Forgive this rather deliberate release. But our supplemental sponsors feel fine. Feeling fine naturally prompts a people to give vent to feelings ordinarily ignored. Take one national network sponsor, for instance, who put a different show on WOR at a different time. One announcement sent 22,301 WOR listeners scurrying into the stores of his dealers in Greater New York. With the reputation WOR has built (is building) for supplementing most bang-up network shows in the richest market on earth, there must be good reason. There are quite a few: (a) Results!

(b) The lowest cost for any 50,000-watt station in Greater N. Y.  
(c) 22.4% of all food sales, 25.7% of all apparel sales and 18.5% of the nation's total retail sales stem from the area WOR serves. While primitive people will probably want to know that WOR area residents shamelessly flaunt a spendable money income of $14,017,860,000. It's all yours!
Gentlemen,
We must get that across to the Public

"We must take people into our confidence—talk to them in their homes. We must do the next best thing to visiting them personally: we must go on the air."

Faced with new situations, new standards of economics, new attitudes of labor, Business must campaign for public favor as never before. It must recognize public good-will as the greatest possible force in Business.

Every sound business knows that people are responsive to honest leadership, honest service, honest products. And so we say: "Get your story across through the most influential force the world has ever known—Radio, over NBC!"

Use NBC to interpret your aims and ideals. Sell your services and your products through their outlets to 24,500,000 homes.* For wherever people are—wherever people go—there are the stations of NBC! + plus 4,500,000 automobile radios.

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M. E. D. S. T., on the NBC Blue Network.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW ENGLAND is no set-up, but it can be taken. Victory is the result of a rain of blows to all vital spots.

Successful marketing of your product in New England depends upon the broad coverage of Yankee Network broadcasting. Co-ordinated effort and equal force in carrying your sales message to each market are necessary. Put power behind the punch and create mass interest in your product.

The Yankee Network's 15 stations from Bangor to Bridgeport include all of New England's 13 cities of 100,000 population or over, as well as other heavily populated in-between areas.

Each station is a vigorous battler for sales. An enthusiastic New England audience is receptive to Yankee Network's popular programs. This strong and exclusive combination gives you the largest New England audience possible to reach with a network broadcast. It puts to work the most powerful sales influence in New England's fertile retail centers.

| WNAC Boston | WLBZ Bangor |
| W Tic Hartford | WFEA Manchester |
| WEAN Providence | WSAR Fall River |
| WTAG Worcester | WNBH New Bedford |
| WICC Bridgeport | WLLH Lowell |
| WICC New Haven | WLNH Laconia |
| WNLC New London | WRDO Augusta |
| WCSV Portland | WNBX Springfield, Vt. |
Punch with a purr—and the advertising allegory doesn’t stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. And it has 86,000,000 lives!

*of almost every market you can name!
THERE are good surveys! Accurate, to the point...complete...and conclusive. They are filled, not distorted. with detail. Here's one in radio...recently made by Irwin & Irwin (research organization) in St. Louis.

Irwin & Irwin measured the complete round-the-clock (7 A.M. to 10 P.M.) audience through a seven-day week. And found, in this 23,000 completed-interview coincidental telephone survey, that throughout the week:

KMOX is FIRST with 58% of all listeners to the 3 St. Louis network stations
KMOX has a 131% lead over Station B; a 257% lead over Station C
KMOX has a 40% lead over the combined audience of Stations B and C
IN THE MORNING: KMOX has 63.3% of the total network-station audience
IN THE AFTERNOON: KMOX has 61.6% of the total network-station audience
IN THE EVENING: KMOX has 54.3% of the total network-station audience
And KMOX is FIRST in audience-size every day of the week!
KMOX delivers 40% more listeners in the St. Louis area than both other stations combined, yet costs only one-half as much per home!

In a new book which we are calling "KMOX—The Voice of St. Louis", we show the individuals, the activities, and the listeners associated with KMOX. To reserve your copy, write to KMOX, Mart Building, St. Louis, today.

KMOX ST. LOUIS—50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

Page 6 • July 1, 1937

Broadcast Advertising
The Story of
DOLD GERMAN WIENERS

Four years ago the Jacob Dold Packing Company purchased three weekly participations in a popular WGR co-operative program. That was the first link in the Dold radio chain. The WGR link must have been a strong one, because today twelve additional stations have been added to the list! Today the co-operative participation that started four years ago with BBC has become 16 daily news periods each Saturday through WGR and WKBW to blanket the rich Western New York and Northern Pennsylvania territory with the story of Dold German Wieners. WGR takes modest pride in the fact that the success of the early broadcast activity through a BBC station has meant the addition of link after link; has been of benefit to stations in neighboring cities. Yet, the story of the Jacob Dold Packing Company is not an unusual one at BBC! It is a success story which has been repeated scores of times. The reason for it is obvious. BBC has identified itself so closely with the community it serves the average listener tunes automatically to the stations at the ends of the dial. Hourly news, each hour on-the-hour, from 9 a.m., until midnight, is but one BBC feature closely allied with community interest. There are many others which represent equally valuable franchises to the advertiser.

P.S. Please don't call the advertiser, the agency or even us about that Dold list. They're set and aren't adding any more cities at present. Thank you.

WGR • WKBW
— The Ends of the Dial —

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION

Represented by FREE & PETERS, Inc.
HUMBLE as we are, we beg permission to preach one small sermon to all our friends who may be considering “a start in radio”.... And that is to start small.

Select a limited number of good markets. Get what you consider a good program idea and prove it in your selected, logical markets. If it pans out, then go on to a few more markets. And so on. But don’t risk your entire jack-pot (and your faith in radio) on one great splurge for which the only data is your own or someone else’s mere enthusiasm.

And if you want some help in the important spade-work that precedes schedules and scripts, we’d be glad to pitch in. We’ve lived with radio for a long time, and aren’t very likely to “go nuts” on you. We believe you’ll find us definitely helpful. You know where to reach us.

FREE & PETERS, INC.  
(and FREE, JOHNS & FIELD, INC.)
NAB Girs to Combat Enemies of Radio

Elmer New President, Baldwin Again Named; Board Plans
Promotion Campaign At Chicago Convention

SUDDENLY conscious of the seriousness of veiled attacks against the American system of radio, an enlightened broadcasting industry laid plans at the 18th annual convention of the NAB in Chicago June 21-23 to combat aggressively any attempts to encroach upon its domain.

Offensive tactics rather than the defensive lethargy of the past will be employed under the industry's new leadership. The directing head is John Elmer, Baltimore broadcaster and former newspaper publisher, who was elected president for the coming year. Even before the convention adjourned, the new board of directors set in motion plans which would revitalize the industry's forces.

As its first official act, the new board reappointed for a third year James W. Baldwin as its managing director. Voted an increase in salary of $2,500 — to $16,000 a year—Mr. Baldwin emerged unscathed over known though unexpressed opposition.

Total Attendance Drops

The new movement crystallized after three rather dismal convention days, attributed mainly to a reduction in attendance, for the first time, which had the effect of focusing the attention of delegates upon the possible election of new officers rather than on the pressing problems confronting them. The great convention, according to Mr. Baldwin's count, totaled 566, as against a reported 640 last year. In 1936, however, the NAB had announced an overall attendance of 986. Of the aggregate, this year, 441 registrants were station personnel, while the remainder, or less than a third of the delegate voting strength was about 200.

In electing Mr. Elmer to the NAB helm for the 1937-38 year, the membership for the first time placed in that high office an operator of a 100-watt station, WCBM. The former publisher of Hearst's Baltimore American, Mr. Elmer is expected to infuse a new type of industry leadership. A resident of a city only 35 miles away from Washington, he plans to spend all the time necessary in the capital city in connection with industry affairs during a year likely to be the most active in radio's history. In effect, a dual control of president and managing director will result, it is expected. Mr. Elmer, succeeds C. W. (Chuck) Myers, head of KOIN and KALE, Portland, Ore.

1937-38 NAB Officers and Directors

Hold-Over Directors

President
John Elmer, WCBM, Baltimore
First Vice-President
John J. Gillin Jr., WOW, Omaha
Second Vice-President
William J. Scripps, WWJ, Detroit
Treasurer
Harold V. Hough, WBAI, Fort Worth

Directors
(charge of NAB-
(Three Year Term)

Charles W. Myers, KOIN, Portland, Ore.
Herb Hollister, KANS, Wichita
Harry C. Butcher, BFEJNV, Washington
F. M. Russell, NBC-WRC, Washington
Theodore C. Streibert, WOR-Mutual, New York
Gene Dyer, WGES, Chicago

All of above were elected at 1937 convention.

As the first step toward bolstering the industry's front, the board authorized the appointment of an advertising director whose function it would be to "advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States."

Get Hard to Buy

ARThUR PRYOR JR.

York publicity man, did nothing more than arouse suspicion. It

failed even to get mention on the floor. In publicity releases, and
even a proposed resolution, the Palmer group projected such names
as James E. Watson, of Indiana and Senator Royal S. Copeland (D-N. Y.)

There is still a feeling, perhaps more widespread, that
some important national figure should become identified with
the industry, but the "car\" has been viewed as repugnant. As a matter
of fact, the administration, in its quest for means of combatting
subversive anti-radio propaganda, is believed to have in mind a pos-
sible development whereby an industry spokesman would be
retained at some future date.

Gradual and evolutionary change in the conduct of the industry's
affairs also appeared as a prospec-
tive development to be surveyed by the broadcasters. Following through
on a resolution offered last year, and reintroduced this year, by Fred

J. Hart, president of KGMB, Hon-

olumu, proposing far-reaching changes in the trade association
organization of the local, state and regional chapters, the NAB board authorized Presi-
dent M. R. Brinkerhoff; in making its possible to produce
engravings with the speed necessary for the daily edi-
tions. Extra copies of the daily convention editions are available from the Wash-
ington office of Broadcasting.

Cheller Bill Opposed

There was speedy action by the convention upon a score of resolu-
tions putting the industry on record against practically all contro-
versial problems. Aside from those already mentioned, others of im-
portance, included one taking a determined stand against the Celler
Bill, now awaiting hearing in the House, for the creation of a gov-
ernment-owned shortwave station in Washington. Viewed as the pos-
ible forerunner of a government-

ownersh ip movement, this resolu-
tion up to the present had not been, actively opposed by the NAB, though
the convention minutes, in annual resolutions, warned, of its implica-
tions practically from the day it was proposed. This report is coupled of course with the copy-
right situation requiring legislative action and the question of an illogical wattage basis and ef-
forts to force class legislation by divorcing newspapers from sta-
tions, was one of the major items of the board movement for an aggressive campaign of industry protection.

Educational Research Fund

In a further showing of coopera-
tion the convention adopted with-
out objection a resolution whereby
the industry over a two-year per-
iod will contribute about $25,000 toward the $250,000 radio-educational
fund devised by the Federal Radio Council. The fund, first authorized in May, 1937, had created two years ago under the aegis of the FCC. The Rocke-
efeller and Carnegie foundations, contributing $167,000 of the fund to investigate the use of existing radio facilities for education. A second year was, under which stations and networks would be called upon to raise the $85,000 still needed, will be deified by the NAB board.

