I can’t find stars big enough to award to Morton Gould’s “Music for Today” programs on WOR.

Under the musical direction of Alfred Wallenstein, WOR is leading the way in the presentation of good studio-made music. Through intelligence, taste and musicianship WOR brings to radio the idea that music can be adult entertainment.

Aaron Stein, N. Y. POST

In all WOR’s years of development, seldom if ever has its commercial offerings transcended in quality or appeal the high standard of shows created by its own staff—shows that accurately interpret the overused word, “sustaining.”

M. J. Porter, N. Y. EVENING JOURNAL

A handful of twinklers to Cesare Sodero (WOR, 9:30 P.M.). In the field of heavier music there was nothing finer on the air.

Ben Gross, N. Y. DAILY NEWS

Whenever I think of WOR I remember two of the grandest programs that ever set a radio fan’s heart aglow—“Moonbeams” and “Main Street Sketches.” How the staff of WOR can keep creating programs like these is beyond me, but they’re doing it with “Jazz Nocturne,” Benay Venuta’s program, and “Alt Wein.”

Nick Kenny, N. Y. DAILY MIRROR

Probably there’s no other station in the country that thinks enough of its prestige to devote so much time to serious music.

Alton Cook, WORLD-TELEGRAM

WOR’s sustaining shows rank high in listeners’ estimates and the station sanely stresses daytime programs. WOR is often the first dialing choice.

Dinty Doyle, N. Y. AMERICAN

Just as readily as these radio editors respond to the programs we present, do the majority of the 35 million listening ears in the area which WOR serves respond to the sponsors whose products we sell.
We go
William Tell one better

Bill Tell was a good marksman... and his arrow went right to the core of that old apple!
But we take no back seat, even to Bill. In fact, we go him one better (or should we say six better?)
When WGAR shoots your advertising message through the air, it's no wild and futile flight. It's a bull's-eye in every one of the seven richest counties of northern Ohio... Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake. It plows deep and true into nearly a million homes, reaches the people who spend one out of every three of the state's retail dollars.

Of course, there are others who also reach this market by air. But when it comes to driving your message home effectively, with a minimum amount of pull on the bow (yes, we mean the ad-appropriation)... we've got it! And we can prove it!

WGAR
"CLEVELAND'S FRIENDLY STATION"
Member NBC Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives
There is no Gamble in Radio Coverage of New England

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport
WCSH Portland
WLBZ Bangor
WFEA Manchester
WSAR Fall River
WNBH New Bedford
WLLH Lowell

THE YANKEE NETWORK’S COVERAGE IS POSITIVE!

By giving the public the cream of national programs (NBC Red Network) plus New England’s most popular locally produced shows, which originate in WNAC studios, The Yankee Network provides the most brilliant all-day procession of features ever presented to a New England audience.

By combining the largest, most popular local stations in eleven big buying centers, The Yankee Network gives you the one big New England audience... not scattered coverage, but intense coverage of every worthwhile market, including 13 New England cities with 100,000 population or more.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
Preview of a Study about Them and Their Radio Listening Habits

The advertisers' problem, of course, has never been how to sell the Very Rich but how to reach them; how to enter their homes — at their invitation. Once you get in, these Very Human people will listen to your story — and will like it, if you tell it well.

Radio brings you in.

In one of the commonest of America's activities — listening to the radio — the Very Rich are not different from just folks. They listen to the same programs and respond in the same way.

How do we know this? The Very Rich themselves have told us. By means of personal interviews conducted for (but not by) the Columbia Broadcasting System, a large university has taken a sharp-focus, close-up picture of the listening habits of a selected group of the wealthiest, most aristocratic families of America's most aristocratic city.

The story they tell about themselves...their actual hours of listening...their actual program preferences...throw considerable light on the problems of reaching the rich everywhere — a little known but highly significant market.

Would you like to see a copy of this study? It is called "The Very Rich".

THE COLUMBIA BROADCASTING SYSTEM
BREWSTER GORDON AND COMPANY, INCORPORATED

VETERAN BRAND FOOD PRODUCTS

ROCHESTER, NEW YORK

November 17, 1936

Mr. William Fay, General Manager
Radio Station WHAM
Hotel Sagamore
Rochester, N.Y.

Dear Mr. Fay:

That our daily broadcast over your station is producing results for us is best indicated by the fact that we have been using this form of advertising for about four years. Aside from hand bills, which our dealers distribute, and display material, this is the only form of advertising we use for our 122 I.G.A. members.

We originally picked WHAM because its complete coverage - not only of Rochester but also of the entire trading area outside of Rochester in which many of our members are located - provided the most economical means of giving them the benefit of consumer advertising. Another important factor was the originality of the program idea which you submitted to us.

Our members all report a ready response on the part of the public to the radio specials which we offer and tell us that their customers make frequent mention of our radio program. You are as well acquainted as I am with the large number of letters received weekly from interested listeners proving that your station and our program has a consistently great listening audience.

Very truly yours,

E. F. Brewster, President

E. F. Brewster, President

BREWSTER, GORDON & CO., INC.

ASSOCIATED NBC

50,000 WATTS
1150 KILOCYCLES
Chicago
Transamerican Broadcasting and Television Corporation
333 N. Michigan Ave.

CLEAR CHANNEL
FULL TIME
New York
Craig & Hollingbery, Inc.
250 Park Avenue

"WHAM Provides Most Economical and Effective Means of Covering Trading Area Says I. G. A. Distributors"

Four years of uninterrupted broadcasting can result only from an attention-compelling program and station having an established listening audience with the ability to buy. You are assured of both when you send your message over WHAM.
FLASH!!

A NEW NETWORK
COVERING
ALL CALIFORNIA

EFFECTIVE
December 29, 1936

These six stations owned and operated by the McClatchy Newspapers and the Hearst Organization will operate as

THE CALIFORNIA RADIO SYSTEM

KEHE LOS ANGELES
5000 WATTS L.S.

KFBK SACRAMENTO
5000 WATTS

KYA SAN FRANCISCO
5000 WATTS L.S.

KMJ FRESNO
1000 WATTS L.S.

KERN BAKERSFIELD
100 WATTS

KWG STOCKTON
100 WATTS

These stations cover completely all the rich METROPOLITAN and VALLEY markets of this great state.

For full particulars, rates, markets, address individual stations or

HEARST RADIO: Network National Representatives
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

www.americanradiohistory.com
Far be it from us to mock the pains of creative labor, friend, unless you’re the one who’s having them! In that case, we jeer only because you could so easily avoid them — by shifting the load to us.

No, we won’t attempt to write your script or arrange your music — but we do possess young men who can hatch ideas like mad, and who can and do help work up some of the best program ideas over which you ever beamed a beam!

Where do we come in? Well . . . if we can help make radio your easiest and most effective medium, we figure that you won’t exactly penalize us or our stations! How about giving us a ring?

FREE & PETERS, INC.

FREE, JOHNS & FIELD, INC.
SETTING UP of an "Economics Section" within the FCC to take into account market and trade factors in the allocation of broadcast facilities instead of the hard fast "quota-unity" method heretofore employed, is being considered as a possible part of the new allocation policies promulgated by the CC Broadcast Division.

Impressed by the large amount of economic data supplied during the allocation hearings in October, and convinced of their importance in the distribution of broadcasting facilities to given market areas, the FCC Engineering department will recommend such a new section.

This significant departure in CC policy has developed from an analysis by the Engineering Department of the voluminous testimony presented at the hearings of its variegated enunciation in the section of the Engineering Department which would compile and interpret area and market data. In cases involving allotment of increased or new facilities, this section would turn over to the FCC broadcast Division a full report on the economic ability of the area support such facilities.

Changes Likely by March

EXTRAWIDE, the Broadcast Division was driving toward promulgation of new allocation policies by next March, with the Engineering Department now engrossed in the separation of a preliminary report of the hearings and hopeful of presenting it to the Division before Christmas.

Setting down of broad new policies is hoped for by mid-February, so effective 30 days thereafter, unless parties in interest cerise the established right of standing hearings on the proposed rules will embrace changes in policy on such matters as superpower, retention of a specified number of clear channels, horizontal increases in power for various classifications of stations, setting up of several new classifications, and changes in engineering standards.

Chief Engineer T. A. M. Craven is personally analyzing the testimony presented during the hearings, considering as the first report to the Broadcast Division within two or three weeks, under present plans, in such case, presumably however, are expected to follow conferences with the three Broadcast Division members, with mid-February tentatively as the earliest possible date of actual drafting. The usual 30-day notice period would mean, under such conditions, promulgation by mid-March, provided no hearings are requested. Indications, however, have been that hearings will be sought.

The plan for an Economics Section embraces selection of a recognized economist to head the bureau. It would become the reservoir of information on all business aspects of broadcasting, as related to Broadcast Division regulatory operations. In addition to legal and engineering recommendations now provided to the Division on all cases, there also would be an economic recommendation based on the conclusions of this projected new section. The fundamental question would be whether a station of particular power and status could be supported in the given community without deleterious effect upon other stations.

This, partially, would take the place of the former arbitrary quota system which was supposed, after some time, to have been swept away.

Higher Power Trend

THE higher power trend also seems to be rather firmly held at this time for both regional and local frequencies. The present thought is that additional power operation should be permitted on regional stations, wherever possible, with increases to 250 watts for locals on the same basis. Realignment of stations and channels in a few cases may be essential to procure the proper clearance for such increases.

In this regard, it is presumed the Division will consider 5 kw. applications as they are filed, and on individual showings, after the new rules are issued. This does not necessarily mean granting them.

Opening of the 1500-1600 kc. band, which was regular regional operation earlier is regarded as distinctly probable in the new allocations. With the four stations now operating in this band with a 20 kc. separation (twice the regular band width), opening of these channels for regular use would mean provision of 10 additional channels upon which might be placed some 30 to 50 stations. Now called "high-fidelity" stations, new stations on these waves would be required to adhere to rigid engineering principles, but would no longer be branded "special" stations.

Instead of the existing four (Continued on page 70)
Race Against Time Puts Sale Of WOAI CBS in Balance

Hearing Set Dec. 9; KTSA, KNOW May Join NBC; WTIC, WSPD, WFAE, KGNC Sign NBC Contracts

A RACE against time on the sale of WOAI, San Antonio clear channel station is expected to move up to $825,000, was precipitated Nov. 24 by the FCC Broadcast Division when it set for hearing on Dec. 9 the NBC affiliation issue involving the contract. The contract carries a clause that the sale will be void unless approved by the FCC prior to Dec. 28.

In setting the transaction for hearing before an examiner, the Division found an issue unanswered. However, it took cognizance of the contract deadline by advancing the date on the usual 30-day notice requirement and, so far as known, no parties directly interested have indicated opposition. Thus, it is possible that the examiner will get out his report in time for Division action. If the examiner finds there be no unforeseen developments, however, it is presumed the transaction will go through.

Simultaneously, NBC announced the signing of four additional stations—WTIC, Hartford, $50,000; KGNC, Fort Wayne, $25,000; KFWT, Toledo, $35,000; and WFAE, Manchester, which on March 1 switches from CBS to NBC supplementary. In Amarillo, Tex., on Jan. 1 shifts from CBS to NBC optional Red Network.

Renewal of Option in Doubt

AN IMPORTANT factor in the WOAI-CBS deal, it is understood, was the matter of taxes. G. A. C. Half, president of Southern Industries Inc., operating WOAI as well as an oil drilling and general investment business, desired to consummate the transaction as a part of the 1956 business of his company for tax purposes following approval by Dec. 28, it was learned, would mean that the transaction could not fall into the 1956 tax year.

Should the WOAI sale be consummated, it is understood KTSN, San Antonio, present CBS outlet, will join NBC replacing WOAI. Also, KNOW, Austin, like KTSN owned by Harry Stanford, Inc., it is understood, is more likely than any to join NBC in such an event. In fact, negotiation was under way for the NBC affiliation with KNOW, with every likelihood that these would be consummated by Dec. 1, thus probably forcing a WOAI affiliation with CBS if the sale does not take place.

CBS sought WOAI to bolster its position in the Southwest. It asked for deans of the FCC, but desired to have it expedited by inducing the Broadcast Division to act quickly in an examiner, to handle the proceeding. The Division, however, concluded that a full trial would be the usual course of having an examiner take testimony and make his research. A full trial would add to the time limitations in the contract. William S. Paley, CBS president, was in Washington Nov. 23, presumably in connection with the case.

With the signing of the four additional stations, NBC has increased its list to 110. Other stations NBC will own, if approved, are WEAN, Providence; WICC, Bridgeport; KFKB, Sacramento; WMT, Des Moines; KSB, Bakersfield; and KBKN, Bakersfield.

In the latter hour are owned by the McClatchy Group, including KCRA, Sacramento; KTXL, Stockton, and KERN, Bakersfield.

Emile Goagh

Newspaper Group to Acquire WIRE

SALE of WIRE, Indianapolis, by W. L. & M. D. (Pug) Kendrick, manager, to Central Newspapers Inc. of Indiana, for approximately $400,000, has been approved, it was reported last week.

Five-year contract with NBC was signed Nov. 10.

The NBC’s new standard form of contract, it was reported, was signed by M. D. Dickey, Jr., president, and Mr. Kendrick. In addition, NBC owns KGNC, Fort Wayne, becomes an NBC basic Blue outlet, switching from CBS.

Spurred by the NBC for WTIC had been in progress for several months. It was due to WTIC, for the first time in eight years, was showing a profit, however, led to the decision of the In- teresting company board to continue ownership.

Battle for Clear Channels

ACTING principally for WTIC, has been Daniel Reed, secretary of the company. Executives of each of the networks have been in frequent contact with the station since last October, when an option for purchase by WPIX of New York and WJAL, New York, for $2,500,000, expired.

Thus, the sale of the one-third block of stock was not necessary, since control of the station did not pass in that transaction.

The change in ownership, if approved, will be one of the most significant in the industry. It is expected that L. J. "Jake" Jaquier, present manager, will remain in that capacity. Mr. Ken- drick, it is reported, will not stay.

Express Holiday Spots

RAT WALL EXPRESS AGENCY, through Caples Co, New York, has inaugurated a spot announcement campaign continuing until Christmas in 11 major markets. The campaign is directed at Christmas gift shoppers, and consists of 30, 50 and 100-word announcements broadcast from three to six days a week in its nets, including KOA, CKLW, KTRH, KNX, WIOD, WOW, KYY, KDKA, KEGO.

NBC Daytime Increase

WEEKDAY daytime broadcast on NBC has increased nearly 25% in 1955-56 in time placement this year, as compared with 10 months of 1935-36. The NBC daytime weekday figure for these four years are: 1933, $2,958, 226; 1934, $4,290,889; 1935, $4,530,489; 1936, $5,827,441. In October, 1936, 675 daytime programs were sponsored, while the number discontinued, to 134 for 1935, NBC has included pericy, NBC, to increase the number to "advertisers’ appreciation of the selling job that can be done for them on this network between both the week and on Sunday.

Treeless Testing

TREESWEET ORANGE JUICE Co., Los Angeles, is placing test spots on WAGA, Cleveland, to promote packaged orange mints, a confection. Cash and merchandise prizes are to be awarded to listeners of a write-in campaign. Agency is Dana Jones Adv. Agency, Los Angeles.
When Dr. Pepper's Pepper Uppers Perform

By RAYMOND P. LOCKE
Vice President, Tracy-Locke-Dawson Inc.

Sales Soar 63% as Tailor-Made Group of Stations in the South Is Developed; Sponsor Now Uses All-Year Radio

WOT'S a Dr. Pepper?, asks a New York soda jerker. Who is Dr. Pepper?, interrogates a Boston purveyor of carbonated refreshments. That's because Dr. Pepper hasn't hitched the East and Northeast to his custom-built Pepper Uppers network. But wait until Mr. Locke, account executive for the sponsor, puts Sugah and Her Boy Friends into those markets and the spigots will be filling glasses in a hurry, just as they are in the South where everybody knows about Dr. Pepper. Although regional, Dr. Pepper ranks second in soft drink sales.

Dr. Pepper sales for the first three-quarters of 1936 have been 19.7% greater than for the corresponding period in 1935, which was the banner year with one exception in this carbonated drink industry. It is the highest percentage increase in history for any major factor of this rising sales curve as the inauguration of the Dr. Pepper-Dixie Network which was created on April 5 as a giant southern airline for the popular Pepper-Uppers variety program starring Sugah and Her Boy Friends supported by a 21-piece and under the baton of Alexander Reese. The show has packed the General Motors exhibition auditorium at the Texas Centennial each Sunday with audiences averaging 3,000.

That we believe radio has been an important factor in the mounting sales curve is evidenced by renewal on Oct. 1 of our Dr. Pepper-Dixie Network contract for another 26 weeks as the backbone of our fall and winter radio plan. This establishes radio as the one advertising medium we are using this year round.

Who's Nutty Now!

In its early approach to radio as a means of advertising Dr. Pepper Company might well have paraphrased the popular song title "I Don't Care If We Don't Move To Make History, I Just Want to Make Sales.

However, the result of the last two years of radio effort, combined with other media, makes it quite apparent both sales and history have been made.

No doubt it is still true that when a man from the South walks out of a soda fountain in New York, and casually says, "Give me a Dr. Pepper," the soda jerker "wise-cracks" right back.

But the million man from any town or burg from Tuscumcari to Winston-Salem or from Kansas City to New Orleans or the lower tip of Texas, ask for Dr. Pepper and you'll get it on the rebound. Millions will testify in a market embracing all 50 states it's a grand nickel drink, too.

Remarkable as it may seem, Dr. Pepper is high second in sales among all the 5¢ soft drinks on the American market—although it is as yet available only to about one-tenth of the nation's population.

Fan mail has not been a primary objective of our radio advertising. We have merely used radio and other efficient tool to tell the Dr. Pepper story through the consumers' ears just as we have been telling the taste of the 7¢ through the printed page or poster.

The 63.2% sales increase is evidence radio has been doing its best to help with consumers. In addition, we have enjoyed a valuable by-product in the form of new enthusiasm and support of the Dr. Pepper organizations. Most all of the 275 bottlers of Dr. Pepper are within listening area of some one important station on the network. Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers are really more conscious of Dr. Pepper than before radio was used.

While carbonated beverage manufacturers usually refuse to admit their business is seasonal, actually their sales do decline during the winter months. When the advertising appropriation is limited, it seems best strategy to concentrate, as we have precisely did to the season of heaviest consumption. The renewal of the Dr. Pepper radio contract for the next 26 weeks is significant in that radio is the first medium to be used on a year-round basis, since the early days of the depression.

Dr. Pepper Company's use of radio began with spot announcements in 1934. One-minute recorded spots were used daily on some 25 radio stations. The spots were dramatized one-minute playlets. Recording was accomplished by the Eyeword by real actors and topped off with commercial lines spoken by John McIntyre.

That was the start. The experiment was interesting and showed evidence of being profitable effective. That series of announcements was followed by a second in the summer of 1935, these much the same as the initial one except that the characters "spoke in rhyme." A supplemental series of five-minute recorded programs was used to promote a contest which was successful.

Custom-Built Network

In THIS 1935 series, however, the recorded spots were used only outside of Texas. In the home state, we were testing out our live talent program, the set-up being Texas Quality Network, including WFAA in Dallas, WACO in Waco, KDFW in Fort Worth, WOAI in San Antonio and KFRC in Houston.

It was in April of 1935 that we presented our first broadcast of a live talent show of the comedy-music type, utilizing the mobile unit presentation. About June, we succeeded in clearing additional time and expanded the performance to a 30-minute show which was shifted from the WFAA studio to the Baker Hotel's Crystal Ballroom where the public was invited to attend. Here, overflowing crowds, given tickets by Dr. Pepper route salesmen and dealers, were greeted weekly.

In November, the Pepper Uppers moved to another hotel to accommodate the public with better acoustics.

Early in 1936 we investigated available portions of NBC and CBS networks with the thought of expanding our network to include not only the home state but all of our developed territory, which was a roughly speaking, the area east of the Rockies and south of the Mason-Dixon line.

We found these established national chains inexorable, so inflexible they seemed impractical for our purpose because of too much waste circulation. We then decided if possible to build our own network-custom-made to fit our problem.

With the cooperation of Alexander Keese of WFAA, we pioneered, plumbing into negotiations with three different radio stations to form a network of wires and station time. The result was the Dr. Pepper-

BROADCASTING • Broadcast Advertising

December 1, 1936 • Page 11

www.americanradiohistory.com
Autumn Time Sales Show Big Advance

September Volume Up 50.6% Over Same Month Last Year

AUTUMN time sales of broadcast station advertising show the trend for the season, with September volume running 50.6% ahead of the same month a year ago. This is the largest increase in a long period. The September advertising volume was $8,541,218 according to the NAB, an increase of 22.1% over August.

Nonnetwork advertising in September was 13.7% greater than the August figure, the gain being spread over all of the country, particu- larly in the network and Mid-Atlantic regions. All forms of rendition were in larger volumes except announcements. Transcriptions gained 60.5% and live talent rose 73.3% as compared to the same month in 1935.

Gains of Sponsor Groups

PRINCIPAL gains by sponsor groups, as compared to September, 1935, occurred in automotive and clothing network advertising and in the financial field, although the gains in the general business groups showed a gain over August and were divided among the various proportions of the medium. The National networks 29.6%; regional networks, 22.4%; and national network, 11.8%; local 15.6%. Among other media September volume increased over August as follows: National magazine 30.7%; national farm paper 44.6%; newspaper 12.6%. Compared to September of last year increases were: National magazine 38.2%; national farm paper 22.7%; newspaper 10.1%.

Nonnetwork advertising for the month was 56.7% greater than the same period a year ago, with business of regional stations running 70.2% clear channel network increasing 54.9% and local volume mounting 31.5%.

The broadcast advertising for the month in various portions of the medium follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>National</th>
<th>Regional</th>
<th>Local</th>
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<tbody>
<tr>
<td>January</td>
<td>$1,806,206</td>
<td>125.8%</td>
<td>66.9%</td>
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<tr>
<td>February</td>
<td>162,285</td>
<td>124.8%</td>
<td>66.9%</td>
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<tr>
<td>March</td>
<td>191,285</td>
<td>124.8%</td>
<td>66.9%</td>
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<tr>
<td>April</td>
<td>123,901</td>
<td>121.9%</td>
<td>61.9%</td>
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<tr>
<td>May</td>
<td>52,901</td>
<td>120.5%</td>
<td>61.9%</td>
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<tr>
<td>June</td>
<td>44,010</td>
<td>119.4%</td>
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<td>July</td>
<td>44,010</td>
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<td>August</td>
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<td>September</td>
<td>44,010</td>
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<tr>
<td>October</td>
<td>44,010</td>
<td>119.4%</td>
<td>61.9%</td>
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*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Radner Heads WIBM

ROY RADNER, vice-president of WIBM, Jackson, Mich., has taken over management of the station, succeeding the late Charles A. Hill, who died Nov. 4 in an automobile accident. Don Mather, commercial manager of WIBM, was killed at the same time. Mr. Radner is a brother of Herman Radner, Detroit business man, who is president and part owner. An attorney, Mr. Radner has been active in WIBM since September, 1934, last 18 months. He is 30 years old.

Brach Candy Testing

E. J. BRACH & SONS, Chicago candy manufacturer, is running a test campaign for Zolo Nut Bar, a new five-cent snack bar, in Peoria, Ill. Six announcements daily are being used on WMDE, one-minute announcements and two-minute spots during the day, and two-minute spots during the evening, Monday through Friday. The Peoria campaign is close in sound to the previous ones being used as the best means of stimulating immediate sales, according to W. R. Fowler, account executive for Needham, Louis & Broshy Inc., Chicago agency, which is handling the campaign.

Foreign Language Network Is Formed

Viola & Fermun Connect Four Stations in New England

J. FRANKLIN VIOLA, for the last six months with WEVD, New York, selling and producing for Mr. Willis, has formed an association with Mr. Fermun, for 10 years with the Jewish Theatre and six years in the foreign-language radio field with KOA and NBC, for CBS. The stations, formed the firm of Viola & Fermun last March with offices at 2426 Broadway, Chicago. According to the company there are 14,000,000 foreign-born and 26,000,000 native-born Jewish persons in the United States, a market which is not reached by the large national networks, and includes persons who speak English, but are not native-born Americans. In addition to the stations which comprise the network, Viola & Fermun represents the following stations as well as representing the ABC network: WEVD, New York; WGBY, New York; WBC, New Jersey; WCBS, New York; WIL, New Jersey; WACB, New York; WAAP, Philadelphia. With the exception of WEVD, it has accounts running on all these stations, including other transactions.

The Jewish and Italian programs were inaugurated last week by the American Labor Party in the last presidential campaign were produced at this station. Mr. Fermun is in charge of Jewish radio production; Mr. Viola, Italian; Josef Kallini, Polish; Julius Selig, German.

New WPRO Manager

PREPATORY to its affiliation with CBS Jan. 1, WPRO, Providence, has announced the appointment of Charles E. Schutte, manager of WSBT-WFAM, South Bend, Ind., as its new general manager. Mr. Schutte, former newspaperman, has been with the South Bend stations for the past 22 years. He succeeds Paul Oury, manager of WPRO for the last decade. Mr. Oury has not announced his new plans. He is executive manager of the Connecticut Tusket, R. I., which was merged with WPRO.

E. J. BRACH & SONS, Chicago candy manufacturer, is running a test campaign for Zolo Nut Bar, a new five-cent snack bar, in Peoria, Ill. Six announcements daily are being used on WMDE, one-minute announcements and two-minute spots during the day, and two-minute spots during the evening, Monday through Friday. The Peoria campaign is close in sound to the previous ones being used as the best means of stimulating immediate sales, according to W. R. Fowler, account executive for Needham, Louis & Broshy Inc., Chicago agency, which is handling the campaign.

Ilinois Central on CBS

ILLINOIS CENTRAL RADIO CO., Chicago, on Nov. 22 began a 24-hour series of musical programs on nine midwestern CBS stations (WBBM, KRTN, KMBC, WINS, WWNO, KFAB, KBON, KJON, WJAY) Sundays 7:30-9 p.m. The program features Ruth Lyon, soprano, Chevaliers male quartet, and a Crescent orchestra. Norman Ross, travel lecturer, is giving short talks during the series, which is devoted to music from the southern portions of the United States. The program is keyed from WBBM, Chicago, and is titled "Healey Capotes Co., Chicago, is the agency.

BROADCASTING • Broadcast Advertising
Radio Inquiry in Congress Unlikely

Wheeler Opposes Newspaper Ownership of Stations, Network Control of Clear Channels. Superpower

ESPTHE rising tide of interest in newspaper ownership of broadcasting stations, here is little likelihood of enactment of legislation at the new session of Congress, which convenes Jan. 5 having to do with broadcasting or with the functioning of the Federal Communications Commission.

By the same token, there is no outlook in the minds of radio leaders on either side of Congress or any immediate investigation of broadcasting or the FCC.

Building reforms that have gained momentum during the last few months to the effect that dire things would happen at the session, both Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and Rep. Rayburn D-Conn.), chairman of the House Interstate and Foreign Commerce committee, told Broadcasting Nov. 9 that they saw no reason either for hearings or for an immediate investigation. These committees are occupied with the handling of radio legislation.

Mr. Wheeler's Views

ENATOR WHEELER, however, did not brush aside the subject of broadcasting without making several important observations. It was his opinion, he asserted, that:

1. Something should be done immediately to halt the rampant ownership of broadcasting stations to declare "monopoly of public opinion and advertising." 2. Major newspapers should be debarred from owning "clear channel" stations. 3. "Superpower" constitutes a threat to smaller stations that would be studied carefully before any definite steps are taken.

While his present intention is to urge consideration of radio legislation at the end of the session, the veteran Montana legislator declared that the current brisk activity of broadcasting over the newspapers and networks might necessitate some alteration of procedure. If the present bill is not disposed of at the forthcoming session become general, he said, it may be necessary to consider the advisability of prompt enactment of legislation which would curb the trend.

This committee, Mr. Wheeler said, would be occupied with railroad holding company legislation at the outset of the session. Until that subject is disposed of, he declared, he did not plan to go into adio legislation unless some emergency develops. He reiterated that he proposed to make a detailed study of clear channels, superpower and newspaper ownership of radio stations and he added, as he would if he had not met the railroad inquiry. The party will consider Aug. 5.

Swerengin, president of the Van Sweringen railroad interests, has been one of the Ontario legislators since those hearings were held early in the first session. It is unlikely, however, that the Senator would not use, if he were taking the railroad hearings long enough

WARMING UP—Here is Senator Burton K. Wheeler, chairman of the Interstate Commerce Committee, seated at his desk in the Capitol, upon his return from his home in Montana. Preparing for a big legislative year, the Senator expressed himself rather vigorously on radio.

