amples.

"I confess I am utterly unable

STELLI

Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut
fifteen 15-minute transcriptions before even a
trace of surface noise appeared." Original cost, 75c
each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than
sandpaper. More durable
with diamond dust.

STEELI CORPORATION

201 Verona Ave., Newark, N. J.
FROM HOLLYWOOD TO NEW YORK
IN ONE-SIXTIETH OF A

THAT'S RADIO—DOING A JOB!

CAMEL CIGARETTES swing their radio campaign from Hollywood to New York and back with the speed of light.

And tell their story to New York, to Hollywood—to all the towns between—with the speed of light. Only radio can do this. Only network broadcasting can do it. Which is one reason why the Columbia Network is now carrying the strongest schedule of radio advertising and entertainment in its history.
SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 1248
Supplementary No. 13

Date Oct. 5, 1936

Account R. J. Reynolds

Air Time Tues. 9:30 to 10:30 PM

Effective Oct. 6 only

Add

Cancel

Special Instructions Cues:

Approx. 9:35 PM—Switch to New York on cue—"Come on, Benny, put it on the air and swing it across."

Switchback to Hollywood on cue—"Thank you."

I will now pronounce the magic word that takes you back to Hollywood. The word is—Rupert."

Approx. 10:20 PM—Switch to New York on cue—"Benny, what musical riddles have you to offer tonight."

Switchback to Hollywood on cue—"Thank you."

That's all for now Rupert."


H. K. BOICE
Vice-President in Charge of Sales

www.americanradiohistory.com
These are the stations which will lose their network connections if Mr. Paley's prophecy is correct. There are 59 local stations within the present contour and 28 more within the new contour, an increase of 44%. None of these is affiliated with a network and consequently no local will be injured in this respect.

Dipping into the financial statements of regional and local stations, as reported to the FCC in applications for license renewals, Mr. Maland quoted statistics on the earnings of those stations to prove his arguments. He set out to show that these categories of stations or networks had suffered when clear channel stations went up from 5 to 50 kw. but that

**WWNC**

**ASHEVILLE, N. C.**

**Full Time NBC Affiliate - 1000 Wats**

- Big Crops and Good Prices!

Official estimates indicate North Carolina's 1936 crop values will equal the quarter billion dollars of 1935. Use WWNC and you blanket Western North Carolina - where prosperous agriculture joins with manufacturing, textile business and mining to make a rich, responsive market!

---

There is no more reason to think of radio advertising only in terms of solid quarter-hour programs than there is to think of newspaper advertising only in terms of full pages. We at WFBR encourage the use of 5 MINUTE and 1 MINUTE periods and station-break announcements - and we'll show you how they can be used strategically to do a solid selling job. Call on us for details.

---

**Super-Power Costs**

SOME basic figures on the costs of installing and operating a 500,000 watt station by existing 50,000 watt clear channel stations. The data were given the FCC Broadcast Division Oct. 8 by Louis G. Caldwell, counsel for the WWNC Channel Group. He said the expense involved in the installation of a 500 kw. transmitter at a station already having a 50 kw. unit would be $310,000. The overall cost for operating a 50,000 watt transmitter is $3,500 per month. In the case of an increase to 500,000 watts, this would be raised to $12,000 a month. Depreciation on a 50,000 watt job is charged at the rate of $2,000 per month and in the case of a 500,000 watt installation at $4,600 per month. Thus, the total for the respective units would be $5,500 per month for a 50 kw. and $13,600 per month for a 500 kw. Breaking down these monthly items, the power bill for a 50 kw. station is $1,400 per month and for a 500 kw. $6,560; tubes, $800 as against $4,000; personnel; $200 as against $1,000; and miscellaneous, $200 as against $440.

No attempt was made to estimate the increases in program expenses and other costs since under ordinary circumstances there is no reason why these should increase.

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**WGB**

Gives Live Local Representation In Three Prosperous Cities

With Studio - Offices

**NORFOLK - PORTSMOUTH - NEWPORT NEWS**

Page 68 • October 15, 1936
Just for Fun

A NEW account of WIP, Philadelphia, a leading radio station operating out of 22 girls for an announcing role, selected the one they decided was the best of the group and then discovered it was J. Jesse Kane, secretary to Benedict Gimbel Jr., WIP president. She had entered the contest as a joke.

To this, Mr. Maland said he would have to know something about television costs and could not answer directly.

The question of multiple control of superpower stations was raised by Commissioner Irving Stewart, who inquired of Mr. Maland whether he was in favor of increasing the number of superpower stations under single control. Mr. Maland responded in the affirmative. Then Dr. Stewart asked whether he would favor a requirement that not more than one superpower station should be under single control in a particular location and Mr. Maland's reply was an emphatic yes.

Rate structures were invaded again when Broadcast Division Commissioner Norman S. Case inquired of Mr. Maland whether rates were scientifically arrived at or arbitrary. He followed this with an inquiry as to whether increased rates could be procured to justify the increases of 30 clear channel stations to 500 kw. and Mr. Maland said it was reasonable to assume that the increased cost would not effect the industry appreciably.

Frank Presbrey

ADVERTISING lost one of its outstanding leaders Oct. 10 with the death of Frank Presbrey, founder of Frank Presbrey Co. Inc., a leading advertising agency, at his home in Greenwich, Conn. Mr. Presbrey, 81, succumbed to a heart attack. A native of Buffalo, Mr. Presbrey was an 1879 graduate of Princeton, where one of his classmates was Woodrow Wilson. He was publisher of a newspaper in Youngstown, O., and founded and published a magazine in Washington which later merged with the Literary Digest and was otherwise active in the publishing field until 1896 when he established his own agency. He retired as its president in 1930 in favor of his son, Charles Presbrey, who still heads it. He has frequently been called "the dean of American advertising." His widow, his son and two daughters survive.

WOL

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

Washington, D. C.

POWERFUL

... now operating on 5 KW

POPULAR

... 13% more listeners than the first competing outlet

KFPY

is the outstanding radio buy in Spokane, carrying your sales message throughout the $400,000,000.00 trade area that is a "hot spot" on the nation's sales map.

KFPY REPRESENTATIVES

J. M. McGILLIVRAY, 435 Madison Avenue, NEW YORK and

WALTER DILLIGAN, 500 N. Main Street, LOS ANGELES

and 1350 Main Bldg., SAN FRANCISCO

BROADCASTING • Broadcast Advertising

October 15, 1936 • Page 69
Paley on Superpower
(Continued from page 12)
local advertisers, while delivering the same coverage as it delivers to national advertisers, the net result is apt to be an actual operating loss on the sale of local advertising, which must be compensated by an artificially high rate to the national advertisers. An economic paradox results which makes the superpower station's problems harder.

“The third disadvantage for the superpower station lies in the multiplication of its numbers. Here I should like to fall back upon questions. Can 20 or 25 superpower stations be as successful as one? Will the existence of many 500 kw. stations tend to equalize and nullify the advantages of each, although it does nothing to nullify the heavy investment and operating cost of each? In other words, isn’t it dangerous to project the phenomenon of one superpower station into the commonplace of many?”

Effect on Other Stations
Mr. PALEY concluded further that “we must estimate almost certain fact that if superpower is admitted under the rules, it will appear in cities and more in that have little possibility of supporting it without detriment to local program service, and will extend so widely that it becomes a commonplace.” As to the effects upon regional network stations, Mr. Paley said:

“Perhaps the most serious problem which confronts these regional stations which are now on one of the networks, and which lie within the future service area of a superpower station, is the fact that they must face the probable loss of their network affiliation.” This loss, he added, would entail loss of audience, loss of revenue from the network and loss of network sustaining prestige.

“The addition of network programs,” he said, “seldom fails to double the habitual audience of a station, even within its own city. The subtraction of network programs, seldom fails to reduce that audience by half.”