Three resolutions on copyright were approved and a four-
month subscription for a year of
posed by Mr. Cranes, was referred to the board for action. In one, the
memberhip reiterated its po-
sition that the law left some im-
measured service payment of mu-
sic royalties, as against the pres-
ent flat rate of the ASCAP. In a sec-
ond, it resolved to encourage the government anti-
trust suit against ASCAP for the last year, and in a third it advocated passage once again of the Duffy Bill (S-7), which removed "legalizing copyright laws the statutory minimum damage provision of $250 for each infringe-
ment, which have brought on the dis-
cretion of the courts.

Three-Year Licenses

The association reiterated its support of three-year licenses for sta-

dions as against the present six-month tenure, after deprecat-
ing the action of the FCC in op-

posing interpretation of the House of Congress proposing five-year licenses. This bill will become another important factor in the new drive for ex-

citement.

On the business side, there were referred to the board of directors two proposals from the General Managers Division dealing with standardization of units of time and program preparation. Both action is expected at the next board meeting.

In addition to authorizing ap-
pointment of a research director, which was recommended by the convention's resolutions committee, the board authorized the latter committee, headed by Mr. Church, to continue in function as a part of the Journal of Broadcasting Research, made up jointly of the NAB, American Association of Advertisers, and the American Federation of National Advertisers. Its objective is to set up a Radio Audit Bureau to serve the industry.

...Continued on page 26

Shots and Half Shots

'TWAS the night before Mon-
day and all through the house
there shrank furtive operators of
little black boxes, looking for
peers and muddling over the
gadgets and films that the $100
first prize would buy. These
tings were in the form of bills
of credit for photographic supplies.

Interest in the contest was so high before the convention was
formally opened that the cash value of the original list of prizes
was more than doubled.

The three nationally known photographic experts who have been
named as judges will be given the whole batch of entries shortly
after July 15. They will get a questionnaire from the
kent rules. Their decisions will be announced in the
July 15 issue of Broadcasting. Judges are Arthur A. DeTitta,
Washington manager, Movietone News Inc.; Harry M. Van Tine,
manager, International News Photos, Washington; Andrew J.
(Buck) May, manager, news photo department, Harris & Ewing Inc.
Pryor Administers Spanking to Radio

Station Breaks and Programs Lead To Lecture

A VERBAL spanking on commercial operations of station-break spots, set about parallel in NAB annals, was meted out to delegates attending the 23rd annual convention two weeks ago June 23 by Arthur Pryor Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn Inc.

Mr. Pryor figuratively hit the assembly delegates with everything but the rostrum in an extrememraneous talk on an agency man's view of broadcasting. The whole of his opening, using no conferring radio, he told them, could be solved if broadcasters dealt in programs rather than in sales. He lambasted stations for indiscriminate placement of station-break spots, for failure to develop good programs, for neglect of the program-personality of their operation, for compromising with sundry other practices. Afterwards he underwent a question-answer bombardment, so heated that he literally heaped more of his fire upon the delegates.

The big problem of the time-buyers, Mr. Pryor said, is that of finding desirable time and good programs. He said his agency could place in addition 25 of spot business if time and programs were available.

Forgotten Men of Radio

"The program people are the neglected boys," he said, "I don't believe radio to do much good until the program people get as much money as you executives. There are lots of good salesmen, but very few good program people. When you run across a crew of people, with a spark of program genius, develop him, send him to Europe if necessary. If you develop better programs the station will sell itself. You got a spot saleable art in the world—protect it."

Mr. Pryor landed a body blow by commenting that "nice people pay very little attention to radio. He favored this time for selling station-breaks and for using hatch script writers and 'mealy-mouthed simpletons' as announcers.

The "peculiar feeling of politics" which permeated the convention, the "shenanigans," he continued, was all wrong. "You people," he declared, "are the most privileged people in the United States. What do you do?"

Discussing rates, Mr. Pryor's punches were even stronger. It is unbelievable, he declared, the things that go on. He cited such practices, still current, of selling time to one advertiser for a price lower than that given his competitor.

As for surveys, he declared radio has been surveyed to death. He charged presentation of programs for sale, acceptance, and development of the sustaining news of improving the status of the medium. "In today's world, with 'mill-on-and-one' silly little things broadcasters do, he said radio has existed and will continue to exist as a good medium.

NAB SPEAKER—Marvin Oreec, Duluth retailer, cites success with radio in direct selling and institutional advertising.

If every station employee would give to the program the best he has, radio would have the "work by the tail," he said. Good radio is a "sacred trust" of the broadcaster, he declared.

In the question-answer period that followed, Stephen Willis, manager of WPRO, Providence, defended broadcasters and held that agencies largely were responsible for the preparation of objectionable copy and the consequent deterioration of many programs. Mr. Pryor or agreed that much of the agency copy was perhaps worse than that of the station staffs, but he said the agency is not responsible for improving the medium, and that stations should exercise their prerogative of forcing advertisers to comply with copy standards they may set up. "The stations," he said, "are not pushed into it." You would be surprised to know how the network critics show," he said. "They do a pretty good job. You can do it too."

Broadcasting should deal in "emotions, not sales charts," Mr. Pryor said in responding to Fred Harter, KGB, Honolulu, who criticized sameness of programs, particularly competitive offerings of the same channel. After Mr. Pryor had stated that he would trade the finest network show on 60 stations in a minute for 60 local programs of merit, Millard Stilwell and Chas. Tulsia, asked whether that did not mean the agencies are not buying "wattage" as much as in the past.

"Get Hard to Buy"

After another bombardment of questions in which Harold H. Meyers, ING president, and Lloyd Thomas, WROK, Rockford, Ill., and Earl A. Gammons, WCCO, Minneapolis, participated, Mr. Pryor admonished broadcasters that the "minute you get hard to buy you are going to sell lots more programs."

In a panel discussion of commercial practices led later the same day by H. R_gender Carpenter, WEEZ, chairman of the Commercial Section, and attended by approximately 150 delegates, most programs were flung at Mr. Pryor, the only agency man represented on the panel, Elizabeth Black, Ruthrauff & Terry, radio consultant, and Ned Midgley, head of the BBDO station department, other agency radio executive, with the complaint, orley were brought into the discussion. It was apparent that broadcasters eagerly sought the agency "slant" on station promotion, improvement of rate cards, between-program announcements, proper approach to the sale of station-break spots, and a variety of other problems.

Between-Program Spots

"To the question 'why are chain breaks between-program announcements undesirable?" Mr. Pryor responded that the prestige of making back a spot, "You would be surprised to know how the injection of more programs and fewer spot announcements. He said that although his agency finds itself, forced to deal in between-program spots, he strongly favors the uniformity of such announcements. Audience reports show a decrease of listening habits from year to year, he said, a trend toward better performance by better programs and better general program construction.

Referring to Mr. Pryor, "Red" Cross, WMZ, Macon, responded that his station, in competition with other small, local outlet, derives a very considerable portion of its revenue from announcements placed between programs by local merchants, and it cannot afford to eliminate this revenue.

Asked whether it is profitable for the individual station to attempt to sell itself through the general advertising program idea, Mr. Pryor and Mr. Midgley both stated that not once in their extensive experience could they recommend the sale of a station on a specific market when he did not care to advertise in that market.

Midgley Favors Promotion

"Does the agency resent the activity of the station representative in going directly to the client to sell time?" was the substance of one question to Mr. Pryor. Both he and Miss Black warmly replied that such solicitation was but that the station representative first check with the agency in order to determine not only how the client, the exact situation so far as the specific market is concerned and any other assistance that might make the sale or prove why a solicitation might be wise or unwise at that time. Mr. Pryor said that radio, and radio as in other forms of advertising media, is dependent on two factors - the quality of the product to go (2) How much money can spend. The function of the agency is to render him every assistance and then to answer these questions, he said.

A question that has perplexed station executives is a "do agencies read promotional data?" was answered by Mr. Midgley. He said that all promotional material reaching him is carefully examined, and that over a period of time he has compiled a file of pertinent station promotional information that is valuable to him in his selection of stations. How effectively worked out in radio departments of other agencies he did not profess to know.

In a discussion of simplifying rates, Mr. Pryor invited Wally Campbell, WFAY, Miss Black reiterated Mr. Campbell's contention that departmentalized rate cards involve many types of rates cards of a variety of stations without consulting the stations or getting their rates. It was suggested by Mr. Midgley that some stations show open rates, others discount rates, still others frequency rates, together with whole or fractional classifications on other cards. She spoke of the necessity of a uniform rate schedule. (Continued on page 67)

Radio Effective Aid to Retail Stores

Says Oreec, Outlining Store's Success

ALTHOUGH a recent survey indicates a decline in the use of radio by local retailers, Mr. Marvin Oreec, of Oreec's Inc., Duluth, believes the medium has created an imposing list of success stories that compels greater rather than less use of broadcasting.

A big radio user, Oreec's has found that price advertising is more effectively promoted by spot announcements, which give more for money than programs. Institutional advertising is best handled, on the other hand, by programs, Mr. Oreec continued.

In price advertising, he said the store uses copy that is new from a price standpoint, such as special sales and clearances, which inversely draw new customers. Institutional copy, he said, reaches out-of-town listeners as well as local residents; develops human interest aspects of the store which of course are best presented to the public through oral advertising; is particularly effective for fur and appliances. "Buy," prates brand names and boosts sale of brands; is especially adapted to children's programs.

Results of Survey

Mr. Oreec referred to the survey made by the National Retail Dry Goods Association in which it was found that the future by prophesying that retailers will be the best customers of television and pointed out that stores now using radio will be on the ground floor when the visual medium arrives.

One advantage radio holds over other media, he concluded, is that it can be adapted to sudden situations, such as the advertising of brushes by spot announcements when a rain starts.

(Continued on page 67)
Dr. Angell Named
By NBC to Direct
Educational Work

Retiring Yale President Will Begin Task in September

PROJECTS for enhancement of education by radio received greatest impetus since the advent of the hobby at the joint sessions of the National Association of Broadcasters and the American Radio Relay League, July 1-3, in Philadelphia. Dr. D. H. Lohr, president of Yale and one of the world's foremost educators and psychologists, as full-time executive director of the President, Dr. Angell, retiring president of Yale and one of the world's foremost educators and psychologists, as full-time executive director of the National Association of Broadcasters, announced his acceptance, by NBC President Lenox R. Lohr, is viewed as a step forward by radio in its effort to raise the level of educational broadcasting in cooperation with educators, psychologists, and broadcasters as educators will increasingly serve the general welfare.

The NAB at its Convention June 21-22 in Chicago and a resolution resolving that all broadcasting stations be invited to contribute some $50,000 to share the expense of a study to be made by the Board of Directors, for this purpose agreed upon by the Federal Communications Commission. The estimated aggregate cost of these studies is $250,000 but Rockefeller and Carnegie foundations have pledged to contribute approximately $167,000 of that fund. The Committee was created two years ago by the FCC with the object of bringing about amicable program relations between educators and broadcasters and to further the use of radio for educational purposes.

In announcing the appointment, Mr. Lohr said it was "a happy culmination of efforts on our part of more than a year to extend our broadcasting activities along educational lines in order to provide this, the finest of audiences, with the best in cultural programming.