THIRD RADIO REPRESENTATIVE

Luther Patrick, WBRC Commentator, Wins Seat in House, Along With Stefan and Hook

LUTHER PATRICK, Birmingham attorney and until recently conductor of the Good Morning Neighbor program on WBRC, Birmingham, becomes the third broadcaster in Congress, having been elected to the House by the usual Alabama Democratic plurality Nov. 5 after his defeat of incumbent, Rep. Huddleston, at the primaries last June.

The other radio members of Congress, both reelected Nov. 5, are Karl Stefan (R-Neib.), formerly a news commentator on WJAG, Norfolk, Neb., and Frank E. Hook (D-Mich.), associated in ownership of WJMS, Ironwood, Mich.

Patrick conducted a brisk radio campaign during the primaries, as did Mr. Huddleston, and spent more than half of his $2,700 fund for radio time. All during the campaign, however, he never once mentioned politics on his program, a 1:30-7:30 a.m. broadcast. He gave up the program some time before the election and campaigned for the Democratic party in Kentucky, Indiana, Missouri and Kansas.

A law graduate of Alabama University where his course was interrupted by service in the World War, he hung up his shingle in Birmingham where he has engaged in his profession ever since with the exception of service as assistant state attorney general in 1929 and assistant United States attorney in Birmingham. He resigned the last named post in January, 1936, to start his campaign for Congress.

At the June primaries Mr. Patrick defeated Rep. Huddleston, a veteran of some 20 years in Congress, by 6,500. He has given up his law practice to devote all his time to Congressional duties. He is married and attends the Methodist church.

Mr. Huddleston was a member of the Interstate Commerce Committee with which he worked on radio legislation. Mr. Patrick is anxious to secure appointment to the same committee, where he can put his broadcast experience to practical use.

In this connection, Senator Wheeler said that the Supreme Court ordered the Railroad to dispose of its coal interests as contrary to public policy, and that the coal mining industry was almost a perfect analogy, since newspapers and the broadcasting industry both control the major owners of newspapers and networks and the broadcasting stations and networks and the broadcasting industry.

When a company owns both the newspaper and broadcasting station it controls, it is not inconsistent with the law, Senator Wheeler said, "it has the power of life and death over the little merchant who is the operator of a small station.

Asked if he felt there was any compromise with his views in this regard, Senator Wheeler said this was not a question which the industry must face, but one which the courts must pass upon. It was a question of whether the industry or the courts determine when there is protection.

"It is nonsense," he said, "for networks to say they should have them to perform service to listeners. I think they should have a right to perform a service to the public. They are under the obligation of furnishing programs from important talent centers. Otherwise, if the present trend continues, we shall have a complete monopoly of radio broadcasting in this country. The time to stop is now, and I believe this is as good as the public and of the industry."
CBS Rate Change Announced With Average Increase of 9%

ANNOUNCING its first rate change in two years, CBS on Nov. 27 made public a new rate card (No. 22), encompassing a 9% average increase. The new rate card replaces the one issued early this year for the West, New York, the most expensive outlet in the country, with a rate of $7,370 per half-hour.

The new schedule, which becomes effective Jan. 1, 1937, for new advertisers only, increases current rates under present rates for a year) parallels the NBC revised rate schedule, announced a fortnight ago. Among the changes is one which provides roughly, a 10% increase.

In its total of 96 cities listed, the new card specifies a night rate of $19,920 per hour, $11,960 per half-hour and $7,980 per quarter-hour. These compare to the present rates for 96 cities of $18,395 per hour, $11,045 per half-hour and $7,375 per quarter-hour. This rate takes into account changes in outlets in certain cities.

Change in Options

A BASIC network of 21 cities is listed, with the additional requirement of 24 cities, the additional three to be selected from a group of 24, the new card provides.

For the minimum total of 24 cities the new rates are $8,475 per half-hour, $5,300 per quarter-hour and $3,300 per quarter-hour. This compares with a total of 23 cities under the existing rate card of $7,275, $4,360, $2,300 respectively.

The rate for WABC was increased from $1,000, $600 and $400, to $1,250, $750 and $500. This makes the station the most expensive in the country on an hourly basis. The WLW rate is $1,200 per hour, $800 per half-hour and $532 per quarter-hour. Rates for WEAF and W2Z, NBC New York keys, were increased from $1,000 per hour to $1,200 per hour, $720 per half-hour and $480 per quarter-hour in the revised schedule announced two weeks ago [BROADCASTING, Nov. 15].

The stations in the CBS fold are increased in rate. They vary from about $25 to $150 per hour, with the exception of WADC.

Taste of the new rate card appears a 9% average increase. It lists 10 stations which have increased their power since the last Columbia rate card was issued Dec. 12 months ago. It includes 10 strategically located stations which have been established in new cities, to fill a vacuum in facilities or still further intensifying Columbia’s coverage in new cities.

And in these past 12 months—with an unprecedented total of almost 50,000 additional new sets purchased for the home or automobile—the radio audience has recorded its increasing interest in broadcasting.

Many of these new sets were bought in radio families as additional placement to continue and improve their listening; others want to hear radio families, raising last year’s total of radio homes in the United States (22,000,000) still closer to complete saturation of the country’s population.

These new Columbia station facilities, new sets and new radio families in 1936, following hard on the previous record increases of 1935, have increased the Columbia Network audience by over 20% in the two years since Columbia’s current rates were established.

In view of these, an adjustment of Columbia’s rates has been made. The new rates average an increase of 9% for Columbia Network facilities—and a third of the economics effected in the last two years by Columbia advertisers, in reaching audiences greater than ever before have been available.

Broadcasting under current Columbia contracts, or renewals, if continued without interruption, may be continued at present rates until Jan. 1, 1938. Stations now affiliated with the Columbia Network, and those added to existing contracts or renewals, will carry the present rates until January 1938. The new rates will apply to all new periods contracted for on and after Jan. 1, 1937.

DANA WATERS, assistant advertising manager of WABC, has been elected to the city council of Forest Park, an Atlanta suburb, in the recent election.

Franco to Y. & R.

CARLOS FRANCO, effective Dec. 1, will join the radio department of Y. & R. New York, as network radio time buyer, talent buyer and general service contact. Mr. Franco for the last six years has been a member of NBC’s sales staff in Radio City and has been the network’s sales contact on all General Foods accounts, as well as Bristol-Myers, Axtor-Pisher Tobacco Co., and others. Before joining NBC Mr. Franco had been advertising manager of Radio Mechanics. He was also with Equitable Radio Corp.

Meeting Plan Deferred

PLANS FOR a meeting in New York on Nov. 25 to consider the project for spot promotion by radio station representatives were deferred last week by James L. Free, president of Free & Peters and Free, Johns & Field, when a quorum failed to appear. Mr. Free’s plan contemplated an appropriation of some $16,000 by leading representation organizations to defray the cost of a trade advertising campaign devoted to spot broadcasting.

Albertson Buys WMBO

TRANSFER of control of WMBO, Auburn, N.Y., from George I. Stevens to Roy L. Albertson, owner of WBNY, Buffalo, was approved Nov. 24 by the FCC Broadcast Division. Simultaneously, the Division approved renewal of the transmitter, installation of new equipment including a vertical radiator, and increased day power from 500 to 1,200 watts and 1,310 channel, with unlimited time.

Appeals Court Bill To Be Introduced

TWO BILLS of potential importance to broadcasting will be introduced next week in the House, according to statements made Nov. 25 by Senators Logan (D-Ky.) and O’Mahoney (D-Wyo.).

Senator Logan said he would introduce a measure for the creation of a Federal Administrative Court. This measure would provide for the creation of an independent commission to decide from independent commissions and boards. Such a proposal was first made by the Senate Committee on Administrative Law of the American Bar Association during the last session.

In connection with this measure Senator Logan said this court could "determine whether companies and boards have abused their authority" in the issuance of orders and in their decisions. Appeals to this Administrative Court would be direct to the Supreme Court since this agency would sit as a sort of "super-commission" with judicial power over all of the independent boards and commissions.

Senator O’Mahoney asserted he would introduce a measure, probably in the form of "Public Broadcasting Corporation Law", which would require all concerns engaged in interstate commerce to procure a Federal license to operate. He did not, however, that the legislation would specifically exempt such industries as radio and television, and other communications industries, and other common carriers regulated by specific Federal agencies. This proposed legislation is seen as a possible substitute for the NRA.

Both of these bills after introduction, it is presumed, would be referred to the Senate Judiciary Committee. Whether they will be held on either or both, of course is problematical.

Tripak Hosiery Testing

ON BEHALF of Tripak, Albert Frank-Guenther Law Inc., New York, has placed a series of test programs on eastern stations which have women’s participation hours. Sponsor is using two programs today for the next four weeks. Tripak is a new method for selling women’s hosiery. The cards are being mailed in each box, instead of the usual two so the extra stock can be used if a run or hole develops.

Pontiac College Plans

PONTIAC MOTOR Co., Detroit, plans for the first time to undertake a new radio program over a nationwide chain, to be heard half-hourson weekdays. The program will consist of a series of speeches by prominent educators, on topics which have women’s participation hours. Sponsor is using two programs today for the next four weeks. Tripak is a new method for selling women’s hosiery. The cards are being mailed in each box, instead of the usual two so the extra stock can be used if a run or hole develops.

Stations used are WGY, KDKA, WAL, WNBF, WITC, WHAM, WDBJ.

TASTEYRATS’ CHAMP—Jack Adams, (left) vice president of J. P. Muller & Co., New York agency, watches Sam Green, president of Tasteayrasts Co., Trenton, sign contract for services of James J. Bradock, heavyweight champion. Adams arranged the deal, which calls for a 22-week series of dramatic programs on 18 NBC-Blue stations, Tuesdays, Wednesdays, Sundays, Jan. 2 to April 12. The program will be written by Jack Kofoid, sports writer, and Stella Unger, of the agency radio staff, and will be titled My Battle With Life. A ringside description of the proposed Braddock-Louis fight in Atlantic City under Tasteayrasts sponsorship. The program will be broadcast on the desk, near Mr. Green’s right hand is one of the old WKY carbon microphone souvenirs.

Page 14 • December 1, 1936

BROADCASTING • Broadcast Advertising
To radio advertisers, radio owes much of its amazing growth. Advertisers who could use radio at a profit, made possible the development of America’s fine radio programs.

Fine programs increased the sale and active use of radio receivers. More receivers meant still more listeners, and increased sales - influence for radio.

The management of WHO has never lost sight of the foregoing facts. “The advertiser must get results at a profit”—has been the cornerstone of WHO’s rate-structure, laid on a firm foundation of program service in keeping with WHO’s tremendous power and range.

By making its facilities available to advertisers at rates unusually low, in comparison to the results obtainable, WHO has earned its position as one of America’s outstanding dollar-for-dollar producers, not alone in radio, but in the entire field of advertising media.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. MALAND, Mgr.

Phone 3-7147

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

BROADCASTING • Broadcast Advertising

December 1, 1936 • Page 15
Michigan Fund Sought

MEMBERS of the Eastern Michigan Tourist Association, meeting at Bay City in November, decided to ask the Michigan state legislature for a $300,000 appropriation to advertise the state, to present the state's hotels and motels, to promote the state's natural resources, and to stimulate the manufacture of automobiles.

Cycle Trades of America

Starts Holiday Campaign

CYCLE TRADES OF AMERICA, New York (bicycle association), is using quarter-hour programs each Friday on WJZ, New York, and WBBM, Chicago, plus live announcements on 56 other stations in a three-month campaign to promote bicycling as a sport, and to stimulate production of bicycles. The promotion plans on in various forms in a limited way. The association's membership is being marketed next to the manufacture of automobiles.

Taking the broadcast industry by storm is Chairman Paul Walker of the FCC Telephone Division, who did not elaborate.

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Three New Stations Granted by FCC; Large Number of Applications Refused

EMBARKING upon an unusual wave of denials, the FCC Board of Communications on Christmas night cleared its docket of many pending cases for new stations, or increased facilities, and granted three new ones, all in the local category.

At its Nov. 17 meeting, it authorized a plan of station KROA, Tucson, Ariz., to use a frequency of 1370 kc., in lieu of present daytime station on 1340 kc., sustaining Examiner Watters.

Pending WHB, Kansas City, full power of 1200 kc., in lieu of present daytime on 860 kc., reversing Examiner Walker.

Granted WHAZ, Troy, N. Y., power increase from 500 watts, to 1000 watts.

Granted WCAM, Ashland, Ky., and KFLO, Lake Charles, La., increase in day power from 1000 to 2000 watts, reversing Examiner Walker.

Disapproved applications for following stations at request of applicants: KSBC, 1000 watts daytime on 1300 kc., in lieu of present daytime on 1340 kc., reversing Examiner Watters.

Hammond Grant Suspended

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Giving the Sponsor His Money's Worth

The Case for Station Merchandising, a Controversial Point of Long Standing: Distribution Problems

By H. S. CHRISTIAN
Merchandising Manager, Michigan Network

In doing this, three things are accomplished: A satisfied client; a vindication of the station's worth; and a closer working alliance with the wholesaler and retailer.

Selling the consumer is only half of the job. The dealer must be sold to the same degree. The dealer is interested only in profit. His interest in advertising is in its power to sell more goods. If you each dealer knows them; a staff that capably ties in its knowledge of merchandising with the advertising plan.

WXYZ has recognized the importance of such a service and the opportunity it affords of bringing new accounts into its fold, and retaining the old. We have gone further in developing this type of assistance than the majority of stations by completely covering every angle of merchandising.

The work of this department is done by a staff of five men who have handled practically every type of product in the food and drug industry. Their training is an advantage in judging the possibilities of a product. They know how to apply their knowledge for quick results. Their intimate acquaintance with dealers gives them a decided advantage over a client's sales staff unacquainted in a new territory.

We have no set routine to be followed in merchandising an account. Before deciding upon the type of support that is required we first consider the nature of the product, its distribution setup, marketing problems and other salient factors having a definite bearing upon dealers and consumers.

First, we notify all jobbers of the forthcoming radio campaign, its type, frequency, marketing possibilities of the product and the objective which we desire to reach.

From this point on field men start contacting the trade. Each man is supplied with a presentation booklet outlining the plan, the product, its uses, packaging appeal, margin of profit, along with pictures, counter and window displays, and information relative to the best selling methods of presenting the product to the buyer.

Our next step is the selling of managers and clerks, and securing of bona fide orders. Then follows store helps, suggestions and the placing of window and counter display cards. After six weeks a survey of the progress being made, such as the amount of retail sales, competitive situations, dealer and consumer acceptance, is furnished to the advertiser.

When we finish a job of this kind at the end of 13 weeks, the new manufacturer is able to carry on for himself, because we have thoroughly established his product with the dealers. He finds them in a very receptive mood, and willing to cooperate in every detail.

In opening the market in this manner the client continues to advertise. In many instances he increases his advertising, because the sales increase which always results when satisfactory distribution is tied in with good advertising. In such cases we cut the mortality to a minimum. Many stations wonder why their clients drop off at the end of 13 weeks. The answer is obvious. No merchandising. No dealer enthusiasm. No sales push, etc.

How much more satisfying it is to assure the advertiser of results so that he will continue and at the same time, give the broadcaster a chance to absorb the initial cost of merchandising through a continuance of contracts.

The importance of this service is growing greater every day. We find that national advertisers are turning to local stations to supplement their network campaigns. They have come to the realization that while networks can do a broadened national job, there is a need of expert merchandising where population is densely concentrated.

H. S. CHRISTIAN

FOR ASPIRIN—Some 300 window displays were erected by the Michigan Network merchandising department to aid introduction of Ka-Fen in that market. The best selling methods of presenting the product to the buyer.

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A Sales Message Over KFRU—
—Covers The Center of Missouri

KFRU

COLUMBIA

MISSOURI

630 Kilocycles
1000 Watts

500 Watts
NIGHT TIME

National Representatives
WILSON—DALTON—ROBERTSON
Kansas City, Mo. Chicago New York
1389 Baltimore Ave. 1530 Mather Tower 250 Park Ave.

KFRU is owned and operated by The St. Louis Star-Times Publishing Company
KEHE'S BARBECUE
Festivities Planned for New Station and Plant

AN IMMENSE circus tent, planted
in front of the new transmitter plant
in Los Angeles, the newest station on
Myoner Lane near Culver City, will be the scene of
an inauguration festivities in which
advertising executives and the press
will participate Dec. 7, the
day before the new KEHE
went on the air.

The elaborate setup at Heart
[BROADCASTING, Nov. 1] has a 475-
foot vertical radiator, one of the
highest along the Pacific Coast,
and 10,000 watts night and 5,000
watts day on 780 kc.

Because the site is part of an early
1930s, Los Angeles
ish chefs have been engaged to serve
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Lacking a Set of Rules, the Producer of Radio Programs Must Catch Moods and Use Imagination and Inspiration

SEVENTY percent of the American advertising agencies and independent radio producers know that there are certain weeds growing within the medium where the radio shows they try to create, but they don't know what to do about them.

The bespectacled wordsmiths of Park Avenue and Michigan Boulevard sense this; as do program directors, station men and the listener, most helpless of all affected. And what do they do? Nothing; they may drop their heads and fretfully admit defeat.

If radio goes on, vehemently demanding pearls and receiving oysters in return. For only the supercilious observer will insist that the radio shows of today can claim honest ranking with the musical comedies and dramas of the legitimate stage.

"But, wait," cry the demagogues, "radio is young. Radio can be expected to grow. Yes, radio may be young, but the show business was old when the bard of Avon wrote a play which eventually was to reach us in celluloid. And if radio production were to attempt to comply with the standards of one falling alone, it would be its lack of showmanship; the lack of the 'good image,' the point which is a part of the man who directs, casts and paces the shows we push out over the air.

What is Good Production?

GOOD radio production, as I understand it, is merely a facing of certain facts, a realization of some mistakes, a summing up of one's experience or one's self or of others into an expressed formula.

Good radio production, as I understand it, is a certain basic feeling for the molding of each scene of each production. There should be a set of rules for the guidance of production, but, as everything else, they, too, are a curse to modern radio production. Advertisers naively believe that because their shows present familiar names of showmen, that, automatically, their shows are marked for immortality. Nonsense! Names never made a show, but a good show can make names.

To me, radio production is almost entirely an emotional thing, and in all shows in which I have a producing hand, I endeavor to mold the idea, sketch or dramatic dialogue as it stands and make it mine. If I fail to react to a certain inflection of the voice, a previously planned sound effect on a certain line, I consider it conceivable that the public which shall eventually hear this show and pass final judgment upon it, will react in an almost identical manner.

Imagination vs. Inspiration

THERE is a great difference between imagination and inspiration in connection with the unsung production of radio shows, but I believe that the capable radio producer can do magnificent work with great degree. There are, and always have been, two types of radio producers.

One, for instance, produces as he sees, follows his script carefully and all too well. The other possesses a mind which is a sort of old-fashioned theatrical kaleidoscope that forms little mental pictures without any great conscious effort. In other words, one radio producer uses trained observation, while the other possesses that rarest of attributes, spontaneous creation.

Every fiber of this latter type is so woven magnetically in tune with the dialogue, movement and atmosphere of the show under his direction. Back in his consciousness is a definite blueprint of the show upon which he reacts as seen by the writer who placed it on paper, but his appreciation of this picture is purely subconscious.

His conscious mind is creating a new, more colorful, more spontaneous, better paced and intensively more dramatic thing than that which was typed upon the script paper now in the hands of the announcer, cast and musicians. As such, radio production can create that applause which leaves a memorable impression on the minds of the sponsor and the listeners he must entertain and sell.

But how often is the radio producer permitted this liberty? How often are the few experienced radio producers of today permitted to create shows which will serve their own satisfaction, fill the requirements so rigorously adhered to in their own minds? Rarely, if ever.

Too Many Cooks

FREQUENTLY I have seen, so frequently that I am here the horror of the practice, sensitive and intrinsically worthwhile shows so carefully and deliberately ruined by the puttering of sponsors and inexperienced producers that I believe them would be catastrophic.

I am convinced that if less time were spent in changing scripts, bargaining for names, searching for gags, squabbling over the length of commercials, and more time given to the correct pacing and timing of radio shows, that radio would benefit itself immensely, and the personnel of the radio shows worth listening to would be infinitely higher.

On the cutthroat rooms of newspapers and magazines, where a higher intelligence is supposed to be, it is an instinctive urge to get a finger in the pie and radio is cursed with.

Although I remain firmly of the opinion that definite talent and feeling for pacing and atmosphere, like the content of the singer, writer or musician, is a thing born in them, I know that a generous appreciation of the good shows and a good share may be acquired and hidden talent uncovered and developed.

Radio's present bewilderment as to what the public wants would soon vanish if the public itself knew just what it wanted. But, until that day comes, radio should depend upon men with a definite feeling for public entertainment and what goes to make a good show to satisfy that public. Only in this manner can radio acquire that maturity which is as valuable as a musical education worth as a medium of entertainment upon which success in any field is built.

Gas Campaign Renewed

REGIONAL ADVERTISERS, Inc., New York, on Dec. 1 renews the Gas Campaign (as a part of the National Advertising Federation campaign) on 11 NBC-Red network stations, Tuesday and Thursday mornings for another 52 weeks. The same program is heard on five NBC-Red Pacific coast stations Wednesday and Saturday mornings and will be renewed for 26 weeks. "Mystery Chef," the successful radio Mystery Chef is also featured on several stations via transcriptions and it is assumed that the disc series will be renewed.

Silk-Stocking Breakfast, also has the account.

GARY BRECKNER, sports announcer at WKX, Hollywood, is the radio reporter in the Twentieth Century-Fox picture, Cracked Up. Bill Moore, of the RKO Barn Dance, also has a part in The Holy Terror at the same studios.

Page 20 • December 1, 1936

BROADCASTING • Broadcast Advertising
Despite all the statistics in the world to show where a station can be heard—it’s quite a different thing to prove it is listened to—and that listeners respond.

We don’t know how many people listen to WLS—but we do know that in 1935 1,300,312 wrote us—and over 1,000,000 wrote during the first six months of 1936. They listened and responded.

We know where these million letters came from. We know they were prompted by listener loyalty resulting from programs built to the interests and preferences of Mid-West homes. And we DO KNOW “Advertising Results Follow Listener Loyalty.”
Improvement of Sales Methods Studied by Pacific NAB Group

Sales Managers Division Discusses Differentials, Problems of Reps and Frequency Discounts

By DAVID GLICKMAN

How broadcast selling methods can be improved held attention at the recent Pacific NAB meeting of the Sales Managers Division of the NAB in San Francisco Nov. 29 with Paul P. Earnest, chairman, H. M. Shubert of KOMO-KJR, Seattle, presiding. Opening session of the one-day meeting was held, with 23 Pacific Coast station managers and sales managers from California, Oregon, Washington, and Nevada attending, giving an over to short talks and informal discussions with time buyers and advertising men.

Walter A. Burke, in charge of radio research for McCann-Erickson San Francisco, was one of the principal speakers. He stated that the average rate does not know the kind of ad it reaches, their economic status, their locations or interests. He recommended the establishment of stations to be made as between those seeking national business and others directly, with the latter primarily. Stations soliciting local business should then prepare and present their programs for the general procedure in the case of all other media, he said.

The Profit Motive

HIS NEXT point covered the profit motive prevailing in the industry, with particular reference to the necessity for maintaining fair values for the advertising dollar invested. He held how advertising works, and particularly how radio may be used to sell goods, giving many case histories showing what radio is doing for each client the agency has the fair and the lower rate differentials, price cutting and discriminatory rates of all kinds. In this connection he cautioned, a differential will not bring about an unbalanced rate structure, and set up a system whereby radio may be more valuable abroad but what the traffic will bear. In addition, he explained, it will enable retailer to bargain in a public place radio time on the basis of barter and will set a precedent difficult to control; for whenever local advertisements are able to obtain low local rates, any advertiser who can qualify as a retailer will demand preferential treatment of one kind or another. It will change the value of radio time in the eyes of the retailer because it is offered so cheaply.

Lindsey Spight, Pacific Coast representative of Continental Blair & Co., station representatives, speaking for all the station representatives present, was also a guest speaker at the open session, having for his subject "Representatives Take A Look at the Future." He told of the problems stations representatives have to deal with and talked of the conclusions which would bring about a greater cooperation.

"We only sell with the information that you give us," he said, "and in most cases it is not nearly enough to do the sort of a job we would like to do." He urged

SALES GROUP PLANS TWO-DAY ASSEMBLY

A TWO-DAY rather than a one-day session for the Sales Managers Division of the NAB in Chicago next month has been tentatively agreed to by the Executive Committee of the Division, according to J. Byrle Lottlott, Division Chairman.

Originally, the plan was to hold the meeting at the Stevens Hotel in Chicago for one day only, but the agenda was such that another day (Jan. 19) would be desirable.

An elaborate program tentatively planned for the meeting—the first to be held on a national basis since the division was organized at the NAB Convention in Chicago last July. A half-dozen sectional meetings have been held preparatory to the general session. Such subjects as dual rates, discounts, national and local selling methods and station representation are on the agenda.

Radio Football Rights Free at Northwestern U

NORTHERN I. U. has not received a penny for broadcast rights to its football games this fall, according to E. H. Stromberg, publicity director. Any station desiring to broadcast the university's games was permitted to do so, the only requirement being that its sponsors be "worthy and dignified."

At the Northwestern Ohio State gasoline station, radio stations were operated in addition to NBC and CBS setups on the roof. Stations were WGN, WWBM, WMAG, WJON, WQNO, and WKK.

Referring to an article by John Bentley appearing in September the Northwestern Northwestern Journal and reprinted in Broadcasting Sept. 15, which erroneously stated that Northwestern had sold its football broadcast rights to an oil company, Mr. Stromberg said he felt that broadcast rights should be handled on the basis of a conference as a group rather than as individuals.

Helmann's in West

BEST FOODS Inc., New York (Helmans' in Western States and Stouffer's on 10 will start a Thursday test series titled Dr. Kate on seven NBC stations (KECA, KFSD, KEX, KJG, KTAH). On Jan. 7 the McLaughlin's family will be featured on "Dr. Kate," also on the NBC network. The program will be heard on 25 stations.

WESTERN SALES CHIEFS—Standing, left to right: Arthur Bright, KFPT, Spokana; Philip G. Lasky, KSFQ, San Francisco; Harrison Hol-ep, KPON-KECA, Los Angeles; Donald Payez, sales manager, Hollywood; H. J. Quilliam, KIRO, Seattle; Henry M. Jackson, CBS Northern California sales manager, San Francisco; L. W. M. Wilson, KFOX, Long Beach; Charles S. Harper, KQW, San Jose; Ralph Brunton, KJBS-KQW. Seated at table, left to right, John M. Dohb, CBS Pacific Coast sales manager, San Francisco; A. E. Mickle, KOMO-KJUR, Seattle; Ward Ingram, KFRC, San Francisco.
This is unusual...  
they WAIT for us!!

When they wait for the next word... when they wait impatiently... when they wait eagerly... they are good prospects.

There is no perfect substitute for eager audiences.

That is where WINS excels.

Through the facilities of International News Service, we keep them listening impatiently and eagerly.

WINS also has a variety of programs of unusual entertainment.

WINS is the key station of the New York State Broadcasting System.

For rates, address

W-I-N-S
58th Street, East of Park Avenue
NEW YORK CITY

NATIONAL REPRESENTATIVE
HEARST RADIO
New York · Chicago · San Francisco · Los Angeles
UP Leased Wires Serve 48 Stations

Definite Style of Radio News Writing Has Been Developed

OUT THE 90 broadcasting stations that are subscribed to the news service of United Press, 48 are now getting the news reports on teletype machines directly from the news room in New York City, the press association disclosed Nov. 27. The leased wire service, which was started in 1935, is sent via lines direct to 48 stations. The reports are sent from New York and Chicago, and are relayed to other points via local radio systems and filed the special radio wire. The radio service, of which Webb C. Artz is editor, is handled entirely apart from the UP's regular newspaper service and has its own quarters.

To develop a definite style of radio news writing, UP has installed complete recording equipment in its New York bureaus and with the permission of the owners of the various news organizations written for the radio wire, AP models, playbacks are critiqued by the staff.

In charge of the New York bureau is John Gordon and George Marder. Edward Brandt is in charge of the Chicago relay point.

Use of Leased Wires

THE LEASED wire setup was established in June of last year to expedite delivery of the news reports to the stations. It was gradually increased to reach the station in South to Columbia, S. C. west to Omaha, north to Minneapolis-St. Paul and now east to Boston. The wire is operated with a relay to Chicago, where the bureau eliminated the use of any interest to the Midwest. At Washington a split is operated for stations at the southern end of the wire. The handling of flashes, bulletins and major news stories is much like that on regular newspaper wires.

In addition to the leased wire service, about 50 stations are served by UP bureau in their cities. The written report is intended for the ear instead of the eye.