As for the effect upon local network stations, CBS found only disadvantage and dangers, and Mr. Paley pointed out that in two cities on the CBS network the addition of superpower would by opinion, all probability lead to the dropping of seven stations now on the network. Similarly, no network stations would suffer, he added, if signals from distant stations swept through their communities with three or four times their present strength.

Cross-examined by Chief Engineers Craven, Mr. Paley said that it was his estimate that in all, the few cases rural residents now received substantially good day and night coverage. With superpower, he said, that coverage would only be slightly improved. Asked by Mr. Craven whether his testimony was meant to be party to than engineering, Mr. Paley said that the two subjects were interrelated and that his effort was to “advise caution”.

WAXY Goes on Air
THE NEW WAXY, 100 watt on 1200 kc., recently authorized for Waycross, Ga., was to be inaugurated Oct. 12, using a composite transmitter, Collins Radio Co. speech input equipment. Owner and manager of the station is S. F. Sapp, Waycross. The station is a sister to WRYA, Richardson, and WGST, Atlanta, is commercial manager. F. M. Portier, formerly with WXYZ, Detroit, and WOOD, Grand Rapids, is chief announcer. John Tobola, formerly with KELO, El Dorado, Ark., and WPMJ, Daytona Beach, Fla., is chief engineer.

Rolls Razor to Place
LEE & SCHIFFER INC., New York, (Rolls razor) in December will make up a spot schedule to start early in 1937. Kimball, Hubbard & Powell Inc., New York, is agency.

Saturation Point In Radio Sets At Rockford, Illinois

WROK at Rockford, Illinois, is conducting its annual listener's survey double bar the house-to-house basis, starting with Rockford.

Preliminary reports on the survey show that the majority 100 Rockford homes have radio sets; out of every 100 home radios 97 listen regularly to WROK; and 80 say reliably and enthusiastically that they hear goods advertised on WROK.

Cover northern Illinois and southern Wisconsin with WROK, Rockford.

TELEVISION IN 2 YEARS
Paley Discloses CBS Budgeted For Big Investment

THE significant disclosure that CBS is bulwarking itself against the imminent advent of television which is estimated is close, on the other hand, was made by William Paley, CBS president, in his statement before the FCC allocating $75 million for an aggressive television program. Paley was using the FCC against requiring heavy financial commitments from stations this time, especial for superpower in view of forth coming changes in the art.

“In television alone,” he said, “is more than that the broadcasters will be able to meet commitments of many millions of dollars. Columbia's budget alone over $2,000,000—for experimental broadcasting work in this field. Many more millions must be raised both for public interest, before there is any hope of return for the investment.”

“Now what about the cost of superpower? Our careful estimates indicate that 500 kw. stations would add a burden of over $10,000,000 of capital investment by the broadcast industry. We are investigating the additional operating cost of between $20,000,000 and $40,000,000 a year. These are rough estimates and careful estimates of engineers and accountants. Knowing the economics of broadcasting as well as we do, I feel justified in saying that the burden of superpower is thrown up at the industry at almost the same time it is faced with costly development work in new fields, one the other is very apt to suffer.”

Mr. Paley had returned from several tours of Europe only the week before, and his statement indicated he had studied television there. Earlier in the summer Paul Keaton, CBS vice president, spent several months in Europe during which he also studied television exhaustively.

New KMOX Studios
WHEN Major Bowes salutes Louis Oct. 22, during his Grand Union broadcast for Chrysler, he will open a new building in one of the doors of the newly constructed studios of KMOX, Columbia House, St. Louis. Fifteen thousand square feet of floor space in the St. Louis Mall Building has been added to the 25,000 square feet already occupied by the station, the addition including a large reception room, musicians' lounge named "oval Kitchen" with its own auditorium seating 175, ten executive offices, a continuity room and an additional broadcasting studio. The station thus has nine studios, ranging from small ones for speakers to the Radio Playhouse which seats an audience of 400.

ROLLS ROYCE HORIZONAL RADIO OR BROADCASTING: "Rolls Royce for Broadcasting" in a sense, which is new this fall.

TRANSMISSOR ATOMIC 0.000124 WATTS - CLEARED CHANNEL 1150 KILOCYCLES

BROADCASTING • Broadcast Advertisin
Lohr Asks for Gradual Changes

(Continued from page 12)

requirements which we have recommended for clear and regional stations.

5. With respect to differentiating the maximum power permitted in the daytime and at night see no objection if the expense of maintaining the added equipment and registration thereof cannot be justified.

Mr. Lohr concluded with an oft-repeated cooperation proposal: "NBC, in whatever decisions it may make as a result of the extraordi

nary hearings, if it believes that better service to the public would be provided by a stricter rule of cooperation, such a rule would be satisfactory to NBC.

Objectives of the NBC as the peer network were outlined in a closing of his statement. "We should be able to make more - in this business, above all others." -

General Welfare

FINING his view of the public interest requirement of the law, Mr. Lohr declared his company intended to make the welfare of all listeners throughout the country.

He spoke of NBC's service as frequently at night as during the day, dis
tinguishing stations in sparsely populated areas. He described the nature of NBC's service not only the way of commercial programs, but public events which are the non-sponsored category.

Discussing power, Mr. Lohr de
dared that no matter how strong a station's signal may be, it will not retain its audience against present day competition unless it maintains an attractive program schedule. By the same token, he said, a station who is unable to deliver its program to the loudspeaker sufficiently free of interference from other stations and sufficiently above the noise level is community to render an ac
table and enjoyable service, its listeners are not receiving the maximum service which is po

gible to give them.

"Finally," he declared, "the term 'public interest' means an industry serving upon an economic foundation strong enough to carry its obligations. It was then he made his plea for three
car licenses.

"In the long run," he added, most of the economic problems facing this industry must be de
ded by the owners of stations themselves. But it is obvious that whatever undue and un

wise economic burdens are imposed on the broadcasters by regula
tions, to that same extent must his capacity to render service suffer. Or, by exercising your regulatory power wisely, you can bring about an ascending spiral wherein the industry as a whole, including economic, supplies better programs through better stations to a better satisfied public and thus become increasingly prosperous itself.

Against Reallocation

LIKE practically all preceding industry witnesses, Mr. Lohr rec

ommended against a reallocation of stations assignments, declaring he could perceive no substantial benefit either to the public as a whole or the industry as a whole from such an upheaval. He said he did not mean to imply that the present system is so perfect that there is no room for progress, but that it should not be changed unless the public would profit substantially.

Declaring the question of power to be the most important single issue involved, Mr. Lohr asserted: "We believe that it would be un

wise and unduly disturbing to the industry for you to require expenditures of this magnitude for this purpose by any class of stations at this time. And in using the word 'require', we mean to in
clude not only affirmative manda
tory regulations but also any action which would permanently penalize the station owner who fails or is unable to install higher power upon short notice.

"Your present practice is to require that each applicant who comes before you seeking increased power shall present evidence satisfac
tory to you that he has ade
quate financial ability to incur the increased operating expenses in
evered including depreciation, with
cut jeopardizing his economic abil

ity to render service. We see no rea

son to change this requirement.

That shall be considered adequate financial responsibility must be a question to be determined upon the facts in each case and therefore, the only standard we can suggest is that of reasonableness. We do think that the prospect of in
creased profit subsequently is not a complete justification for the grant. Considerable weight should be attached to the applicant's proven ability to do something more than merely to make both ends meet heretofore.

"There are no valid social ob

jections to higher power. You have been told that if you authorize higher power on some stations it will enable them to deliver satis
factory signals in areas not now served by them and that, because their program service is superior, these higher powered stations will attract listeners who must now be content with something less. This has not been the experience of the industry. On the contrary, it has been our experience and that of the receiving set manufacturers that when broadcasting service im

proves any community the improve

ment of that community in all broadcas
ting increases proportionately.