"Our organization is greatly honored by the privilege of having associated with it, as of the last 10 days, a man of Dr. Angell's distinguished attainments and notable interest in the field of education. As long as we have, he is only changing his basic educational endeavor from New York to a university to the NAB, he and members of the association have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

NBC'S EDUCATOR

Dr. ANGELL

FCC Functions on a Six-Man Basis;
Appointment Not Expected for a While

FOR THE FIRST time since its creation three years ago, the FCC will function without its full personnel, by virtue of the failure of President Roosevelt to appoint a successor to Dr. Ernest H. prayer, chairman of the Tele- graph Division, who retired on June 30. It was asserted at the White House, as BROADCASTING went to press, that no appointment is likely in the immediate future, although it is known that several names are under consideration. By virtue of the failure to fill the vacancy, it is expected one of the other five commissioners will be named by the chairman to sit as a member of two divisions temporarily. Dr. Stewart, in addition to his duties as chairman of the Telegraph Division, also was vice-chairman of the committee. The chairman of the committee, charged with this government's preparatory work for the International Telecommunications Conference to be held in Cairo in 3438. Chairman E. O. Sykes of the Broadcast Division will take over the preparatory work.

No Inking of Nominee

Who the nominee for the Stewart vacancy will be is regarded as a toss-up at this time. Hamilton Cary, general counsel of the FCC, and during its first six months chairman of its Broadcast Division, looks as one of the main candidates. He is known to have strong Senatorial backing. Others whose names have been presented and who presumably are still under consideration, include Comdr. T. A. M. Craven, FCC chief engineer and a recognized authority on all phases of communications; Denis J. Driscoll, chairman of the Pennsylvania Public Utilities Commission, who served in the Senate as representative from St. Mary's, Pa., and Rep. Fritz Lanham, Democratic member of Congress from Fort Worth. The latter, however, it is understood, no longer is considered a strong candidate by virtue of his recent endorsement for the presidency of the University of Texas, a post in which he is understood to be interested. Mr. Driscoll has stated he is not seeking the post.

The President is thought that a "dark horse" may be named. Strong hints have been given in Washington by broadcasters that the President is disturbed over the internal situation at the FCC and desires to inject into it a strong personality who could retrieve for the agency the prestige it appears to lack. Whether there will be a new chairman of the news division as a part of the process could not be ascertained, although unverified reports of this nature have been circulating.

Dr. Stewart retired voluntarily a month ago to accept the directorship of the Committee on Scientific Aids to Learning under the National Research Council. The post is a full-time one, he will headquarter in New York.

Radio Sales Inc. Shifts
Merle Jones to Chicago

FOLLOWING a meeting of management and commercial directors of the CBS owned and operated stations held immediately after the hearing of the Senate Commerce subcommittee on Standards of Kelly Smith, head of Radio Sales Inc., CBS station sales subsidiary, the personnel of the corporation has been appointed to the post of Western sales manager in Chicago, succeeding William C. Jones, who now holds the post at New York City.

D. House, manager of KMOX, St. Louis, and assumes his new post June 29. The decision to move him in charge in Chicago, now divides his time between the New York and Chicago offices.

WNOX, Knoxville, and WCPO, Clu-
matic, on June 15 officially became Radio Station Howard Radio Inc., by virtue of modifications approved by the FCC Broadcast Division authorizing the change in name from Continental Radio Co.

P A T R I C K HENRY BREWING Co., Chicago (Patrick Henry beer), has appointed Erwin Wines & Co., Chi-
como, to direct its advertising.

BROADCASTING • Broadcast Advertising

WBBC, WVFW Get
1400 kc Channel

Brooklyn Cases Are Decided After Years of Hearings

ASSIGNMENT of three-quarters of a million dollar broadcast station to WBBC, Brooklyn, and of the remaining one-quarter to WVFW, White Plains, was authorized by the FCC at its meeting June 29, at the so-called "Brooklyn Cases." The effect of the decision is to determine the fate of WOR, which, along with the successful stations shared the channel on a competitive basis and was still in applications for the facility also were decided.

The decision, announced June 30, came after 14 years of hearing, the case which originally were decided two years ago. In the original decision, the FCC approved plans of the three owners of the station for changing the half- to WBBC, with the other half to the Brooklyn Daily Eagle.

WBBC is owned by the Brooklyn Broadcasting Corp., of which Peter J. Testan is the principal, and operates on 500 watts power. WVFW is owned by the Veterans of Foreign War and is licensed in the name of the American Legion servicing Corp. Anthony D'Angelo is listed as its director.

Lengthy Proceeding

The rehearing of the case terminated April 13 after having run nearly two years and resulting in the filing a new record for a case involving a single wave. The case actually began April 2, 1939, when the first applications were filed with the former Radio Commission. They were denied two years ago, but on petition for rehearing, the FCC reopen them de novo for 90 days.

It is estimated that from March 18, when the hearings began until their conclusion, some 100 witnesses were heard.

WBBC sought full-time, while WVFW sought only renewal of its license to operate on half power.

The last word was given in the Jewish Daily Forward.

Whether the case, the most involved in radio history, will be appealed to the courts, was not ascertainable as BROADCASTING went to press.

Pen-Rad Spot Drive

R A D B I L L Oil Co., Philadelphia (Pen-Rad motor oil), will start a 10-week spot announcement campaign on NBC and ABC from July 1 to 12, using 180 announcements on WNBC, Springfield, Vt., WLZB, 1400 kc., and WCBF, 1400 kc., WCPQ, Boston; WBBC, New York, and either WSPR, Springfield, or WPCQ.

In addition, the company is also planning to use two announcements daily on WLW, Cincinnati, during the 10 weeks. Pen-Rad is urging sale and urge safe driving as well as the use of Pen-Rad oil. Agency is Jay Lewis Associates, New York.
Announcers' Guild Broadens To All Skilled Radio Crafts

Denies It Will Compete With Other Unions to Sign Workers: ARTA Concentrating Attack on CBS

A MOVEMENT to expand the American Guild of Radio Announcers and Producers to include all skilled crafts engaged in radio was launched at a meeting held by the Guild at a meeting held June 26 at the Hotel New Yorker, its men's headquarters. President Edward S. Rathborne, Guild president and a member of the CBS production staff, and Tom Meret, the station's operating Guild membership rolls to regular personnel, employed and freelance announcers, program directors, script writers, and a group of organizing technicians, announcers, radio actors and singers.

"This action of the Guild," Langham stated, "paves the way for thousands who desire organization, but find no suitable niche for their crafts in other labor organizations. Since the Guild was founded, it has been literally bombarded by groups in other skilled crafts attempting to adopt Guild standards. We did not feel that we could exclude them any longer."

"We will not, however, compete actively for membership with other organizations already employed in radio. High-pressure salesman-

The Guild is primarily interested in raising wages, a call for sympathy that the Guild feels is by far the greatest radio to security to radio employees. Organizing is a means to an end, not an end in itself.

Employers and Living Costs

"We have no quarrel with anyone who, acting independently, would admit that the depression is over, that living costs have increased and that the Wagner Act on our statute books. Above all we say: ""Our action will continue to be vigorous and uncompromising.""

Questioned about the organized musicians, promotion and publicity staffs and clerical workers employed in radio from the list of those eligible for Guild membership, Langham stated that the Guild had included "for consideration only those groups from which re- quests for membership had come. "The musicians are already organized," he said, and that the Guild felt that it was not in the best interest of the Guild or of the members of those groups, to try to organize them in competition only those groups from which re- quests for membership had come. "The musicians are already organized," he said, and that the Guild felt that it was not in the best interest of the Guild or of the members of those groups, to try to organize them in competition with the organizations already in existence of the American Radio Tele- graphists Association, CIOf affiliate, which has force in promoting the interests of organizing station technical staffs. Furthermore, in admitting talent to the Guild will be a member of Actors' Equity Association, which is preparing to launch an intensive drive on the radio field. Frank Gillmore, president of Equity, and Edward S. Fielding, chairman of Equity's radio section, were present at all meetings with William S. Paley, president of CBS, and John F. Ruby, general counsel of the Columbia Broadcasting System, to charge of programs, to find out the attitude of the networks toward direct and constructive organization of radio actors and singers.

It was stated at Equity head- quarters that the attitude of these network executives has been "non- hostile, if not cooperative" and since many of the dramatic actors desired to be already members through their stage work it was felt that there will be little difficulty in bringing radio tal- ent into the Equity fold.

ARTA Parleys With CBS

Most recent radio activities of ARTA are the union's drive on the engineers employed at the stations owned and operated by CBS. As the network's announcement last spring that a five-day week for its engineers was to be given with the fall, CBS executives have been meeting frequently with a committee of the Association of Co- laborative Union, composed of representatives of the company union of engineers, to try to work out a new schedule that would be acceptable to the company.

This proved to be more difficult than had been anticipated and the negotiations continued through- out, after a session that had continued almost without interruption for an entire week and that had been preceded by Rathborne's (Max Paley) paring his book on the "Normandie" for a European trip, the New York chairman of the Guild. At the meeting June 18, voted to dissolve their organization and to apply for membership in the American Federation of Musicians. The Guild was organized in March of this year, and the new organization and joined ARTA. Paley led a movement to have the charter of ACGB, by a 100% vote, transferred to the new organization and joined ARTA. Paley, left June 30 on the "Normandie".

"The situation is that of ARTA, on June 21 wrote to Mr. Paley asking recognition of the union, and that a group of New York and Washington technicians, and the same day filed a peti- tion with the National Labor Re- lations Board asking for an election of CBS engineers in the event that the network refused the request. Paley also notified the Associated Press that the NLBB rejected a complaint of unfair labor practices charged by NBC at the same time. It has been charged by Henry Grossman, eastern operations manager, that NBC was acting on instructions from the national headquarters.

asked about future plans of his union, Mr. Rathborne told Broad- casting that it was decided to make the formation of a new union, the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and Producers, representing the new mediums to be called the American Guild of Radio Announcers and P...
As the Convention Proper Got Under Way.

STANDARD RADIO INC.—Goes in for sex appeal and has a dainty Miss distributed “inscribed” lollypops at convention. At the Standard exhibit are (left to right) Craig Campbell, KCRC; Steve Willis, WPRO; Malory Chamberlin, WNBR; Milton Blink, Standard Radio; Milton Garber, KCRC.

NEW ENGLANDERS—Jack Stoney, WTAG, at left, and Paul (Fritz) Morency, WTIC, enjoy that “Once upon a time...” yarn.

SALES MANAGERS—On the rostrum of the animated panel discussion of sales methods and practices are (left to right) Mortimer Watters, WCHS; H. Coy Glidden, Glidden, Murphy & Neill Inc.; L. G. Venard, WCKY; Lew Avery, WGR; WKBW, chairman; J. Leslie Fox, KMBC.

LES—Pronounced “loxs” were distributed in profusion by Fred Harr, KCMB, Honolulu, shown placing one on Don Grafton, KOMO KJR.

LOLLYPOPS—Standard Radio’s confection enjoyed by (left to right) Neal Weed, Weed & Co.; F. C. Harms, KGL; Alex Sherwood, consultant; Colmore N. Nunn, WLAP.

STATIONS AND AGENTS—Listening attentively to Osborne B. Bond, radio executive of The Joseph Katz Co., Baltimore, second from right, are (left to right) Dick Mason, WYFF; Walter Biddick; Purnell Gould, WFB; Fred Weber, WBRR; and Harry Stone, WSM.

LANG-WORTH—R. C. Wentworth (left) and C. O. Langlois at the exhibit of Lang-Worth Feature Productions’ tax-free public domain transcription library.