The list of stations subscribing to the UP leased wire service is:

- Colorado - WBG, Hartford; WNLN, New London.
- District of Columbia - WJW, Washington; WBG.
- Illinois - WMAQ, Chicago; WTB, Quincy, WBG.
- Indiana - WFM, South Bend.
- Iowa - WOC, Davenport; WDO, Des Moines; KBO, KMA, Shenandoah.
- Maryland - WVAI, Baltimore; WB, WCAI, WVA.
- Massachusetts - WEEI, Boston; WIZ, WBIX.
- Michigan - WMAQ, WJB, WBI.
- Minnesota - WCCO, Minneapolis; KBO, Rochester.
- Missouri - KMOX, St. Louis; KWW, St. Louis.
- Nebraska - WAAW, Omaha.
- New York - WWJ, WGR, Buffalo; WMC, Rochester; WKBW, Buffalo; WOR, Jamesport; WJZ, WOC, WLB, WOR, New York; WCR, NBC; WB, WORM, WNYC, WOR.
- Ohio - WPX, West Palm Beach; WPOR, West Palm Beach; WPX.
- Pennsylvania - WJZ, WOR, WJOA, Baltimore; WOR, WAOA, WJZ, WOR, WJOA, Baltimore; WOR, WJOA, Baltimore; WOR, WJOA, Baltimore.
- South Carolina - WIS, Columbia; WSPA, Charleston.
- South Dakota - WOR, Rapid City.
- Tennessee - WVAI, Nashville; WOA, Nashville.
- Virginia - WBAR, Norfolk; WRVA, Richmond; WZAP, Richmond.
- West Virginia - WMN, Fairmont; WWVA, Wheeling.

UP TELETYPE SERVICE - This is a photograph of the newly-established radio news service of the United Press in New York, where a staff of expert news wire men operates, camera is Willard Heagen, in charge over desk. At far left is Webb C. Artz, editor of the radio news service. "Slot man" is George Marder, shown busy on the telephone.

Move of WLWL for Full-Time Is Upset; Transfer of WOV to Bulova Approved

ENDING the two-year effort of WLWL, New York, operated by the Paulist Fathers, to secure a full-time 5,000-watt station, the FCC in its recent action, denied in toto the proposed "junior reallocation plan submitted by the station whereby it could accomplish that result. In a decision disposing of the entire proceeding, the Division granted all stations involved in the radio news layouts of licenses on the basis accorded them prior to the controversy opened by WLWL. The action terminated one of the most bitterly fought cases in FCC history. It had repercussions in Congress during the last two sessions, including a demand that Public Broadcasting Service, a new entity under public ownership, be assigned to educational and religious stations.

At its regular meeting on Nov. 24 the Broadcasting Division approved the sale of WOV, New York, key station in the proposed Paulist move, to Archdiocese of New York, as a center of manufacturing and broadcast- er, for $300,000. The transfer was from John Iraci, who remains as the Church's general manager, and who is now acquired WPEN-WRAX, Philadelphia.

Bulova Petition Pending

THE CYCLE of events surrounding the Paulist activity reached deeply into Catholic circles, and at one time was reported to have been discussed at the Vatican. WLWL, operating with the equivalent of two hours per day on the 1100 kc. clear channel, had sought to procure a full-time assignment through the switching of assignment of eight stations on five clear channels with the clear channels to be assigned to educational and religious stations.

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TO HAVE and TO HOLD
OKLAHOMA'S LARGEST RADIO AUDIENCE

* New RCA Transmitter
* Truscon Vertical Radiator
* Daytime Power Increase

A N essential factor enabling WKY to have and to hold Oklahoma's largest radio audience has been the continuously progressive improvement in its broadcast facilities.

Eight months ago WKY opened the largest and most modern studios in the Southwest. Last month WKY switched to its new transmitter and increased daytime power.

Today WKY's coverage advantage in Oklahoma is greater than ever. Even before the switch-over, WKY on the ideal 900 kc. frequency was covering more of Oklahoma than any other station.

To have and to hold Oklahoma's largest radio audience, WKY also has the shows: The cream of NBC programs; dozens of popular nationally sponsored transcribed programs; and more than 75 live talent studio programs a week in addition to 40 news and market periods.

WKY has what it takes to have and to hold the largest radio audience in Oklahoma . . . to win and to hold customers for its program sponsors.

WKY • OKLAHOMA CITY

Oklahoma's Only Full-Time NBC Station
Affiliated with THE DAILY OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN
Representative—E. Katz Special Advertising Agency

www.americanradiohistory.com
WHO USE THE AIR FOR FLYING OR FOR RADIO ADVERTISING

- KLZ's new 444-foot vertical radiator creates a hazard in the Denver Rocky Mountain region— if you still set your course by old maps.
- This lofty beacon is a warning to those who disregard change—but a friendly guide to those who seek happy landings for sales and advertising efforts in the Denver Rocky Mountain region.
- Other changes as spectacular as the erection of this new transmitter and antenna that have speeded KLZ's meteoric rise to popularity in Denver began with the change in ownership fifteen months ago.
- Sixteen years of radio pioneering, eight years' experience in building one of the nation's outstanding independent network stations, unlimited financial resources, daring leadership and skillful showmanship were quickly brought into play. On August 1st, KLZ's new 5000 watt transmitter was dedicated. Designed, built and installed by Bell Laboratory and Western Electric engineers, we believe it to be the world's most modern transmitter in commercial use today. Modern, new studios, greatly enlarged, will be dedicated within 30 days.
- And as for programs—33 national network sponsors, 21 national non-network sponsors and 61 of Denver's most important firms spent 58% more with KLZ this October than last — 122% more than during the same month of 1934.
- Spicing this distinguished commercial schedule is a sustaining schedule of network and local programs geared by resident management to the tempo of the cultural, civic and religious needs of the Denver area. KLZ programs, presented in magnetic fashion by an organization schooled in radio showmanship, have made this station the talked-about and listened-to station in Denver. Audience checks prove it! Advertising results bear it out!
- WARNING! Revise your Denver air maps now!

KLZ BROADCASTING COMPANY
"The Pioneer Radio Station of the West"

DENVER
560 KILOCYCLES
CBS AFFILIATE

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY
Cleveland Group Seeks Local Marketing Station

NEW type of specialized local broadcast station, which would devote itself to the marketing of perishable products such as produce and fruits, is proposed in an application filed Nov. 17 with the CC Broadcast Division by a group of merchants in Cleveland corporated as the Food Terminal Broadcasting Co. The applicant seeks 100 watts daytime on 1500 k., and the station would be commercially operated.

Filed by Loucks & Scharfled, Washington attorneys, the application states the company proposes general broadcasting service, but in addition it would disseminate information on local market conditions, availability of perishable food products and price information. This service, it said, would be designed to aid both the consumer and the grower or seller of such food products. Russell Swift, managing director of the Northen Ohio Food Terminal, is resident of the new corporation, its stockholders, each with 20%, being Joseph C. Hostetler, attorney of Cleveland, and C. F. Hasel, Esq., and B. Poock and R. F. Blair, produce merchants.

Oshkosh on WLW

OSHKOSH OVERALL Co., Oshkosh, Wis. ("Oshkosh B'Gosh" brand), has added a half-hour folk program on WLW, Cincinnati, every Sunday, 5:30-6 p. m. Eumby is Ruthrauff & Ryan Inc., Chicago.

New WBS Headquarters to Be Built in Chicago

EARLY in 1937 World Broadcasting System will move its Chicago branch to a new building at Erie St. and Fairbanks Court, according to President Percy L. Deutsch. Increased transcription activity in the Midwest, he said, prompts the move to larger quarters, located in the Upper Michigan Ave. district, near Chicago's radio and advertising centers. The new building, 109x128 feet will involve an expenditure of $175,000 for new studios and processing plant, it is understood. Studios will be fashioned after the WBS headquarters at 711 Fifth Ave., New York. Architects plans provide for three large studios equipped with Western Electric recording apparatus. Studios will be full-floating, with electrical installations under supervision of Electrical Research Products Inc. Six recording machines will be fed through four channels, the fourth providing for direct-wire recording from radio stations and remote points. A special WE receiver will be used for off-the-air recording. Both vertical and lateral transmissions at 33 1/3 rpm will be produced in Chicago.

The processing plant will be modeled after the New York equipment. Air conditioning will protect instruments, wax blanks and masters and in addition high-speed electro-plating will enable Chicago clients to broadcast programs twenty-four hours after recording.

Among World clients in Chicago are Procter & Gamble Co., with 6 WBS campaigns now on the air; Studebaker autos; Wander Co.; A. Folger & Co.; Mid-Continent Petroleum Co.; Independent Grocers Alliance; Montgomery Ward; Allis-Chalmers Mfg. Co.; Republic Steel Co.; Wilson & Co.

HECKER H-O Co., Buffalo (Force & H-O oatmeal) will discontinue the Baby Beaus child program, on CBS, which has had a long run on the air, after the Dec. 11 broadcast. The program at one time was heard five times a week but about a year ago was reduced to thrice-weekly.

NOEL FILES SUIT FOR W9XBY STOCK

SUITS against the Kansas City Power & Light Co., holder of a substantial block of stock in First National Television Inc., Kansas City radio and television school which operates W9XBY, high-fidelity station on 1530 kc., has been filed by Sidney Q. Noel, president of the company and manager of the station. Mr. Noel seeks to force the power company to sell its stock to him and to his Eastern associates, including Sam Pickard, a CBS vice president.

Mr. Noel also brought suit against Arthur B. Church, president of KMB, G. W. Taylor, vice president of First National Television, the power company and other stockholders to prevent them from having a stockholders' meeting pending the court's answer to his claim for the power company's block of stock which it claims it gave him an option to buy. The power company's claim is that the letter offering the stock was addressed to the television company and not to Mr. Noel personally and that it had not been accepted by the company.

The court granted the petition of the defendants to consolidate the two suits. While W9XBY is involved indirectly as a subsidiary company, FCC records disclose that stock in First National Television Inc., the licensee, is held 41% by Mr. Noel, 15% by Mr. Church and 13% by Mr. Pickard.

The word "Flexibility" as applied to KWK does not mean a continually changing company policy, but rather a quick grasp of ever changing conditions and an organization adaptable and flexible enough to quickly follow the trends of modern living. Naturally, such an organization, coupled with KWK's popularity in the St. Louis area, produces sales results that are truly surprising.

THOMAS PATRICK INCORPORATED

HOTEL CHASE

SAINT LOUIS

Representative Paul H. Raymer Company

NEW YORK

CHICAGO

SAN FRANCISCO

ROADCASTING • Broadcast Advertising

December 1, 1936 • Page 27
CBS Ignores All Conventional Theories In Preparing for New Broadcast Center

ALL PRECONCEIVED ideas of building broadcasting studios are being disregarded by CBS in its preliminary consideration of plans for its new headquarters in New York to be built for occupancy some two years hence, according to Paul W. Kesten, CBS vice president in supervisory charge of the project.

Likely to be called Columbia Broadcasting Center, the building will occupy a tract of 29,000 square feet located at the southeast corner of Park Ave. and 59th St., about a half-mile from Radio City, where NBC headquarters are located. The property was purchased last May, and had an assessed value of $1,750,000.

"We are following a radically different scheme in approaching this task," Mr. Kesten informed Broadcasting. "I realize that usually the first thing that happens in any new building project is a flossy drawing of the new premise, and preliminary plans of the layout. That is going to be the last thing that happens in our program of work.

Enter Intangibles!

"WE ARE tackling this job with the hope of producing the first truly organic layout which broadcasting has developed. We are throwing away every preconceived idea of four walls and a ceiling. We expect to spend months analyzing the movements and functions of people and things within each of the many departments of CBS. Then we will extend that into a searching analysis of the movements of people and things from one department to another, from studios to offices, from offices to studios, etc.

"That is a sizeable job, in itself, and it represents only the physics, the mechanics of the building. The spirit and atmosphere of the various units of our business, too, are going to be put under a microscope. I don't think any business ever combines more facets of creative effort, administrative judgment, engineering precision, and intuitive coordination than the broadcasting business. Perhaps such things don't seem to have any bearing on building and morter, but we believe the difference between a good and a bad building job may lie in the imagination and relation of these intangible gibles to the final and tangible forms.

"We expect the style and size and form of Columbia's new broadcasting center to define itself and resolve out of the course of the study and analysis. We are keeping our minds deliberately free from any advance ideas of what it will look like until inevitably it shapes itself out of its component parts. We are carrying on several programs of technical research coincidental with this internal analysis, in the hope of taking new strides in the technique of broadcasting when we move into the new home.

"It won't have tripwires for the sake of tripwires. It won't have folders for the sake of folders. It will probably be surprisingly simple in surface and detail, not because we think it should look that way, but because most design that is sound and functional ends up that way."

Record Remote

ATLANTIC REFINING Co., Philadelphia (petroleum products), will sponsor what is said to be the longest remote in history, when it brings over Mr. Leary, President of St. Mary's College football game from Kezar Stadium in San Francisco, Dec. 5. With Doug Montel as sportscaster, the broadcast will be relayed via telephone and released over WIP, Philadelphia, and other Pennsylvania stations, N. W. Ayer & Son Inc., New York, is the agency, with arrangements being handled through the San Francisco office. Associated Oil Co. of California will sponsor the broadcast on the Pacific Coast.

Mello Cup Plans Spots

HASEROT COFFEE Co., Cleveland, is starting a test campaign on WAGR, Cleveland, using radio announcements to advertise its Mello Cup coffee. With distribution being extended to the East and Midwest, the company is planning a national campaign to start about Feb. 1. A participation program is being used on WGAR. Account is placed direct.

ADVICE from Europe state that B. M. Kjakelbak and C. J. F. Karstens, architect of the$45,000 radio studio in Hilversum, Holland, were invited by CBS President William S. Paley to New York to advise on the construction of the new Park Ave. studio building planned by the network. When Mr. Paley had visited the Dutch radio station and expressed interest in the architectural features, Mr. Karstens is said to be in New York now.

CAMPANA'S First Nighter began the seventh year of one of the most penemiable radio series in the history of radio drama, when Return Ticket, a new play by Forrest Barnes, was presented over the NBC-Red Network, Nov. 27.
KOIL, the "Production Station," produces two things: quality programs and quantitative sales. KOIL programs bring sales-producing audiences because KOIL excels in finished production of every type of show, and features carefully planned special event broadcasts. The result: listeners in the Omaha-Council Bluffs area keep tuned to KOIL, anxious to hear EVERY KOIL studio and remote control broadcast.

KOIL naturally attracts local advertisers. One of the real tests of any station's worth is the local reputation of the station. Merchants and business men in the Omaha-Council Bluffs area show their confidence in KOIL as a sales-producing station by using it year in and year out as their radio advertising medium. More local advertisers use KOIL than any other radio station in the Omaha-Council Bluffs area. Another tribute to KOIL special production and sales results.

KOIL advertising does not stop in the audience home. It gets sales. People in the Omaha-Council Bluffs area listen to KOIL because KOIL broadcasts the programs they like. Radio listeners in the Omaha-Council Bluffs area have a confidence in KOIL programs that is based on a long, consistent record of superior production of studio and special event programs. These listeners have money and spend money—on products advertised on the regular and special programs of KOIL.

KOIL listeners live in a highly productive agricultural area and in two large and prosperous metropolitan centers, Omaha and Council Bluffs. The map on the left indicates the general coverage area only, an area covering 64 counties in four states, including a population of 1,375,539, a potential audience of 1,686,212. No advertising campaign in the Omaha-Council Bluffs area can be complete without KOIL — the Production station of the middlewest.

KOIL — COUNCIL BLUFFS

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RADIO TRAFFIC FOR THREE
Iowa Network Meets Intricate Problems in Handling
Crowded Schedules by Novel System

By GEORGE H. ENGLETER
Traffic Manager, Iowa Broadcasting System

IF YOU'RE in radio, you've had occasion to curse somebody's traffic department. When I was an announcer I wasn't too complimentary to traffic either. But after entering this specialized field, I began to have an inkling of how easy it is to bungle and how costly errors can be if some system is not devised to keep them down to a minimum. Later it began to dawn on me that traffic is not some remote, separate branch of radio independent of most other departments, but that on the contrary, it is interrelated and definitely associated with the commercial, program, publicity, continuity and engineering departments.

Traffic management here at the Iowa Network is unique in that we have two NBC basic Blue affiliates, a CBS basic affiliate and a local network of any two or all three stations in addition to programming for each individual station.

The Time Order
LET'S TAKE an average instance of routing traffic on a local commercial program. Supposing a salesman has a client definitely interested in buying time. The traffic manager joins the program director, continuity man, salesman and client in discussing the best time available for the program and material to be used. Then the traffic department will list the rehearsals and auditions necessary on a schedule prepared daily, and indicating personnel, studio to be used, time, talent and engineering details. Departments concerned receive copies of this schedule.

Once said, the program is submitted by a time order properly authorized through the commercial and engineering departments which checks it, lists it on a board, and sends copies of the order to sales, program and continuity departments, radio editor of the Des Moines Register and Tribune, publicity department and auditing department.

The board indicates, merits some special mention in itself. Commercial futures are listed on flexible insertion boards with program time, length, title, starting date and contract expiration date. Expert, continuity departments, radio editor, program and auditing department may be advised on the status of commercial commitments.

Current sustaining national network and local network features are handled by a similar system and spot announcements are likewise set on the described board system and as treated according to consecutive daily scheduled time.

A master board is also set up with all paid and spot announcements listed — whether national network, local network or single station, whether commercial or sustaining. Different colored inserts are used for delineating these things at a glance.

So much for what happened to our program in a traffic way. Now suppose some revision or correction comes in. This is entered by means of a correction order authorized only by the program department, thus centralizing this function and avoiding duplicate effort. The correction order indicates date, program "killed" or orders and reservations on sustaining or commercials or sustaining, and if national network, IBS or single station.

For Special Events
SPECIAL events and features are handled through special blanks in incorporating complete data on title, date, time, point of origin, station listing, nature and purpose of the event, contact of the special events department, announcer, publicity granted before and following broadcast. This furnishes in addition to advance information, a permanent record for ready reference.

Another important duty of the traffic department is the weekly program schedule for each of the three IBS stations. These schedules are dittoed, listing programs carried for the current week. Daily schedules carry not only the daily program material, but also corrections and special originalizations to local or national network, commercial or sustaining status, spot announcements with time, engineers and program personnel on duty, loop reversal orders and other details.

TWX or teletype communication is used to send and receive important details on commercials and sustaining programs and publicity material. A file of daily NBC network program folios and of CBS weekly folios is kept.

The daily operations schedule is dittoed in different colored inks to distinguish whether local, local network or national network, and if sustaining or commercial. A separate IBS daily schedule lists all commercial or sustaining status, spot announcements with time, engineers and program personnel on duty, loop reversal orders and other details.

When a program fails to come through as scheduled, plots on such deviations from schedule are filed by the asana and as long as the program department which checks and passes it on to traffic for analysis and explanation. If any program fails to come through according to schedule, the reason is sought and reported. Notification is made of courtesy announcements given in the event of deviation, whether announcement is made on the network or locally.

Separate commercial charts are prepared monthly showing the detailed status of commercial commitments. Expiration date charts on commercial commitments serve as a guide in checking upon expirations and ascertaining available time for future commitments.

Future NBC and CBS commercial orders and reservations or "kills" are charted in like manner.

Page 30 • December 1, 1936
BROADCASTING • Broadcast Advertising

2 STATIONS
2 STATES
but
ONE RATE!

the CAROLINA COMBINATION

These 2 Radio Stations, combined, give you the greatest coverage of the profitable Carolina Market. Both are 5000 Watt NBC outlets and you can buy them at one low combination rate. Try the Carolina Combination and watch the results.

WIS
Columbia S. C.

WPTF
Raleigh N. C.

Represented by
Free, Johns & Field, Inc.
Every WLW advertiser appreciates the prestige that accrues to his program through association with the nation's outstanding radio presentations—broadcast regularly over WLW.}

Radio programs like men... they keep are judged by the company they keep.
Collegiate Music League Is Organized in Boston

FORMATION of the Intercollegiate Music League, with headquarters in Boston, which proposes to introduce, record, publish and have performed over the air the best works of college composers enrolled as members, was announced Nov. 23. While primarily intended for college students, the League was said to be open for membership to any songwriters, professional or amateur.

It was claimed that connections with members of ASCAP had been made and that all members would share in annual income. Arrangements also had been completed with Archie Bleyer, leader of the Hollywood Restaurant band in New York, the League stated, to broadcast a special arrangement of an outstanding manuscript fortnightly over Mutual.

Officials of the organization, with headquarters in the Little Building, Boston, are Barnard Young, Jack Goldstein, former exploitation manager of United Artists, general manager, and Cliff Meyer, arranger.

Collegiate Music League

Closer Ties With Pan-American Nations Seen as Networks Arrange for Pickups

WITH two American radio executives on flying trips to the capitals of Latin America, and with NBC and CBS sending their own commentators to the Pan American Peace Conference at Buenos Aires to broadcast reports and interviews back to the United States, attention was focused anew on the possibilities of closer relationships between American and Latin American radio systems as President Roosevelt and Secretary of State Hull attended the conference opening Dec. 1.

Departing from New York Nov. 16, John Royal, NBC program vice president, planned to visit practically all of the Central and South American republics by airplane in order to arrange for more program exchanges. Departing from Washington Nov. 17, Paul White, CBS director of special events, planned to go first to Buenos Aires to arrange the conference broadcasts and then to visit several other Central American countries. NBC's commentator and interviewer at Buenos Aires will be Edward Tomlinson, authority on Spanish American affairs, and CBS has sent H. V. Keltonborn, its noted commentator. With Mr. Royal are Carleton Smith, NBC presidential announcer, and Albert E. Johnson, NBC engineer in charge of Washington operations.

It was not known whether Secretary Hull would bring up again at the Dec. 1 conference his proposal for a powerful American radio station to broadcast American news and special events to Latin America either for direct pickups or local station rebroadcasts. But it is known that the proposal, first made at the Montevideo conference in 1933, is still before the State Department.

President Roosevelt by executive order shortly after Mr. Hull's return from South America in 1935 set aside the frequencies 6100, 6550, 11730, 15130 and 21500 for the purpose. The State Department, however, has not decided whether it is more advisable that the government or the Pan American Union in Washington should act or whether the transmission of special programs to Latin American countries should be left in the hands of international relay shortwave stations of which there are now about 30 in operation—almost all of them adjuncts of regular broadcasting stations.

NBC and CBS have both indicated to the authorities that they are ready and willing to establish regular directional shortwave service to Latin America, and both have been staging occasional special programs and arranging pickups. Mr. Keltonborn and Mr. Tomlinson are scheduled to broadcast regularly from Buenos Aires during the present conference, a daily schedule of comments and interviews having already been arranged for the networks.

It is known that many Central and South American stations are already picking up U.S. short-wave relays and rebroadcasting them to their audiences, including some commercial programs that are highly popular with the native audience and the American resident there. Often the commercial announcements are left in; sometimes they are turned out, and in frequent cases permission has been sought from the American broadcasters for the rebroadcasts.

The State Department and the Pan American Union have long favored increasing radio relations between the countries of the Americas for good will purposes. While the international waves may not yet be used for directed commercial programs, the possibility of eventual sponsorship of special programs aimed at Latin American countries is foreseen in view of the large export trade the United States has with Central and South America. Sponsorship is permitted in practice to the Central and South American countries, whose radio systems are advertising-supported as in the United States.

* * *

FIRST plans for regular South and Central American reception of American programs were disclosed Nov. 20 by NBC, which announced that a daily schedule of programs from WCAI, Bound Brook, N.J., will shortly be undertaken to amplify the thrice-weekly programs started last summer. To facilitate reception in South America a new directional beam antenna is being constructed at Bound Brook and will be completed about Jan. 1.

Two Spanish-speaking members of the NBC staff, Dan Russell and Charles Carvajal, have been placed in charge of producing all Spanish broadcasts. Since last July they have been producing three weekly programs of news and music for Latin America.

Another Strike!

And There's A Reason

- It's not just luck that WIBW produces such enviable results for advertiser after advertiser. It's because WIBW has "more on the ball."

- More cooperation between advertiser and merchants — more planning — more merchandising service. All this, in addition to programs built in the Kansas manner to sell Kansas people.

- Let WIBW put a "hook" on your sales message. We'll roll it across this rich trading area for the highest profit score you've ever marked up.

WIBW

- Topeka - "The Voice of Kansas"

Owned and operated by The Capper Publications — Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

Page 32 • December 1, 1936

BROADCASTING • Broadcast Advertising
Up in Denver's high altitude, the returns are high for advertisers who put the powerful influence of KOA behind their sales campaigns. Let us point out some of the high spots in KOA's sales record in the Rocky Mountain region.

KOA
50,000 WATTS
DENVER
Completely programmed by NBC
Three Sign on ABC
THREE additional advertisers have signed up for time on The Morning Round Up, participation program broadcast each weekday morning over the ABC regional network. Olson Rug Co., Chicago (rugs), started Nov. 18, six times weekly, through Presba, Fellers & Presba Inc., Chicago; Chicago Mail Order Co., Chicago (general merchandise), started Nov. 20, six times weekly, through Matteson-Fogarty-Jordan Inc., Chicago; Willard Tablet Co., Chicago (proprietary), started Nov. 18, three times weekly, through First United Broadcasters Inc., Chicago.

NAB Sounds Stations on Convention; Early Summer Session Widely Favored
THE NAB on Nov. 23 asked its 400 members to register their preferences as to the month during which the annual NAB convention should be held. Pursuant to the action of the NAB board of directors at its meeting Oct. 2, James W. Baldwin, managing director, sent to the membership the questionnaire asking that they indicate their preference as to the month.

He brought out it had been generally agreed that the convention should be held in May, June, July, September or October.

Prior to 1935, all conventions were held in the fall. Stations, however, complained because they came at a time when fall schedules were beginning, thus breaking into the busiest season of the year.

The last two conventions have been held in July and there has been some complaint about summer heat. Sentiment seems to favor late spring or early summer but the board decided that the membership should be asked to express itself.

In his letter, Mr. Baldwin pointed out that the American Association of Advertising Agencies will hold its 1937 convention in late April and early May while other trade associations in the advertising field have not yet set their convention dates.

Endura Uses Don Lee
ENRIDA Corp., Los Angeles, distributors of a permanent wave set, on KFI, Los Angeles, with a 15-minute weekly program to create consumer demand, late in November increased its coverage by using the entire Don Lee California chain. Allied Advertising Agencies handle the account.

Lanier Is Winner Of Program Prize
GETS AWARD IN NBC CONTEST
SAMUEL J. SHUMER SECOND
HARRY W. LANIER, New York, one of the original incorporators of the Doubleday Page, book publishers, was awarded first prize of $1,000 in the National Association of Broadcasters' Children's Program Contest which closed Sept. 1.

Second prize, $500, was awarded to Samuel J. Shumer, New York, for "Rome on Fire;" third prize, $400, to Pauline Gibson, New York, for "Children's Reading Program"; fourth prize, $300, to Richard Howells Atkins, Riverside, Calif., for "Ten Mile River." Honorable mentions were awarded to John B. Redburn, New York; Charles M. Higgins, Washington; Jay O'Byron, New York; Richard McDonagh, New York; Ethel Zaring Ryon, Toledo; John Vandercook, Chicago; Zane D. Briley, New York; Robert F. Mussinon, Cincinnati.

In addition to the cash awards, all the above winners will receive a performance fee of not less than $500 for each episode broadcast by NBC on a sustaining basis, if 30 minutes in length, or $50 if 15 minutes in length.

HONORABLE MENTIONS

Congratulations Paul Wing, NBC children's programs director, acted as secretary to the Board of Judges which, in addition to Mr. Coburn, included: Mrs. B. F. Langworthy, president, National Congress of Parents & Teachers; Dr. Arthur Frank Payne, psychologist; Mrs. Sidney Greenberg, executive secretary; Child Study Association of America; Dr. Frank E. Tupper, novelist, and member of the board of the Author's League of America; Louise Sekman, former editor of juvenile books for Macmillan Co.; Dr. Rol- lo Reynolds, principal, Horace Mann School, New York.

Tums on WJZ
A. H. LEWIS MEDICINE Co., St. Louis (Tums) on Nov. 18 began an eight-week series titled "Tums Presents James Wilkinson," on WJZ, Wednesdays, 7:45-8 p. m.

VOM THE HOOSIER STATION
Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1160 KG.
E. KATZ SPECIAL ADVERTISING AGENCY
KVOR, esteemed favorite of the wealthy Pike's Peak region, is alive with new vigor and enthusiasm. Under the progressive and experienced management that has made WKY the standout station in Oklahoma and KLZ a top favorite in the Denver Rocky Mountain region, KVOR has entered a new era promising greater service to its audience and greater effectiveness for its advertisers.

Already the staff has been reorganized and enlarged. Equipment and facilities are being improved. Experienced radio showmen are on the job. Many new local features are being added. KVOR's obligation to serve well the public interest will be fulfilled more richly than ever.