Moreover, higher power will not come over night. It will come gradually and will be assimilated over a period long enough to give each station an opportunity to re

adjust its methods of operation and to find its proper place in the economic and social structure. In any event, the answer cannot be to protect a station through de

priving the listening public of a superior service; it must be to im

prove the service of the smaller station."

APPLICATION for 5,000 watts daytime and night on its 930 kc. regional frequency was filed Oct. 13 by the FCC for KPRC, Houston, now using 5,000 day and 1,000 night.

First in St. Louis

to broadcast music by remote control.

RADIOCA SING. Broadcast Advertising

October 15, 1936 • Page 71

Selected by

CHEVROLET-FORD

and Other Nationals

This is that popular station with the big voice, large enough to carry the rich sounds of Eastern Texas. Used by the big fel

low. It is that station that harvest some of the wealth of Eastern Texas, and cover this section. You can do much more, and economically with KFRC. In

vestigate!

Walter Biddick Co.

"VOICE OF LONGVIEW"

LONGVIEW, TEX.

seek Denver Local

HEADED by Jerry Akers, commercial manager of KVOD, Den

ver, and formerly with WCKY, Cincinnati, the newly formed Mile

High Radio Corp., has applied for a new 100-watt night and 250-watt day station on 1210 kc. in Denver. Mr. Akers is president of the con

cern, with C. W. Besse, president of the Colorado Beverage Co., as vice president, and Jack Langan, local head of the Universal Film Exchange, as secretary-treasurer. Another pending application for a new station in Denver is that of Rev. S. H. Patterson, seeking 1,000 watts on 1570 kc. Mr. Patterson recently sold his KVOR, Colorado Springs, to the owners of KLZ, Denver, and WXY, Oklahoma City.
Crosley Reports Superpower Success
(Continued from page 14)

In determining total operating costs, it is necessary to provide for a depreciation or amortization of the original cost of equipment for a period which approximates the life of the equipment. In the following comparison of figures we have used a depreciation of 10% based on 10 year life for both the 50 kw. equipment and its comparative 500 kw. equipment. Breaking down the purely technical items, we find that it costs us 37 1/2% more for electrical power; our water bill is 80% higher, tube cost us 33% more in operating the 500 kw. transmitter over a 50 kw. unit. These figures do not take into account added program expenses, extensive building or construction, or additions to the administrative or executive staff which may be required desirable or even necessary. In our own case we did add 140% to administration and salaries; 9% to fixed charges and rent; 75% to program costs, and depreciation of 10%, so that in going from 50 kw. to 500 kw. our operating cost has increased 68%. As against this total operating increase of 68%, we increased our advertising card rate 20%, but we have been able with the greater demand for our station to operate at a profit.

Effect Upon Regions

"IT IS EVEN more difficult to estimate the economic effects of 500 kw. operation upon stations of other classes located within the service area of the 500 kw. station. We have had no experience on this point and no opportunity to observe, other than that afforded by our ownership and operation of WSAI, which is a regional station also located in Cincinnati. In that case the operation of the 500 kw. transmitter at WLW has had no adverse effect upon the network or other business of WSAI. As a matter of fact, the business of the regional station has increased steadily through this period."

Cross-examined by Comdr. Craven, Mr. Crosley said he believes WLW's percentage of profit with 500 kw. operation is as great as it was before it increased the power. He pointed out that it would indicate that the station is making more dollars. Responding to additional questions, he said he would supply definite information on this but that since WLW was operated as an integral part of the Crosley Radio Corp., separate figures were not broken down to show revenue from the station and operating overhead for the respective divisions. Asked what the investigation in WLW was, Mr. Crosley estimated that it amounted to about a half million dollars over and above the 50,000 watt cost. He said this included a new building, vertical radiator and other equipment. Comdr. Craven asked Mr. Crosley whether he said in the operation of thirty-five 500,000-watt stations would have any effect upon present business methods of the industry, and Mr. Crosley responded that he was not in position to answer since he had never studied the question. Practically all of the members of the FOC asked several questions of Mr. Crosley on the economic side, and Telegraph Commissioner George H. Payne launched what was intended to be an attack upon WLW and its president on program policies and methods.

Favors Smaller Stations

Mr. PRALL inquired whether granting of any number of superpower licenses would tend to destroy smaller stations, and Mr. Crosley said that personal was in favor of horizontal increases for small stations. He said he had always made his own analyses on the basis of one station operation but that he did not feel that any damage would be done to smaller outlets. Smaller stations, he said, apparently are prospering and there is a big demand for new outlets. Asked by Mr. Prall whether he felt that it was a case of "survival of the fittest", Mr. Crosley said he had seen no such indication. Commissioner Thad H. Brown inquired whether the licensing of additional superpower stations would result in smaller stations the audiences, and Mr. Crosley responded that his observations were that listeners preferred to "select" their programs. With addition stations, he said, the listeners were given a greater degree of selectivity but he did not feel that any substantial audience would be drawn away from local stations. On the question of station rate, also raised by Commissioner Brown, Mr. Crosley said that it was "so much guesswork" when WLW went to 500 kw., said, the station arbitrarily increased its rates 20%, feeling that was justified since it would not give its advertisers three or five times the coverage formerly afforded. There were no unfavorable reactions, he said. Mr. Crosley, under questioning by other commissioners, declared that he felt that the Commission should decide for itself whether other stations should be permitted to go to 500 kw., that he did not feel competent to make any recommendation. There are many advantages, high power but that the Commission must analyze and judge each particular application. The Commission, he said, should take into account the ability of the licensees to carry on and observe whether it, that is say, permit it if it thought good service with the increase power. "It would be impossible for me to go against 30 or 40 stations," he said.

Payne Hits at Policies

RESPONDING to Commissioner Norman S. Craven's question whether 500 kw. should be a greatest power permitted at this time, Mr. Payne said he saw no reason to limit the art by any stricture on power. It was his opinion that Commissioner Prall should be given a militant outlook by Mr. Crosley and his methods of operation. The commission...
Landon's Double — Those attending the allocation hearings thought they were “seeing things” when they spotted William C. Allen, vice president and general manager of WBNX, New York, who looks even more like the G.O.P. presidential nominee than this picture evinced.

Townsend movement did not renew its request. Mr. Smith said that WLW had given the Lemke party time and that the policy of WLW was to treat all parties alike under the same terms and conditions. As for the Pearson-Allen case, Mr. Smith said that a question arose about the injection of personalities into the broadcasts which might have resulted in libel action against the station. He said that WLW refused to take the program unless the libel responsibility was taken by the authors, but that they elected to terminate their remarks rather than assume that responsibility. As a consequence, he said, the program was carried for the duration of its contract.

Commissioner Payne concluded his attack with the reading of a letter from Senator Norris (R-Neb.) in which the Senator was quoted as saying there had been complaints against WLW and that it had been controlled by financial interests that would not permit anything said over the station that was “detrimental to private interests.” Called upon to answer the assertion, Mr. Crosley said that his company always leaned over backwards on controversial matters.

The WLW case was concluded by R. J. Rockwell, technical supervisor, who put on a talking motion picture demonstration to prove the argument that even with its 500,000 watts the station does not blanket any stations up and down the dial even within the shadow of its own transmitter. He defined various types of interference that have resulted and traced them down. In virtually every case these were attributable to “man-made” interference rather than to superpower.

G-E "Hour of Charm"

General Electric Co., Bridgeport, Conn. (electrical appliances), will feature Phil Spitalny and his girl orchestra in an afternoon series of programs to begin Nov. 2. Mondays, 4:45 p.m. on 21 NBC Red stations. The program, entitled Hour of Charm, is signed for 26 weeks through Maxon Inc., New York.