SERIOUS TEXANS—Are O. L. Tred, Taylor KCNC, president of Texas Association of Broadcasters; at left; and Martin Campbell, WFAA.

MUTUAL GROUP—Carrels on account; left to right are Ade Hutt, MBS; Ted Strehler, WGR; Fred Weber, MBS; Martin Camp, Mutual Radio, chairman; J. Leslie Fox, KMBC.

Page 14 • July 1, 1937

BROADCASTING • Broadcast Advertising
Single Rate Structure Given Approval of Sales Manager

Recognized 4A Contract Form for Spot Business

Advocated by NAB Division; Avery Named Head

WITH more than 200 station sales managers attending meetings, the Sales Managers' Division of the NAB held three sessions during the convention.

Avery WGR - WKBW, Buffalo, was named chairman of the Division for 1937-8 by unanimous vote, his selection being subject to approval of the newly named commercial committee of the NAB.

In a discussion of market research as related to radio, H. Coy Gidden, head of the Chicago advertising market research organization of Gidden, Murphy & Weil Inc., stated that radio is the most effective medium today in covering the average market since the size of the average market is constantly increasing, with the result that the newspapers and other media find themselves covering only a portion of the expanding market.

He indicated that the number of markets is decreasing. He declared that the effective salaried salesmen should define the size of the market, the type of buyers, the habits of its members, and sales people.

Speaking on national sales promotion especially as it applies to the smaller station, L. G. Venard, WCKJ-Cincinnati, said that station promotion must do a good job in local sales promotion, showing effectiveness to local merchants, before invading the national field. He emphasized the value of promoting the station through the medium of trade papers, together with the necessity for reaching national advertisers through local distributors, jobbers, and representatives.

4A Form Favored

In the only open forum of the convention that was put up for the sales managers predominantly indicated their preference, in the accommodation of the first full day of spot business, for a contract form stating the basic clauses of the recognized 4A form.

In a discussion of local and national rates, during the second day, a definite trend toward closer interpretation of local rates was evident. Mr. Avery said this trend has developed since the Sales Managers' Division was established and he plans increased discussion during the year.

Discussing transcription companies and advertising agencies that sell transcribed programs to local merchants, the sales manager condemned the tactics of some of these organizations in selling local merchants programs unsuited to their businesses and markets, often at a cost that makes sales effectiveness hazardous. A resolution was passed condemning this practice by some firms, and commending the transcription organizations and advertising agencies that cooperated with local stations in selling suitable transcribed services to local merchants.

Another resolution passed declaring that no officer, sectional chairman or executive committee member shall serve in the same capacity for more than one year.

J. Buruly Lottridge, now with KOEA, Oklahoma City, who was instrumental in the formation of the sales managers' group but was not present at the convention, was accorded a unanimous vote of appreciation for his splendid activity and will be given a token of appreciation.

Most of the session was devoted to talks and discussion of local sales problems. One panel discussion was Mort C. Watters, WCHS, Charleston, W. Va. Scheduled speakers were Eugene Carr, WGAN, Cleveland, whose talk dealt with keeping the client sold. Craig Lawrence, KSO-KRTN, Des Moines, told how to keep the salesmen producing. "Red" Cross, WMIAZ, Macon, discussed promotion of the station locally to the listener. Frank Kelly, WHAM, Rochester, spoke on selling accounts not ordinarily considered as logical broadcast advertisers. William Cline, WLS, Chicago, gave a brief financial report showing that the Sales Managers' Division is solvent.

Progress of Division

In his report to the full convention June 23, Mr. Avery recounted the work of the division since its formation at the convention last year. Activity during the year, he said, has more than justified the division's formation.

The division, he declared, has concluded that the single rate, as opposed to the dual rate-structure, is an ideal that can be achieved in time. It also favors exclusive representation of stations as well as branch office representation for the larger station units. It has gone on record as opposed to any sort of business, such as "per inquiry" or "contingent" accounts, which does not accord with the station's rate card.

Two resolutions offered by the division were referred to the board of directors of the National Association of Broadcasters, including a standardized scale of units of time for sale and of quantity discounts. The other dealing with an amendment to the by-laws, calling for a greater number of annual announcements of less than five minutes. These are published in the resolutions adopted at the convention.

NAB Signs 50 Stations

For Public Domain Discs

During NAB Convention

DURING the convention nearly 50 stations signed up for the NAB transcription library which already numbers 26 hours. At the same time, James Baldwin, managing director of the NAB, made public for the first time the name of the recorder, E. V. Brinkerhoff & Co. Inc., New York transcription organization. The transcriptions were cut under the direction of M. F. Frutchey Jr., chief engineer for Brinkerhoff, and processed and pressed by the Clark Phonograph and Record Co., New York.

Stations subscribing to the service, officially known as the NAB Bureau of Copyrights Inc., are: KALE, WLVA, WCKY, WSX, WBC, WEF, WBN, WNL, KFEK, KONO, KGVO, KKB, WFA, WBS, WJS, WAA, KMC, WDG, WIB, WKM, WBG, WBL, WHE, KSL, KWD, KFD, KON, KGO, WKB, WSI, WJS, KFY.

Contrasts - For another year of Dr. Caldwell's Monticello Party Line and signed in convention hotel room by Don Scarle, WIBW (left), and Randy Ryan, KMMJ (center), with Ted Enns, Kramer-Crassell Adv. Agency.

MIKE and IKE - Confusion ran riot in the NAB engineering fraternity because of the presence of a couple of guys who might have been propagated by the same damned wave emission, or something. They are R. J. Rockwell (left, we think) technical supervisor of WLW'shoming 500,000-watt job, and Lynne C. Sneeby (yes, we're sure! the technical supervisor of WXYZ, Detroit, and the Michigan Network.

Promotion Expert Advised for NAB

Directors Also Act Favorably

On Award of Merit Proposal

APPOINTMENT of a director of advertising for the NAB, to work under the supervision of the managing director to advance the art of broadcast advertising, was announced by the Committee on Sales Promotion in its report June 23, delivered by John J. Gillin Jr., manager of WOW, and newly-elected first vice-president. The committee, at a meeting held the same day, authorized the executive committee to proceed with such an appointment if it deems it feasible to do so.

A limit of $7,500 was placed on the salary of such an employee.

Power vs. Coverage

Other subjects discussed were the relative value to the advertiser of rated power, as against actual coverage and the methods of arriving at sound conclusions, and general industry promotion plans. In the latter case, Mr. Gillin described the promotion and advertising ideas, devised by a subcommittee headed by Howard M. Lottridge of WOW, Head of the Research Committee of the Radio Advertising Bureau WOW. The display of promotional literature was the first ever display in a convention, and Gillin predicted great improvement next year in the exhibit.

Apropos power vs. coverage, Mr. Gillin referred to the de facto division on view on the committee. One faction held that agencies should be impressed with the difference between power and frequency for coverage purposes and should discard any idea of basing instead of the much-ballyhooed high power stations on less desirable frequencies.

The committee group said it was anxious to see a thorough discussion of the relative value to the day by day advertiser of the two types of power, and against actual coverage. It held that it would be desirable to have some competent person prepared to discuss the matter from both sides, and on all factors bearing on actual coverage.

A third faction recommended that the Research Committee adopt a definite formula for computation of station coverage.

It was finally recommended that the Research Committee give the authority to handle whatever problems arise in regard to the question.

July 1, 1937 • Page 15

CRIMLY—Managing Director James W. Baldwin tells the broadcasters the troubles they face.


CORRIDOR GROUP—Left to right: Frank Hadley, Kelly-Smith Co., New York; Lloyd Thomas. WHON; Dwight Reed, Kelly-Smith Co., Chicago; Glenn Corrow, KFEQ; Walter Keesler, WHOK.

GEORGIA GROUP—Left to right: Former Radio Commissioner Harold A. Lashutat, representing Georgia radio interests including the new WAGA. Atlanta; L. T. Dodd, WRAL; Maurice Coleman WATL, Niles A. Martler, WRAL; James Woodruff WREB.

O M HØVGAARD—Bell Laboratories engineer standing beside the new 110A program amplifier developed for Western Electric under his direction.

AT NAB EXHIBIT—Herbert L. O’Neil, WSJL (left) meets Henry Johnston, WSGN.

WHO’S WHO—At WHO. Des Moines. Left to right: Ralph Evans, WHC; Col. R. J. Palmer, chief owner of WHO—WOC. Hale Bondurant, WHO.
Musicians Defer Definite Step Toward Control of Recordings

**Petrillo Stands by Attitude Although Admitting His Ban Has Cost Chicago Members Revenue**

**By PAUL HUGHES**

**CLOSING** the 42d annual convention of the American Federation of Musicians in Louisville, Ky., with the demand that a ban stand be taken on "canned music," delegates voted to call a special meeting to handle the question, once and for all, unless the international executive board is able, within 30 days, to evolve a definite program for bringing recordings under union control.

Locating in the fight against recordings and electrical transcription was James C. Petrillo, president of Chicago local, No. 10. Virtuel dictator of the professional musical world of the Windy City, Mr. Petrillo absorbed more than an hour-and-a-half in placing his findings before the body.

"Canned music" was indicted by music, was yearned for, and the hearing can be postponed no longer. We must bring this wage thief to trial today."  

**Chicago Experience**

Drawing an example which, he said, was based upon personal observation in Chicago, Mr. Petrillo declared that one recording alone, where an orchestra might receive $1,000 to $1,500, means an eventual loss of approximately $15,000 in wages to be the time it is ready to be discarded.

The Chicago local declared open war on the ban, and Mr. Petrillo, in his first front offense, took responsibility for the board's failure to take definite action, Charles L. Bagley, Los Angeles attorney, who is vice-president, declared, "Recording people remain in union in competition with themselves, and that is a bad situation."

"It may take a man years to develop a particular style or acquire outstanding proficiency on an instrument. Only the result of recordings, the very making of which is frequently unan- thorized, is unable to find a market for his music, and he gets no adequate compensation for his work, even though the air is filled with his music."  

"Even worse than this, some radio stations have been known to make recordings without paying the artist a cent," Mr. Bagley said.

A complementary resolution to the one placing "canned music" in the hands of the board, bif, of which were unanimously passed by the delegates, left for their immediate action the very born problem of "dubbing." This is the term used in Hollywood for substituting portions of the sound track of one film on the sound track of another picture.

"This, too, is an infringement upon the rights of musicians," Mr. Bagley said. "Such a practice is barely defensible in the field of writing and should be equally so in music."

**Craft Union Favored**

With more than 1,200 guests and delegates in attendance, greatest number in the federation's history, the convention had been looked forward to as one of the most important to be held in many years. Only one bone of contention of the fight on transcriptions, but as much because of a feeling on the part of a great many that the AFM-affiliation versus CIO would unquestionably come before the body.

"We hold complete control of our organization, President Joseph N. Weber, reelected for his 38th term, stated the issue.

"There is room for both forms of organization, craft and industrial," he said. "It cannot be said that the group does not trespass upon another's organizations. If the latter should be involved in such a struggle, it will be avoided, then the workers will suffer; none but the employer pays."

"The federation prefers the craft union for themselves, I'm sure. Only in this way can musicians even now be in the affairs of organized labor."  

Between the 100 resolutions considered by the 520 delegates were talks by Vincent L. Miles, Washington, member of the Social Security Board, and Gen. Sam F. Ansell, also of Washington, federation attorney, on the fine points of the program and its application to musicians, particularly to orchestra leaders as employers.