Per capita income in Colorado Springs and the Pike's Peak region ranks with the highest in America. Bumper crops, a record tourist season, and increased mining and industrial activity are pushing sales uphill rapidly. Start the sales of your product in the same direction by talking and SELLING it over the greater KVOR.

"Advertisers are assured intelligent, efficient cooperation and the maintenance of a sound policy of business ethics from this station affiliated with the Colorado Springs Gazette and Telegraph and managed and programmed by the management of

WKY - OKLAHOMA CITY
KLZ - DENVER

KVOR · Colorado Springs
Outwest Broadcasting Co.
National Representative
E. Katz Special Advertising Agency
When you buy the Don Lee Golden Group, you GET Hollywood. Hardly a Hollywood hotshot but has broadcast from our microphones. Hardly a Hollywood home but that listens to the Don Lee stations REGULARLY! Hollywood! Where the AVERAGE family income is $4,000.00 a year. Where 28,500 families earn $114,000,000 a year...spend $56,000,000 for retail merchandise! Hollywood, where 28,500 people are IN PICTURES...and IN THE MONEY...$72,000,000 each year! Your product will be MADE IN HOLLYWOOD if you use the Don Lee Golden Group Radio Stations... And it’ll be made in the REST of California because the four stations of THIS NETWORK cover MOST of the people in the State. They’ve been making LISTENERS...FRIENDS...MONEY...for advertisers for over fifteen years!
DON LEE
Golden Group

THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUTE TOWER — CHICAGO

KHJ Los Angeles
KFRC San Francisco
KDB Santa Barbara
KGB San Diego
ANOTHER STEP FORWARD

SEATTLE'S PIONEER RADIO STATIONS
Dedicate NEWER and FINER FACILITIES!

New Equipment...
November 15, KOMO-KJR completed the installation of two RCA 5000-watt High Fidelity transmitters and a 570-foot Truscon self-sustaining vertical radiator. The latest and most efficient broadcasting equipment available.

Increased Coverage...
KOMO-KJR primary and secondary area now comprises over 65% of the state of Washington's entire population...a potential audience of more than 1,027,000 persons.

FOR COMPLETE COVERAGE OF PUGET SOUND AREA USE —

KOMO 5000 WATT L. S. NBC Red
SEATTLE WASHINGTON
National Representatives — Edward Petry and Company

KJR 5000 WATTS NBC Blue

KOMO RED, NET WORK
KJR BLUE NET WORK
CRUSE APPOINTED TO POST WITH FCC

A. W. CRUSE, chief of the Electrical Division of the Bureau of Foreign & Domestic Commerce, on Nov. 27 carried a special feature program titled Forward Industry on its Blue network, consisting of pickups of the sound of machinery and the voices of working men and executives from various industrial centers. Among those interviewed in the broadcast, arranged by A. A. Schechter, special events director, were longshoremen, deckhands, ship captains, fishermen, garment workers, transportation workers, stockyard and packing house workers, fruit growers and pickers, steel workers, etc., from 10 industrial centers and outlying areas. At the conclusion Harper Sibley, president of the U. S. Chamber of Commerce, speaking from Washington, interpreted the meaning of the sounds and interviews.

Gannett Owns WHDL
TRANSFER of 100% ownership of WHDL, Olean, N. Y., to the Olean Times- Herald Corp., a unit of the Gannett newspaper chain, was disclosed by the FCC Nov. 17. The newspaper company formerly had a minority interest in the station, although the remainder of its stock was mostly held by its executives, who continue to comprise the board of directors of the Olean Broadcasting Co., licensee.

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

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

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

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

T HE I N T E R N AT I O N A L S Y S T E M

Commercial
Cables

All America
Cables

Mackay Radio

KSD
In St. Louis

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

INTERNATIONAL DISPATCH

THE INTERNATIONAL SYSTEM

Postal Telegraph

December 1, 1936 • Page 39
We are situated in the heart of a rich Northwest Market covering Nebraska, Iowa, Minnesota, North Dakota, South Dakota.

Number of Counties 157, with a total population of 2,041,276, serving 292,670 radio homes, 26,910 retail outlets.

Full eighteen hour day, featuring live talent shows, news, sports, markets and educational programs, maintaining a policy to please both city and rural folks.

Extra service for your account, large or small, contacting jobbers and distributors puts your account on a paying basis.

We ask you to try WNAx

5000 Watts (L. S.) 1000 Watts Night
570 Kilocycles Yankton, S0. Dak.

Representatives
Wilson - Dalton - Robertson

Contrasts — At left John Charles Thomas, the noted operatic baritone, is shown singing into modern microphone in the ABC studios. At right Mr. Thomas, already a star of the concert and radio, is shown in a solo broadcast 10 years ago.

Actions by FTC
DR. JOHANN Straska Laboratories Inc. Ltd., Los Angeles, has agreed with the Federal Trade Commission to cease using the word “laboratorie” as part of its corporate or trade name and to discontinue the term “a certified product.” Reliance Mfg. Co., Chicago, has agreed to stop labeling garments with such phrases as “All Wool Melton” when such is not a fact. Olson Rug Co., Chicago, is charged with unfair competition in allegedly implying that new rugs are woven from the specific old material sent in by a customer.

Bar Dinner Guests
AT THE banquet and meeting held in Washington Nov. 18 by the Federal Communications Bar Association, formed last June, some 60 attorneys and guests were present and operation of the I.C.C. bar group was described by Clyde Aitchison, member of the I.C.C. Among guests were Mr. Justice Owen J. Roberts, of the U.S. Supreme Court; John Dickinson, first assistant attorney general; Ann S. Prall, FCC chairman, and Commissioners Sykes, Case, Stewart and Brown; Hampson Gary, FCC general counsel; Col. Davis of Arnold, chief examiner. Louis G. Caldwell, president of the Association, presided.

Baldwin Studies Plans To Record Test Library Conversations with a half-dozen transcription recording firms have been held by James W. Baldwin, NAB managing director, during the last fortnight in connection with his plans for a public domain transcription service of 100 hours. Mr. Baldwin declared Nov. 23 that plans for the service are being pursued gradually and that he is investigating every aspect of recording before embarking upon the initial sample recordings. His plan is to record a one-hour sample before recording the 100-hour library.

Mr. Baldwin could not state how long it would be before actual recording would begin. He declared that searches of Library of Congress records for public domain music are continuing and that he is encouraged” with the outlook.
A MESSAGE TO TRANSAMERICAN STATIONS

We appreciate your congratulatory messages, but more particularly the enthusiastic cooperation you have given us, which has enabled us to provide the kind of action you asked for. Yet we have hardly begun.

Our next job is to give you the programs that are so much needed at this time. Not sustaining programs alone, but programs of such excellence that they will be readily sold.

We will also provide the sponsors.

The programs that are now being rehearsed in Hollywood have created unparalleled activity among advertisers. Transamerican is determined that its affiliated stations will not only be the most popular, but the most prosperous as well. The resources and energy of this organization are dedicated to this job.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

NEW YORK
521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD
5833 Fernwood Avenue
HOllywood 5315
A decade of progress by NBC: The small picture shows a broadcast from the main studio in 1926. The large picture was taken in 1936, in the immense main studio at Radio City. Three stories high, acoustically perfect, and seating 1318, this is the world's finest, largest Radio Theatre—the result of the same sound engineering that distinguishes all RCA Radio Products.
YEARS—
that changed your life!

National Broadcasting Company, a service of RCA celebrates 10th Anniversary, marking a decade of unceasing progress in public service over the air.

WHEN, on Nov. 15, 1926, the National Broadcasting Company presented its first network program few realized what a vast change it was destined to make in their lives—and in the lives of millions throughout the world.

For ten years ago broadcasting was in its infancy. Few were the believers who thought it would take its present place as the nation's most popular form of entertainment. It was held lightly, considered far too complex for general usefulness.

But today, the broadcasting of radio programs means the expenditure of fabulous sums of money...for air time and talent. Radio, through broadcasting, has become a mighty industry. Millions who once spent their leisure at other diversions now "listen in." Thousands now devote themselves to radio work. Artists, many then unknown, others famous only in large cities, now are the favorites of "fans" in every corner of the land. And in all these life changes, NBC has played a prominent part.

Thus, again RCA has served—and served well. RCA sound engineering stands behind the achievements of NBC—just as it has always been the guiding light of radio's greatest advances—just as some day it will give the world radio sight!

As the nation celebrates NBC's Tenth Anniversary, we reiterate: Public confidence in radio starts from the RCA trademark. This, the symbol of sound engineering, is the mark that makes sales. Dealers identifying themselves with it know this to be true. For they make more money.

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

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

MILESTONES OF NBC PROGRESS

1926 1936

In January, 1927, NBC made the first successful transcontinental pickup by broadcasting the Rose Bowl game from Pasadena, California.

In June, 1927, NBC made radio's first multiple pickup by broadcasting Lindbergh's arrival in Washington.

In January, 1928, NBC broadcast the first program from the West Indies as President Coolidge opened the PanAmerican conference in Havana.

In February, 1929, NBC broadcast the first international program from Europe (England).

In May, 1929, NBC first broadcast the Kentucky Derby.

In December, 1929, Christmas Day, the first international exchange program was broadcast to and from England, Holland, Germany and the United States.

In December, 1930, the first broadcast from a submarine was made.

In December, 1931, a tribute to Marconi was broadcast from 19 different points in the world. This was the first time so many widely separated places were united in one broadcast.

In December, 1931, the first broadcast of the Metropolitan Opera Company from the stage was made on Christmas Day.

ERICA • Radio City • NEW YORK

TRANSMISSIONS...BROADCASTING...RECEPTION
Senator Wheeler Speaks

BEFORE every session of Congress, Radio's Hot Stove League usually meets. In the past the subject has been the sentiment of the new Congress on Radio by the American Plan.

It is different this year. There is hardly mention of government ownership because Radio by the American Plan has proved its efficacy beyond question, notably by its fairness and non-partisanship in the recent political campaigns.

But there is talk now about radio ownership of another nature—newspaper and network ownership. It cannot be ignored because it originates with Senator Burton K. Wheeler, hard-hitting Montanan who is chairman of the Interstate Commerce Committee, charged with radio legislation.

We cannot agree entirely with Senator Wheeler's views as set forth in an interview published in this issue of Broadcasting. But we cannot overlook the plain fact that the issues do exist and are not mere imagination on his part.

Senator Wheeler wants newspapers divorced from the ownership of stations. We think he is on the wrong track. He fears monopoly of public opinion and of advertising through joint ownership, a conceivably, that could occur in cases where every newspaper and every station in the same area were owned by the same interests, such situations are the exception rather than the rule. Beyond that, newspapers are not subject to Federal license. Stations are. If there should develop situations of which Senator Wheeler speaks, pleas only one political cause or shut off competing advertisers, we believe the law provides redress either to the courts or to the FCC.

Senator Wheeler is sincere. He fears the development of monopolies in radio—monopolies that might bring serious consequences. On that score we suggest that there be a study of the entire situation so that legislation which would throw up the "safeguards" Senator Wheeler wants, might be enacted. Such legislation might even go so far as to prevent broadcasting stations from taking partisan viewpoints insofar as politics is concerned.

And if Congress feels so inclined, economic provisions might be drafted to prevent the sort of "unfair competition" which the Senator fears.

Network ownership of stations presents a different problem. Senator Wheeler sees justification of network ownership only as stations in small cities, in the hinterland of programs originate. He opposes the absorption of additional clear channels by the networks.

There is no doubt that if network acquisitions of stations continue at the pace they have in the past, there will be repercussions of serious nature. It is unhealthy in this day to concentrate ownership of too many important stations in the hands of individual groups.

TYPICAL instances of sales success made possible by intelligent use of the broadcast medium are told frequently in these columns. Perhaps it is an old story—but with each telling there may be found new angles and novel approaches to distribution problems.

Down South the folks plant down millions of nickels on soda fountain counters and ask for a "Dr. Pepper". It is a soft drink that has catapulted into second place among all of the nation's carbonated beverages; yet its distribution is only regional. Sales for 1936 are 63.25% above those of the same period a year ago and the backbone of the promotion has been radio. Back in 1934 Dr. Pepper began using radio to boost sales, but now presents an ambitious program on tailor-made network fitting its regional problems.

Dr. Pepper's story is told on another page by Raymond P. Locke, vice president of Tracy-Locke-Dawson Inc., the agency. Along about the eighth paragraph he makes a statement that brings out a point that is worth some pondering: "Bottlers get a big kick out of the program themselves, and are impressed with the fact dealers and consumers seem to be more highly conscious of Dr. Pepper than before radio was used."

That bottler and dealer enthusiasm is a bonus that radio provides.

Education Again

ANOTHER conference on educational broadcasting has been called for this month. The sponsors are some 18 organizations identified with radio, education or social welfare.

Frankly, we were somewhat amazed by the proposed agenda for the meeting since it appeared to us that the subject of educational broadcasting was rather well covered at the hearings held last year before the FCC. Following those hearings, the FCC appointed the Federal Radio Education Committee, headed by the U. S. Commissioner of Education, to study the problems of educational broadcasting and coordinate the interests of both educational and broadcast organizations.

Thus, we had concluded that until this committee devised a definite course of procedure there would be little need for any general conferences on educational broadcasting. And the committee, we understand, is well along with its work.

That as it may, a conference is going to be held anyway, and its program covers every conceivable phase of education by radio. Whatever this conference may accomplish, and whatever conclusions it may reach, it seems to us, should be referred to the Federal Radio Education Committee, since it is an official group with a definite objective, functioning actually under Federal mandate.
IN EVERY LINE of endeavor there usually is one individual who is looked upon as the fountainhead of information, if not the father-confessor, among his associates. For instance, in baseball it is Judge Landis and in the medical profession Dr. Plunkett.

Among newspaper folk, if they want to know about broadcasting statistics or accounts on any phase of news, they usually consult Walter J. Damm, manager of the successful WTMJ, of Milwaukee. Now, Walter Damm has his own creed regarding newspapers and radio.

"I have always felt," he says, "that the logical operators of radio stations, by reason of their long experience in serving the public, are newspaper operators. As I have traveled on these plains, I have found that there are few who can take its lesson in practically every department of its operation and practice to program continuity. "They travel parallel tracks. The function of both is to render the best possible public service in education, entertainment and community welfare. It is like a modern truck and bus highway paralleling a railroad track. The difference between the engine which travels on the track and the bus which travels on the highway is that the engine is by steam and gasoline. The difference between radio and newspaper is oral and visual."

It is that sort of argument by the WTMJ executive that has led many a newspaper publisher into radio. And because of it, Walter Damm long ago became a regular subscriber to the newspapers of the WTMJ family of publications. In that pursuit he has gained many friends, who are convinced the WTMJ idea as a busines manager of the school paper, at the same time helped pay his way through high school working on the Daily Reporter, a local legal and building trades journal.

Young Damm became addicted to printers' ink. His first job after leaving school was with the Evening Wisconsin and the Sentinel News. Classified ads became his line. When, in January, 1916, he had an opportunity to join the Journal at $2 more per week, he hopped at it. He was so confident about the job that he got married three days later.

At the Journal his progress was rapid. He served successively in classified advertising, real estate advertising, special editions, merchandising, national sales, research and finally as sales promotion manager. The aggressive young sales manager originated the "consumer analysis", a system of market surveying which was later adapted to the cross-section of "users" instead of retailers and wholesalers.

Walter J. Damm, like that famous beer, was born, reared and has finally settled in Milwaukee's west side. He was born and raised with both feet. Retaining his sales promotion management of the Journal, he also assumed the management of WHAD. He pitched into industry activity, serving as the NAB president in 1931-32. He served several terms on the board of directors. He figured prominently in musical copyright negotiations, and was instrumental in devising the embattled "newspaper contracts" for newspaper-owned stations, to which independent stations have strenuously objected as unduly preferential.

He started the rumpus on listener surveys of station popularity that still surges. Walter Damm, like that famous beer, was born, reared and has finally settled in Milwaukee's west side. He was born and raised with both feet. Retaining his sales promotion management of the Journal, he also assumed the management of WHAD. He pitched into industry activity, serving as the NAB president in 1931-32. He served several terms on the board of directors. He figured prominently in musical copyright negotiations, and was instrumental in devising the embattled "newspaper contracts" for newspaper-owned stations, to which independent stations have strenuously objected as unduly preferential.

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Robert A. Schmid, production manager of MBS in New York, addressed the Princeton Advertising Club in New York Nov. 25 on "Radio's Place in Advertising." 

Gerald K. Hughes, vice president of Pan American Broadcasting Corp., New York, announced Miss Ennie Marie Earley, of Brooklyn, in October as the new station's announcer and program director, replacing William Nevell, also announcing for the station. Miss Earley is a native of New York City and has been in the broadcasting field for several months. She has been with various radio stations and has recently joined the ABC network.

Herald Kobell, formerly production manager of KMCO, Wichita Falls, Texas, has been named program director of KBFX, Lincoln, Nebraska, taking the place of Edgar Swanson Inc., Hollywood, booking agent, to direct its newly organized radio department.

Jacksonian Wheeler, staff announcer of KNX, Hollywood, to replace Miss Earley, announced his engagement to Edna Mae James, Twelve-year-old Fox player, the marriage being scheduled for January.

Marion Kissinger, office manager and member of the production staff of KBFX, Los Angeles studios, and Jack Dwor, reciter/actress, were married Nov. 15 in Portland, Ore.

Calwell Cline, singer and musician, formerly of WJNK, Winston-Salem, N.C., has joined the announcing staff of WBT, Charlotte, N. C. Lee Kirby, recently with the Raeli streamlined train for several months, formerly of San Antonio, also has joined the WBT announcing staff.

James Cline, announcer of WCMA, New York, is the father of a baby boy born in November.

Harold B. M. A. of WMBR, Peoria, has been named program manager.

Baseball Cup—Gov. Roy D. Cohan, of Nebraska (right) presents Harry Johnson, of KFAB, Lincoln, with the Sportsman Trophy for most popular announcer in non-major league cities. Harry Hartman, WCPB, Cincinnati, won the major league trophy.

James Hendrix, for the last two years an announcer on the staff of WWOA, Pensacola, has become program director, succeeding Frank King, who has gone to Georgia. Russell Hirsch has joined the announcing staff of WOIO.

J. Edward, news editor and script writer of WCOO, Boston, is recuperating at his home after an illness that confined him for three weeks at Haynes Memorial Hospital.

David Price, former sports commentator on WCOO, Boston and at one time on the Canadian mounted police force, has joined the Boston Light, as assistant sales promotion manager.

Norma Good has resigned from the program department of KYA, San Francisco, to engage in other work in that city.

Vic Brown, actor, stage manager and booking agent for Orpheus, the Players union and Salkin, has replaced Nelson Shaw in NBC's Artist Service Department in Chicago. Shaw recently joined Neisser-Meyerhoff in Chicago, as radio director.

Leslie Edley, continuity writer whose programs have been broadcast over WLS, WWAE and AF, has left the network to join the staff of NBC in Chicago.

Janet Baird, home economist, who formerly conducted the "Homefully Speaking" column for Helen Webster broadcast on KG San Francisco, is pinch-hitting commentator on the NBC Pacific Bi-network Reader's Guide program, in place of Joseph Henry Jackson, who is on a tour of South America gathering material for a new book.

Kennedy Higgins has resigned from the announcing staff of KFRC, San Francisco, and has returned to his former position as program director, succeeding his successor at KFRC, Jack Murphy, formerly with KJHS San Francisco.

Carol Brown, announcer of KFBX, San Francisco, has recovered from injuries received in an automobile accident two months ago and has returned to his station duties.

Otis Rush, who recently joined the staff of WJMJ, Jackson, Tenn., and has been in the field for several months, has been made publicity director and radio editor for the affiliated newspaper, the Jackson Sun.

Milton Laughlin, program director of WHAT, Philadelphia, has joined the staff of WINS as assistant program director.

Don Kelley has replaced R. C. Lomax, handling the market for the street Car Exchange, program, now produced by Emerson Smith for KOI Oakland.

Preferred Time—If You Hurry

Most good radio stations have no preferred time for sale—it's all taken by alert sponsors. But due to the consolidation of WHK and WJAY and redistribution of programs, we have several really choice periods still available on these stations, the exclusive CBS outlets in Cleveland. We suggest an immediate letter or collect wire.

WHK* WJAY

Cleveland

H. K. Carpenter

Vice President & General Manager

C. A. McLaughlin

Sales Manager

Broadcasting • Broadcast Advertising
Big Sports
To Small Sports
THERE IS A DIFFERENCE

In this highly competitive bidding for audience acceptance and listener interest every radio station is hyper-critical of the program material available for broadcasting.

Transco feature length programs will bear the most careful scrutiny. They are not "Quickies," not "Shorts," but are studied, carefully planned major productions "Read/bill" for your use.

Transco is manned by a staff of people who have had years of experience in this business of broadcasting, and whose entire time and attention is directed to the building of entertainment features which will prove profitable investments.

There is a difference, and our field managers will gladly demonstrate to you in a complete audition.

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.
HOVIDAY OFFICE • 1509 N. Vine Street
CHICAGO OFFICE • 656 Lake Shore Drive

JOHN HAYES, former program director of WHP, Philadelphia, has joined the continuity staff of Associated Transcription Service, New York.

KEN WHITE, chief announcer of KQLD, Alexandria, La., has been named program director, with Woodrow Hatte, once with KWKH, Shreveport, taking his place. Elmer Feldheim, formerly of WWL, New Orleans, joined KQLD as continuity director and singer.

FRED R. JONES, from Hearst Radio Inc., New York, will arrive in Los Angeles in December to become publicity director of KEHE.

AL POSKA, for eight years a staff announcer of KOIL, Omaha, in November joined KEHE, Los Angeles. George Irwin, KEHE staff announcer, was appointed head of the continuity department.

ROBERT L. TYLEY, formerly with KTAR, Phoenix, Ariz., late in November joined the booking staff of KFOX, Long Beach, Cal. He succeeded Jack Strock, who resigned to free lance.

STEPHEN D. CARTRIGHT, blind and deaf news commentator of KOIL and KJAZ, Omaha and Lincoln, on Nov. 7 married Miss Irma Perry in Nebraska City.

W. H. STEPHENSON, formerly of KFAR, Oklahoma City and Los Angeles stations, has joined the announcing staff of WWBZ, Ponce City, Okla.

TED SCHERDERMAN, producer in the NBC Hollywood studios, is the father of a baby girl born in November.

FRANCES SAWYER, sales department secretary of KFMB, Hollywood, for the last two years, has been named to the newly-created post of traffic manager.

RUSSELL DAVIS, for 14 months with KWTO and KGKX, Springfield, Mo., is returning to XERA, opposite Del Rio, Texas.

JOHN PEARSON, head of the new departments of KWTO - KGKX, Springfield, Mo., has been named head of the newly formed promotion department.

DICK GLOXYE, native of England, has joined the announcing staff of KFOR, Lincoln, Neb.

EDDY HUMPHRY has been named sport writer of WOKO, Kalamazoo.

BETTY HILEMAN, office secretary of Station RL, Mr. Sarnoff's Hollywood transcription producers, and Seth Ely, who has just retired from the presidency of the firm, were married recently.

LESLIE HAXXY, of the Omaha Bee, News staff, has joined the news staff of the Central States Broadcasting System in Omaha.

ROY MOYES, formerly with KXAY, Springdale, Ark., producing radio shows in Los Angeles.

BEN HARKINS, for the past six months on the production staff of KGKX, Springfield, has gone to KFRC in that city in a similar capacity.

JAMES McMASTERS,ismet manager of the Country Church of Hollywood program, in November was appointed publicity manager of KOIT, Hollywood. He also announces the Roving Reporter programs.

BILGE EUBANKS, formerly production and dramatic director of WLW, Cincinnati, and previously with the Don Lee System in a similar capacity, has joined the Chicago program department of WABC as a production director. Before entering radio, Eubanks worked in the movies with Famous Players Lasky.

ROGER BROWN, program director and Thomson Barron, announcer of WBBM, Chicago, are ill with influenza.

Flamm Is Honored At Gotham Dinner
Gic Leaders Pay Respects for Service to Infants’ Home

MANY figures in public life, leaders in New York’s civic affairs and executives in radio joined Nov. 14 at the Plaza Hotel New York, to pay tribute to Donald Flamm, president of WMCA, New York, and head of Inter-City Broadcasting System, for his service in the cause of the Infants’ Home of Brooklyn. A portion of the tribute dinner proceeds were to go to WMCA and WMCA.

Among those who addressed the 1,000 dinner guests were Mr. Chairman Prall, of the FCC; David Sarnoff, RCA president; Alfred J. McCooser, WOR president, and chairman of the honorary co-committee; Max D. Steuer; Justice Ferdinand Pecora, New York Supreme Court; Hon. Grover A. Whalen; Judge Jonathan J. Goldstein, of New York; Gene Buck, ASCAP president; William Weisman, WMCA attorney, and Rudy Vallee. Miss Bert Greene Warenoff, secretary to Mr. McCoozer, and chairman of the dinner, presided. Present also was FCC Commissioner Thad H. Brown.

A year ago, the Infants’ Home paid similar tribute at a testimonial dinner to Mr. McCoozer.

"Keep Air Clean"—Prall

AN APPEAL to "keep the air clean," was made by Chairman Prall, in his address. "We of the FCC," he said, "are trying to do real things in Washington to keep the air clear of objectionable broadcasts. We feel that what goes into the American home through broadcasts must be clean and it must be wholesome. We feel we are interested in a new and vital industry and we know that unless the broadcaster does his part to keep the air clean, the industry will never develop and expect it."

Harry Hershfield, humorist and after dinner speaker, was brought to the dinner by wire from the West Coast to speak on "The Public’s Right to Happiness.""

BOAKE CARTER, Philco commentator, has been commended by the American Association of Engineers for "championship of the cause of technical men and his insistence on exactitude and technical guidance of government projects in connection with safety at sea, air mail and passenger service, and future flood control measures."
"Since we first began using radio nearly seven years ago we have concentrated about ninety-nine percent of our radio advertising through WTAM. During this time we have sponsored 1301 separate Spang broadcasts. One of several reasons for the above is the interesting fact that WTAM completely covers our territory which extends from Sandusky to Youngstown and south through Canton. You may use this letter for any purpose you wish."

Very truly yours,

THE J. SPANG BAKING COMPANY
William Spang, V. P.—General Manager

WTAM
50,000 WATTS
NBC Red Network
CLEVELAND
Completely programmed by NBC
Television Service On Everyday Basis
By 1938 Forecast
Goldsmith Discusses Progress; Craven for Higher Power

TELEVISION'S problems and the need for a closer technical liaison between the FCC and the radio manufacturers and engineers occupied much of the attention of the joint annual meeting of the Institute of Radio Engineers and the Radio Manufacturers Association at Rochester, N. Y., the week of Nov. 16. The forecast that television will be an everyday service by 1938 was heard from several experts as the technical phases of visual broadcasting were probed.

A. P. Murray, television chief of Philco Radio & Television Corp., as acting chairman of the RMA television committee, reported that the 441-line standard (which means scanning of RCA and Philco's present 343-line transmission systems) has definitely been adopted by RMA so that all receivers can receive all transmissions. He repeated the five-point plan of RMA: A single set of television standards for this country; high-definition pictures approaching home movies in clarity; service offering as near nationwide coverage as possible; simultaneous broadcasting of more than one program in as many localities as possible; lowest possible receiver cost.

The prediction that television will be a commercial fact by 1938 was voiced by Dr. Alfred N. Goldsmith, New York consulting engineer and former chief engineer of RCA, who discussing some of the production phases of television programs, expressed the belief that studio audiences should not be allowed to watch televised programs and declared he did not want motion picture industry has anything to fear from television.

A former president of the American Society of Motion Pictures Engineers, Dr. Goldsmith said: "We have particularly in mind that the motion picture industry can help itself (which, in our opinion, has little to fear from television broadcasting) if it anxious to effect a forward-looking and is well guided) will have methods and output which can be adapted somewhat to the needs of a certain part of television procedure. Television can, in turn, play a role in the disposal of the motion picture industry's certain new methods and devices which should be useful. Certainly, the relationship between the two industries could well be pleasant and mutually helpful in the best interests of each."

Comdr. T. A. M. Craven, FCC chief engineer, discussed receiver performance and the need for cooperation between the engineer and manufacturers with the FCC in after the limitations of the two, those considered at the recent shortwave and broadcast wave conferences in Washington. He pointed out that the IRE and RMA testimony at the hearings was among the most valuable in the record of the commission.

"There are compromises that may be required and engineering planning sooner may be necessary, but most important of all there seems to be essential a coordination between the Commission's engineering department and the engineering committee of the RMA. If the Commission's engineers could thoroughly understand the problems involved in receiver design, and the RMA could thoroughly understand the problems involved in the allocation of transmission facilities, there should result a better bridge between the FCC and the public."