Pulling Power

On his new program over WCAE a sponsor last week offered theatre tickets to listeners who could list correctly the unannounced names of singers and orchestras.

The contest was not easy. The correct answers, however, just missed filling a downtown theatre.
Regionals Fear Ruin by 500 kw.

(Continued from page 13)

added, that many advertisers believe that the popularity of a station is largely dependent upon national business for high quality programs. The average increase in the technical operating expenses of regionals by virtue of 5 kw. operation, Mr. Spearman said, would amount to about 21.48%. There is no question, he said, that the increased volume of business resulting from such power boosts, would easily offset the relatively small increased cost of operation.

As for stations on Canadian shared channels, Mr. Spearman argued that the present rules limiting power on such channels should be lifted and left to the discretion of the FCC.

Under the head "Opposition to 5 kw. Station Menomonee", the NARB counsel launched a vigorous tirade against superpower. He then set out methodically to break down the Sept. 1 FCC allocation survey contending that it was based largely upon "theory and conjecture." It had been indicated beforehand that this survey would be attacked in that fashion. Individual postcards returned by rural listeners were examined by Mr. Spearman's organization, he said, and a categorical challenge to the results was made.

Going into "economic and social considerations", Mr. Spearman said that 500 kw. stations to justify themselves socially must show that they will provide listeners with program service which is not available to them at present. He contended that the clear channel stations act for the most part network stations and that it is therefore obvious that the service which the public will receive from clear channel stations in the future will be as it is today and as it was yesterday's network programs.

"In view of the facts, this Commission should give consideration to the present coverage by network programs. The networks and the stations, including practically all classes of stations affiliated with those networks, have for the past few months been jockeying for the Commission and have done it well. Both the National Broadcasting Company and the Columbia Broadcasting System have conducted thorough and painstaking surveys to determine coverage of their respective networks with the thoroughness with which these surveys were conducted and the results analyzed cannot be compared with the post cards which we have discussed. The networks have done a much more thorough job."

Mr. Spearman next analyzed the coverage surveys of both NBC and Columbia, which he said purported to show that they already cover practically all of the country. He submitted that it is fundamentally sound to permit the operation of a clear channel station with 500 kw. power to give them only a 10% increase in population which they could serve, if in granting, the authorities "are not afraid in any way to disturb the status of other important classes of stations."

Declaring that NARB is convinced that the installation and operation of 500 kw. stations is economically unsound, Mr. Spearman pointed out that made by leading engineers for the advisor committee on engineering developments of the National Advisor Council on Radio in Education, which said that cost of maintaining and operating the plant of 50,000 watt station along with incidents would be $194,750. While other necessary figures added, he said his engineers concluded that on this basis the minimum cost for operating a clear channel station of 50 kw. would be $214,750.

Superpower Costs

"Our engineers after investigating the difference in cost of operating a 500 kw. station as compared to the cost of operating a 50 kw. station, advise that the cost of operating a 500 kw. station will be more than 2 1/2 times and slightly less than three times as much as the cost of operating a 50 kw. station. If we take the minimum difference and multiply the cost of operating a 50 kw. station which is $214,750 by two and one-half it is found that the minimum cost of operating a full time 500 kw. station will be $356,875, or $142,125 more than the minimum annual cost of operating an efficient 50 kw. station."

Injecting a new note in his discussion, Mr. Spearman said that in preparing his presentation, he had received a copy of the National Advisory Board report which is dated 1932. He had had time to read this report, he claimed, and had found it practically identical with the report written by the National Advisory Board in 1928. Since then, he said, the number of power licenses had been reduced 75% and that they now are only 25% as many as they were in 1932. Does anyone believe the such reductions have been made in power rates?"

Source of Business

THE NEW REPORT, he said, does more than support figures on the operation of 50 kw. which had been previously presented. "The figure is given by us at half a million..."
C BROADCASTING = venue

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710 KC

KIRO

S EATTLE

1000 Watts

KIRO LOOIE SAYS:

“Our figures please the eye and fit the budget”

NATIONAL REPRESENTATIVES

John Blair & Co.

NEW YORK

CHICAGO

SAN FRANCISCO

BROADCASTING = Broaden Advertising

October 15, 1936 • Page 75
Those big stacks that rare skyward up and down the Ohio Valley certainly bear watching these days. They are doing a bit of “sky writing” that spells business and plenty of it!

Steel mills are going great guns — Potteries are beehives of activity — Glass Plants are humming — Coal Mines are making new records. All of which means that men are working and when men work they spend and when they spend it’s time to advertise and when it’s time to advertise in the Ohio Valley it’s WWVA for results!

Check our “smoke”!

Page 76 • October 15, 1936

BROADCASTING • Broadcast Advertisi
POLICY CHANGES SEEN
(Continued from page 10)

based on competitive showings, should get the preferred treatment; that locals which can show the need should be given regional assignments, and so on down the line. Where there is the possibility of new stations, it is felt, these should go to areas now non-radio-covered, or, perhaps, to cities with inadequate service.

Part-time Stations

THE PROBLEM of part-time stations on clear channels also comes to the forefront in the event of superpower. It was contended that with 500,000 watts the channel should be clear, so far as possible, both day and night. Such stations as may be taken off to make way for the superpower likewise would have to be accommodated on other facilities. The Broadcast Division also had forcibly placed before it the plight of the part-time station in every classification and the problems of several witnesses that they are economically unsound. Their elevation to full-time status constitutes another matter involving consideration ahead as of licensing of new stations.

As BROADCASTING went to press, it was learned that the hearings might conclude about Oct. 17. Among groups yet to appear were National Independent Broadcasters Inc., representing some 70 local stations, the technical cases for both NBC and CBS—aside from the presentations of their presidents; Hearst Radio Inc., and groups of independent stations represented by counsel.

NIB, it was expected, would present a case in favor of a flexible allocations system, wherein local stations would be allowed to increase their powers when it was shown that with 100 watts they could not cover their markets. The indication was that in general the stations shared the stand of NARBS on such matters as superpower and duplication on clear channels. They will also seek to have additional channels made available for local stations, to relieve congestion on the six channels now assigned them and to allow sufficient separations between stations so they will be in position to increase power.

RESULTS! COUNT MOST

Let us acquaint you with our work.

WEED & COMPANY
BLANKETING THE TWIN CITIES

The only full-time independent radio station in the Twin Cities.

WMIN reaches one million prospective customers in the Saint Paul and Minneapolis market area—the 8th largest trade area in the country.

WMIN 18 hours of continuous broadcasting every day.

WMIN Broadcasting Company
Saint Paul, Minnesota

Added Registrations...

FOLLOWING are the additional FCC allocation hearings registrations to those published on pages 62 and 63 of this issue:

475 Block 100, Washington.
Louis W. Berne, WCNW, Brooklyn.
Clifford M. Clark, WERE, Reading, Pa.
Arthur Arick, WCNW, Brooklyn.
Howard S. Frazer, consulting engineer, Philadelphia.
John C. Sulka, Jr., WOW, Omaha.
Paul F. Golwing, consulting engineer, Mont-
clair, N. J.
Purnell H. Gould, WFBB, Baltimore.
Rugg L. Halff, WOAI, San Antonio.
R. H. Harmon, Wellington Co., Chicopee
Falls, Mass.
M. D. Hildreth, WORL, Boston.
Harold D. Landis, WEEU, Reading, Pa.
Frank A. Neugschwandtner, Stroudsburg.
A. M. Mortimer Prall, Transamerican Broac.
& Television Corp., New York.
Ray B. White, WAWZ, Zarephath, N. J.
Grant Wristall, KUTA, Cedar City, Utah.

BROADCASTING • Broadcast Advertising

October 15, 1936 • Page 77
ANCED:}

THE ENCYCLOPEDIA OF BROADCASTING
THE YEAR ROUND ADVERTISING OPPORTUNITY
THE YEAR'S BEST OPPORTUNITY
FOR EFFECTIVE PROMOTION!