**Outlining AFM achievements through the years** Mr. Weber described the federation's efforts to raise the nation's cultural standards and gains for our musicians.

"At one time the country was practically without top-flight musical talent. Partially because the triangle held on to our symphonies by foreign artists. Today we have more representative orchestras and the best performing groups all over the country. We are fighting for our own countrymen instead of foreigners."

**Growth of the union was reported**

JAMES C. PETRILLO

Joint Audit Group Perfecting Formula For Radio Studies; Peter Reappointed

A DECISION to continue the studies it has been carrying on in an attempt to develop a perfecting formula, possibly to extend them to include other sections of the broadcast industry, is the reappointment of Paul F. Peter as director. The second of the work were the chief results reached at a meeting of the Joint Committee on Radio Research, held June 25 in New York.

Mr. Peter's reappointment is for six months, or until Dec. 1, 1957, whichever term expires first. His appointment expired on June 1. The committee's studies of listening areas, or stations to managers, of the broadcast industry, has found a formula that can be generally applied, but there are several problems in the listening areas over which a definite recommendation is made. Mr. Peter believes the committee will still be able to settle these questions in the coming months, and that by Dec. 1 it will be prepared to turn its formula over to the broadcasting station and other radio stations.

**Reported** to have been called so soon after the conclusion of the NAB convention in Chicago, James W. Baldwin, managing director of the NAB, was unable to attend. Arthur B. Church, KBMC, and J. O. Malmuth, who also were unable to come to New York. The broadcasting interests at the session were represented by H. K. Boice of CBS and Roy C. Witmer of NBC. Stuart Peabody, Borden Cc., H. M. Leister, Sun Oil Co.; Chester Lang, General Electric Co.; and A. W. Lehman of the ANA headquarters staff (present as an observer) represented the ANA.

Members present for the AAAA were John Benson, president of the AAAA and chairman of the Joint Committee, and L. D. H. Weld, McCann-Erickson Inc.

**Joint Committee will be able to settle these questions** in the coming months, and that by Dec. 1 it will be prepared to turn its formula over to the broadcasting industry, has found a formula that can be generally applied, but there are several problems in the listening areas over which a definite recommendation is made. Mr. Peter believes the committee will still be able to settle these questions in the coming months, and that by Dec. 1 it will be prepared to turn its formula over to the broadcasting station and other radio stations.

More work will also be done on the two other fields which the committee is covering: the measuring of listening habits and the surveying of the number and distribution of radio receiving sets throughout the country. The committee will also investigate the possibility of developing and issuing a statement of the distribution of radio licenses as of Jan. 1, 1938, similar to the radio census it issued in 1937.

Because the meeting had been called so soon after the conclusion of the NAB convention in Chicago, James W. Baldwin, managing director of the NAB, was unable to attend. Arthur B. Church, KBMC, and J. O. Malmuth, who were also unable to come to New York. The broadcasting interests at the session were represented by H. K. Boice of CBS and Roy C. Witmer of NBC. Stuart Peabody, Borden Cc., H. M. Leister, Sun Oil Co.; Chester Lang, General Electric Co.; and A. W. Lehman of the ANA headquarters staff (present as an observer) represented the ANA.

Members present for the AAAA were John Benson, president of the AAAA and chairman of the Joint Committee, and L. D. H. Weld, McCann-Erickson Inc.

**with the gain of 7,000 members during the year, bringing the total to 119,960 in this country and Canada, with investments on hand were shown as $1,454,804.**

A $250,000 trust fund was set up for Mr. Weber, in recognition of his service with the federation, Tampa, Fla., was selected as the 1958 convention city.

**Fight to a Finish**

Should the executive board, of which Peter is a member, fail to take a definite stand on the transcription and recording question by July 15, a special convention will be called by President Weber with the likelihood that the AFM delegates will assemble in Chicago.

Mr. Petrillo declared that come what may he is determined to carry the point. He employs more musicians to fight to a finish. He said he realized that up to now his rules has cost the Chicago members considerable revenue but that he is willing to make this sacrifice for the benefit of union musicians all over the country. "We are determined, whatever may be forfeited," Mr. Petrillo predicted "as a result of our refusal to make a recording deal in the future." This sacrifice which we feel will make for our own good in the long run."  

"And I, the president, said: "If local 10 (Chicago) were concerned only with its own selfish interests, it could have arranged for arrangements with the recording companies in Chicago to make the recordings in Chicago. But we oppose it."

This is not a fight for Chicago alone. It is a fight in the name of all musicians, present and future, for our country and Canada. We are fighting, not only for our own interest, but for the interest of the American Federation of Musicians. Our position is open and above board. We have a strong position, and we intend to go through with it. Our determination to protect every legitimate interest in our own, cannot come to an agreement with the recording companies of Chicago.

Representatives of transcription companies in Chicago, who preferred not to be quoted, expressed themselves in favor of a recording union. And the question problem was not brought up during the NAB convention inasmuch as the representatives of radio stations all over the country. Should the Petrillo plan be put into effect, it will mean a considerable change in the composition of radio, and perhaps some inasmuch as salaries for the musicians used in the recording must be negotiated with musicians in their own city.

One transcription company in Chicago, which negotiated with the American Musicians Union, recently recognized by the CIO. With AMU rates much lower than those of the Chicago Federation of Musicians, the transcription company believed it would get a better rate for the AMU than the CIO.

**Dudley Lock Plans**

DUDLEY LOCK Corp., New York, is planning its first national campaign in the fall, placed through Bachmeier, Dunne & Frank Inc., New York. Dunne & Frank, in charge of the campaign, were sponsored a series of five-minute transcribed dramatic programs, one of which was severely cast four times weekly on WMCA, New York.
Petry to Organize Affiliate Concern

Three Classes of Spots Put Under National Rates

FORMATION of a new radio station representation firm, to be affiliated with Edward Petry & Co. and to represent all classes of stations, including locals, is planned by the Petry interests before the end of the year. This was dis-

closed by Mr. Petry June 21, follow-

ing a luncheon meeting at the Convention in Chicago of the representatives of the 40 Petry stations.

The stations raised no objection to the plan, which is still in its incubation stage, but regional management is to be introduced, and the company has no intention of adding stations in markets competing with Petry stations in the same cities in which Edward Petry & Co. operates.

The firm will probably be known as Christal, Petry & Voynow, but the name is not definitely decided. It will be operated by the major manager and its own staff in the same cities in which Edward Petry & Co. operates.

It is anticipated that a new concern, added, stations must be served by Edward Petry & Co. will form the nucleus for the new concern, thus reducing the present Petry list.

The new concern will be affiliated with the National Sales Co., and Sykes said the companies will work together to represent and protect the interests of local advertisers.

RADIO PROMOTION EXHIBIT—Occupied one big room of the Sher-

man convention floor and attracted hundreds of visitors. These are the main attractions of the 40 Petry stations.

The exhibition space was taken up by the National Sales Co., which displayed the exhibits of the Petry stations, and the National Sales Co. also had a booth promoting the new concern.

Gradual Change in Allocation Is Seen By Judge Sykes in Address to NAB

ASSURANCE that the FCC does not contemplate any "drastic reallocation" of broadcast facilities, but will make "step by step" only such changes in policies and regulations that are deemed advisable was given broadcasters June 21 by Judge E. O. Sykes, chairman of the FCC Broadcast Division, in the principal address before the Chica-

go Convention of the NAB.

FCC executives attending the convention with Judge Sykes were: John B. Reynolds, assistant secretary; A. D. Ring, assistant public relations; and George B. Por-

ter, assistant general counsel for broadcasting.

Referring specifically to the "reallocation hearings of last Oc-

tober," Judge Sykes said, "At the opening of the reallocation con-

mands now pending before the Division he heads, Judge Sykes said, "in the general feeling is that the FCC engineers have done an excellent job in their recommendations. These urged a gradual "evolutionary" change in the existing struc-

ture, but recommended reduction in the number of clear channels from 40 to 25, with the setting up of six new classes of stations instead of the present four. On the issue of supremacy of the 100,000-watts, the Engineering Department said this was "engineerings feasible" but the economic and social issues transcend communications and should be decided by the FCC itself as a matter of policy.

In an address tided the "Duty and Responsibility of the Broad-

caster," Judge Sykes delved into programming of stations and the diatribes of critics of the "American Plan of broadcasting." Ad-

monishing broadcasters they not perform the best public service job they can, the Broadcast Division Chairman asserted that the pri-

mary consideration in holding a license is public service.

Serving the Public

"While under our plan of broad-

casting the stations must be self- supporting by their sale of time, yet you must bear in mind that this is not an incident and that your main object is public service. In fact, the better you perform the job the more popu-

lar is the station and the larger becomes your listening audience, hence the easier for you to obtain the necessary advertise-

ment.

Commending the industry for the remarkable strides during the last 10 years, Judge Sykes said, however, there is room for greater improvement not only in FCC regu-

lation of the art and industry but in the nature and character of the public service that is rendered.

"The best answer to make to those who are not satisfied with our American system of broadcast-

ing is to render such a wonderful public service that these critics may, in the course of time, be silenced."

You should carefully familiarize yourself with your communities and see what local service you can render and since your programs are going into these homes you must consider good taste. Certainly when broad-

casting to an audience you cannot be interspersed with advertis-

ing announcements which would break the mood of the program.

You must be just and fair to everyone in your community and your codes and policy should be one to bring about closer cooperation and not to stir up strife there-

in. You should build up and not tear down.

The work of radio during the world war has been so bonded with the war effort that it has fallen to the FCC and the artists to create the message. A great deal of the work has been done by the military, and in the Pacific, and in the air we are using radio to conduct our war effort, and in the last few months we have been able to use radio for the anti-aircraft work.

The FCC's policy has been to use radio for the purpose of informing the public and to keep the public informed as to the progress of the war.

In the latter connection, he ad-

vised that the FCC's engineers are now studying plans for the better cooperation of all radio services and relief organizations in times of emergencies.

Judge Sykes touched briefly upon visual broadcasting. Mentioning the new regulations adopted a year ago covering television and facsimile broadcast operations, he said in connection with facsimile, or record communication of still images by a photoelectric process, that the FCC Broadcast Division is "very interested to know whether the general public wants a facsimile broadcast service, and if such a service can be supplied at this time."

THE WORLD'S tallest neon sign, consisting of the letters "RCA" in 24-

foot letters on the north and south sides of Radio City, and in 18-foot letters on the west side, was dedicated June 28 in ceremonies broadcast by NBC from Radio City, New York. John Blair & Co., Chicago; Wayne Grinstead, WBBM-CBS; John G. Gillin Jr., WOW, chairman; Howard O. Peterson, WOW; M. F. Allison, KMBC.

John Blair & Co. Forms Subsidiary for Programs

B L A I R  P R O-

D U C T I O N, a subsidiary of John Blair & Co., has been formed in Chicago, with Del Owen, former WGN program director, in charge. Owen has been for the past two years in production of sales conventions and the introduction of showmanship-building sales appeals to employees and customers alike. The use of dramatizations, records, motion pictures to enhance the sales appeal of products on which Blair has sold has found most effective.