Comdr. Craven foresaw no prospect of changing the present 10 kc. carrier separation method of modulation, and he made the statement that "it seems desirable from the standpoint of allocation of transmission facilities to permit higher power on existing stations." It was recalled that the RMA and IRE recommended higher power in all brackets at the recent Washington hearings.

Television Listed British Press Carries Daily

TELEVISION, now operating on a daily except Sunday public schedule in London, gets regular listings in the London Daily Mail lists television programs, indicating what may be expected in the basic schedule as soon as television becomes an everyday service.

1000 Watts
SEATTLE, WASHINGTON

KIRO LOOIE says:
"Take it easy, girls, I've got something for all of you."

KIRO, known as "the most civic-minded station in the Puget Sound area," has developed intense LISTENER LOYALTY by carrying a maximum of events and news of LOCAL INTEREST.

BROADCASTING • Broadcast Advertising

Television Termed Talent Consumer

Production Problems Will Be Serious, Says Mr. Sarnoff

TELEVISION, even more than radio, will need a number of new types of consumer of art, David Sarnoff, president of RCA and chairman of the board of the Radio Manufacturers Association, said at an address delivered November 18 and titled "The Allocation of Frequencies and Discussion of Production Problems of Television," he said:

"Television is looking at an intensive study of television studio technique. During the next few months we shall expand the engineering field tests and conduct a series of dress rehearsals of various types of programs. Ultimately television will create its own individual art form - a fresh and unique world of illusion. It will, of course, borrow much of its idiom from the motion picture, and sound broadcasting. It will supplement them all, and supersede none. The character of the new medium, with its inherent advantages and limitations, will be its own and give new scope for the imagination."

Supplying Talent

"In the WORLD of creative and expressive art the hardest question which television propounds is that of how it will deal with the professional. It suggests a complete reversal of the usual comparison between American methods of production and European. In the industry, it is said, has learned how to produce efficiently and cheaply, but dibutes its wares inefficiently and wastefully."

"Here is television, on the other hand—the youngest and most glamorous of industries—preparing to deliver its programs with the speed of light into the center of every home. Perfect distribution! But television's problem of program production is a different matter. It is still unsolved, and much work must be done before the solution has been achieved. The 'in-between' w111 constantly demand more and better writers, musicians, actors, and scenic and technical effects, music, new words, new songs, new faces, new backgrounds. Unlike a play at the stage, which may run for a year, the television program, once it has been shown to a national audience, is on the market. Television will call for a whole new generation of artists. It should be of a kind to solve the unemployment problem."

B.C. Legislative Series

B. C. REMEDY Co., Durham, N. C. (publishing) will sponsor Doings of the Legislature on WPTF, Raleigh, N. C., when the legislative body convenes. The series will begin Jan. 4, two days before the sessions open. Producer and host in the broadcast is Carl Goerch, commentator, who will discuss the legislative activities in each session. Harry Massengale Co., Inc., Atlanta, is the B. C. agency.
Networks Laying Plans For Inaugural Coverage

ELABORATE plans are being made by NBC, CBS and MBS to broadcast the second inauguration of President Roosevelt and Vice-President Garner, to be held Jan. 20 instead of the traditional March 4. Representatives of the networks met Nov. 17 with Col. Edwin A. Halsey, secretary of the Senate; C. W. Gurney, Senate sergeant-at-arms, and David Lynn, Capitol architect, to arrange the various pick-ups which will bring a notable battery of announcers, commentators and engineers to Washington to cover the ceremonies throughout the day.

Representing NBC in the conference were A. A. Schechter, director of news and special events; K. E. Berkeley, manager of WRC and WMAL, Washington, and Philip Morfman, NBC operations supervisor in Washington. Representing CBS were Paul White, director of special features, and Henry Grossman, operations engineer. Representing MBS was William Dohm, manager of WOL, Washington. Immediately after the conference Mr. White left by airplane for Buenos Aires to handle the CBS broadcasts from the Pan American Peace Conference which starts Dec. 1. NBC announced that it had received requests from various foreign broadcasting systems for permission to pick up and rebroadcast the events, which was readily granted.

NETWORK programs west of Denver were suddenly cut off for 36 minutes from 4:35 p.m. on Nov. 22 when one of the communications cables feeding CBS and both NBC networks out of Denver. The plane was not damaged, and the stations either substituted local programs or were fed out of Los Angeles.

LEGION REVIVED
Cast Restages Old Program
And It Goes Over

THE CAST of Tales of the Foreign Legion, once a popular CBS program from Chicago, never expected to get together again. But Ray Appleby, who once directed and performed in the series, recently moved to Los Angeles as program manager of KEHE. He browsed around the film studios and found that the entire cast of the Foreign Legion series was writing for the film, with the single exception of one man who had died. So the group reassembled on a Sunday night at KEHE and staged one of their programs, with the result that the feature is now getting a Coast airing on KEHE at 7:30 p.m. (PST). Besides Mr. Appleby, the others include Vinton Haworth, Willis Cooper, Stanley Andrews and Don Briggs.

Consolidated Drug Adds Consolidated Drug Trade Products, Chicago (Peruna, Kolor Bak, etc.) has added three stations to the list of those carrying its hillibilly programs: WHAS, Louisville; WPTF, Raleigh, a half-hour each weekday; and WBOB, Terre Haute, Ind., an hour each weekday. Advertising for Wilson Chemical Co., Chicago (Wilson Cleaner), a subsidiary, will be included in future programs of Consolidated Drug Trade Products. Agency is Benson & Dall Inc., Chicago.

N E W S
is your best bet
TRANS RADIO

Pa Pitt is smiling and so is Ma for that matter! And why not? The raise in wages announced by steel companies will pour over ten million extra dollars into the pockets of workers in the Pittsburgh area during the next year.

With retail trade already up 32.3% over last year and industrial production up 37.5%, Pa Pitt has a right to smile.

WCAE smiles too. For WCAE is more popular with Pa and Ma Pitt than any other radio station in the world.

(*Mr. Pittsburgher)
Revival of Food and Drug Bill
Is Expected in Next Congress
Amendment to Wiley Act Is Considered Rather Than
New Laws in Conflict With State Measures

The only legislation affecting advertising, directly or indirectly, contemplated at the next session of Congress, in the opinion of competent observers, is that in connection with the regulation of sale and advertising of food, drugs, devices and cosmetics.

Both Senator Copeland (D-N. Y.), chairman of the Senate Commerce Committee, and author of S-6 of the last two sessions, and Rep. Chapman (D-Ky.) author of a separate House bill on food and drugs, are at present engaged in

the preparation of new measures, evidently differing widely in aspect, for introduction shortly after Congress opens.

Talk of far-reaching changes in the Robinson-Patman Act of last session, which is already having a profound effect upon marketing, distribution and advertising, is branded without foundation by responsible authorities. They state that the measure first must undergo a court test as to its constitutionality, and that even if it should be declared valid, it will be well into the autumn of 1937 before there will be any adjudication.

The proposals are indicated, either in the Shefford Cheese Co. or the Kraft-Phenix Cheese Corp. cases in actions against the Federal Trade Commission.

Jurisdiction Problem
The fight over food and drugs legislation again appears to center on the question of jurisdiction—that is, whether the Food & Drug Administration of the Department of Agriculture shall be given control over advertising provisions, along with certain others, while the Federal Trade Commission shall continue with the regulatory authority it now holds. At the last session, the Senate passed the Copeland bill with a provision for dual authority, over the strenuous protest of the FTC. In the House, however, where a totally different bill was reported out by Committee, it was proposed to vest complete regulatory authority in the Trade Commission.

Senator Copeland has stated repeatedly that he favors Department of Agriculture jurisdiction. Since the last session he has devoted considerable time to drafting a new bill, aided by Ole Salthe, associated with him in his health organization. Conferences have been held with various individuals representing manufacturers and advertising media, it is reported, and he is expected to be ready when the session begins, as far as Senator Copeland is concerned.

Tugwell's Resignation
The man behind the original food and drug legislation, which drew the fire of practically all industry groups, was Rexford Guy Tugwell, who last month announced his resignation as Undersecretary of Agriculture and director of the Resettlement Administration to become executive vice president of the American Molassee Co. His departure from the Washington scene will remove one of the key protagonists of drastic legislation. He also has been the most vigorous advocate for Department of Agriculture jurisdiction.

As passed by the Senate last session, the Copeland Bill was considered seriously objectional by practically all of its able-bodied inequitable provisions which had been eliminated following protracted hearings and hectic floor battle. There remained, however, the Agriculture Department jurisdiction. The House, under Rep. Chapman guidance, rewrote the bill practically in its entirety, and the measure itself unable to get a run from the Rules Committee to bring about consideration prior to adjournment.

Food and drugs legislation is important to the advertising industry since some $30,000,000 annually is spent by manufacturers in the production and cosmetics. For introduction shortly after Congress opens was the original Tugwell-Copeland proposal was pending.

Amending the Wiley Act
Out of all this pre-session conversation regarding such legislation, a new thing that both the Copeland and Chapman projects for entirely new legislation be tossed aside for a bill which simply would amend the Wiley Food & Drug Act, which has been on the books for a quarter century, to bring its provisions up to date. That, it is presumed, would mean retention of administration in the FTC, and broadening of that jurisdiction. The strongest argument in support of such a move, it is indicated, is that the numerous state laws would come into conformity with the Wiley Act would not have to be repealed but could simply be repealed to meet the varied Federal statute.

Also to be considered in the light of food and drug legislation is the work of the special Senate committee headed by Senator Byrd (D-Va.) for revision of the Federal executive department structure. Among proposals understood to have been submitted to that committee, which hopefully its functions in January, was one to set up a Federal Bureau or Department of Public Welfare to encompass the functions of the Public Health Service, Food & Drug Administration and Federal units dealing with health and social welfare. In such an event, it is possible that food and drug regulation would be involved, with this proposed new agency acting simply as the scientific research unit, and with the Trade Commission continuing as the administrative and enforcement agency.

State Sponsors Program
The first radio program to be sponsored and paid for by the State of Oregon was inaugurated over KIN, Portland, in November. Under auspices of the State Realty Commission headed by Henry H. Earle, the program, "Oregon On Parade" is presented each Sunday afternoon as a program of local, regional or state entertainment and Oregon's available land to the public. Gov. Charles H. Martin was the chief speaker on the opening program Nov. 8. The featured entertainer is Verona LaRae, Chicago Opera soprano.

Page 52 • December 1, 1936
Norman F. Storm, KOL, Seattle, Dead

NORMAN F. Storm, advertising manager of KOL, Seattle, and nationally known radio and newspaper advertising man, died after a sudden illness Nov. 13 in the Swedish hospital in Seattle.

Mr. Storm, whose 45th birthday was Nov. 12, was stricken suddenly while at his desk Nov. 10 and underwent an operation the next day. His sudden death comes as a shock to friends he had made in newspaper and radio advertising, not only in Seattle and the West, but also in New York and Chicago, where he was a frequent visitor to advertising offices. He had served as manager at KOL for more than five years where his popularity with staff and clients was exceptional.

Mr. Storm formerly was a member of the news and advertising staffs of the Seattle Times and the Seattle Post-Intelligencer, and was also formerly in advertising work in Chicago. He saw his first military service as a member of the old Signal Corps, Washington National Guard. On organization of the first company, Washington Coast Artillery, an outfit that expanded into a full regiment before the world war, Mr. Storm became one of its charter members. He rose from private to first sergeant, in the first company, and saw army service in the war.

Survivors are the widow; Mrs. Pearl E. Storm; three sons, Donald, Thomas, and Leo; his mother, Mrs. W. C. Storm; four sisters, Mrs. Archie G. Taft, Mrs. Kathleen Jones, and Mrs. Leo H. Sullivan, all of Seattle, and Mrs. Alfred Christianson of Mount Vernon, Wash.; two brothers, Harold and Donald Storm, both of Seattle.

TEAMED TO SPREAD CHEER

● THE microphone is regarded by many as a symbol of the pleasure they get from their radios. Yet it is but a small part of the radio facilities of the nation.

So with the telephone — the instrument itself is only the visible sign of a far-flung communication system.

During this holiday season, both radio and telephone will spread timely cheer. Radio programs, originating in one place and carried from city to city over lines and equipment of the telephone system, will blanket the country. Thus the best in broadcasting and the finest facilities the telephone industry can provide will combine to bring holiday happiness to millions of people.
Examiner Advises Deletion of KVOS
Program Complaints, Alleged Defamatory Comment Cited

DELETION of KVOS, Bellingham, Wash., owned principally by Rogan Jones, was recommended to the FCC Broadcast Division Nov. 23 by Examiner Ralph L. Walker in a report in which he held the station has failed to serve public interest, convenience and necessity.

Constituting the first recommendation for deletion of an existing station in many months, Mr. Walker's report was based on protracted hearings held before him last May. Issues involved in the hearing included assignment of the control of the corporation operating the station from West Coast Broadcasting Co. to Mr. Jones without FCC authority, complaints against programs of the station, alleged dissemination of defamatory statements and alleged mechanical violations.

The station operates on 1200 kc. with 100 watts power unlimited time. It was acquired by the Jones group in 1929. The station has been embroiled in local controversy, notably with the Bellingham Herald. It now is in litigation before the U. S. Supreme Court on the right of broadcasting stations to pick up and broadcast news dispatches once they are published in Associated Press newspapers. A decision in this case is expected this month.

Baseball Pickups

AMONG other things, the report brought out that in 1934 and 1935 KVOS allegedly broadcast play-by-play descriptions of world series baseball games without procuring authority of the originating station and sponsored them locally whereas the actual series was sponsored nationally by Ford.

Quoted at great length in the report were excerpts from the KVOS Newspaper of the Air, a popular periodical over the station conducted by L. H. Darwin of Bellingham, who purchased the time in bulk and paid one-half of the money collected to the station.

In his conclusions, Examiner Walker stated that the violation of the regulations by the unreported transfer of stock to Mr. Jones was technical rather than substantial. He held also that in making the news contract with Mr. Darwin, KVOS did not transfer or assign its rights under its license and that the baseball broadcasts did not appear to be an actual violation of rules concerning rebroadcasting. He added there is no evidence that KVOS had at any time deviated from its assigned frequency and that it only on one occasion operated with less than assigned power.

Mr. Walker quoted the decision of the Court of Appeals in the now famous Rev. "Bob" Schuler case in which the court sustained the former Radio Commission's deletion of his station on grounds of its use as a personal mouthpiece.

"The broadcasts of Dr. Schuler were much more objectionable in character than those shown to be made by Mr. Darwin over KVOS," said the examiner. "However, the general principles laid down by the court are applicable here."

Under customary FCC procedure, KVOS is entitled to oral arguments before the Broadcast Division before final adjudication of the case.

Olson Holiday Spots

OLSON RUG Co., Chicago (rugs) is using announcements and time on participation programs in a pre-Christmas campaign on stations WJR, WLS, WJZ, WMCA and the ABC regional network. Company asks listeners to write for the new catalogue, showing how their old rugs may be exchanged for new ones. Agency is Prensa, Fellers & Prensa Inc., Chicago.

'Hit Parade' Sliced

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) has cut the Wednesday evening NBC-Blue network program to a half-hour, 10-10:30 p.m., and on Nov. 28 reduced the CBS Saturday night period to a half-hour. Both programs continue to be heard over the same number of stations.

FORGOT TO DUCK — Despite ample warning signs, these two southbound wagons smashed right into the antenna of KFRO, Longview, Texas. Manager James R. Curtis (left) is telling Earl Kulasche, program director, how 'twas a dark and stormy night but perhaps these signs should have better lighting.

Walker stated that the violation of the regulations by the unreported transfer of stock to Mr. Jones was technical rather than substantial. He held also that in making the news contract with Mr. Darwin, KVOS did not transfer or assign its rights under its license and that the baseball broadcasts did not appear to be an actual violation of rules concerning re-broadcasting. He added there is no evidence that KVOS had at any time deviated from its assigned frequency and that it only on one occasion operated with less than assigned power.

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A SPECIAL MERCHANDISING DEPARTMENT THAT HAS WON THE HEARTS OF AGENCY EXECUTIVES AND SALES FOR THEIR CLIENTS!

One of the many outstanding features of KFH which has won the approval of advertisers and advertising agencies is its special merchandising department, cooperating with advertisers by planning and carrying out a practical merchandising campaign which increases distribution and sales.

We'll be glad to assist you in Wichita, the shopping center for south central Kansas and northern Oklahoma.

KFH
WICHITA-KANSAS
Affiliated with CBS
National Representatives
EDWARD PETRY & CO.

WE'LL CARRY YOUR MESSAGE INTO THE HOMES OF MISSOURI

If you want to create a desire, a demand, distribution and sale for your product in Missouri — you can do it most economically by "spotting" your sales message over these three stations that cover three important markets at ONE LOW RATE.

Complete Home Coverage
LATIN RADIO MOVES FORWARD
South American Countries Improving Equipment and Offer Better Coverage to Advertisers

By F. A. WEITZEL
THE DEVELOPMENT of radio advertising in Latin American countries has been making great progress during the last two years, although, with the exception of Mexico and Cuba, it has always remained a few stages behind the development of commercial broadcasting in the United States. There are various reasons for this.

A domestic radio industry does not exist in Latin America, consequently, all the broadcasting equipment must be imported. This situation is, of course, a great handicap for countries where capital is available for investments of any kind and is relatively high. Moreover, the domestic currency has an unfavorable rate of exchange.

These considerations, often successful in Latin American countries, especially for foreign sponsors, could not be encouraged.

During the last few years, however, important changes have taken place. While there are still many over-powered radio stations in operation, they are being compelled to improve their facilities since they now have as competitors radio stations of 50,000 watts with the best modern equipment.

Today the radio advertiser can cover more than adequately all the Latin American countries. But the advertiser is not only interested in broadcasting facilities; the receiving sets and the number of listeners are of equal importance to him. In this respect the situation is also very much changed, as import statistics show. The number of receiving sets is steadily increasing, with all major countries sharing in this expansion. There are sets of American, English, German, French and Dutch origin, the latter still holding the high record because the Dutch are manufacturing a relatively inexpensive set with few tubes.

These Dutch sets, of course, are not built to receive long distance broadcasts so, for the present, advertisers must still take them into account when planning a South American radio campaign.

One outstanding feature of the radio complex in South America is the large number of stations. This is partly due to geographical conditions and to the fact that low-powered stations cover the greatest area when operating on shortwaves. Of many of the more important and progressive stations one may generally say that they operate on both long and shortwaves, simultaneously.

The increasing popularity of radio as a medium of advertising in South America can be partly attributed to low time rates and partly to the high percentage of illiterates among the population. But the spoken word, overcoming the disadvantage of printed matter, requires a thorough knowledge of the psychology of the South American peoples. Of course, the Spanish language is entirely out of place in Brazil where the population is offered by anything but Portuguese. All the other Latin American countries, though Spanish speaking, have their own dialectic and linguistic particularities.

Disregard of these circumstances may cause South America a commercial broadcast a failure.

Avoiding Prejudice
IF A PROGRAM is planned for a specific country, the sponsor must be sure that in the selection of scripts, music, and songs all the peculiarities and prejudices of the people living in that country are observed. Of course, for an advertising campaign planned to cover more than one country, the cost of adapting a program to fit each country would be prohibitive. In such a case a language generally referred to as "Neutral Spanish" should be used. The importance of this point can hardly be overstressed.

The types of commercial broadcasts are manifold and no one kind can be generally recommended. In selecting a type one must consider which apply to domestic broadcasts should be taken.

The "short announcement" type of commercial broadcasts is still very frequently used; but with some stations, which are almost inundated with this sort of commercials, they have become a public nuisance and, therefore, are entirely ineffective. There are stations which rattle off these spot announcements 40 or more in succession. The money on these announcements is entirely wasted unless the advertiser is assured by the station that his short announcements are placed in some outstanding place within sustaining programs or between programs.

All types of broadcasts can be performed either by the station announcers and local talent with the aid of recordings. In commercial broadcasts of American advertisers in foreign countries the general trend is towards the use of recorded programs. In this way uniformity, exact duration, quality of performance and employment of the right kind of talent for script, acting, singing and music can be assured. Moreover, all the shortcomings inherent in recordings of a few years ago have been eliminated by the highly perfected method of electrical transcription.
The Business of Broadcasting

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

WNAV, Boston
General Baking Co., New York (Boud (Bread), 60 t., thru Ratten, Bar- ton, Busbee & Oshorn Inc., N. Y.
Tide Water Oil Co., New York (Ty- toid, 312 sa., thru Leuen Bros., Seattle.
College Inn Food Products, Chicago, 6 sa., thru Blackett-Sample-Hum-merc Inc., Milwaukee.

WIP, Philadelphia
SSS Co., Atlanta, (proprietary), 3 weekly t., thru Johnson-Dallis Co., Atlanta.

WCAE, Pittsburgh
Seabury Inc., New York (Kalms), 30 t., thru Ferry-Hanly Co., N. Y.
Ironized Yeast Co., Atlanta, 8 t., thru Ruthrauff & Ryan Inc., N. Y.

KPRC, San Francisco
Chevrolet Motor Co., Detroit (motor cars), weekly t., thru Campbell-Evalw Co., Inc., Detroit.
Cotage Palmolive-Per Co., Jersey City (soap), 6 weekly t., thru Benton & Bowles Inc., N. Y.

WEAN, Providence
Rhode Island Ice Co., Providence, 4 sa., thru George W. Danielson, Pro-vidence.
Newport Chamber of Commerce, Newport, 2 t., thru Granville S. Standish, Providence.
Procter & Gamble Co., Cincinnati (Crisco), 32 sa., thru Blackrick Adv. Inc., N. Y.

WICC, Bridgeport
Lion Brewery, New York (Lion Ale), 29 sa., thru Lion Brewery.

WAAB, Boston

KDKA, Pittsburgh
Colgate-Palmolive-Per Co., Jersey City, 30 sa., thru Benton & Bowles Co., N. Y.
Railway Express Agency, New York, 91 sa., thru Ceples Co., N. Y.
Dr. Ellis Sales Co., Inc., Pittsburgh (cosmetics), 23 sp., thru Elsie Lichtestaul, Pittsburgh.

WMCA, New York
Bispling Wine Co., New York (Gey- stone wine), weekly sp. direct.

WENR, Chicago
Colgate-Palmolive-Per Co., Jersey N. J. (Palmolive soap), 20 sa., thru Procter & Gamble Co., Cincinnati.
Eaton Products Co., New York (auto heaters), 2 weekly t., thru Meldrum & Feimann Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly sa., thru Blackrick Adv. Inc., N. Y.

KSFQ, San Francisco
Coca-Cola Bottling Co. of Cal., San Franccisco (soft drink), 5 weekly t., direct.
Hotel Sherman, Chicago (hotel serv- ice), 6 weekly sa., thru Harry Atkinson, Inc., Chicago.
Dancets Co., Los Angeles (Dancets), 7 weekly sa., thru Walter Biddleck Inc., Los Angeles.

KFTW, Charlotte, N. C.
Florida Citrus Commission, Tampa, weekly t., thru Ruthrauff & Ryan Inc., N. Y.
Choean Nutrate Educational Bureau, New York (fertilizer), 2 weekly t., thru O'Dea, Shelton & Co., N. Y.
American Products Co., Chicago (con- serves), 6 weekly sa., thru Matte- son-Fogarty-Jordan Co., Chicago.

KGO, San Francisco
Pacific Greyhound Lines Inc., San Francisco (transportation), weekly sp., thru Baumert & Hohman Inc., San Francisco.
Railway Express Agency, New York (delivery service), 30 weekly sa., thru Ceples Co., N. Y.

KJBS, San Francisco

WGN, Chicago
Libby, McNeil & Libby, Chicago (food), weekly t., thru J. Walter Thomson Co., Chicago.
Standard Oil Co. of Indiana, Chicago (Gasoline), 7 weekly sp., thru E. W. Cann-Erickson Co., Chicago.
Perey-Pabst Sales Co., Chicago (Blue Ribbon Beer), 156 sp., thru Morris-Schroeder-Roth Inc., Chicago.
Walter Potts & Co., Chicago (Ocean ice), 3 weekly sa., thru Blackett-Sample-Hummerc Inc., Chicago.
Mid-Continent Petroleum Corp., Tulsa, Okla., 112 t., thru Harry Kats Co., Baltimore.
Consolidated Drug Trade Products Inc., Chicago (drugs), 312 sa., thru Benson & Dell Inc., Chicago.
Mid-Continent Petroleum Corp., Tulsa, Okla., 112 t., thru Harry Kats Co., Baltimore.
Inorrell & Co., Otutuna, I. O. (Bread), 2 weekly sa., thru Hurct & McDonald Inc., Chicago.
Chicago Mail Order Co., 5 weekly t., thru Matteson-Fogarty Jordan Co., Chicago.

WHAM, Rochester
L. C. Forman & Sons, Pittsford, N. Y. (pigeon feed), weekly t., thru Han Conway Co., Inc., Rochester.
Huntington Eastern Tapeka, 3 week- ly t., thru Pressa, Fellers & Presa Inc., Chicago.
Eaton Products Co., Cleveland (auto heaters), 2 weekly t., thru Meldrun & Feimann Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly sa., thru Blackrick Adv. Inc., N. Y.

The Business of Broadcasting

O. K. Honey—Now get the football game on the radio—and make it loud!

BROADCASTING • Broadcast Advertising

From Manchester (N. H.) Leader

Page 56 • December 1, 1936
WTCN Full Time Order Suspended

FCC Orders Hearing on Grant Shifting College Stations

ACTING on its own motion, the FCC Broadcast Division on Nov. 20 suspended its order of Oct. 20 whereby WTCN, Minneapolis, was awarded full time on the 1250 kc. channel, while two time-sharing college stations were assigned daytime, weekend and nighttime periods on the 1250 kc. channel. Presumably the matter will be set for hearing, since the original grant was made without a hearing.

WLB, Minneapolis, operated by the University of Minnesota, and WCAI, Northfield, operated by St. Olaf College, both are assigned to 1250 kc. on a time-sharing basis and under the Oct. 20 decision would have used two-thirds and one-third daytime respectively on the 570 kc. channel on which WJZ, New York, is the dominant station. No reason was given for suspension of the grant.

Additionally, however, the Division had before it a protest filed by WMIN, new 100-watt station in St. Paul, against the actions asking that they be set aside and a hearing held. KSTP, St. Paul, also protested, as did KCLA, another similar group. Economic issues were raised, it being contended that the establishment of WMIN would render KSTP non-profitable and that the two college stations on daytime, would tend to decrease the potential audience of WMIN and diminish its economic support from local advertisers.

Allegation and Answer

IN a supplemental protest, WMIN said that at the hearing on its protest proof would be offered that the application of WTCN "is a direct attempt to purchase a wave length" and that the station had not disclosed to the Commission the full report on the "purchase price" to be paid. It submitted also a copy of the Minnesota Daily, University student publication, in which was published an article that WTCN would pay $50,000 for exclusive use of the channel, with each of the universities to get half. WMIN is owned jointly by the St. Paul Dispatch - Pioneer Press and the Minneapolis Tribune.

Horace L. Lohnes, Washington counsel for all three of the stations involved in the 1250 kc. change, declared Nov. 21 that the transaction could not in any way be regarded as a purchase of a facility. He said it was simply a matter of reimbursing the two college stations for changes in equipment and for installation of new antennas which would be necessary by the shift in frequency to 760 kc. Moreover, he added, it is entirely likely that the stations would have to relocate, particularly WLB, since it is now situated close to the center of population.

In the negotiations which led to the proposed shift, Mr. Lohnes declared, it was concluded that the Minneapolis station should not be put to expense in making the changes. The figure, he declared, was arrived at as a reasonable one for replacement of the equipment and the changes necessary at ordinary commercial prices.

AAA Names LaRoche


ATTACKS

INDICATED

in Milwaukee is clearly indicated by the fact that WISN is outstandingly first in number of local advertisers

JEWELRY RADIADIS INCREASED

TO FIFTY-SIX EPISODES
wire or write

"TIME IS MONEY"

RadioAdvis Inc.

1357 No. Gordon St.
Hollywood, Calif.

* * also available

Laundry Bread Loan Used Car

ADVERTISING

in Milwaukee is clearly indicated by the fact that WISN is outstandingly first in number of local advertisers

Listener Preference

in Milwaukee is clearly indicated by the fact that WISN is outstandingly first in number of local advertisers

WISN

Voice of the Wisconsin News, Milwaukee

ONLY CBS STATION IN WISCONSIN

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

December 1, 1936 • Page 57

Leading advertisers, both national and local, are using WDRG...and renewing contracts...because they are getting results...proved business from WDRG.