★

A Lasting Advertising Medium
At Regular Rates!

The 1937 BROADCASTING YEARBOOK Number is now in process of production. Its contents will be more comprehensive and complete than previous numbers and will include many new departments and up-to-date radio broadcasting data for the year.

Previous YEARBOOK Numbers have been accorded remarkable acceptance by national and regional radio advertisers, advertising agencies handling radio accounts, station executives, and all other groups in the radio broadcasting industry.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the 1937 YEARBOOK Number... It will be a year 'round medium for their advertising message.

The YEARBOOK Number
Will Be Published Early In 1937

- The YEARBOOK Number is scheduled to be mailed on or about Feb. 15, 1937, and will be sent to all regular subscribers.

MAKE YOUR RESERVATION TODAY!

Final Advertising Forms Close December 15, 1936

BROADCASTING

NATIONAL PRESS BLDG. WASHINGTON, D. C.
Arthur Garbett of NBC Is Awarded Fellowship

Mr. Garbett, NBC western division educational director in San Francisco, nationally known for his work in the development of musical appreciation, has been awarded a special grant-in-aid fellowship by the Humanities Division of the Rockefeller Foundation to perfect his simplified system of teaching musical composition to children and adults. His method is being experimentally used in both the Oakland and San Francisco public schools.

Award was made in recognition of Garbett's work in the field of musical education by radio through such programs as the Standard Symphony Hour and Standard School Broadcast, both sponsored over the NBC-Pacific red network by Standard Oil of California; the New World and other educational musical features. He will continue as head of the NBC western division educational department, but will devote a portion of his time, under the fellowship, to the development of this simplified approach to the study of melody-writing, harmony and song composition which he originated. A pentatonic, or five-note scale, is the basis of the method.

Mrs. Modern... Prefers WOW

OMAHA

“Covers the Nation’s Bread Basket”

590 Kilo 5000 Watts

John Gillie Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

The Other Fellow’s Viewpoint...

An Agency Corrects Us

to the Editor of Broadcasting:

We notice your list of the “Bonne & Allen” program as Wednesday 9:30 p.m., as originating from the West Coast. Please note this is broadcast, as it has been for the past year, 8:30 to 9 p.m.

F. WALLIS ARMSTRONG Co.


One on Benny

to the Editor of Broadcasting:

I note in the latest issue of your magazine a short item concerning Jack Benny’s propensity for kidding his sponsor.

With the reading of the item I was reminded of my apprentice-ship in radio as a page boy at Radio City.

It was the custom of Jack Benny to introduce to his studio audience the cast of the program. This generally took place about five minutes before broadcast time. Of course the introductions were of a humorous nature as befitted the comedian.

One of the page boys was always stationed just inside the door of the studio and Jack Benny would invariably include him in the introductions as the “Student Prince” (the uniforms of the pages made the appellation amusing). Of course the page would be the subject of the stinging laughter of the audience which was not only disconcerting but also rather humiliating (who likes to be the butt of a joke?).

I determined that even at the risk of my job I’d put a stop to it. Forthwith I saw to it that I was standing watch not at the time of the introductions.

When Benny introduced me to the cast in the usual manner I waited until the laughter died down and said “thank you Mr. Carter, I have a distinct advantage...” Benny threw down his script and started after me...”

Don Wilson, his announcer, then ran down his face and was still laughing when the program went on the air. This was my job but I did start a regime of heckling the comedian. At every opportunity Jack Benny suffered from the subtle ridicule of the page staff.

DORIAN ST. GEORGE
WLVA, Lynchburg, Va.

Oct. 3, 1936

FHA Disc Series

to the Editor of Broadcasting:

I should like to express my appreciation for the article you gave our new series of transcriptions in the last issue of Broadcasting (Oct. 15). As a result of that article, we have had a large number of requests for further information concerning the series.

GEORGE T. VAN DER HOEF,
Chief, Radio Section,
Federal Housing Administration
Washington, D. C.

Oct. 2, 1936

Hammond Organ Cited

To the Editor of Broadcasting:"

I should like to introduce to your pages the instrument which I consider the finest of its kind, the Hammond Organ. Manufactured by Hammond Electric, the instrument is, charged by the Federal Trade Commission with unfair competition in claims made for its instrument. Among representations allegedly made are that use of the Hammond Organ is "as handy as the fingers of a skilled musician" and that it is "nearly impossible to play any note that is not "perfect organ sound" with this instrument.

Hammond produces the entire range of tone colors necessary for the rendition, without sacrifice, of the great works of classical organ literature, and that many organists agree the instrument is comparable to pipe organs costing $10,000. These and similar representations are false, according to the complaint, which charges that with the exception of the flute notes the respondent's instrument is not capable of producing faithfully the musical tones of a pipe organ necessary for the rendition of the great compositions or organ music; that its tone is not an improvement over that of any modern organ of recognized merit, and that it is not comparable to a $10,000 pipe organ or to any pipe organ.

THE Maxwell House Show Boat, sponsored by General Foods Corp. for Maxwell House Coffee, celebrated its fourth consecutive year of NBC broadcasts during the program of Oct. 8.

Plotting Spots

(Continued from page 17)

trickling into the home office. When only one station in a city is used, the best plan for such a service is the one already mentioned. A service of this type is used by a number of agencies, many of whom have been mentioned. The client must decide how many stations in the city to use, and which stations are best for the purpose. Of course, in using this method, the client must utilize clear, strong spots, and they must be timed to reach the maximum audience. The client must also be careful to avoid using the same spots more than once per week.

Agencies which have considerable spot billing are going to be forced by the trend to use radio spots more and more. The trend is not only to radio advertising, but to other forms of advertising as well. The trend is to use radio spots in connection with other forms of advertising, such as newspaper ads and billboards.

Advertisers do buy more than one radio spot in a single day, or even in a single week. This is due to the fact that radio spots are much more important than any other form of advertising. The client must be reminded of the importance of radio spots in order to get the best results from them.

Obviously the client's policy should be to use radio spots in connection with other forms of advertising, and to use them for the best possible results. The client must be reminded of the importance of radio spots in order to get the best results from them.

Remington Rand Disc

REMMINGTON RAND INC. Boulder, Colorado, is placing a series of radio spots. This is an excellent example of the trend toward using radio spots in connection with other forms of advertising. The client must be reminded of the importance of radio spots in order to get the best results from them.
In Washington

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

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

BRIDES’ SCHOOL
WIRE Program for Women Has
Novel Features

RE, Indianapolis, has started a School for Brides, a new program for women, broadcast five evenings weekly. The feature includes new twists in women’s programs, offering the housewife opportunity to take an active part by presenting her own viewpoints on the many problems arising at the home. The School for Brides is an informal, friendly discussion of household problems contributed by the housewives of Indianapolis. As the series progresses, housewives will be invited to appear on the programs.

The originator is Sue Short, who heads charge of each broadcast as Short recently came to WIRE from Chicago. It is her belief that, by stimulating a variety of viewpoints, it is possible to reach a satisfactory solution of individual problems.

National Safety Bank

NATIONAL SAFETY BANK &\nJ UST Co., New York, originators of the CheckMaster Plan, turned to WOR Oct. 11 with a new program featuring Allan D. Lighty of the University of Topeka as the Family Counsellor, a departure in bank radio advertising with mass appeal. Last season National sponsored The Interesting Reporter on WOR. Publicity Associates are program counsel and Kayton Spiero, the agency's president. Efron, vice president of National Safety Bank and Just Company, is in charge of advertising.