In explaining the purpose of the company, John Blair, president of the station representative firm centered at Chicago, said:

"We find that in many cases, in-

dividual stations have developed programs for local sponsorship which have had such outstanding success that they merit the attention of national advertisers. On the other hand, we believe there is much potential spot business which falls by the way simply for lack of effective and imaginative ideas through which it may be placed. By means of Blair productions, we aim to close this gap.

The new company will pick the best sustaining programs being presented on the company's list of stations and compile complete data on the shows so as to have it instantly available for prospective advertisers. The program will serve as a program idea clearing house for stations on the Blair list and will present national ideas both for advertisers and to aid Blair salesmen in selling spot.
AFA Seeks Restored Faith in Advertising

Press Group Discusses Value of Radio to Newspapers

RESTORATION of confidence in advertising on the part of the consumer as the biggest job the advertising executive has to accomplish, was the keynote of the 33rd annual convention of the Advertising Federation of America held at the Hotel Pennsylvania, New York, June 20-23.

Speaker after speaker discussed the growing skepticism regarding the claims of advertisers, the urgent duty of advertisers, advertising agencies and advertising media to present their side of the story and to rebuild public faith in advertising's service to the consumer as well as to the advertiser unless they want to see markets growing slimmer and jobs fewer.

Radio has been in consumer education that has been carried on by the AFA was cited by E. H. McReynolds, president, in his annual report. The Shake Down had been in operation for five years and during this period five-year series have been broadcast by nearly 250 radio stations located in all parts of the U.S. and has been broadcast in more than 500 publications and used as teaching material by several hundred high school and college professors. The means of showing the functions performed by advertising in developing and maintaining the public. The broadcasts were presented in most cities by local advertising leaders and has had a very favorable effect on public opinion, he stated.

In his report, Mr. McReynold said that this work must be extended much further, however, if the advertising personality is to be a success in the future.

Radio Entertainment

Since the AFA convention coincided with that of the folks on the radio personalities were included in the approximately 1,500 advertising men and women who attended the general and departmental sessions.

The subject of radio, however, was touched upon at a number of meetings as reported here, and was usual the broadcasters were called upon to furnish talent for the two entertainment events of the convention.

WMCA supplied the talent for the Sunday evening social and ABC and NBC furnished the entertainment and orchestra for the Tuesday evening party. CBS was present as an exhibit, with a display of its new publication Radio in 1937. WMCA also broadcast portions of the lunch and newsmakers on Wednesday, the latter also being broadcast by WOR-MBS.

Radio's Feminine Influence

Answering the question "How can radio programs be used as a means of influencing the tastes of women," Florence Cook, owner of MacManus-Cox Co., Detroit advertising agency, and president of the Women's Advertising Club of Detroit, told a Monday breakfast meeting of delegates from women's clubs that the modest radio campaign carried on in Detroit during the last three years has had considerable interest among housewives. The first year, Miss Cox stated, her club held a half-hour talk on advertising fundamentals and one 15-minute interview with Mrs. Anna Steege Richardson of the Woman's Home Companion.

The second year four 15-minute discussions of advertising were broadcast, each a three-way conversation between representatives of the advertising field, clubs, and home economic clubs. This year the club is using a series of short spot announcements, copies pointing out the value of advertising in lowering prices and raising quality. All Detroit stations and a number of outlying stations are cooperating with the club in presenting these broadcasts, she said, adding that many requests for talks have been received from women listeners as a result.

Mr. Johnson of Cleveland said that WGR in that city had given time to help the advertising club promote the value of advertising to paper and radio. Frank P. Fox of WCMN, who chairs the advertising club work out a program of radio education throughout the country.

Fraudulent Advertising

At another Monday morning breakfast held by the men's advertising clubs, Neal Barrett, managing editor of Scripps Howard Radio Inc. addressed the convention.

The special program was designed to give the advertisers an idea of the possibility of fraudulent advertising on the radio. Mr. Barrett described the various types of fraud the advertisers must be on the lookout for and how to protect themselves.

Uniformity in Presenting Market Data Urged at Pacific Advertising Session

ONE OF the most successful conventions in the 24 years history of the Pacific Advertising Clubs Association was concluded at Salt Lake City. The convention, which ended with the delegates either continuing on to the NAB convention or returning to their desks on the Pacific Coast.

The best attended department was the radio program radio presided over by Earle J. Glade of KSL in the absence of Harrison Hollaway, chairman. Feature talks were made by John Dolph, assistant to the President of Columbia in charge of the Coast office. His subject was "The Future of Radio," Harry Anderson, Pacific Coast sales manager of NBC, read a paper on radio research prepared by E. F. H. J. Sales promotion manager of NBC. A visual sound on slide film prepared by John Blair & Company presented by John Blair & Company, Spight, Coast manager for Blair.

The outstanding talk of the department was that of John Blair, Sales Manager of KDLW, which was awarded the Jack McReynolds trophy for the best attended department.

A colorful slide show of the Station of the year at the awards banquet was presented by John Blair & Company, Spight, and Elliott C. Hensel, advertising manager of the Oakland Tribune.

The PACA convention will be held in Los Angeles next year with Louis Koch of Long Beach, president of the association for the coming year.

The convention was held at a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The banquets were held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.

The convention was held in a hotel on the outskirts of Los Angeles, in a suburb where the convention was held.
Government Station

Whereas, there has been introduced into the Congress of the United States a bill, entitled the Communications Act of 1934, which would authorize the construction, maintenance, and operation of a government-operated broadcasting station.

Whereas, the existing system of broadcasting in the United States makes available the various departments of the government ample time to operate either domestic or foreign programs.

Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audience.

Whereas, the operation of a broadcast station by the government is opposed by all existing Federal and State laws respecting education, Wherever due to its official status, there would be great danger of interference over such a station giving offense to friendly nations, and creating unnecessary national incidents.

Whereas, the enactment of the bill would result in a useless and extravagant expenditure of public funds.

Now, therefore, be it resolved, That the Board of Directors, in the passage of this bill, and in the interest of the welfare and good of the public, hereby instruct the board of directors to use all legitimate means to cause its defeat, and urge the members of the NAB to encourage the Office of Education to oppose the passage of this bill.

Discounts on Spots

Resolved, to board of directors, the Board of Directors of the Commercial Committee in meeting in Chicago, Jan. 18 and 19, 1937, approved broadcasting stations on the Commercial Section of the NAB that considerable confusion exists in the present demand for air space as to where announcements are to be made, and that at the time when this resolution was adopted at a time when radio broadcasting was unknown and in the application of such act to radio broadcasting as it exists today, numerous difficulties have been experienced by the manufacturer and user of copyrighted material, and

Whereas, the diversity of state legislation is even more definitely the problems of the broadcasting industry, and is satisfactory allocation agreement on the same subject.

Resolved, therefore, be it resolved, That the board of directors of the NAB hereby instructed to carry on negotiations with the manufacturers of the NAB to secure that a per-piece or a measured service plan be obtained.

State Copyright Committee

(Proposed by S. B. Crane, KG1R, Butte)

Resolved, That the Copyright Act of 1930, as it existed at the time when radio broadcasting was unknown, and in the application of such act to radio broadcasting as it exists today, numerous difficulties have been experienced by the manufacturer and user of copyrighted material, and

Whereas, the diversity of state legislation is even more definitely the problems of the broadcasting industry, and is satisfactory allocation agreement on the same subject.

Resolved, therefore, be it resolved, That the board of directors of the NAB hereby instructed to carry on negotiations with the manufacturers of the NAB to secure that a per-piece or a measured service plan be obtained.

State Copyright Committee

Proposed by E. A. Root, KG1R)

Resolved, That the board of directors of the NAB hereby instructed to carry on negotiations with the manufacturers of the NAB to secure that a per-piece or a measured service plan be obtained.

National Broadcasting Committee on Radio Research Proposes Cooperative Audit Bureau

ACCOMPLISHMENT of the project for a cooperative Radio Audit Bureau, the result of the reports of the Committee on Radio Research, Five of the seven members of this committee serve on the Joint Committee on Radio Research. The other member is a member of the NAB, Association of National Advertisers and American Association of Advertising Agencies.

In 1936, the National Bureau of Standards authorized a $10,000 fund to be used for the purposes of the Joint and Committee’s work, of which $9,000 has been transferred, Mr. Church reported. The original committee fund of $30,000 was reduced to $20,000 by NBC and $10,000 by CBS. The NAB board, following the joint committee report, continued for another 100 days. In the Committee, Mr. Church, J. O. Mian, WHO; Roy O. Witmer, NAB; and Charles C. Goodrich, NAB, were appointed.

Three-Year License

Resolved, That the NAB reiterate its position as favoring the issuance of radio license for a term of at least three years.

Director’s Acts Approved

Resolved, That the official acts of the Board of Directors for a period since the 14th annual convention be and the same are hereby approved.
NOMINATOR—Earl Clade, KSL, chairman of the Nomi-
nating Committee whose slate headed by John Elmer went
through, delivering his report.

EVER SERIOUS—Art H. Carpenter, WHK-WJAY, and
his sales manager, C. A. McLaughlin.

GIANT TUBE—V. L. Renci Bell Laboratories
vacuum tube development engineer (left),
shows Andrew D. King, assistant chief engi-
near of the FCC for broadcasting, the work-
ings of Western Electric's new 250,000-watt
tube.

FROM NEW YORK—Hal S. W. Caulfield
(left) and William I. Moore, both of WBNX.

AMPEREX—S. Morris and Bill Ellinger, of
Ampere Electronic Products proudly sur-
vey array of tubes at their company's ex-
hib.

TRANSAMERICAN'S—Emanuel Rosenberg (left)
tells C. Richard Shatto, WIL, about the Bredick Loan
fight the night before, but Dick looks unconvinced.

BROADCASTING • Broadcast Advertising
July 1, 1937 • Page 21

www.americanradiohistory.com
Pulliam-Butcher Tie for Trophy

E. C. Pulliam, Jr., son of the owner of WIRE, Indianapolis, and director of the station's news staff, tied with Harry C. Butcher, CBS Washington representative, to win the NAB golf tournament June 20 on the sporty Bon Air Golf & Country Club course near Wheeling, Ill. Both were presented silver trophies by Broadcasting. Each shot a 73 net after taking a 9 handicap. Their 82 grosses were the best scores hung up in the tournament with one exception.

Actual top man of the day's shooting was Karl Haymond, KMO, Tacoma, who shot a net of 72 with a handicap of 4. He was disqualified for the cup prize, however, having won it in the same tournament three years ago. His shooting of 76 over a course having a 74 par, with 10 water holes, was regarded as sensational.