BASIC CBS STATION

1000 Watts

KGOV Missoula
1260 K

Santa Ana

FANS FROM 9 NORTHWESTERN STATES AND CANADA EVERY TUESDAY FROM 8 TO 9 P.M. TO 1000 WATTS KGVO 2600 KC.

BROADCASTING • Broadcast Advertising

IT'S BARN DANCE TONITE!

Fans from 9 Northwestern states and Canada every Tuesday from 8 to 9 p.m. to 1000 watts KGVO 1260 K

radio station.

radio station.

radio station.

radio station.

radio station.

radio station.
AGENCIES AND REPRESENTATIVES

FURGASON & ASTON Inc., station representatives, have opened a new office in Kansas City, under the management of Cunatoin Liuticum at 314 Dwight Bldg. The office will serve Kansas City, Omaha and St. Louis agencies, and is the fourth office operated and maintained by Furgason & Aston, the other three being in Chicago, Detroit and New York. Mr. Liuticum is a newspaper representative for the San Antonio Light and the Wichita Eagle.

KPEL, Denver, on Nov. 21 announced completion of arrangements for national representation by Transamerican Broadcasting & Television Corp. At the same time KVOE, Deaver, with which KPEL shares time, announced that Edward Petry & Co. would be its exclusive representative in the national field.

MR. STATION OWNER

Are you thoroughly satisfied with your investment in your Radio Station? Is it earning somewhere between 20% to 40% return? Is it capably and efficiently operated from every angle? Are your personnel happy and your clients satisfied? If you cannot answer yes to all of these questions, a man with a broad experience in the advertising field, with a success record, would like to discuss your problems with you.

The full time services of this man can be secured on a basis that involves no risk to your station.

This man has a broad acquaintance among national and mid-western regional advertisers and agencies that is truly valuable. He is now employed but will accept a position as Station Manager, preferably in Ohio, Illinois, Indiana, Iowa, Michigan or Kentucky, if he can increase your earnings and likewise his own.

Your inquiries will be treated confidentially. Address Box 378, Broadcasting.

THE STATION OF THE STARS

The happiest New Year’s message we can bring to you is “Increased Sales.” That’s the message we’re bringing all our clients. And we don’t mean 90% of them either. Every one of the companies represented that we handle in the Rich- est Market in the World through the facilities of WHN has discovered that our policy of Showmanship Salesmanship has paid off in increased sales at the highest possible prices. We’d like to wish you the same sort of Happy New Year.

WHN
1340 Broadway, New York City
5000 watts L. S.-1000 watts nights
National Sales Representatives

F. WALLIS ARMSTRONG Co., Philadelpia, has moved its Southern California branch from the Figueroa Playhouse, Los Angeles, to the Music Box Theatre, Hollywood, lately renamed the CBS Playhouse at 6126 Hollywood Blvd. Dunn Konton remains in charge of the branch with William Bacher as radio producer. The agent handles theerra & Allen and Hollywood Hotel shows for Campbell Soup, Camden, N. J.

WHIH, Rock Island, Ill., has chosen Ross & Co. Inc. to represent it in the East and Midwest, effective Nov. 1. With the addition of WHIH, owned by the Rock Island Ayers, the Weed firm represents 11 stations.


RAY LINTON, Chicago station representative, on Nov. 4 married Miss Doris Poole, of High Point, N. C. They honeymooned East and expected to return prior to Dec. 1.

RAOUL MARLO has resigned as radio director of Birmingham, Castleman & Pierce Inc., New York. No successor has been announced.

KELLY SMITH, general manager of Radio Sales Inc., Chicago, while on the West Coast, has been married in November with John M. Dolph, CBS Pacific Coast sales manager, in San Francis- co, where both took their honeymoon. Ross & Co. Inc., San Francisco, has moved to larger offices at 116 New Montgomery St. Frank Hentze, formerly with Hauff-Metzger Inc., Los Angeles, has joined the agency as account executive.

A. W. SCOTT, in charge of radio for Beaumont & Holman Inc., San Francisco, is the father of a boy, born Nov. 20 at Roess General Hospital, in Rost, Cal.

The Pioneer Commercial Station in St. Louis

FIRST in St. Louis to have its own Washington News Correspondent

WKN
1340 Broadway, New York City
5000 watts L.S. - 1000 watts nights
National Sales Representatives

Agency Commuter

JACK MULLEN, representing Benton & Bowles Inc. in its Hollywood office, will commute. He will work between there and San Francisco. He produces Goose Creek Parson on CBS in Hollywood for a client there three times a week and, starting Dec. 10, will also produce Dr. Kate once a week over NBC from San Francisco.

ZRN POTTOR, formerly executive vice president of the recently aban- doned Chicago branch of Evin, Waw & Co. has been appointed executive vice president of Benton & Bowles Inc., New York.

HOWARD T. WORDEN has been named publicity director of Grace & Elen Inc., Detroit agency, coming from Postice Motor Co. where he was in the advertising and sales promotion department for several years.

HERIT POLESIE, radio producer in the Hollywood offices of the James- ton Thompson Co., directing the Shell Chateau program, late in November signed with Paramount Pictures as a writer. He is now making his agency work until some time in December.

WALTER MCCORMICK, for ten years Los Angeles radio broker, late in November married the daughter of a leading Advertising Agencies as office manager and account executive.

SHAPPE, John, New York agency for United Transformer Co., Ampere and other broadcast equipment manu- facturers, has moved to 1440 Broadway, New York, and doubled its staff.

TOM WALLACE AGENCY, Los An- geles, recently moved to new quarters in the Olvera Bldg., at 1535 N. Vine St., Hollywood.

F & S Ownership

ANNOUNCEMENT was made Nov. 14 by James L. Free, president of Free & Peters Inc., station representatives, that arrangements had been completed for the purchase of the stock of L. S. Leininger in that firm and in Free, Johns & Field Inc., sister organization. Mr. Leininger is general manager of the Transamerican Broadcasting & Television Corp. has not been active in the two companies for several months. Mr. Free and Peters foresees the name Free & Leininger. Re- maining stockholders in both compa- nies, Mr. Free stated, are himself as president and treasurer, Julia S. Free, his wife, and H. Preston Peters, vice-president and secretary.

Copyright Struggle

In Congress See
CommitteeLineups

House Fight Again Likely

REINTRODUCTION of the Du Bill to amend the antiquated copyright laws to give the owner of a copyrighted music a fighting chance against copyright combin is contemplated shortly after the new Congress convenes Jan. 5. The measure died last Congress after it had passed the Senate on a free vote, with ASCA members of the House block action in committee.

South Lake, by G. W. Duffy (D-Wis) of the author of the bill, declared wh Congress adjourned last week that he intended to reintroduce it and fight it through. It promostative provision of the measure, and the one only again under ASCA, the bill fought, was that which had eliminated the $250 statutory maximum damage clause for innumerable infringement and placed it amount of damages within direction of the courts.

Because there was favorab action by the Senate in the last session which rejected the Duffy Bill, Rep. DUFFY will introduce his bill essentially the same form. It looks like it. Mr. Duffy expects the House, where Rep. Sirovich (D-N.Y), chairman of the Pa- rents Committee, stated openen favor of the bill. The House, where his sympathies were with ASCA and against the broadcast he intended “Tracklets”.

Committees Unchanged

COMMITTEE lineups in the House, it is expected, will be about the same as during the last session. ASCA members of the committe included Sirovich, Lahn (D-Tex), Daley (D-Pa) and others, all of whom have been reelected.

Opposed to ASCA, and there is in favor of the Duffy Bill are Reps. O’Malley (D-Wis) and (D-Ga.), and Church (R.Ill) who led the committee’s fight for fair treatment for those years, but were frustrated by the Sirc- vich group. All three were reelected.

The State Department for the last two years has advocated passage along the lines of the Duffy Bill to permit American entry into the Interna- tional Copyright Union at Bern, under which American copyright would become automatic in coun- tries adhering to the Union. Radio stations in the quires, which would permit American entry into the Union, is not possible until provi- sions for obtaining copyrights laws are changed.

THE FEDERAL Radio Theatre Pioneers, Los Angeles, in November elected appointed executives as follows: Buck- leigh Oxford, former; KFTR publicist; Harvey A. Brady, former; Henry F. Berg, Longetime KELW manager, production director, and Mel Williamson, former director of KJH, publicity manager.

Get Texas Money!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone! 

KOFR
"Voice of Longview" - TEXAS

www.americanradiohistory.com
STUDIO AND PROGRAM NOTES

KIRSTOPHER CANDY Co., Los Angeles manufacturers, late in November started a campaign on KECA, Angeles. Sundays and Wednesdays, immediately preceding the Walter shop program on NBC, with Al oon, an announcer and singer. It was the first time the 50-year-old cou- was heard in the 10:07 Dogies headling the program. It was heard on the Butterfly 14th, and includes spots on KFWB and KFWP.

SPONSORING a nightly man- auto show voice programs from exhibits of the Chicago, Ill. Story, broadcast on WBRM, 10:15-10:30 p.m., Dodge Brothers Co., Detroit. The featured new cars of the air but also attract tremendous crowds to the display where they could see the 1007 Dodge side reading the program. Dale Bark, radio executive of KXRA in Chicago, conceived the program idea.

NEW program on WIP, Philadel- the is a talent account, written and delivered by Len Smith. The program con- of birthday, marriage, and other was humorously woven together. delivered on NBC Station, program is a talent account itself to- and not-too-important news Philadelphia and surrounding com-

NEW series of programs, Stories Camera, has been inaugurated on NBC by the WJOA in Minneapolis. ac- ing to Mr. Menkin, it is a new ex- in, in which he will use a dif- techniques in the production of radio story. He will write dramas that radio listeners may know and understand stories through radio pre- nents as easily as they do motion pictures. The first program was titled "The Manchurian," American.

VIS PERFECTION BREAD Co., Los Angeles chain of retail bakeries wagon deliveries, has started Bar- Treasure Round the World on PWB, Hollywood, a 20-minute radio program on Sundays. Bert Butter- who operates an agency and handles NBC, conceived the idea. He will write stories and legends of lost ships, hidden mines, and buried treasure. These stories have been a hit for years and has a collection of 400 stories. A narrated series of six enact the episo- lemes.

GAIN collaborating with local community Chest Drive, WSB, At- lanta, is staging its annual special sale. The sale, this year including pickups from various points in the city, with its largest pickup to date being the microphone together with the local drive chairman. WSB has annually been credited with being the major drive in the drive.

WIRE, Indianapolis, on Nov. 13 sa- nctored NBC on its tenth anniversary with a variety program broadcast. The program was produced under direction of Jack Stillwill, WIRE produc- ing manager. Each segment was pro- duced by a different announcer and manager L. J. Jaquier spoke briefly.

NEW studios for KFWB, Hollywood, will include a model operation kitchen with an auditorium for home economic broadcasts.

San Francisco Bridge Opening

POLICE CHIEF William J. Quinn of San Francisco, whose voice is familiar to NBC-Pacific Coast listeners in his program The Show-Up, at the opening of the San Francisco-Oakland bay bridge Nov. 12. Left is announcer Larry Keating of NBC and right, Don Thompson, NBC producer of special events in San Francisco. The gold and silver chain in the picture was cut with an acetylene torch by Governor Merriam a few moments after the picture was. Chief Quinn is pictured broadcasting his observations. Both NBC and CBS broadcast the bridge ceremonies transcontinent- ally.

Lloyd E. Yoder, NBC western division press relations manager in San Francisco, Milton Samuel, his assistant, Darrell Donnell, Herb Coon and Robert Hall, radio editors of the San Francisco Ex- sion, Chronicle and Call-Bulletin, respectively, and David H. Glickman, claim the honor of riding in the first "pay car" to cross the bridge on the opening day.

Seek Capital Outlets

A BATTLE royal for a new station in Washington was indicated Nov. 24 when the FCC Broadcast Division designated for hearing three applications for identical facilities. The applications are those of Continental Radio Co., Scripps-Howard Newspapers affiliate; Hearst Radio Inc., and U. S. Broadcasting Co., each seeking assignment on 1310 kc. with 100 watts full time, now occupied by WOL, Washington, which has received favorable action, now held in abeyance, for assignment on the 1450 regional channel with 1,000 watts.

SAN FRANCISCO

Prosperity Headquarters

OF THE WEST

The family income in San Fran- cisco in 1955 was estimated at $33 million dollars and exceed- ed the estimate for 1934 by ap- proximately 53 million dollars, and that of 1933 by nearly 100 million dollars. An increase of nearly 125 million dollars.

KFPY Aids Charity

KFPY, Spokane, turned over its Spokane Sings program Nov. 14 to the Spokane Community Chest, whose 200 workers caroled for charity. Each week the program is dedicated to a local organization. "The Spokane Sings program which KFPY gave over to us was a distinct contribution to this year's drive," said Charles R. Devine, publicity director of the Chest.

GERALD H. LAPINER has joined the advertising and sales promotion department of Keflavik Corp. He has been with the De- troit office staff of Stack-Goble Adv. Agency.

KFPY

The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Broadcast Advertising

December 1, 1936 • Page 59
New Radio Census

PLANS are under consideration by the U. S. Bureau of the Census for a 1936 survey of radio broadcasting business, patterned after that conducted for 1935 business and announced last July [Broadcasting, Aug. 1 and Nov. 1]. Likelihood of an appropriation for this and for other business surveys is seen, it is learned. Should the survey be approved, the Census of Business branch of the Bureau in Philadelphia will begin circulating Statements early next year. A number of changes in the procedure also would be introduced. C. H. Sandage, chief of the division of communications, supervised the last survey.

RESULTS! COUNT MOST

Let us acquaint you with our work.

PERSONALITY—AND CLOTHING

Bentley's Cultivates Friendly Feeling and Finds Radio Advertising Pays Big Dividends

By J. B. MAGUIRE
Kaneohe, City Manager, Bentley Store Corp.

AFTER 10 or 20 years in a business, nearly every businessman extracts from his experiences some pearl of wisdom. Mine is this: "People don't buy Merchandise; they buy Personality." I'll agree with anyone that the final aim of any business is represented in the dollars and cents of gross sales and net profit, but with the hard-nosed depression-timer who frowns on good will advertising and wants to see every publicity effort reflected immediately in cash, I have nothing in common. For confirmation, I point to Bentley's record, made possible by three years of good will advertising over WJB, in Kansas City.

With only the rarest and barest mention of price, Bentley's—a unit of Bentley Stores Corp., with central offices in New York—has made radio pay dividends in increasing sales almost every month during the last three years. One story will illustrate what I mean.

Ruler of the Purse

ONLY a couple of weeks ago a young lady came into the store with her husband. She had never been a customer of ours before; as a matter of fact, her husband wanted to make the purchase from a competitor, with whom he had shopped for many years—but no! Mrs. X had attended a Bentley party a few nights before. In the course of the boys had sung a request for her, and out of gratitude, she wouldn't consider shopping elsewhere. Thus a new account was opened. Good Will had added $75 more to Bentley's gross sales.

There are plenty of big stores in Kansas City. They can hold their own with us—or beat us—in the matter of price and terms; they can probably offer considerably greater selection, but they cannot compete when it comes to personality and service. We stress personality on our sales floor—and on our radio advertising—personality plus an extra something that gives Bentley's radio show something other local programs offer.

It was three years ago when Bentley's practically pioneered radio advertising for the credit clothing field in Kansas City. We used 100-human spots last year, and since there was no radio competition, the immediate results were surprising—all right with us. Last year we had imitators, so in order to get ahead of the crowd, we took a 15-minute program five times a week and started a big contest to name the show. Jack Grogan, who contacted the account for WJB, teamed with Les Jarvis of the station staff as talent, and built a hilarious, informal show which had a personality all its own. Music, songs, dedications, ad-libbed wise-cracks and not-too-serious of business commercials are the daily fare.

To put a new punch into the broadcast after the same contest ended, we began dedicating two programs each week to neighboring towns. This, too, was nothing more or less than imitating, but we were greatly surprised to receive grateful letters—and better yet, a large volume of sales we would never have received otherwise. Other credit stores were—well, let's say out of pocket, and since there was no competition in the field, we had no contest for a large, busy, but not significant business. We discovered, too, this business

WSPD

WITH THIS KEY—YOU OPEN THE DOOR TO OVER A MILLION PROSPECTIVE BUYERS

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.
WSPD is a basic Columbia outlet.
WSPD now operates on 5000 Watts day and 1000 Watts night.

WSPD's exclusive position in this rich market places it in a class by itself and national advertisers have proved conclusively that WSPD must be used to get blanket coverage.

We enjoy proving our statements and your inquiry will receive immediate attention.

Represented By:
JOHN BLAIR & COMPANY
New York Chicago Detroit
San Francisco

Bentley Store Corp.

ADDRESS: Comodore Perry Hotel, Toledo, Ohio
TRANSMITTER: Peninsular, Ohio

Page 60 • December 1, 1936

Broadcasting • Broadcast Advertising

WSPD

Rich Resort - Industrial
Western North Carolina

WWNC

ASHVILLE, N. C.
Full Time NBC Affiliate 1000 Watts

Only Blanket Coverage

IN BOSTON IT'S

BR

BROADCASTING • Broadcast Advertising
IN THE
CONTROL ROOM
R. C. J. JOLLIFFE, former FCC chief engineer now in charge of the
LA Frequency Bureau, has been ap-
pointed chairman of the committee on
municipalities of the American Institute of Electrical Engineers for the
1936-37 administrative year.

ILLIAM W. FINCH, former assistant chief engineer of the FCC and
former engineering manager of West-
ern Electric, Inc., is an independent con-
tactant in New York, on Nov. 1. It was issued Patent No. 2,061,012, a
covering an image broadcasting
system, the latest in a series of pat-
ents he has taken out on his facsimile
and radioteleprinter system.

ARY HARRIS, recently resigned
from the sound department of the
American Cinematographic Studios, Hollywood
production, is to become mainte-
nance man at KKNX, resigned in No-
Vember to do sound work at Colum-
ae Pictures studios. Jimmy French, the
actress for the KKNX Call ing All
ors program, was given the mainte-
nance post, w. Bruce Piensall tak-
ing French's position.

黪 T. STANTON, connected with
RPI, New York, in a technical con-
sideration to Hartford, D. T. Novem-
ber to confer with Western Electric and CBS on the new CBS
radio station.

AL CULUM, transmitter engineer
at WSGN, Birmingham, is the father of a boy born recently.

R. B. DOUGLAS, joined the en-
ing staff of WSGN, Birmingham,
and also copies Transcontinental radio.

ROBERT STRATTON, engineer of
WDRN, West Sty, and Miss
ean Torrence, of Charlotte, are to be mar-
ned Jan. 20.

DON MITCHELL, chief engineer of
WBNZ, Paterson, N. J., is the
other of a baby girl born in No-
ember.

RANCE BATT, formerly of
WOWO, Fort Wayne, has returned
to the Wowo control room after a
year with a radio equipment concern.

ABARAGETZ, formerly of the
NBC engineering secretarial
staff, has been appointed secretary
to Dr. B. Bliss, chief engineer, suc-
ceeding Edwin Wilson, resigned.
Miss Wilson had been with Mr. Han-
son since July.

AL ROLLICK, chief engineer of
WOMI, Omaha, is the father of a boy
born in October.

HOWARD DE LONG, chief engineer
of KKKD, Los Angeles, left for New
York late in November to visit tech-
nical plants and radio stations.

ROBERT H. SHEEHAN, student at
University of Pennsylvania, has
been named night field engineer of WP
Philadelphia. A. Wilson, graduate of Le-
high, graduate, and operator recently with Ingersoll-Rand Co., has
joined the transmitter staff.

ANDREW POOLE, formerly of an-
tering staff of WOR, Newark, on
Nov. 16 was named traffic and office
manager of the New York office of
Mutual Network.

DONALD PONTIUS, former member of
the WGN, Chicago, sound effects
staff, on Nov. 16 joined the Chicago
traffic department of Mutual Broad-
casting System.

IN SLY'S BROADCASTING

WJBY Produces Results
In Alabama's Second
Industrial Market

WJBY
Gadsden, Alabama

WJCB
Cartersville, Georgia

THE FASTEST GROWING STATION ON
THE ENTIRE WEST COAST

Proudly Presents
A FIVE-FOLD POWER INCREASE

(RCA—High-Fidelity)

FULL TIME 5000 WATTS LS 780 KC

FACTOR NUMBER 1 FOR INCREASED AUDIENCE

WORTHY of the splendid mod-
ern transcription elimination service
notes with this 100% telegraphed music, preferred by leading broadcast
stations.

Inquiries upon request.

PRODUCTS
STEEL CUTTING NEEDLES STARCHED W. H. Bagshaw Co.
Lewell, Mass.
H. W. Acton Co., Inc.

ACRYLIC NEEDLES W. H. Bagshaw Co.
Acton, Mass.

370 Seventh Ave., N. Y. City

THE WEEI Engineers' Association, a newly formed organization which the
branched affiliated with the
Associated Columbia Broadcast
icians, since WEEI's connection as the
Boston CBS link includes in its
membership the entire complement of
WEEI's operations, and at a recent
meeting, elected the following officers:

- Ralph M. Cowie, president; Edward
- J. Philbrick, vice president; William
- H. Role, secretary-treasurer; and
Fred A. Lang, national councilor.

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Fred A. Lang, national councilor.

WBBG in Greensboro, N.C.,
EDMIE RIDGE, Director
is "The Favorite Station in the Preferred Region."
Centralized System
To Promote Radio
Education Advised

Educators Must Cooperate in
Work, Says Workshop Head

By PHILIP H. COHEN
New York Manager
Federal Radio Workshop Project

IN THE BRIEF prepared by the
NAB in the matter of Section.
307 of the Federal Communica-
tions Act of 1934" appears a state-
ment which summarizes the case
of the broadcasters against the
ease of the educators who would
allow time fixed by statute for edu-
cational purposes:

"The record conclusively shows that
the program service broad-
cast by commercial stations is in
general a direct reflection of what
the public wants."

The statement cannot be chal-
genied as far as commercial pro-
grams are concerned, for these
programs are built to sell. A pro-
gram which does not pay dividends
to the station or to a sponsor is
considered a liability.

Educators at Odds

THE EDUCATORS too are faced
with the problem of building pro-
grams that will "sell". It is not
enough to build programs that
are instructive and interesting;
they must, above all, be programs
which will be heard. It is true that
every station is not and should not
be built for mass consumption,
but when we use an instrument
that is available to less than a
million people, we must have the
interests of most of these people
in mind when we approach the
microphone.

Assuming that the radio has a
place in education—and there are
those who with some plausible
arguments challenge even this as-
sumption—what steps should
the educators take toward making
the best use of the facilities which
are generously placed at their disposal
by the commercial radio stations?
Four steps should be taken im-
diately. The educators should:
1. Agree among themselves as
to what functions radio can best
serve in education.
2. Master radio technique or
seek the advice of those who know
the technique.
3. Determine the extent of the
listening audience.
4. Establish one or several cen-
ters for the collection and dissemi-
nation of educational material
prepared especially for radio pres-
entation.

Innumerable conferences have
made it apparent that there is
little agreement among the edu-
cators of the country as to the
meaning of educational broadcast-
ing, or the form that educational
broadcasting should take. Anyone
who has visited the conferences
on the status and future of
educational broadcasting knows
that the discussions open with the
question: "What is educational
broadcasting?" Immediately there
is a strong division of opinion
not only between the commercial
broadcasters and the educators but
among the educators themselves.
It would seem that much more
could be accomplished by an intel-
ligent discussion of some of the
concrete problems facing those
interested in educational broadcast-
ing.

Can a straight teaching job be
done or should the educational
radio program simply inspire the
listener to learn more? Should
program, music and even hu-
mor be used by the educators?
How effective are the direct-to-the-
home programs such as the
American School of the Air, the
Danrosch program, etc.? Here are
but a few of the problems that are
far more important to the future
of educational broadcasting than
the conferences which are periodi-
cally called to solve issues and
leave them unsolved.

In other words, the educators
must now take the air and offer
the broadcasting companies an
intelligent plan for educational
broadcasting. The broadcasting com-
panies would rejoice at such a
move.

Mastering Radio Technique

BETTER preparation and presen-
tation of educational programs
are, therefore, an obvious need.
Of the dozens of educational
programs broadcast each day only
a few are adequately prepared.
Too often the educators believe that
when the time is assigned the
battle is won. They come to the
studios with a hastily prepared
manuscript, race to finish it with
the time limit and read it all in
voice. If the program is not
mo-ning, to turn the dial.
The educators have toyed with
dramatization and music which
are considered essential to com-
mercial broadcasting, but too of-
the "music" is an unhears
four-piece orchestra, and the
means by which a group of the
educators, often with the "friends
who have "always been dying
get on the radio."

To use music intelligently, the
educators would need professional
radio actors or script writers who
would not be so cheaply educated
by radio. There probably is its
salvation.

Some way must be found to
determining the effectiveness of
educational broadcasts. If every
one of the stations of the
educators does, that educational
broadcasts are "broadcasts that are
good enough for other people." There is certainly
no place for educators on the air.

There is, however, evidence showing that the broadcasts of the
Universities of Michigan, Wiscon-
sin, Ohio State and the United
States have a large following and are advancing
education. In any case our resear-
ch into the radio is not a new
idea. There are those who have been
impressed by the results of the
educational broadcasts and are
serving useful educational purposes
in what further steps should be taken to raise the general
standard of educational broadcast-
ing.

Central Radio Libraries

A NUMBER of institutions are
putting on educational broadcasts.
There are some 30 stations devote
to educational programs exclu-
sively; the O. H. W. E. Network
broadcasts programs each
week. As yet there is no central
clearing house for material prepared especially for
educational broadcasting purposes. Man-
many schools and radio stations
are interested in educational broadcasts.

The Office of Education is start-
ing to assemble the best educa-
tional scripts and will soon be in
position to distribute them to high
schools and radio stations all over the
country. Here may be the begin-
ing of the first radio library.

When radio was in its early
infancy, the educators had a
golden opportunity to enter this
new field and grow with it. At the
time, centralizing the easier alter-
native was to turn the side line and
assuming the broadcasting pro-
casts. The time has cer-
tainly come to stop scoffing and ask
ourselves how the radio can be
educational. And once a strong
plan has been worked out, an
intelligent course is plotted it
should follow it with the same
courage that the commercial broad-
casters have shown in developing
listenable radio programs.

1937 Officers of IRE

H. H. BEVER- 
AGE, chief re-
three
of RCA Com-
munications Inc.
and the Insti-
tute of
Radio Engineers,
Al-H. Bever-
Hazard. Results of the mail bal-
loting were made known Nov. 1.
Peter P. Eckersley, consulting engi-
near of London's former chief
engineer of BBC, was elected hon-
orary vice president to succeed
Dr. Vladimir Poulsen of Denmark.
Dircet of the Radio Workshop
Wega. The succeeding Presi-
dent of IRE, M. E. Sokoloff, New
York consultant, engineer, and
Prof. H. M. Turner, Yale.

X MARKS THE SPOT
FOR YOUR SPOT CAMPAIGN
IT'S
WSOC
Charlotte, N. C.
NBC Affiliate

THE MOST
POWERFUL
STATION
between
St. Louis
Dallas and
Denver
Covers the Heart of the Triangle

"THE VOICE OF OKLAHOMA" TULSA

Page 62 • December 1, 1936

1870 KVOO
SERVING FLORIDA'S CENTER OF POPULATION

K VO O
BROADCASTING • Broadcast Advertising
Two Stations on One Antenna

A UNIQUE broadcast transmitting system in which two stations, within 50 kilocycles of each other, operate from the same antenna, was introduced last month in Seattle when both KOMO and KJR in that city began operations from a new location and with new equipment.

Each station now is operating with a new 5,000 watt RCA high-fidelity transmitter but broadcast from the same 570-foot Truscon self-supporting vertical radiator. This new equipment, according to tests, is said to give both stations higher quality and increased coverage in Western Washington.

The new radiator is one of the tallest self-supporting masts in the country, if not the world. Much research and study preceded its erection because of the transmission on two separate frequencies. The particular height was chosen to give the best overall results for both day and night coverage.

The new station site is located on the shores of Puget Sound. In addition to new transmitters, the stations have installed spare incoming power lines with automatic switch control and a complete auxiliary transmitter to insure minimum interruptions of the station schedules.

Both stations are NBC outlets in Seattle. Studios for both are located in the Skinner Bldg., in downtown Seattle and are of modern design. The two stations now have more than 100 employees divided into 10 departments, aside from talent. Officials are O. W. Fisher, president; Birt F. Fisher, general manager; J. R. Fisher, treasurer; H. M. Felts, commercial manager; Willard Warren, program director, and Francis J. Brett, chief engineer.