Bank Series Plans
(Continued from page 7)

the program will originate in the auditorium of the Curtis Institute in Philadelphia, with an individual microphone arrangement for each program. The series is being arranged under Mr. Stokowski’s personal direction to insure the best possible transmission of each number. While an audience will be present in the auditorium to witness each broadcast, studio applause will not be permitted, as the sponsors feel that the prolonged applause that frequently follows an orchestral number would be too disrupting to a 30-minute program.

Guest Speakers

EACH broadcast will also include a four-minute talk by an outstanding guest speaker. These talks have been arranged in accordance with replies received to a letter sent to a number of presidents of manufacturing companies asking what type of information they would like included in a program of this type. The answers fell roughly into three groups: Those who want an unbiased report of what is going on in Washing, those who said they would like to hear a representation of the good old-fashioned American philosophy of advancement by thrift, industry and personal initiative, and those who would like up-to-the-minute information on new business practices.

To accommodate the first group Willard M. Kiplinger, author of the weekly Kiplinger Business Letter published in Washington, will give a summary of the legislative high-lights once every four weeks. To present the philosophy of American business the sponsors have selected Walter B. Pitkin, whose Life Begins at Forty, and subsequent books have won him a wide following. Mr. Pitkin will also speak once every four weeks. For the other two weeks of each month a group of outstanding business men will appear as guest speakers. The head of an advertising agency will discuss current advertising theory and practice; an accountant, a lawyer, a credit man, a merchandising expert, and other business leaders will each give a glimpse of his profession, covering almost every field of endeavor with the sole exception of banking, which will not be mentioned by these guest speakers. Mr. Kiplinger will speak from Washington, Mr. Pitkin from New York, and the others from wherever they happen to be.

On special occasions, such as Christmas and New Year’s Day (both of which fall on Friday), soloists will be substituted for speakers. The programs will be merchandised to the public with posters for display in bank lobbies and windows, with special letters to be mailed by the sponsors to banks to their depositors, with enclosures to be sent out with monthly statements, and with space on the radio pages of newspapers in the cities included in the campaign.

Cooperative banks will also use some of their own advertising space to promote the radio series.

The program will be known simply as Philadelphia Orchestra, as it was felt that the original title, The Business Forum of the Air, applies only to the four-minute talks and would give radio page readers a distorted idea of what to expect.

Teletypewriter service links stations together by written communication. 200 yards apart or 2000 miles... two stations or many... instructions can be given, queries answered, requests for time clearances and last-minute script changes can be handled. An accurate written record is made of each message. Carbon copies can be struck off simultaneously for routing and filing. Teletypewriter service contributes speed and precision to any business that must work fast and accurately.

BELL SYSTEM
TELETYPewriter SERVICE

You push this little key down...

and it comes out here...

and here...

and here...

and here...

Teletypewriter service links stations together by written communication. 200 yards apart or 2000 miles... two stations or many... instructions can be given, queries answered, requests for time clearances and last-minute script changes can be handled. An accurate written record is made of each message. Carbon copies can be struck off simultaneously for routing and filing. Teletypewriter service contributes speed and precision to any business that must work fast and accurately.

October 15, 1936 • Page 81
IN THE CONTROL ROOM

ERNEST E. JEFFERSON, formerly NBC studio engineer in San Francisco, has been named transmitter engineer at KSFO in that city. He replaces John Towers, who resigned to join Techni Corp., San Francisco equipment manufacturers, as chief engineer.

M. W. HODRELL, for the last year chief research engineer of First National Television Inc., Kansas City, has returned to his alma mater, Kansas State College at Manhattan, Kan., to take over television research and supervise the operation of its experimental visual station WUXAR.

C. W. LOEBER, FCC inspector in charge of the Denver District, has been ordered to take charge of the St. Paul district on Nov. 1. He succeeds John M. Sherman, who resigned Sept. 16, to become chief technician of WTCN, Minneapolis.

BRUCE VAUGHN has been taking the place of William H. Keen, who left KLFN, Huntington, W. Va., in turn has been pinch-hitting for Bill Bradley. On Nov. 1, he will move to Charleston, W. Va.

RICHARD H. ROYSTON, former WABC, New York, and W2XAK, New York, engineer, has joined the staff of the Radio Corporation of America, New York, as a specialist in mechanical design and development.

HAROLD DREHER, engineer and research manager at the Warner Bros. TV studios, was named chief engineer.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

PAUL F. GODLEY Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

WANTED:

Engineers

BROADCAST, COMMUNICATIONS
Qualified Radio Engineers

JANSKY & BALA
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone, New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Television Engineering
Earle Building, Washington, D. C.
Telephone NA tional 7757

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS
AND PATENTS CONSULTANT
1406 G STREET, N. W.
District 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza  P. O. Box 186
New York City
Times Square Station

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmissions, Sound Film, Disc Recording and Communication Equipment
3533 BELMONT AVE. CHICAGO. ILL.
CABLE: JENKADAIR

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparative data about the size and location of the audience of radio programs and stations. Write for information and prices.

BENJAMIN SOBY and ASSOCIATES
1053 Wallace Ave. Wilkinsburg, Pa.

FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

WANTED TO BUY

KFWB on Warner Lot
KFWB, Hollywood, early in October abandoned the executive offices which it has occupied for many years on the top floor of the Warner Brothers Theatre Bldg. in Hollywood and moved into its new quarters on the Warner Bros. lot at Sunset Blvd. and N. Bronson Ave., Hollywood. This reunites the administrative and program forces. The production department had moved to the lot several years ago. The studio offices occupy an entire building on Warner's lot with complete facilities. The radio department will continue to occupy sound stage four at Warner's lot where the quarters include sound stages, studios, rehearsal and audition rooms and offices for the production division.

IN THE CONTROL ROOM

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W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

PAUL F. GODLEY Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

WANTED:

Engineers

BROADCAST, COMMUNICATIONS
Qualified Radio Engineers

JANSKY & BALA
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone, New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Designers and Manufacturers of Radio Transmissions, Sound Film, Disc Recording and Communication Equipment
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THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparative data about the size and location of the audience of radio programs and stations. Write for information and prices.

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FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

WANTED TO BUY

KFWB on Warner Lot
KFWB, Hollywood, early in October abandoned the executive offices which it has occupied for many years on the top floor of the Warner Brothers Theatre Bldg. in Hollywood and moved into its new quarters on the Warner Bros. lot at Sunset Blvd. and N. Bronson Ave., Hollywood. This reunites the administrative and program forces. The production department had moved to the lot several years ago. The studio offices occupy an entire building on Warner's lot with complete facilities. The radio department will continue to occupy sound stage four at Warner's lot where the quarters include sound stages, studios, rehearsal and audition rooms and offices for the production division.
EQUIPMENT

TES RADIO & SUPPLY Co., Inc., 367 W. 32nd St., manufacturers of broadcast equipment, announce the issue of a new catalog. No. 2-21 is designed to assist speech industry equipment, control apparatus, transcription, power supply equipment, microphones, recording devices, accessories pertaining thereto.

TXN Co., Newark, has released its 534 describing its new attention. TXN has designed a new cascade control system in broadcast speech equipment, public address systems, recording laboratories, and projection systems.

NYX TRANSFORMER Co. Inc., 182 W. 70th St., New York, is publishing a book entitled "Kenmore Engineering" noted to news of interest to engineers, sound technicians, amateurs and other experimenters. Distribution through a mailing list and local distributors.

DIO ENGINEERING & MFG. Co., Jersey City, announces a new mity coupling amplifier for use in any type crystal reproducer. It designated R20-A and the unit incorporates low and high-frequency insulation, complete ac operation, 500 ohm output terminations and is within a convenient size.

NTD ENGINEERING Co., Chicago, announces a new neodiam ock-up, with image reflected on revolving mirror for horizontally or vertically inclined line of vision.

PERITE Corp., New York, is installing its large and silent adjustable in vertical or horizontal position without adjusting screws. A switch is used for the vertical adjustment. It is obtainable in chrome pumetal finish.