Doug Currie, club pro, calculated the handicaps for each player on the basis of play for nine holes picked at random.

\[
\begin{array}{|c|c|c|}
\hline
\text{Handicap} & \text{Gross} & \text{Net} \\
\hline
\text{Karl Haymond, KMO} & 92 & 72 \\
\text{Harry C. Butcher, CBS} & 92 & 72 \\
\text{Robert Convey, WKB} & 84 & 74 \\
\text{Walter Preston, WKB} & 91 & 74 \\
\text{W. J. Rellis, Weed & Co.} & 88 & 74 \\
\text{Paul Raymond} & 85 & 74 \\
\text{Ralph Atlas, WINJ-WJJD, Jr.} & 70 & 74 \\
\text{R. L. Ferguson, J.L. Butcher,} & 90 & 75 \\
\text{William DuBois, WJJD} & 90 & 75 \\
\text{Art Kemp, CHS} & 90 & 75 \\
\text{Phil Meyer, KYFY} & 90 & 75 \\
\text{Harry Woolman, KDKA} & 90 & 75 \\
\text{Hale Boudrant, WHIO} & 92 & 75 \\
\text{Frank Choate, Chase} & 90 & 75 \\
\text{& Ludlow} & 90 & 75 \\
\text{Herbie Brown, WJDD} & 96 & 76 \\
\text{Russell Woodward, Free & Peters} & 96 & 76 \\
\text{S. Aston, Ferguson & Aston} & 96 & 76 \\
\text{P. M. Brown, AMP} & 94 & 76 \\
\hline
\end{array}
\]

\[
\begin{array}{|c|c|c|}
\hline
\text{Handicap} & \text{Gross} & \text{Net} \\
\hline
\text{Pierce Romaine,} & 100 & 77 \\
\text{Paul Raymer Co.} & 100 & 77 \\
\text{Paul Porter, CBS} & 100 & 77 \\
\text{O. F. Uridde, CBS} & 100 & 77 \\
\text{G. F. Uridde,} & 100 & 77 \\
\text{Publishers Service} & 100 & 77 \\
\text{Hugh Jones Jr., WKB} & 100 & 77 \\
\text{C. G. Weed, Weed & Co.} & 102 & 77 \\
\text{P. E. Meyer,} & 102 & 77 \\
\text{Ralph Aldridge, Daily} & 102 & 77 \\
\text{John Carey, WKB} & 104 & 77 \\
\text{Shelby Matson, WKB} & 110 & 77 \\
\text{J. F. Weed, Weed & Co.} & 114 & 78 \\
\text{Art Linsick, WJDD} & 110 & 78 \\
\text{Carl Everston, WKB} & 116 & 78 \\
\text{H. E. Neal, WKB} & 112 & 80 \\
\text{Jack Stilwell, WKB} & 112 & 80 \\
\text{Paul A. Slavony, WKB} & 116 & 90 \\
\text{H. E. McClain, WKB} & 114 & 90 \\
\text{J. E. Joscelyn, Free & Peters} & 114 & 90 \\
\text{Free & Peters} & 124 & 90 \\
\text{C. E. Ogle, WHK-WAY} & 124 & 90 \\
\text{(9 holes only)} &  &  \\
\hline
\end{array}
\]
Standard Contract Forms Are Urged

NAB Group Proposes Uniform Methods in Handling Sales

STANDARD contract forms to be drawn up by the NAB were advocated by the Subcommittee on Standards of the Sales Forms Committee of a report submitted by its chairman, Martin Campbell, of WFAA, Dallas. The subcommittee recommended that the forms be standardized on a regional basis. A standard rate card, the subcommittee said, should clearly state all terms and conditions as well as ASCAP and BMI royalty formulas for the convenience of advertising agencies who recommend or use broadcast advertising.

The standard AAAA order blank for spot broadcasting was recommended. The subcommittee felt the broadcast medium should adopt it.

No recommendation was made on the subject of local and national rates because opinion on the subject is so widely divided, but a review of prevailing types was pointed out. Examples were given as: Stations with single rate cards for all classes of business are in the minority; cities with a majority of local and national rates are in the majority with a tendency among some to have broken into national, regional, and local.

A tendency among stations to allow promotional frequency discounts regardless of cost was observed. It was pointed out that the business is continuously being pointed out. Such discounts are generally found in the news media, it was observed, and the subcommittee felt the broadcast medium should adopt it.

All products manufactured by a single corporation such as General Motors, Procter & Gamble, etc., should be permitted single rate cards by one annual contract, the subcommittee recommended. It suggested, however, that announcements and programs should not be grouped to earn higher discounts since they are on the same basis. Standard contracts between stations and salesmen were recommended.

Philco Adds 36

PHILCO RADIO & TELEVISION Corp., Philadelphia, will expand the CBS network carrying the Boatdman News broadcasts from 23 to 59 stations when this new service begins on July 16. The network is being expanded, it was said, to meet the increased demand for the service.

Maine Residents Sponsor Conservation Programs

UNDER the auspices of the Garden Club Federation of Maine, residential and wealthy owners of Maine are sponsoring a 13-week program series on WCHS, Portland; WLBZ, Bangor; WDO, Augusta and WAGW, Presque Isle, in a movement to keep the natural beauty of the state there where it should be preserved.

The series began June 19 with a program by Curator Robert C. Murphy, Dr. L. W. Selig, a professor of urban science at New York, as guest speaker and it is planned to reach the residential and suburban areas of the state by alternating evening broadcasts, alternating with Wednesday afternoon programs for the farmers. Each program will feature a guest speaker and an appeal to state patriotism with a view to conservation of natural beauty, which will be made. The account was placed by John W. Queen, Boston, which has handled Maine Public Relations assignment. Mr. Queen told Broadcasting that he believed this was the forerunner of similar programs throughout the country.

Father John Spots

CARLETON & HOVEY Co., Lowell, Mass., (John W. Queen, agent), through its agency, John W. Queen, Boston, is negotiating for a fall series of radio spots. The announcements will consist of six 30-second spots at $6 a曝m. on approximately 50 stations throughout the United States.

National Radio Week

LED BY Harold Hough, WBAP, Fort Worth, second-term NAB treasurer, opposition was made to a proposal that the NAB designate one week of each year as "National Radio Week" and the project was defeated. The Resolutions Committee had approved a plan whereby the "National Radio Week" project would be put on the record of all of the stations to "combine in their efforts to promote radio conscious" and to point out to the public the benefits of radio. The ground that radio is doing just that was made clear. In that round and that a "National Radio Week" is a "Golden Prune Week" and "National "Orange Week," as he put it, "smacks of immaterialism of our profession."

Golden Gate Petition

PETITION to hold the 1939 NAB Convention in San Francisco was strengthened at the recent meeting when Vice-President L. W. Wilson, Ralph Brunton, Tom Symons, John J. Gillin, Gene O'Fallon, Hugh Hailf, and Neal Norman, roboters of Sales of the Subcommittee of the NAB convention when he stated that $156,000 of a new budget of $1,000,000 has been made available for equipment alone. Transradio has taken over the production facilities of the recently organized Intercontinental Corp. and has established Transradio West Inc., of San Francisco, as a sub- randership, subsidiary of Transradio International.

President of the subsidiary is Mark Hawley, newscaster of WOR, New York, and Ray Lyon is recording engineer. It is planned to record spot news and conventions and dramatizations by correspondents throughout the world.

A second subsidiary being formed is the new Facimile Inc., to develop original and newsphoto techniques for broadcasting. Mr. Moore, whose company last year and again this year exhibited the Fullgraph facsimile receiver at the NAB conventions and dramatizations by correspondents throughout the world.

Guaranteed Time Offered by Mutual

Members to Shift Local Shows to Accommodate Network

IN A POST-NAB convention meeting attended by more than 30 representatives of Mutual Broadcast- ing and the National Assn. of Broadcasters Radio, June 24, Fred Weber, general manager of the network, declared that the cooperation of the member stations to the possibility of the network offer guaranteed time to national advertisers for their commercial programs. New stations which add local programming to the station will accommodate the chain shows during the summer campaign.

At the meeting, a semi-annual affair, it was also decided to pay special attention to news broadcasts and to programs which feature special events. These special broadcasts were believed to be the important market of interest rates when the member stations were unimpressed in voting for more broadcasts of this type.

New Autumn Programs

Announcement was made of three new cooperative programs for the NBS stations beginning this fall. The shows will be the musical variety type, a nationwide distribution network to the member stations for local sponsorship. Several stations by the network said they were interested in the programs. Stations lined up for this type of program.

Announcement was made of new cooperative shows which would add to the station. As elsewhere reported in this issue of Broadcasting, Don Lee is negotiating for the network to develop these quarters in Hollywood and plans to originate a much larger program than the MBS shows than here.

Mr. Weber, Mr. Weiss and Mr. Ryan, those attending the meeting, were Mr. Weiss, Wor, chairman of the MBS board; E. M. Antrim, WGN, secretary-treasurer of MBS; Theodore Frey, W. F. H. Hedges and Frank Smith, WLB; Robert Convey and Clar- ence L. Low, station owners, Transradio; Shepard 3d, Yankee-Colonial networks; L. H. Avery, WGR-WKBW, Buffalo; J. G. Reynolds, WJAC, John Worth; KTOK, Oklahoma City; Bill Quarran, WMTP, Cedar Rapids, Clayton Grewe, KFOL, Kansas City; WHB, Kansas City; Gene O'Fallon and Frank Bishop, KFEL, Denver; H. L. S C. LAY, XB, WGL, Washington; Sam H. Bennett, KV, Fort Worth; John Thorwill, WR, Dallas; William Warner, WAC, and D. R. Porter, Oklahoma Network; Donal D. Davis, WHB, Kansas City; Barron Hone, KNX, Commerce, N. C., Mr. Henry, KOL, Omaha; Reggie Martin, KFOR, Lincoln; Tams Bixby Jr., KMOT, New Mexico; George Harvey of the MBS sales staff in Chicago.

1937 Broadcasting Emmy Awards

The Broadcasting Emmy Awards, presented each year by the National Assn. of Broadcasters to the best radio and television programs considered to be of the most merit during the previous year. The awards will be presented at a ceremony in New York City on May 26.
NEW APPEAL TO JUVENILE BUYERS WIL ENTER NEW MARKETS

Already reaching the children a week before its official launch, the Dr. Pepper network is highly visible to the young audience. Launched last week, the results of the program have been so gratifying that arrangements are being made to send the product to children in the United States and Canada. The Dr. Pepper agency, Dallas, handles the Dr. Pepper network.

In two prevalent types of children’s programs—the gangster thriller and the overly simplified games and songs—the Pepper Cadets can be seen, with Dr. Pepper in the background. Children understand and solve their own problems. The series keeps the viewers guessing without the puppet element and without using suggestive language. The show is modeled on the theme of a ranch, a daily adventure for the children.

Contest Results

Easy contests, held on an average of three times a week, have resulted in a mail response of 2,000 letters weekly. The contests vary in nature from filling out the last line of a limerick to drawing a picture of a girl named Byrn. Merchandising anxious have been met with 26 cooperating Texas bottlers, as membership requests printed on post cards, accompanied by contests, are trips to story-book-land with Mother Goose in person.

Gumpert Spots

GUMPERT Co. Inc., Brooklyn, offers its Buttercrest Creme and Chocolate (crestumes) in the new line, will start a radio campaign about the middle of September, using a quarter-hour spot twice weekly on WCAU, Philadelphia, and three times a week on WOR, Newark. Details of the program have not yet been announced. Newspapers and display material will also be used through the East. Successful bottlers say Dr. Pepper’s is one of the better-selling products, a sure winner and an excellent product, and the market is approached from the Gumpert angle. The agency says the popularity of Pepper Cadets may be attributed to the fact that the children are not in the habit of drinking pop, nor in playing up or down to them.

WAIM to Join CBS

WAIM, Anderson, S. C., on July 1 will join CBS. The station operates with 1,000 watts full time. It is owned by Wilton E. Hall, publisher of the Anderson Independent.