John Eccles, WJR Chief Announcer, Found Dead

JOHN ECCLES, for a decade chief announcer of WJR, Detroit, was found dead in the basement of his home Nov. 19. At his side lay a shotgun with one shell fired, and notes to his wife, indicating suicide. No motive could be given. Eccles had been with WJR for 10 years and was considered one of the best radio men in Detroit, despite the fact that he was only 31 years old. He had announced a program in the afternoon a few hours before his death. Leo Fitzpatrick, manager of WJR, said that he had nothing peculiar about Eccles' conduct at that time. Eccles started his radio work as an operator on a Great Lakes boat. He was a native of Toledo. He is survived by his widow and two children, Johnny, 8, and Sue. Funeral services were held Nov. 21.

GRAYBAR ELECTRIC Co., Buffalo, has purchased 36 announcements a week from Nov. 25 to Dec. 24 over WHJY, featuring Stromberg-Carlson radios, in a test campaign placed through Ellis Advertising Co., Buffalo.
**NETWORK ACCOUNTS**

(All times EST unless otherwise specified)

New Business

**ILLINOIS CENTRAL RAILROAD Co., Chicago**, on Dec. 10 started **Needle South** on 9 CBS stations, Sun., 7:30-8 p.m. Agency: Caples Co., Chicago.

**BEST FOODS CORP., New York** (mayonnaise) on Dec. 10 starts for 52 weeks, Dr. Rate, dramatic serial, on 7 NBC-Pacifie Blue Castations Thurs., 8-8:30 p.m. (PST), Agency: Beuton & Bowles Inc., N.Y.


---

**STELLI**

Cutting Needles for all acetate blanks

Here's what a user says: "These needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared. Original cost 75c each. Replacement 25c each.

Harder than steel. Tougher than emery. Hand-tapped with diamond dust.

---

**FANGERTONE. INC.**

Electric-Music

201 Verona Ave., Newark, N. J.

---


**FELS & Co., Philadelphia** (soap) on Nov. 16 started 9 quarter-hour pro- grams three weekly on 4 Yankee stations. Agency: Young & Rubicam Inc., N.Y.


**TASTYFAST Inc., Trenton, N. J.** (Tastyfast candy) on Dec. 1 starts James J. Bradock in My Battle with Life on 18 NBC-Blue stations, Tues., Thurs., 7:15-7:30 p.m. (EST), Agency: J. P. Muller & Co., N.Y.

**RENEWAL ACCOUNTS**

**AMERICAN TOBACCO Co., New York** (Lucky Strike cigarettes) on Dec. 20 renews Your Hit Parade on 62 NBC-Red stations, Wed., 10-10:30 p.m. Agency: Lord & Thomas, N. Y.


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For Complete Coverage of the Islands—

**KGMB KHBC HONOLULU HILO**

Represented by

Command Alliance Company

---

**Jergens-Woodbury Renew**

**JERGENS-WOODBURY SALES CORP., Cincinnati** is renewing its Sunday evening program on NBC-Blue, cutting the period to 45 min- utes, 9-9:45, replacing Paul White- man with Shep Fields’ orchestra and Frank Parker, and retaining Walter Winchell for his 15-minute news comments. The contract, re- newed for 52 weeks, includes the McClellan California group and KVQO and KEX-early in 1957. Winchell leaves for Hollywood in December to make a film with Ben Bernie and will broadcast his por- tion from the Coast, with Blayne Butcher, of Lennen & Mitchell Inc., New York, going west to super- vise production from that end.

---

**NEW CBS Hollywood studios** came nearer reality in November when the old Christie studios, site of the network music office, were razed. The location of the Sunset Club at El Centro. Actual building is to be started during the holiday season.

---

**SECOND ICE SERIES**

**NATIONAL ICE ADV. Inc., Chica- go** (ice & refrigerators) which last season with Daly’s orchestra and guest stars on NBC-Red network stations, starting Wednesday, Oct. 30-10:11 p.m. No title has been selected for the program, sched- uled for 26 weeks. Sponsor took over the time relinquished when Lucky Strike cut its Red network hour to 10-10:30 p.m. Original plans of the sponsor were for a Sunday evening time period. National Ice’s other network pro- gram is on NBC everyday, Tuesdays, Thursdays, 11:45-12 noon. Donahue & Coe Inc., New York, has the account.

---

**WORK OF JOINT COMMITTEE ON RESEARCH IS REVIEWED**

A ROUTINE meeting of the technical subcommittee of the Joint Committee on Radio Research was held in New York on Nov. 28, and no action on matters of any im- portance. The subcommittee considered an agenda for the Joint Committee, equally repre- sentative of the National Association of Broadcasters, the American Association of Advertising Agen- cies and Association of National Advertisers, looking toward cre- ation of an independent radio ad- bureau which would become the counterpart of the Audit Bureau of Circulations in the publication field.

At the next meeting the agenda will be considered.

---

**ORDER FORM**

for NEW Subscribers

**BROADCASTING**

National Press Bldg., Washington, D. C.

Please send me:

[ ] One year $12.50
[ ] Two years $23.00

[ ] Check is enclosed
[ ] Send bill

[ ] NAME
[ ] ADDRESS
[ ] CITY
[ ] ST.

Sound Effects (From Life)

Extensive Library—Approximately 500 effects

Custom-Built Transcriptions Commercial Plating Duping and Pressing

Write Us Your Needs

**Gennett Records**

(Div. of The Starr Co.)

Richmond, Ind.

---

C. R. THOMPSON, former pro- gram director of WBNX, Colum- bus, has been named manager of WCOL with Jack Price, now holding down the program job at the former station. WCOL has also named Jack Kelly as na- tional sales manager, Neil Smith local sales manager, Doris Herbst program director; and Brennan, continuity director and Harold Nafz- ger chief engineer, thus complet- ing its staff. WCOL is 91% owned by Slichter, Johnston, Columbus.

---

**HOMEOPATHIC MEDICINE Co., New York**, on Dec. 16 starts a 13-week series of musical programs with May Singh Breen, Maureen DeRose and Andy Simons on 7 NBC-Red stations, Sundays and Thursdays, 5:45-6 p.m. The Baw Co., Inc., New York, placed the account.
Yearbook Number Goes to Press on Dec. 15

By F. G. Taylor
Advertising Manager, Broadcasting

Declared Best Advertising Opportunity of the Year; Volume Now Is in the Final Stages of Production

In requiring five months of preparation, the 1937 Yearbook Number of Broadcasting goes to press Dec. 15— the deadline day for the advertising copy. Because of the prodigious task of production, taking nearly two months, the Year Book Number will be released to all regular subscribers early in February.

Editors of the Yearbook Number report that its various departments, furnishing an index to every activity related to broadcasting and its allied fields, will be more comprehensive than those in any of the previous numbers. Without question, it will have between its two covers the largest amount of radio information ever assembled.

Because last forms of advertising Department urgently requests all those who have reserved space to get their copy in early—the earlier the better. And for those who have "put off until tomorrow" their space reservations, the Advertising Department points out there are still two more weeks before deadline.

The Broadcasting Yearbook Number offers an unusual opportunity for effective promotion the full year round.

Agency executives, advertisers, station men and others in the broadcasting business have found the Yearbook Number indispensable and depend upon it for authentic information about the broadcasting industry.

Your advertising message in the Broadcasting Yearbook Number reaches every important element in the broadcasting industry every day in the year.

The Yearbook Number goes to press Dec. 15, the deadline day for the advertising copy. Because of the prodigious task of production, taking nearly two months, the Yearbook Number will be released to all regular subscribers early in February.

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Your advertising message in the Broadcasting Yearbook Number reaches every important element in the broadcasting industry every day in the year.
IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—Single from $3.50
Double from $5.00

THE newly-installed dial system that enables executives of WBEM, Chicago, to tune in any studio at any time nearly resulted in heart failure for Frank Falknor, chief engineer, the other day. Waiting for a program Frank amused himself by dialing the various studios until he heard this announcement:

"This is the WBEM Air Theatre, Wrigley Bldg., Chicago (PAUSE). Ladies and gentlemen—we regret that we cannot bring you the scheduled broadcast of the Sears Then and Now program. Reports from the Goodman theatre indicate that one of the CBS amplifiers on the stage exploded a few minutes ago, severely injuring Guy Kibbee, William Robson and other notables of the cast..."

Spinning to his phone, Falknor dialed the master control room..."Busy... the Goodman theatre... Bully... looked at his watch and saw that the program was not scheduled to start for five minutes. The announcer had merely been testing his microphone.

All announcers have been officially notified to confine themselves to facts during all tests.

CHESTER LA ROCHE, president of Young & Rubicam Inc. and newly-appointed radio chairman of the AAAA, spoke on "Radio Goes Hollywood" before the Eastern division of the AAAA meeting in New York Nov. 20. Lenox R. Lohr, NBC president, spoke on "Television, Just Around the Corner?"

BIRD'S EYE VIEW—Of the new 460-foot vertical antenna of WJZ, NBC-Blue network key at Bound Brook, N. J., which went into operation Nov. 15, date of the network's tenth anniversary. Two sets of guy wires capable of withstanding a pull of 162,000 pounds help support the structure, which was fabricated by Lehigh Structural Steel Co. The transmitter has a power output of 50,000 watts but is so built that it can go to 500,000 if and when the FCC grants the pending WJZ application for superpower.

Organizations Continued By Clear Channel Group

THE CLEAR Channel Group, representing a dozen clear channel stations, organized two years ago to protect their assignments, decided at a meeting in Chicago Nov. 23 to continue indefinitely. When originally created the organization planned to function as a temporary group and it had been expected that it would terminate following the Oct. 5 hearings.

In attendance at the meeting called by Edwin W. Craig, vice president of WSM, Nashville, and chairman of the group, were Louis G. Caldwell, Washington attorney and counsel for the group; Rev. O. L. Abell and A. S. Foster, W W L J; Lee Coulson, WHAS; James Rockwell, WLW; Carl J. Meyers, WGN; Glenn Snyder, WLS; Joseph O. Mclland, Paul A. Loyet, and Wm. M. Brandon, WHO; J. H. DeWitt, WSM.

Stations in the group are WLC, WHAS, WFAA, WAAB, WHO, KFI, WHAM, WSB, WSM, WLS, WWL and WGN.

Security Board Shows SOCIAL SECURITY BOARD, Federal agency in charge of the new old-age benefit system set up by the government, has asked broadcast groups to aid in publicizing the project in operation by Dec. 5, when an estimated 25,000,000 workers are to apply for benefits. Stations are asked by Louis Bensnick, director of the SSB information service, to ask local administrators to speak; conduct question-and-answer periods based on copy which is supplied; broadcast short announcements; donate time for one-minute and quarter-hour transcriptions which are supplied.

BOB BRAUN, head of Don Lee Artist Bureau, was in New York the latter part of November confering with Milton H. and Nare Abram-son, director of WOR Artist Bureau, on talent arrangements.

A "CUT" CRYSTALS (Approved FCC)

With mounting $50.00

Hollister Crystal Co.

70 WEST STREET, NEW YORK, N. Y.
illette Promotes charity campaigns

STATE OF MAINE

Asilical of 101 key cities of the United States, Canada and
awaive been invited to dis
take their Community Chests of Christmas charities during the
original Community Sing program

CBS at 10:30 p.m. Dec. 13, according to Ruthrauff and Ryan,
New York, agency for Gil
te Safety Razor Co., Boston, it
the first time in broadcasting
story that a national, sponsored
dob program has donated its
me to a nationwide charity drive.
At 10:30 p.m. two-thirds
through the Community Sing
cast, the network announcer
the Community Sing and hook up, the mayor or other
local officials will make his local appeal.

Local Arrangements

ETTERS describing the plan
ere sent by Ruthrauff and Ryan
t Community Sing stations in
ember. Station managers were
ed to contact their city offi
cs directly and to notify G. Ben
t Larson, producer of the pro
m. The letter gave assurance that the talks
could not be commercialized in
ay, and specified that the
rity remains with the Mayor's

ted with the Mayor's civic leaders will speak for
most part, several governors and
other state officials are in

Pure Milk on Mutual

URE MILK DAIRY PRODUCTS
c., Chicago (Golden Rich cheese)
its first network series on
Dec. 1 on five mutual stations
WITL, WOR, WGN, CKLW, 
(AAB) Tuesdays and Thursdays,
4:45 a.m. to 12 noon. Program
will originate from WITL and will
resent Isabelle Hewson in Petti
at Philosophy, Hanff-Metsger 
., Chicago, placed the account.

Opposition to Removal Of KTHS, Hot Springs, Reaches High Quarters

(LED by Mayor L. P. McLaughlin
other local interests, including
the Hot Springs Sentinel-Record
and New Era, itself an applicant
for a new local station, the fight
against the sale of KTHS, Hot
Springs, Ark., licensed to the local
chamber of commerce, has assumed
tigorous proportions, with the
mayor appealing by letter direct to
President Roosevelt, the FCC and
Arkansas' Senators to halt the
transfer.

The station was recently sold to
Radio Enterprises Inc., subsidiary of
the Co. Tom H. Barton interests,
for $25,000, cash, plus $10,000
a year for five years and an
agreement to devote 30 minutes a
day for five years to the promo
of Hot Springs. Filing for the
transfer with the FCC, Radio En
prises also asked authority to
move the station, a 10,000-watt
channel outlet on 1040 kc. into Littke Rock.

In the course of the fight against
the removal, it was pointed out
that Lee Armer, former head of
the Southwest Broadcasting Sys
tem, recently sold to Hearst inter
ests, had made an offer of $825
per month for a five-year lease
plus $1,000 per month additional,
or a total of $97,500, and had
agreed to rebuild it at a cost of
$50,000. This was cited against
the Barton $75,000 deal as proving
that the deal was "improper" the
opponents of the sale contend.
Also that Hot Springs should
retain the station for resort adver
tising purposes. It is their conten
tion that the station is worth at
least $250,000, and they have been
stirring up local sentiment against
it as well as filing suit to enjoin
the sale.

State of Maine Series

STATE OF MAINE Development
Commission, Augusta (potatoes)
launched its first radio efforts
Thanksgiving Day on WOR, New
ark, 1-1:15 p.m., using a WBS
library recording. With the com
pletion of the football season pro
gram shifts to a Saturday period,
1:30-1:45 p.m. Time will be pur
chased on other stations, says the
agency, Dorrance, Sullivan & Co.,
New York.

A TECHNA PORTABLE
will help you sell that radio
PROSPECT

Avoid the difficulty of getting your
prospect to an audition. Take the
program to him. A Techna Port
able Transcription-Audition System
offers the agency or radio station
representative an inexpensive and
effective way to sell radio business.
One agency executive recently sold
radio to two new accounts by using
a Techna Portable.

The complete system is mounted in
a single carrying case weighing 311/2
pounds. Plays up to 16" records.
Storage for 12 records. Operates at
33 1/2 and 78 R.P.M. on any 110 volt
A.C. outlet.

Complete with all tubes, 199.50.
Write for descriptive folder!

TECHNA CORPORATION
926 HOWARD STREET
SAN FRANCISCO
NEW YORK
CHICAGO
Cable address "Techna"
Belt Teletype "SF-329"
BROADCAST . . . PUBLIC ADDRESS
LABORATORY EQUIPMENT
Radioaids, Inc. to Produce Custom-Built Recordings

ENTRY INTO the field of custom-built transcription production, effective Jan. 1, was announced Nov. 24 by Mr. M. E. Mara, president of Radioaids, Inc., Hollywood transcription organization. He said the company would create a new department to originate and produce transcribed programs designed for individual advertisers.

Mr. Mara said the decision to inaugurate the new department came as a result of expressions from network and eastern advertising agencies and their clients in connection with Hollywood-made transcribed programs. He explained that his organization has complete facilities for writing, producing, recording and pressing.

Mr. Mara said that the regular production of the five, five-minute programs for various lines of business, now go to some 200 stations in the country as well as a limited distribution in foreign lands.

COLGATE-PALMOLIVE-Peet Co., Jersey City (Crystal White soap) on Nov. 30 completed a three-week test announcement by sending a dozen stations in the Midwest placed by Benton & Bowles Inc., New York.

Situations Wanted


Station Manager who built and operated two successful stations desires change. Open to any worthy while offer. Best reference. Travel anywhere. Box 580, Broadcasting.

Sales Manager with good record. Like to connect with national affiliated station. Know radio from all angles. Will travel. Box 581, Broadcasting.

Young station executive, ten years experience as commercial manager, program director, continuity and news editor, sales manager, feature announcing, etc., with network station for last five years. Success handling sales requires new connection. Will be available January 15, 1937. Address Box 582, Broadcasting.

Alexander Sherwood, Business Consultant in Broadcasting, 320 North 50th St., Omaha, Nebrasaka.

THE SOBY YARDSTICK OF AUDIENCE VALUE Impartial and comparable data about the size and location of the audience of radio programs and stations. Write for information and price.

BENJAMIN SOBY and ASSOCIATES 1023 Wallace Ave., Wilkinsburg, Pa.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations


Help Wanted

Program Director-Production Man. Experienced in network production work and musical director-arranger. Box 583, Broadcasting.

WANTED FOR BROADCASTING: Washington newspaperman, eight years experience in general newspaper work, including feature writing, to break into radio field a full-time writer. Excellent references. Box 579, Broadcasting.

EXPERIENCED engineering-continuity write near by to southeast area. Desires change, many years' advertising experience including virtually all activities in gathering and analyzing audience information. Excellent background for represent- ing agencies. Experience in representing agencies, liaison work with newspapers, handling station sales in present capacity. 35 years college education. Box 584, Broadcasting.

FORMER government engineer with nine years experience in design, installation and maintenance of public address systems ranging in size from one hundred watts to fifty thousand watts. Desires work in connection with a progressive, far sighted, aggressively managed station, as technical supervisor or chief engineer. Thorough knowledge of all radio developments including latest in standards, measurement, fidelity, directive antennas, remote shortwave pickup, past training and experience considered a valuable asset to a composite installation contemplating power increase or new equipment installation. Now employed with Eastern Manufacuring Company, Southwestern section. First class, nearing completion. Box 582, Broadcasting.

WANTED

WILL pay cash for full or part-time station in city over 100,000. Box 567, Broadcasting.

For Rent—Equipment

Approved equipment, RCA TMY-15 field strength measuring unit (new) direct readings. Esteline Angus Automater Recorder for fading on distant stations. GR radio frequency bridge; radio oscil- lators, etc. Reasonable rental. Allied Radio Research Laboratories, 250 East 161st Street, New York City.

For Sale—Equipment

Western Electric 5000 watt 5-C transmitter. In first class condition, being recently retired from service. Sold complete available immediately. Address inquiries to KWK, Hotel Chase, St. Louis, Mo.

Western Electric 100 Watt 12-B transmitter. This transmitter is in excellent condition, having recently been retired from service due to a power boost. Sold complete with all accessories. Address inquiries to KWK, Hotel Chase, St. Louis, Mo.

Western Electric 300-A. Approved 100 watt transmitter, 220 volt, AC, single phase, guaranteed to condition as tube complete. Modern design, new appearance, immediate delivery. High quality at low operating cost. Suitable for drive for 5,000 or more. Open for inspection, removal for twelve month. Address inquiries to 57,000, sell 57,000, f.o.b. Janesville, Wis. Write, wire WCLD.

Page 68 • December 1, 1936
Note to the trade:

Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1937 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1937 Year Book Number more comprehensive and more useful than even our preceding numbers.

The Editors
Speedy Action Seen on Allocations

(categories of stations (clear, high-power regional, regional and local), there probably will be established seven distinct groups. The three additional groups, it appears, would be a "clear channel" group, with duplicated operation, a new regional group operating with 5,000 watts day and night, and an intermediate group between regionals and locals using more than 100 but perhaps less than 500 watts). The classifications would be defined by the degree of millivolt protection given the stations in the shared-channel groups.

In the opening of the 1500-1600 kc. band, it is indicated that utmost caution will be exercised. At the Oct. 5 hearings, optimistic reports on operation in this band were given by two of the experimentalists and the Engineering Department evidently feels that the time is here for regular assignment of facilities. Because of the characteristics of the frequencies, it is felt that they are most adapted for regional stations—that is, those that can serve an urban area along with a portion of contiguous rural territory.

In this connection, too, consideration will be given such countries as a possible reason for assignment of stations on these channels. The higher frequencies, it has been asserted, are less affected by static disturbances prevalent in tropical areas, and channels in the 1500-1600 kc. band probably would function efficiently in Mexico. Mexico is not a party to the North American agreement on the distribution of wave lengths, but assigns stations generally on mid-channels, in between those used by the United States and Canada.

Whatever the Broadcast Division does, according to current sentiment, it will disturb as little as possible the economic structure. It will try to so control licensing of additional stations or assignments of power or improved facilities as to prevent any competitive situations that might prove deleterious. Existing stations, it is thought, the first should be accorded improved positions, with new station applications considered afterward.

Technical Separations

TECHNICAL engineering standards will undergo sweeping changes by virtue of the unimpeachable testimony offered in connection with receiving set characteristics, blanketing signals and mileage separations between stations. The 10 kc. separation between channels will remain, as far as can be ascertained at this moment, that is interpreted to mean that there will not be any additional channels in the regulation broadcast band, with narrower widths. But the distance tables and those specifying particular (previously) separations for particular mileage separations between channels and stations are due for alteration. Instead of the present 50 kc. separation recognized between stations in the same geographical area, it is expected that a 40 kc. separation will be construed as sufficient in most cases. But more significant is the intention to use such engineering standards merely as rough guides rather than arbitrary rules. Actual measurements and curvilinear are to be relied upon in individual situations, since it has been conclusively shown that physical differences in terrain affect propagation, and that other absorption factors must be taken into account.

Thus, mileage tables will be construed, presumably, simply as average. Empirical standards, as such, will be disregarded. The new engineering rules will be called perhaps "Standards of Good Engineering Practice" rather than empirical standards.

Inquiry in Congress

(Continued from page 33)

moves which might tend to undermine the smaller broadcasters even remotely should not be tolerated. He said reports had come to his attention that the smaller stations believed they would be destroyed through introduction of superpower. He favored more local outlets to reach smaller cities and rural areas.

While "tales" have been carried to him of conditions in broadcasting that require immediate scrutiny, Senator Wheeler said that, aside from the issues he had raised, there was nothing of sufficient substance to warrant immediate hearings or an investigation. Asserting he was not satisfied with the telephone investigation by the FCC, he said that on this subject he would be inclined to await a report from the Commission itself before taking any steps.

Mr. Rayburn, a candidate for the majority leadership in the House, declared he saw no occasion to make an inquiry into the FCC at the forthcoming session. His views were similar to those of his Senatorial colleague on the scant likelihood of new legislation affecting radio.

Chicago Hotels Use Radio

LA SALLE HOTEL, Chicago, started a Sunday afternoon series on WMAQ, Chicago, Nov. 29, to advertise services it offers to residents of Chicago as well as to its guests from out of town. Aimed especially at golfers who like to keep in trim during the winter, the broadcast is conducted by Duncan MacPherson, golf professional, who gives golfing tips and invites listeners to visit the indoor practice grounds on the hotel's 18th floor. Agency is Gale & Peitch Inc., Chicago. Hotel Sherman, Chicago, is using daily announcements on KSFO, San Francisco, through Harry Atkinson Inc., Chicago.

Washington, D.C.

has an Annual Payroll of

$360,000,000

Reach it with

WOL

Washington, D.C.

WFL

560 Kc.

PHILADELPHIA'S MOST POPULAR STATION

NBC BLUE - MUTUAL

BROADCASTING • Broadcast Advertising

BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
PITTSBURGH, PA.

After Installing a BLAW-KNOX VERTICAL RADIATOR

J. C. BELL CHIEF ENGINEER
at STATION WBRC

says:

"The Gain in Signal Strength Equals Twice the Power on the Old Antenna"

IF YOU PLAN IMPROVEMENT OF YOUR ANTENNA, IT WILL PAY YOU TO CONSULT
This time with the console type SPEECH INPUT EQUIPMENT

Broadcasters needed a complete, single unit speech input equipment. First to meet this need was Western Electric—with the 23A, announced last July. What happened? The same thing that happened with the eight-ball mike, the 23A transmitter and other Western Electric pace-setters!

Broadcasters accepted the new unit immediately. They knew it was right in design—developed by Bell Telephone Laboratories. Right in workmanship—made by the leader in sound-transmission apparatus. Tests proved it was right in performance.

This compact unit—more than 60 of which have been ordered—gives a rare combination of flexibility, simplicity of operation and high quality performance. It is especially suitable for studio installations and with the new 23A transmitter.

For full details: Graybar Electric, Graybar Building, New York—or Graybar’s nearest branch.
ANNOUNCING

"HOW RADIO STATIONS USE INSTANTANEOUS RECORDINGS"

TO MAKE MONEY—INCREASE SALES

PROMOTE OPERATING EFFICIENCY

Recently we wrote all users of Presto recorders to ask how they were using their equipment. The replies gave us an amazing amount of new information. Here are some of the facts they mentioned.

1. "Man on the Street" broadcasts are being recorded and edited before broadcasting—eliminating accidents and dull spots which had occurred in direct broadcasts.

2. Recording the work of announcers enabled them to hear themselves...resulted in a tremendous improvement in their style.

3. Commercial station breaks and call letter announcements are being recorded when convenient...leaving announcers free for useful work elsewhere.

4. Rehearsals are recorded for self criticism by artists resulting in improved pace and elimination of weak spots.

5. Outstanding programs of the year are being recorded for rebroadcasting on anniversary programs.

6. Sustaining programs are being recorded to be auditioned at the prospective sponsor's convenience.

7. Recordings of restaurant and night club background noise are used to give atmosphere to programs of recorded music.

8. Individual artists record several programs ahead of time so that they can take time off...avoid interruptions due to illness.

These uses and many others are fully described in our new booklet.

IT'S FREE. Send for your copy today.

INSTANTANEOUS RECORDING IS INEXPENSIVE

WITH THIS NEW PORTABLE UNIT

THE COMPAC

MODEL "D"

Let us quote you on the cost of recording equipment for your station.

Export Division (except Australia and Canada)
M. Simmons & Sons, Inc., 25 Warren St., N.Y. Cable: Simontritee, N.Y.

Terry is Named Manager As KVOR Is Transferred

FORMAL transfer of the ownership of KVOR, Colorado Springs, from Rev. S. H. Patterson to the Out West Broadcasting Co., took place Nov. 28, with the naming of Hugo Terry, formerly of the commercial staff of WKY, Oklahoma City, as manager to replace Lou Keplinger. The staff otherwise was kept intact, although new salesmen and announcers are being added. A new transmitter and enlarged studios are planned, with Jack Lovell, of WKY, in charge of the mechanical work.

KVOR was sold recently for $30,000, the deal receiving the FCC's approval, to a new company headed by E. K. Gaylord, publisher of the Oklahoma City Oklahoman and Times and chief owner of WYK, Oklahoma City, and KLR, Denver. The deal was closed by Edgar T. Bell, business manager of the Oklahoma newspaper and radio group, and Maj. Herbert Peck, the company's general counsel. Rev. Patterson has applications pending for new stations in Denver and Cheyenne.

William Kuser Jr.

WILLIAM KUSER JR., 28, chief announcer of KJH, Los Angeles, was instantly killed Nov. 24 and Don Lee, staff announcer of KNX, Hollywood, was seriously injured when the automobile in which they were riding left the road on Vermont Ave., near Lonita Blvd., Los Angeles. Dr. H. Clifford Loos, brother of Anita Loos, screen writer, was also injured. Mr. Kuser took the KJH post a year and a half ago, coming from KPFA. He was nationally known for his announcing of the PickFair Parties programs several months ago.

George W. Martin

GEORGE W. MARTIN, president of the Portland Broadcasting System, of Portland, Me., which was authorized last May to build a new station (WGAN) to operate on the 640 kc. channel with 500 watts limited time, died of heart failure Nov. 22. He was 62. Mr. Martin was the principal stockholder of the newly formed company with the Portland Press-Herald owning the minority. The station grant now is enbowed in litigation before the U.S. Court of Appeals for the District of Columbia.

Agency Names De Angelo

CARLO DE ANGELO has been appointed radio director of Lennen & Mitchell Inc., New York, with Burt McMurtrie serving as associate director of the department.

A two-day celebration will inaugurate the opening of the new system with Mutual on Dec. 29-30. On other stations on the West Coast, with special programs and on the following day Don Lee will return the honors with Count Angel, movie star, serving as master of ceremonies.

Validity of Spot Radio Right Upheld

THE VALIDITY of an exclusive contract to broadcast a sports event was upheld by Judge Fitz Sullivan of the United States District Court of Chicago on Nov. 29 in what is believed to be the first case of its kind, when he granted an injunctionstraining WGN, Chicago, from broadcasting the Nov. 29 football game between the Chico Cardinals and Chicago Bears.

The suit, which was filed by Ward Herman on behalf of WJW, alleged that WIND had purposed the exclusive broadcasting right for all home games to be played during the 1936 season by the Chicago Cardinals and that suitly WGN, the Standard Co. of Indiana, and the Chic Bears had advertised that it was going to broadcast this game which was a part of the Cardinal schedule, and asked for an injunction against such a broadcast.