TENSEVO modifications are being made in the studio and control room of KDYL Salt Lake City, to accommodate the new Western Electric 25-A and 26-A input equipment. The revisions include a rearrangement of the entire studio lay out, installation of new dynamic microphones, and the use of new studio loudspeakers. Changes are being installed by Mr. W. D. Kiely, KDYL chief engineer.

JGI, Albuquerque, N. M., has pur chased a new Collins 1 kw. transmitters a Blaw-Knox vertical radiator. Expansion plans are set, subject FCC approval.

"A" CUT CRYSTALS
(Approved by FCC)

With mounting $5.00
Hollister Crystal Co.
WICHITA, KANSAS

Botanical Item

K.G.M.B. Honolulu, has a "phonograph needle tree" in its back yard. The Hawaiian kiauea tree (pronounced kea-kea) grows thorns almost replicas of the regulation phonograph needle, with a point that practically reaches shadowgraph perfection. The thorns gives excellence reproduction over any wire, and will not scratch even a sensitive surface. Therefore the yelp of an amplifier when played by himself without needles at the zero hour just before putting on a transcription program is unheard at KGM. In an emergency he dashes out into the back yard, plucks a thorn or two and is ready for his program.

EQUIPMENT being installed in the new WDSW 100-watt daytime station on 1570 kc. which the FCC last July authorized the Champion (III) Voice-Gazette to erect, will comprise a complete transmitter, with Collins speech input, RCA and WE microphones, Truscon vertical radiator and RCA an-coupler. The station expects to go on the air by Dec. 10.

WESTERN ELECTRIC equipment throughout is being installed in the new WHAM Rochester, N. Y.; and on Nov. 1 will start Uncle Gaye on WGAR, Cleveland. Like Jolly J. on WLS, Chicago, and Jim and his Jive which is located (prepared for)

Little Crow Expanding

LITTLE CROW MILLING Co., Warsaw, Ind. (Koko-Wheat's, cereal), on Sept. 28 started Russel Pratten on KDKA, Pittsburgh, and Happy Hank on WGY, Schenec tady, on Oct. 12 started Uncle Bob Densus on WJER, Rochester, N. Y.; and on Nov. 1 will start Uncle Gaye on WGAR, Cleveland. Like Jolly Joe on WLS, Chicago, and Jim and his Jive which is located at the line in western Canada. This J. C. Riddick, Regina, is planning a similar installation.

KUOA, Si losa Springs, Ariz., is completing a building to house a new Western Electric 5 kw. transmitter. Work also has started on a 450-foot Blaw-Knox radiator. New equipment will include Western Electric eight-loudspeakers, microphones and transcription turntable.

C. C. MACDONALD, head of Olsen Sound Studios, Hollywood, has re signed to establish Recording Equipment Mfg. Co. at 6011 Sunset Blvd., Hollywood. The firm will handle recording machines and accessories as well as p. a. and remote control systems. The trade name of "Reno" will be used.

GLOBE-UNION Inc., Milwaukee (Centralab radio products) is the new title of the former Globe-Union Mfg. Co., headquartered at Milwaukee under a simplified corporate setup ratified by stockholders. Executive control of operating factories in various parts of the country remains at Milwaukee.

BOONTON RADIO Corp., Boonton, N. J., has announced its new DX-Checker. Type 110-A, a precision instrument for production testing, grouping and adjusting coils and condensers at frequencies ranging from 1,000-25,000 kc.

INFORMAL ground-breaking ceremonies for the new plant of KFWI, Hollywood, were held late in September at Baldwin Hills where the technical plant will be located. Nov. 15 has been set as the complete date for the new transmitter.

The Gates "Remote Combine"

A co-ordinated Velocity microphone and high quality A.C. Remote Amplifier

FEATURING —

1—High gain all A.C. Remote Amplifier
2—Modern full size Velocity Microphone
3—Uses metal tubes (glass rectifier)
4—Completely shielded—small in size

Priced at $77.00 complete

GATES RADIO & SUPPLY CO.
Quincy, Ill., U. S. A.

October 15, 1936 • Page 83

Being BETTER Than
Your Requirements
Is A Big Step Toward
A BETTER JOB...

The men who isn't capable of better performance than his job requires... will never get a chance at more important duties and a better salary.

New improvements—new conditions—are forcing men back who have not the foresight to see the need for TECHNICAL TRAINING... NOW.

PRACTICAL RADIO ENGINEERING

For Men Who Want To Get Ahead

Write today for information about our home study training in Practical Radio Engineering for professional radiomen. The many CREI men now holding important posts in more than 25 of the U. S. broadcasting stations... are proof that success comes with knowledge.

Catalogue on Request

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-10
Washington, D. C. 14th & Park Rd.
New York City
29 Broadway

WANTED...

OF Olesen Manufacturing Co., Racine, Wis., has employed C. C. Magoun, head of Olsen Sound Studios, Hollywood, to establish recording equipment manufacturing in the Los Angeles area. The new company, to be known as the "Reno" company, will handle recording equipment and accessories, as well as public address and remote control systems. The trade name of "Reno" will be used.

Globe-Union Inc., Milwaukee (Centralab radio products) has changed its name to Globe-Union Mfg. Co., and its headquarters now are at Milwaukee. Executive control of the various plants in various parts of the country has been retained in Milwaukee.

Boonton Radio Corp., Boonton, N. J., has announced the introduction of its new DX-Checker Type 110-A, an instrument designed to be used for production testing, grouping, and adjusting coils and condensers at frequencies ranging from 1,000 to 25,000 kc.

Informal ground-breaking ceremonies were held late in September for the new KFWI building in Baldwin Hills, Los Angeles. The station is expected to begin operating at November 15.

Little Crow Milling Co., Warsaw, Ind. (Koko-Wheat's cereal), has announced the addition of Russel Pratten to its staff. Pratten will join the KDKA staff in Pittsburgh. Happy Hank takes over this week at WGY, Schenectady, New York. Jim and his Jive, who has been broadcasting in Cleveland, will start on the WJER, Rochester, N. Y., network on December 12.

The Gates "Remote Combine" has been introduced by Gates Radio Supply Co., Quincy, Ill. The product is a co-ordinated Velocity microphone and high quality A.C. Remote Amplifier.

The Gates "Remote Combine" is a co-ordinated Velocity microphone and high quality A.C. Remote Amplifier.

Write for Bulletin ST. A New Microphone Proposition

OVER 100 DAILY USE

GATES RADIO & SUPPLY CO.
Quincy, Ill., U. S. A.
FOR SOUND—Newest acquisition of the ABC production staff is an elaborate sound effects machine which has just been completed by Jenkins & Adair Inc., Chicago. In appearance not unlike a modern stereo record player, the machine is designed to be able to cope with any sound requirement that the most inspired script writers can devise. Three turntables, which can be operated simultaneously at varying speeds, permit the use of an almost endless variety of sound effect records. A turntable can be named to represent the scrape of a hammer, the creak of a rope, the gurgle of a stream, the roll of a drum, and so on. Turntables can be selected for radio and telephone conversations, with either city or rural-type phones. Eight different pieces of sound apparatus, such as bells, horns, sirens, may be operated by the machine, which was ordered early in the spring, is the second of its kind to be turned out by its maker; the first is in use at WGN, Chicago.
Museum Opportunity

THE SECOND-HAND dealer has made his first contact with television even though that visual art has not yet been dubbed commercially feasible. In the miscellaneous for sale column of the Washington Star of Sept. 29 there appeared—125 West 23rd Street, 2 sets, Jenkins, estate of the late inventor, worth $500; sell for $25.
Merchandising & Promotion

**Toys and Bottle Caps—Hand-Painted Photos—Big Day**

In Boston—Kellogg—Miniature Station

CHOCOLATE PRODUCTS Co., Chicago (St. Willy's Yeast, Vitamin B Chocolate Milk), on Oct. 26 starts Buddy & Ginger, 10-minute, half-hour program that will be heard three afternoons weekly, on WGN, KSTP, WHEC, WJR, WGST, and continues on KNX, where it was heard during the summer months as a test. The sponsor plans to extend this year's already successful 6-week run. The plan is to try out so successfully last year on WBBM in Chicago. A year ago the program, offered to listeners sending in St. Willy's bottle caps, with different items calling for varying numbers of caps, and in addition, the young parents were asked to name the school of their choice on the back of the caps, the sponsor promising to award a radio set to every school named on three thousand or more caps. In an eight-week campaign the preference was received from more than 30,000 bottle caps, and awarded 80 receiving sets to as many schools throughout the Midwest, including points far away as Chicago as Wmina, Minn., Evan- ville, Ind., and Mt. Clemens, Mich. At the same time as the young parents were hearing the program in Chicago schools at recess time, distributing literature telling where pupils were to be given away in exchange for bottle caps.

The unusual length of the program occurred naturally, according to Kenneth C. Ring, radio director of J. L. Svidgen Advertising Co., who originated the idea. When the Buddy & Ginger program was launched three years ago—"Buddy" was the name of the animal then, but the "Ginger" was the custom—quarter-hour in length but the only time available during the week when the period which has become the radio children's hour was a ten-minute spot it was interesting for the program to fit. "This odd length has proven to be both a curse and a blessing," Mr. Ring continued. "On the credit side, it gives the sponsor more minutes in a program show as much as a quarter-hour could, and at two-thirds the cost for time. But for more and more advertisers are going on the air it is becoming harder for us to secure ten-minute spots with any assurance of being able to hold them in another year it is entirely possible that it will be necessary to run Buddy & Ginger into a full 15-minute show."

Asked about the premium plan, Mr. Ring said that disregarding immediate sales the idea of awarding receiving sets to schools had built a broad audience for the sponsor with both the children and their schools. Letters were received from every school expressing their thanks, in many cases asking every member of the student body.

KNNX, Hollywood, on Oct. 12 launched the CBS Junior Nurse Corps program, a week day afternoon show on radio stations, Catholic churches, and civic groups. The program originates in New York three afternoons a week and is sponsored by Swift & Co., Chicago.

NOISE SUPPRESSORS—Ira Beanblossom, of the Dayton Health De- partment (left) and Jack Hodgkinson, WHIO engineer, part of a crew conducting noise tests in an effort to create public opinion stopping unnecessary traffic noises, operating the WHIO remote truck.

WHO, Des Moines, mailed more than 1,000 invitations to agencies and advertisers throughout the country and to public officials for the fall opening Oct. 3 of the Iowa Barn Dance Fratie, which started its sixth year on the mammoth stage of Des Moines Shrine Auditorium, largest theatre west of Chicago (5400 seats). Enclosed with invitations were illustrated Iowa Barn Dance souvenir books and large descriptive folder on WHO. WHO's Iowa Barn Dance is sponsored by Mantle Lamp Co. Tennyson Films, Cleat-Off, Haas-Mfg Co., Murphy Products Co., Postal Life Insurance Co., and Drug Trade Products.

SEPT. 27 was station promotion day in Boston, with WNAC becoming the NBC-Red outlet and WEEI joining CBS. Edison Electric Publishing Co. distributed an 8-page animated brochure reproducing advertisements that appeared in local newspapers. The announcement was done in formal style. Complete WEEI program lists were distributed by Edison to every home it serves in the Boston area. They were done in animated book form. WNAC's promotion included a series of large newspaper announcements. Teasers preceded full-page advertisements.

PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) is sponsoring a half-page booklet, "Design for Living," which tells how to use art to keep a house in repair. A free coupon is sent to every listener requesting the booklet. The coupon is worth 25 cents towards the purchase of a Pittsburgh paint product. Program is heard on CBS, Sundays, 2-2:45 p.m., and Fridays 9-9:30 p.m., Burton, Durstine & Osborn Inc., New York, is the agency.

HARRIS SOAP Co., Buffalo, offers copper skillets to listeners who return four top boxes from Harris soap flakes and 70 cents. Distribution is through Hygrade Petroleum Co. stations, which handle the skillets in return for the attention they attract by distributing them.

H. SUTLIFF TOBACCO Co., San Francisco, (tobacco), sponsoring Sports Forum with Ira Blue commentator on KPO, is offering a 2-ounce silk-screened playing card, a blend pipe tobacco to listeners upon receipt of a request by postcard or letter.

**Merchandising handled**

Don Gardner, account representative of N. W. Ayer & Son, Boston, for Kellogg's All-Bran. On Oct. 13, Sylvia Y. Hatt, associate director of England Pure Food Institute on a five-station hookup of New England stations, including WMCA, Boston, WCHS, Portland, WHTF, WTAG, Worcester, WGBH, Boston. WGBH is the only store for all grocery stores carrying Kellogg's All-Bran are being distributed. Newspapering is included on WBZ-WBZ Boston-Springfield, Kellogg's All-Bran. No listening is required. Prizes are 10 tickets to professional National League football game distributed in contest with the conclusion of the season. A pair of tickets to the 20 buggies received weekly are being given. Best slogans are chosen weekly for the following weekend.

WTAM, Cleveland, has issued 24-page 8x11 inch sales promotion booklet entitled Johnny Turn Up Your Radio, which strikes a new note in radio promotion material. The usual facts are spread throughout book are emerging into comic strips illustrations and copy. Harold Barton, WTAM sales promotion manager, conceived the united presentation.

WPIIL, Philadelphia, is operating a miniature broadcast station the Better Homes Exposition, which is exclusive radio rep service is in operation. All stations are being broadcast from the position booth, which includes dia, control room and exhibits.

WOR's book of fact and fancy, Market-To-Market, published this year, received the annual award of the National Institute of Graphic Arts. Market-To-Market will be played on public exhibition from Oct. 15 through Institute's Studios, 115 E. 40th Street, New Yo.

WBTV, Charlotte, N. C., held a p auction by transcription of the CBS Junior Nurse Corps program for Sunfire clear, with 25 women as well as others attending the event which was displayed and given away.

KFJZ, Fort Worth, drew consid local publicity during late September when the station nated a scholarship at Texas-Western College. Fort Worth Carrier is submitting the best of not more than 150 words on subject, "The Value of a Col Education".

IN ITS PROMOTION in conn with the Philadelphia radio station, WOR, put a two-woman commesummary from the show to an air plane above. The RCA receiver was f ed to the control room and was relayed over the air.

**Page 86 • October 15, 1936**

**BROADCASTING • Broadcast Advertising**
No more impartial and unprejudiced survey of broadcasting stations' popularity has ever been made than the survey whose recently published results showed WLW to be the station most listened to in thirteen states.

The same survey showed WLW to be the second most popular station in six additional states.
A STAR PERFORMER
that isn't temperamental

The RCA Victor 70-A Transcription Turntable Equipment fulfills an important function. Day after day it exhibits lasting qualities, and quality that last.

It is mechanically efficient and provides perfect reproduction.

- Station owners enjoy the feeling of assurance that this sturdy, reliable equipment gives. They know that reproduction isn't just good—it is best.

They know that this equipment is going to last a long, long time.

- Hundreds of stations all over the country have given the 70-A the stamp of approval in the most flattering manner—by ordering addition units. And after all, that's the real test for real equipment. It proves its ability to do the job.

- Compact, easily installed and quiet in operation, the 70-A is the ideal unit for a difficult task.

LISTEN TO THE MAGIC KEY PROGRAM EVERY SUNDAY
AT 2 TO 3 P. M., E. S. T., OVER NBC BLUE NETWORK