The suit was filed against the Standard Oil Co., which had been sponsor of Bears games WGN, and requested that the Cardinals be restrained from playing the game unless they could live the exclusive broadcasting rights which they had sold to WIND. WIND's broadcasts had been sponsored by Chevrolet Dealers of Chicago.

The following statement was issued by WJW after the Judge's decision: "It was unnecessary to enjoin WGN along with the other broadcasting the game between the Cardinals and the Bears on Nov. 29 in view of the fact that WGN had merely contracted with the agency representing the club sponsoring the football games to supply broadcasting facilities, and no way was obligated to deliver broadcasting rights for the game.

TOM FIZDALE, Chicago Press age, upset all pressmen on Nov. 30, appearing with Fibi McGregor & His clients on his NBC Red network, and Tom played the part of a press agent.

"Doing A Peach Of A Job In Georgia"

WGN GIVES LIVE LOCAL REPRESENTATION IN THREE PROSPEROUS CITIES WITH STUDIOS AND OFFICES NORFOLK—PORTSMOUTH—NEWPORT NEWS

BROADCASTING • Broadcast Advertising
STANLEY E. HUBBARD, pioneer Northwest radio man and one of the original owners of KSTP, St. Paul, is the new president and general manager of the station. Mr. Hubbard is formerly one of the owners and founders of WDAY, Fargo, was appointed vice president and treasurer.

Mr. Hubbard succeeds L. J. Fields, who died recently. Prior to the election to the presidency he was vice president and general manager. Mr. Hance previously as assistant general manager.

The station has been with the station in that capacity since it opened in 1928. The elections were held at a board meeting on Nov. 24, C. R. Bachmann as named secretary.

Martin Heady Biow Radio

CHARLES MARTIN has been appointed director of radio for the Biow Co., Inc., New York. Mr. Heady, formerly Manager of the Three Minute Thrills on the NBC-Philips & Co. program for the past year and prior to that was with the Time editorial staff, writing the March of Time radio script.

NEW CALLS GIVEN SPECIAL STATIONS

THREE of the four stations in so-called "special broadcast" operations using the 1500-1600 kc. high-fidelity band, on Nov. 27 were authorized by the FCC. Broadcast Division. The remaining one, WSB, is other than experimental call letters. The stations are WXZ, New York, au- thorized on Christmas Eve; WXY, Kansas City, which becomes KXY, and W6XAI, Bakerfield, Calif., now 6PNC. The fourth station, WIXS, Water- bury, Conn., has not selected its regular call.

The changes were made possible under the revised broadcast rules of last July. At the Oct. 5 "ac- tion," applications for most of the broadcast- ers in this band urgently recommended the change to regular call letters. They point- ed out that the experimental designations resulted in confusion not only among listeners, but also with the industry, since such calls are usually assigned to stations other than regular broadcast stations. The FCC had opened the change, which has been under consideration for about two years after experimental high fidelity operation but stations were not required to register and operate commercially and as a matter of fact, are subject to the same restrictions as stations in the conventional band.

Scripps-Howard Seeking New Station in Denver

APPLICATIONS for two new stations were filed with the FCC Broadcast Division Nov. 27 by Continental Radio Co., radio affiliate of the Scripps-Howard newspaper chain. One application requested a new station on 880 kc. with 500 watts power authorized, for use by KPOP, Denver, and seeking the facilities of KFKA, Greeley, Colo. This application was much the more ambitious, since KFKA being granted another frequency, it being understood that the station should be scheduled for full time on another wave.

The second application requests a new station on 830 kc. for night and one kc. day, unlimited time. KVOO, Denver, also has filed for a 830 kc. station. Howard publishes the Rocky Moun- tain News in Denver.

MBS Coordinator

ADOLF OPFINGER, assistant to Julius Seebach, program director of Mutual Network, has been named program coordinator for Mutual Network, effective Dec. 14. The appoint- ment is in line with the expanding of the growth of mutual, stimulating and sustaining program service is planned. Mitchell Ben- son, WOR chief announcer, re- places Opfinger.

Right of Recording Artists Is Argued

New York Supreme Court Will Rule on Crumit-WHN Case

A RULING by the Supreme Court of New York upon the right of record- ers to prevent perfor- mance of their phonograph rec- ords over broadcasting stations is expected within a few weeks fol- lowing argument Nov. 24 before the court on the motion of Frank Crumit for a temporary injunction to bar WHN, New York.

After five months of delay, occasioned by repeated requests for postponement by counsel for Crumit, the case came up for hearing on the injunction pleas. If a temporary injunction is granted, it could be argued by counsel for Crumit, as counsel for the National Association of Perform- ing Arts, that Judge J. J. Frey, general counsel of Loew's Inc, appearing for WHN. The case is regarded as an important test since it will be the first ruling by a superior court on the subject.

Property Rights

MR. SPEISER contended that Crumit owned the "law right of property in the interpretation on the phonograph record; that record relates only to home and not commercial or broadcast- ing use; that the radio perfor- mance must be licensed by the record owner; that the record owner, Crumit, has the rights to make contracts for his exclusive services with stations and also interfered with receipt of royalty payments due him."

Judge Frey, answering an inquiry by Justice Valente in connection with Mr. Speiser's request for an "early trial", asserted he felt that after the court had ruled on the hearing on the permanent injunction for a trial. Arguing against the injunction motion, Judge Frey de- clared that if the contentions of the motion were correct, then every music in an orchestra would have a property right and be able to prevent use of records by pur- chasers. He said the records were purchased like any other commodi- ty and that if they were to be broadcast, as did Crumit when he performed for the public, without permission or a fee, Crumit was not only paid by Decca, but he that also he was paid a royalty from ASCAP, from whom WHN holds a license; that Crumit was not a partner, but performances and not maintain a license; that the Su- preme Court already had ruled against the contention of alleged co-partnership and that Crumit had not shown any dam- age.

VICTOR RATNER, CBS sales pro- motion manager, will leave for Los Angeles during the next week or a week or more planning CBS promo- tional activity in connection with its television station with KWTV, Los Angeles; KSFQ, San Francisco, starting Dec. 21.

PERCY L. DUTCHES, president of World Broadcasting System, is con- tinuing his nationwide tour for a rest cure. He is expected back at his desk by Dec. 10.

ELMER H. DOUGHTERY, Chicago, publisher of a new sports magazine, "The Human Side of Sports," with Hal Tott, veteran announcer, on WENR, Chicago, twice weekly, has

BROADCASTING • Broadcast Advertising

December 1, 1936 • Page 73
Decisions

NOVEMBER 17

APPLICATIONS GRANTED
KEUB, Price, Utah—License for CP move new station 1420 kc 100 w. unid.
KEUC, Cincinnati, Ohio—License for CP move aux. trans.
KFG, Oklahoma City—License for CP move increase 100 to 250 w. move studio trans.
KFMR, Oklahoma City—License for CP move aux. trans.
KMO, Tacoma, Wash.—Mod. CP rect. rad. vert. antenna.
KWWJ, Portland, Ore.—Mod. CP extend completion relay station.
KLSD, Portland, Ore.—Mod. license in effect.
KIRO, Seattle—Temp. auth. change antenna.

WAGF, Dothan, Ala.—Assign. license to John T. Hubbard, Julian C. South and Fred C. Mosley, d/ba Dothan Brdctg. Co.
KPTA, Lake Charles, La.—CP 1410 kc 1 5 kw w. facilities KPTA.

MISCELLANEOUS—WWS, Hammond, Ind.—Strike ordered because of alleged failure to file annual report. License granted.
KJN, Ft. Wayne, Ind.—License for CP new station 1370 kc 100 w. unid.
WNYC, New York—Mod. CP extend completion relay station.
WLRL, Laurel, Miss.—Mod. license spec. to unid.
WSHO, Hammond, Ind.—Renewal lic.
WIEE, Philadelphia.—Mod. license increase visual 1.5 to 2.88, aural 260 to 1500.

WIXAD, Philadelphia.—License for CP change equip. increase to 100 kw.

NEW

NEW, Wm. C. Grove, S. H. Patterson, Cheyenne, Wyo.—CP 1420 kc 100 w. 250 w. in D.
NEW, J. O. Davis, Mobile, Ala.—CP 1230 kc 50 w. unid., assigned to C. R. Tison.
NEW, W. R. Page Corp., Columbus, Ga.—CP 1590 kc 250 w. in D.
NEW, Charles Greenblatt, Bridgeport.—CP 1460 kc 250 w. mod. in D.
NEW, Midland Bros., Grand Forks, N. D.—License granted a number of D.
NEW, Ray L. Bull, Polv.—CP 1040 kc 100 w. mod.
NEW, Edsall Warwick Livingston, Bennington.—CP 1300 kc 100 w. unid.
NEW, Richard Nelson, d/ba Oak Cliff-Dallas Brdctg. Co., Dallas.—CP 1300 kc 100 w. mod.
NEW, Hebrew Evangelization Soc., Inc., Long Island.—License granted new station 1370 kc D.
NEW, Frazier Reams, Mansfield, O.—License granted new station 1270 kc D.
NEW, Juan Piza, Sun Juan, P.—CP 1270 kc 100 w. 250 w. in D. use WNL.
NEW, E. H. Studebaker, La Grande, Ore.—CP 1420 kc 100 w. 250 w. in D. unid.
KFGY, Bismarck, N. D.—Hearing before Division on mod. license 1 to 3 kw N.
KGAR, Bismarck, N. D.—Hearing before Division on mod. license 1 to 3 kw N.
KGB, Bismarck, N. D.—Hearing before Division on mod. license 1 to 3 kw N.
KGAL, Bismarck, N. D.—Hearing before Division on mod. license 1 to 3 kw N.
KFOX, Ft. Dodge, Ia.—Assign. license to King Broadcasting Co.
KGO, San Francisco, Calif.—License granted new station 1370 kc 100 w. 250 w. in D. unid.
WNRW, Woonsocket, R. I.—Mod. license to include WMRT hours.
WiNR, Woonsocket, R. I.—License granted new station 1130 kc 50 w.
WING, Elsmar Gazeta-See Inc., Elmiria.—License granted new station 1560 kc 250 w.
WALF, Glenwood, N. Y.—License granted new station 1420 kc 100 w. 250 w. in D.
WNAV, Mid-Atlantic Corp., Washington.—License granted 1270 kc 100 w. unid.
WBF, Bridgeport, Conn.—CP 1490 kc new equip. increase 1 to 5 kw.
WMBQ, Brooklyn, N. Y.—License granted new station 1410 kc 500 kw.

APPLICATIONS DISMISSED
WSFS, Springfield, Mass.—Mod. license 1145 kc 500 kw. in D., adopted by rev. V.
NEW, Eau Claire Brdctg. Co., Eau Claire, Wis.—CP 1210 kc 100 w. unid.
NEW, Ed Kline, Helena, Mont.—CP 1280 kc 1 5 kw d. facilities KFBE.

ACTION ON EXAMINERS’ REPORTS
KLS, Oakland,Mo.—License 1460 to 1280 kc 100 w. unitd., revers. Examiner Bal. unknown.
NEW, Arthur Westlund & Julius Cohen, Santa Rosa, Cal.—Denied CP 1310 kc 100 w. unid., revers. Examiner Bal., from complaints.

ACTION ON APPLICATIONS
WMAK, Gulfport, Miss.—Denied CP new equip., direct. antenna, change hours to 1200 w. ft. 10, re- versing Examiner Balderg.
KFXD, Long Beach, Calif.—Granted CP new equip., increase 1 to 5 kw D. unid., revers. Examiner WCL.
NEW, Thompson, Santa Cruz, Cal.—Denied CP 1310 kc 100 w. unid., revers. Examiner Balderg.
NEW, Wm. B. Smullin, Sacramento—CP 1310 kc 100 w. 250 w. d. unid., sustaining Examiner Balderg.
NEW, Miles J. Hansen, Fresno, Cal.—Denied CP 1000 kc 250 w. D. unid., revers. Examiner Balderg.
NEW, Jiilie A. S. Heath, Las Vegas, Nev.—Denied CP, unid. to include full 10000 ft. area on motion of WCL.
NEW, Miss. Magnolia Brdctg. Co., Jackson, Miss.—Denied CP 1420 kc 100 w. unitd., sustaining Examiner Irwin.
NEW, Ogdenburg Advance Co. Inc., Ogdenburg, N. Y.—Granted, subject Rule 131, mod. license 500 kw. 1 kw 1300 kc, sustaining Examiner Irwin.

MISCELLANEOUS—NEW, Magnolia Brdctg. Co., Jackson, Miss.—Denied CP 1420 kc 100 w. unitd., sustaining Examiner Irwin.

APPLICATIONS GRANTED
NEW, Great Western Brdctg. Corp., Minneapolis, Minn.—Granted license for CP new direct. antenna, move trans., vary hours. ONE.
NEW, Wm. J. Hendrickson, Minneapolis, Minn.—Granted license for CP new direct. antenna, move trans., vary hours.
NEW, Arhelyn Brdctg. Co., Minneapolis, Minn.—Granted license for CP new direct. antenna, move trans., vary hours.
NEW, Wm. J. Hendrickson, Minneapolis, Minn.—Granted license for CP new direct. antenna, move trans., vary hours.
NEW, Arhelyn Brdctg. Co., Minneapolis, Minn.—Granted license for CP new direct. antenna, move trans., vary hours.

CANADIAN BROADCASTING CORPORATION—These are the newly appointed rulers of radio in Canada. Their Canadian Broadcasting Corporation Corporation was established on June 16, 1936. Gladsome Murray reports. Left to right: N. L. Nathanson, Toronto, president of Famous Players Corp.; Ralph Adam and S. J. Corey, Paramount Corp.; Mrs. Nellie McChung, Victoria, B. C., author; Rens Morel, Montreal (chairman), attorney; Col. Wilfred Bovey, Montreal, barrister, formerly of McGill U.; J. Wilfred Godfrey (vice chairman), lawyer; Father A. Vachon, professor of Laval U., Quebec; Alan B. Planta, Toronto, journalist who is credited with the idea of the CBC; Victor Odlum, Vancouver, broker, is the ninth member of the board, but was absent when picture was taken.
Bonat & Bonat Test

**Bonat & Bonat Inc., New York** (Bonat Vitamin F. Permanent Waving Method) on Nov. 19 began a 13-week test series of Thursday quarter-hour programs under a new contract with WGR, Buffalo, its first radio effort. The program is a former WGR sustaining program with a new title, "Bonat Emo Movie Club, Vox Co. of Adv. Inc., New York, is the agency.

**Tide Water Merger**

At a SPECIAL meeting of the stockholders of Tide Water Associated Oil Co., New York, held in New York Nov. 18, plans were approved for the merger of Tide Water Oil Co. and Associated Oil Co. Hereafter both the latter companies are known as Tide Water Associated Oil Co.

WJBW, New Orleans, renew license; KFXR, Oklahoma City, renew license; WOAI, San Antonio, transfer control of Southland Industries Inc., licensee, from G. A. C. Hall to CBS.

**Applications**

- NEW, WRHC Inc., Cleveland—CP 780 kc at a 1 kw in, effective date 3-31.
- NEW, WAO, Chattanooga—CP new new, increase 100 w 250 w, change from D to unid.
- NEW, KPIT, Norfolk, Va.—CP 1000 w at 100 kw effective date
- NEW, WAPK, Chicago—CP new new, increase 100 w 250 w, change from D to unid.
- NEW, WCRB, Boston, Mass.—CP 500 w at 250 w, change from D to unid.
- KPIT, Norfolk, Va.—CP 1000 w at 100 kw effective date
- NEW, WJTN, Jamestown, N.Y.—Nov. assign. CP from A. R. F. New Ventures, Inc., licensee, for CP license for change equipment; CP new new, increase 100 w 250 w, change from D to unid.
- NEW, WPTF, Durham, N.C.—CP 1000 w at 250 w, change from D to unid.
- NEW, WRBB, New Bank, N. J.—CP change equipment.
- KPIT, Norfolk, Va.—License for CP change, increase power.
- WFAC, Florham Park, N.J.—License for CP change, increase power.
- KFAC, Los Angeles—License for CP new new.

**Applications Denied**

- NEW, WJSK, San Francisco—CP new new, at a 1 kw to 1 kw, move locally.

**November 18**

**Check these Features:**
1. Precision Built.
2. Carefully Engineered.
3. Constant Speed, No Vibration.
4. Perfect Division of Lanes.
5. Records 33 1/3 or 78 RPM.
6. Variable Pitch: 96, 110 or 125 Lines to the Inch.
7. Reversible Cutting Feed.
8. Easily Installed.
9. Simple to Operate.
10. Safety Lift for Recording Head.
11. All Driving Mechanism Underneath Table.
12. Universal Type Cradle with Adapter for Any Type of Recording Head.

**Scientific Radio Service Crystals**

- LOW TEMPERATURE CO-EFFICIENT CRYSTALS $50.00. Two Crys.- $50. Approved by F.C.G.

**Write for Bulletin B. C. P. 3**

**RECORDING EQUIPMENT MFG. CO.**

6611 Sunset Boulevard

Hollywood California

**December 1, 1936**

**Page 75**
MERCHANDISING & PROMOTION

HORLICK'S ALMANAC — GROCERS' SALES MEETING — YOUNG PSYCHIC — FOLGER WORDS — IN STORES

LUM AND ABNER, who broadcast five nights a week on NBC under the auspices of Mutual and Malted Milk Corp., have written a Family Almanac that was published in 1937. This Almanac, may be obtained by sending the wrapper from a bottle of Malted Milk to the publishers, Lum and Abner, as recorded in the diary of Evaline Schultz, Pine Ridge school teacher.

Umer Turner, radio editor of the Chicago Herald & Examiner, for a second appearance on the program Nov. 24, broadcasting a review of the 1937 edition of the Lum & Abner Almanac.

WALKER'S, Inc., Los Angeles department store, on Nov. 20 started Adventures in Christmas Tree Grove on KFWB, Hollywood, for 15 quarter-hour programs between Christmas Eve and Christmas Day. The transcriptions were produced by Sertens & Price Inc., Los Angeles, and Ulmer Turner will handle the account. The series will be given as a giveaway on evidence of purchase. Santa Claus, as a program tie-in, arrived at the Glendale Airport on Nov. 20 and will make a personal appearance at the store the next day with frequent radio mention made during the broadcast series.

MORE than 200 retail grocer members of Independent Grocers' Alliance, Chicago, and surrounding towns within a 50-mile radius, were guests Nov. 22 of CBS, Chicago, at a "radio sales meeting" and enactment of several episodes from the new Alliance program, One Girl in a Million. Joan Kay, the "Sally"

of the series, and the entire cast will acquaint the grocers with the show at first hearing and ask them to forward an order form. The president of IGA will address the meeting, first of its kind.

IN THE newly opened modernistic showrooms of the Chrysler building, a ground and second floors of the Chrysler Bldg., New York, is an exhibit of many of the gifts Major Bowes has accumulated in the 36 years since his station days. Salesmen in the showroom explain to the visitors all about the Mayor Bowes' TV Show on CBS, Thursdays, 9-10 p.m.

THIS is not a club to make you use WVL, the New Orleans station said in a tag accompanying 18-cent stick of sugar cane. Peel off the outer silver paper tag continues, and expose succulent and sugar center. "If you want more and want it fast, use WVL," the message concludes.

NBC has issued Automative Industry and Network Broadcast Advertising, a 42-page brochure analyzing the country's use of radio through the years, issued in October, 1936, and contains detailed information about the industry's use of various media as well as numerous success stories.

SWEEPéd into Des Moines on a special placard train owned by her father, Evalina Ulmer Turner, was preceded by two motorcycle policemen with sirens going full blast, sending a special bulletin on KSFAM broadcast. The broadcast on KSO Nov. 14 with all the fanfare of a visiting celebrity was made by newspapermen, photographers and Announcer Dale Morgan and his inquiring microphone. Promptly the six-year-old, dressed in her finest, who had long been with the station and whom long he was going to stay. It is her first time in the house has been home since she was 12 weeks old, was taught concentration and psychology at an early age. She is the star of the four-hour sessions daily, promoting Harvest Bread. Angles Baking Co. assigned a special invisible pie for the broadcasts. Baby Yvonne never fails to tell her audience that she eats Harvest Bread.

WGR, Buffalo, broadcasting Keol- nator Song Festival for City Service regional distributors, collected $500,000 in advance purchase of gasoline, oil changes and grease jobs. Listeners voted for favorite golf club during the first 13-week series of song festi- vals, which wound up with a stage broadcast. The second 13-week series started Nov. 18 and bargaining will be for bands in Buffalo and Western New York. Lord & Thomas, New York, has the account.

KING OUTFITTING Co., Los Angeles clothiers, through Federal Adv. Agency in the same city, has developed a merchandising tie-in for its Squirrel Cage Club on KFWB, Hollywood, for a 45-minute variety program weekly noon.

Listeners may join the "club" without evidence of purchase by writing for a membership card.

Each new purchase in the air, the card calls for a 5% discount on the holder purchases and double membership points.

Until the first of the year the program will carry a limerick contest con- tent mail will be programed by Ame- rick winners each receive a $2.50 merchandise order. On each sixth program a grand prize of a $25 merchandise order will be given.

FOR THE best letters of 100 words or less on the subject "What Have We Meant to Our Family?" NBC is awarding daily, except Sunday, prizes of five $50, 10th anniversary model RCA Victor receivers and 25 kits of RCA Radiotrons. To make up for the lack of Sunday awards, prizes on Tuesdays are doubled in number.

The contest began Nov. 16 and will conclude Dec. 21. All entries and announcements regarding the con- test are made on NBC networks during the following broadcast hours and are disclosed during the evening. The radio sets won are presented to the listeners in the markets which filiates located in the contestants area. Four thousand pieces of con- test mail were received by NBC in the first delivery on Nov. 23.

J. A. FOLGER & Co., San Fran- cisco, sponsoring the half-hour Drama weekly from KJH, Los Angeles, to Don Lee CBS network, through Raymond Barry, Hollywood agency, has started a contest in conjunction with the broadcast. The $50 prize is handled by the sponsors in cooperation with grocery distributors.

The 15 "Pepsi Cola Words" are given on each program, such as "Folger Flavor" or "Folger has it for your guests." The contestant compiling the greatest number of words with the same letters. There are no official entry blanks provided. Each must enclose with their word list the "star" printed on the band and unopened can of Folger's coffee.

With the entry, the writer also submits the name and address from whom the product was purchased. The grand prize each week is $100 worth of groceries to be delivered through the grocery store. Ten other prizes are in the form of Folger Coffee Makers.

Besides the contest running through eight stations on the channel, the program is heard on KGW, Port- land, Ore., KJEM, Eureka, by transcription.

TEN DAYS after the close of the baby-naming contest conducted by the Pepsi Co. in connection with their broadcasts on NBC, the corps of 125 girls engaged to handle the mail and telephone entries for the contest still did not in sight. As each letter is opened a file card is made bearing the initials of the con- testant and also the name suggested for Amos' baby daughter, and the card is then returned. Women’s in the city, Mexico, America, Bermuda, Cuba and (Canadian listeners wrote the names of 41 contestants). Neither Pepsodent nor Lord & Thomas, its agency, will wager even a guess as to the number of letters (and carton tops) received, but it is reliably reported that the contest has surpassed any previous contest staged by this sponsor, some of which were totaled in the millions.

CALIFORNIA CONSERVING Co., San Francisco (C-B) food merchandising ad, on a quarter-hour series C-B House Party on 8 NBC-Pacific Radio stations in November. One of the programs is a game called "Who Am I?" during the broadcast each week. Prizes are awarded to all listeners who send in the correct answer to a question in two C-B labels. Correct answer to the previous week's broadcast will announce the number of winners for the next week's program. Advertisements in 150 western newspapers, which appear daily, constitute the major part of the program. A. M. the day of each program, Emil Brisacher & Staff, San Fran- cisco, is the representative.

DON LEE Broadcasting System, Los Angeles, and the Fox West Coast Network, Denver, have announced that Robert V. Foster, as its regional director. On Nov. 14 Foster, as its regional director. On Nov. 14, to carry a community sing for the appearances with Ed Lowry as master of ceremonies. Awards to winners to in turn, will carry screen announcements of the Don Lee sta- tions and Mutual affiliation which starts Dec. 29.

FOR SERVICE MEN — Aimed at the 3,000 radio service men in the Los Angeles area, a series of weak- quarter-hours on WIP, sponsored by RCA, was promoted in local newspapers and by direct mail Lord & Thomas, New York, agency for the series.

WOAI, San Antonio, has issue a mimeographed booklet offering deals to veterans among Texas business men. Con- ducted anonymously by "The Tex- as Radio Service Bureau," 3,000 dealers were asked to choose their holidays' advertising media and stations. Questions were submitted on reply cards to be addressed to a post office box.

In answer to the media question of the survey of 29.8% was divided among a combination of media of other media a follows: Radio and newspaper 22.7%; radio and direct mail 7.5%; radio and magazine 4.6%; newspaper and direct mail 2.7%; radio, magazine, direct mail 1.9%; radio and newspaper, direct mail 1.7%; newspaper and magazine 1.5%; magazine and direct mail 7.0% store demonstration .2%; radio, magazine, direct mail.1%; radio and personnel contact .1%; outdoor .1%; personal cards .1%.

KHF, Wichita, Kan., sets up a portable receiver and large placard calling attention to a special promotion program in a prominent place in the sponsor's store during the broadcast, calling to the employees personnel and customers to the radio promotion. Dealers and spon- sors like the service, according to Russell L. Lowey, sales manager and Bob Kent, manager of the KHF merchandising department.

FACTS about the Detroit and Michigan markets are presented in a strong, colored brochure pub- lished by King-Trendst Brdscr Corp., operating WXYZ, Detroit, and Michigan Network. Detroit, in addition to radio station’s dienence mail, station and network coverage in the territory and sponsor's data are included.

RUBEL BAKING Co., Cincinnati, has placed its derby-hatted young- ster, called "The Freshman in Town," on the air, using its newspaper, movie picture and outdoor media. Tombstones with bright photographs, slogans and scripts have been sold to firms in other markets by Frederic W. Zif Inc, Cincinnati agency.

www.americanradiohistory.com
An IDEA . . . a NEED . . . swift APPROVAL of the listening audience. Increased sales naturally were quick to follow.

Believing that a large part of the early morning listeners are not in the mood for flippancy or quasi-humor, Addison Vars, Incorporated, placed "Headlines on Parade" on the air from 8 to 9 for the Yates-Lehigh Coal Company. This program, capably presided over by Cliff Jones, is a modest presentation of up to the minute news dispatches, interspersed with musical recordings of a conservative nature.

Last month, "Headlines on Parade" began its second year! This, plus the letter reproduced herewith, is ample proof of the sales value of a timely program idea executed by B.B.C. for the extensive B.B.C. audience.

Let us outline the facilities B.B.C. has to offer you for intensive coverage of the great Niagara Frontier market.

---

The Ends of the Dial . . .
RCA's new, modern Speech Input Equipment has many quality features!

Styled in the modern manner, this fine new equipment offers many extra value features that make it outstanding. The result of RCA sound engineering, it will make any station—a better station.

Broadcast engineers all over America will be interested in RCA's new speech input equipment—the latest developments from Radio Headquarters, stressing advanced design plus many other fine features. This new equipment is the finest available. Proof of RCA's superiority is demonstrated by the fact that RCA speech input equipment is used in an overwhelming majority of the best broadcasting studios. Proof of this new equipment's quality is shown in the many extra value features RCA offers. Literature and technical data may be secured by writing to the address below.

Listen to "The Magic Key" every Sunday, 2 to 3 P.M., E.S.T., on NBC Blue Network.

Program Amplifier Type 40-D... With new "peak reading" volume indicator and illuminated volume indicator meter. An improvement over popular RCA Type 40-C, having better accessibility, more ventilation, increased volume indicator range and push keys for instant individual tube metering.

Advance Designed Pre-Amplifier Type 41-C... Panel door in front opens to provide quick and easy access to all tubes. Has hinged chassis construction and easy accessibility to wiring and component parts.

High Fidelity Monitoring Amplifier, Type 94-C... An improvement over popular RCA Type 4194-B, with double the output, decreased distortion, double the gain (sufficient for direct operation from transcription equipment). Advanced mechanical design and improved appearance. Greater accessibility and better ventilation. New type volume control which may be remotely located in control console for convenience.

"Tops" in meter and switching panels... This four-position mixer panel includes four wire-wound, balanced ladder attenuators. Key switch with each meter provides extra input circuits—either remote lines, transcription circuits, or additional microphone circuits.

New Tri-Amplifier Type 58-A... Something entirely new in speech input units, providing pre-amplification of 3 microphone outputs, high level, three-position mixing system, switching of three extra 250-ohm inputs. Unexcelled high-fidelity performance characteristics.

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A service of the Radio Corporation of America