Stations of the Stars

MEXICANS HEAR KO
Fight Broadcast in Spanish

BY XEW Announcers

Enterprise in broadcasting activities in other North American countries than the United States was the subject of the panel discussion at the recent conference of the Los Angeles-Braddock championship in Chicago June 22 when XEW, Mexico City, 50,000 watts, sent its own crew to the ringside to broadcast the contest in Spanish for the benefit of Mexican listeners. For the first time a complete broadcast was established between Chicago and Mexico City, with Alphonso Norgaard, XEW’s sportscaster, announcing at the microphone, flanked by Emilio Azcarraga, owner of Radio Azteca in Mexico City and General Manager of the station. Their show was a successor to the XEW radio network.

POWERFUL BORDER STATION PLANNED

Contracts have been signed for construction of a new 25,000-watt broadcasting station at Rosarita Beach, Lower California, to provide a Canadian-exclusive channel, and to reach the Mexican audience. The station will be known as Border Broadcasting from Los Angeles. Within 60 days after the station commences operation, 50,000 watts will be raised to 100,000 watts, and the station will go on the air with the name XEW, and the number of the broadcast will be 60.

Harry B. Whiteman, Los Angeles investment and real estate broker, is business manager of the enterprise, whose backers are chiefly American. The company has ordered a 25-foot-tall tower which is to be erected on the border near Rosarita Beach, 15 miles below the border line. Enrico Derryc, a well-known producer and director, and program director of the station, is said to be the most successful producer, director, and script writer in the country. Following him are J. A. (Foghorn) Murphy, political figure, and V. Z. Herman, both Los Angeles residents. The president and vice president respectively of the International Broadcasting Co., Mr. and Mrs. C. F. (Collins) Kerth, the latter in charge of the broadcasting company, have been appointed by the board of directors. The board includes N. P. Barbachana, president, Border Electric & Telephone Co.; Miquel Barbachana, executive of same company; C. L. Byers, San Diego attorney, and Roger Arndt, Los Angeles construction engineer.

CBS Registers Stocks

CBS filed application June 18 with the Security & Exchange Commission for registration of its Class A and Class B stock. The application listed the following stocks: 949,026 shares of $2.50 par value Class A stock, issued; 12,420 shares of $2.50 par value Class A stock, issued; and 768,924 shares of $2.50 par value Class B stock, issued.

United Drug Plans Test Of Charm Disc Program

By Eddyhe Melrose

UNITED DRUG Co., Boston, will begin a test campaign in seven cities in promotion of a line of cosmetics on July 6, using a series of 26 quarter-hour transcriptions nightly for four weeks. Titled Charm, the series consists of ten personalities delivered by The Dr. Charles-the latter addresses her feminine audience on such topics as "What Men Admire in Women," "What Would Your Husband Say To You Again?", "How Many People Like You?", "Things That Will Make You Look Younger," "Charm: Advertising hosts," "Charm: Popular." The campaign consists of a series of booklets, Lessons in Charm, which listeners may obtain at the local drug stores, These booklets are available for free and are given away by the sponsors to the women who have attended the Charm program.

Midwest Group Ponders Revival of Regional Net

AT A MEETING in Chicago June 23 during the NAB convention, representatives of the Broadcasting Co., outgrowth of the old Allied Broadcasters Co., decided to form a new group to study and develop concrete plans on the revival of the network. Lloyd Thompson, secretary of the board of directors and the executive committee, said that he would be in Chicago again during the week of June 27 to confer with the group. A meeting of the group would be held.

Those attending the Chicago convention included: R. J. Hargis, Miss J. Schutz, C. L. Byers, San Diego attorney, and Roger Arndt, Los Angeles construction engineer.

Pacific AAAA Session

PACIFIC COAST convention of American Association of Advertising Agencies will be held Oct. 21-22, at Hotel Del Monte, Del Monte Forest, California, and Edmund M. Pitts, J. Walter Thompson Co., San Francisco, advertising executive, has been appointed program chairman. The Pacific Advertising Clubs Association 1938 convention is to be held Oct. 22-23, at Hollywood, Calif., and Dixon, NBC western division assistant sales manager in that city, will have the opening program and a special exhibit to bring the film to southern California. He attended the recent Salt Lake Valley convention and was favorably impressed with the sessions which he said would be brought to Hollywood.
Television Today—What Tests Reveal
Not Yet Ready, Asserts Sarnoff; Electronic Method Upheld

By DAVID SARNOFF
President, Radio Corporation of America

It IS just a year since the Radio Corporation of America took its electronic television system out of the laboratory and began experimental field tests. Now, on the occasion of the first anniversary of this field work, the editor asks me two questions. He wants to know what we have learned as a result of the tests, and where television stands today.

The most important fact in our increased store of knowledge of television is that the RCA electronic system has been proved practical. That may sound like a simple statement. Actually, it is full of significance. We have had electronic television in development for years—we have even held field tests with it before 1936. Never before, however, have we had high-definition television tests. We have not heretofore known how accurately we could transmit television programs over the radio spectrum that has only recently been invaded. To be sure, we did know that it could be done with some degree of success. The vital thing, however, was to learn in what degree we were actually succeeding.

Our field tests on a 343-line picture were successful enough to encourage further experiments. More recently, the tests have been stepped up to a 441-line standard. To provide additional pictorial sharpness and, of course, with the increased number of picture elements, it is gratifying to find that terminal equipment, of which the Iconoscope pickup “camera” and the egg—“radiator” are the respective hearts of transmitter and receiver, can accommodate the increase in easy stride.

Not This Year

As far as RCA is concerned, we shall not have public television in service this year. As to just when we shall have it, we do not know. The public and I do not know anyone who does know. Many problems remain yet to be solved. In this complicated new field of transmission of sight by radio.

During the past year there has been occasion to go back to the laboratory many times to work out some stubborn problem encountered in the field. When a likely solution has been arrived at there, it has been taken back to the field for tests. I could count in detail the number of “kinks” that we have had to deal with. Just how long it takes “getting in” the phase of development will continue, but the point is reached at which television will be considered ready for public service is in the future.

It may seem that this is either an over-modest or overcautious approach of the difficulties of field tests in America. Television is under test in other countries. We in America have higher standards of performance far more rigorous. However, and in television we have problems of radio transmission different from those which may be met elsewhere.

National television service in America involves a vast territory. We have achieved a range of 45 miles from a single transmitter with fair degree of satisfaction but, if we had to build stations on a more ambitious scale, it would necessitate a tremendous investment. True, the coaxial cable and the vacuum tube are well suited to this prospect, but at this stage they are only promising developments. Even if either had been proved, it would take years to provide means by which network television broadcasting might be achieved. Yet our experience with the economies of sound broadcasting makes it inevitable that we should think of television on a national basis.

A Matter of Price

The price of home television receivers is not the least of our considerations. This must be within reach of at least the middle-income brackets. This is because in the United States handle home radio service differently than it is handled in other important countries.

To enlarge upon this point:

There is no tax here on home radio service. That is part of the American system. While this may possibly have some temporary retarding influence in the initial establishment of a news service, our experience with sound broadcasting supports the belief that it insures a more comprehensive public service in the long run and that it is better suited to the purposes of our people and our country.

First we must have transmitters, then programs for those transmitters, in order to sell receivers. Until we arrange with transmitters and programs to encourage the sale of a sufficient number of receivers—at least a large, if not a sizeable audience. Without an audience that spells “advertising circulation”, potential television program sponsors may be expected to be skeptical. Call it a vicious circle, or call it the enigma of the chicken and the egg—it amounts to the same. The only answer I see is that television must be introduced in America at a stage of development in which all factors—technical, economic, and artistic—are developed and coordinated to a greater degree than they are at this time.

Now as to programs. When we in America introduce television as a public service, the show will be on, and we must be prepared to hold the attention of the audience by the merits of an ever-changing bill. Already there is much speculation as to the form which our television programs will take. Gilbert Seldes’ article in the May issue of the Atlantic Monthly is evidence that the future critics of television programs in America have unlimited their guns even before they know with certainty what their target is. In the development of (Continued on page 73)

Television Exhibit At New York Fair
RCA-NBC to Have Their Own Building; Lohr to Direct

WHETHER television will be offered as a public service beforehand, at least locally in New York, and other major metropolitan areas, was not even hinted—but that it will be out in the open in New York by 1939, was definitely decided June 1 when David Sarnoff, RCA president, signed a contract with Grover Whalen, president of the New York World’s Fair of 1939, under which a number of RCA companies will construct a Radio Building at the exposition in which the latest developments in radio, including television, will be demonstrated.

The contract was signed in the teletype offices of RCA-NBC in the RCA Bldg., Rockefeller Center, and the proceedings were televised so that the president and all company executives and engineers having television receivers, numbering about 80, could look in as well as those present.

Looking-in Posts

There is still a prospect that the RCA-NBC television will be introduced during the 1936 season, either by way of looking-in posts in downtown New York, or the use of some other major metropolitan centers, such as London and Berlin or by way of marketing a limited number of television sets to RCA officials, however, are withholding any promise on this score, and it is believed that they are allowing themselves ample time by making the 1939 World’s Fair as the time for letting the public in on television.

RCA’s developments have already been viewed by the trade, although its newly enlarged images to home movie and even theater-screen size [BROADCASTING, June 1] have as yet been viewed by the public.

In the course of his broadcast talk June 17, Mr. Sarnoff announced that RCA has designated Lenox R. Lohr, N. Y. manager, to take charge of all RCA participations in the Fair. Mr. Lohr will handle not only the exhibition of television installations but also the broadcast, maritime, international and other radio exhibits, and those covering films, motion pictures, radio activities, and radio television. The Fair, July 15-Sept. 15, 1933, is expected to be the largest exposition ever held, and will be more than a radio exposition. It will have an international character, and will be the scene of a variety of events, some of which no radio had any hand in planning. Such as the Olympic games, which will have to be covered, and many other events.

The televised view of the contract signature ceremony at Radio City and offices of RCA executives and engineers, and in the homes of some of the many thousands of television receivers, the images were larger than the teletype machine could handle. In other words, the RCA television receiver, the images 7½x10 inches being reflected on upright screens, and watched in libraries, has a greenish cast, but is clear, distinct and sharp and none of the 30 press representatives in the RCA viewing room was disappointed in seeing and recognizing the images. There was considerable flicker, however, due to the fact that the transmitting apparatus atop the Empire State Bldg. had been hastily put together again for the occasion. The apparatus recently was changed from 345 to 441 lines, which is the Radio Manufacturing Association’s standard.
Advertising Bill Gives FTC Power
House Committee Expected to Act on Measure by July 1

THE House Interstate & Foreign Commerce Committee, after adopting its subcommittee's recommendations, agreed June 23 to place control over foods, drugs, cosmetics and therapeutic advertising in the Federal Trade Commission. Advertising features of the Wheeler-Farley Broadcasting Act (S-1777) will probably supplant the proposals in the Senate-approved measures, which had been under a Senate Recreation for broadcasts from the exclusion of the Don Lee and Mutual networks.

In the same manner that the Audit Bureau of Circulations, serves the publishing field.

The provisions brought in by the Engineering Committee provoked debate on the floor and finally were referred to the board with instructions to take action. One proposal was that the FCC be petitioned by the NAB to accept the so-called “cravings” orders in the event the House calendar would prevent the FCC from_tF to issue cease and desist orders. The same measure was blocked through a rule whereby no public service orders were declared unanimous.

Six directors were elected without opposition, with the retailing president, Mr. Myers, becoming a three-year director. The convention also adopted an amendment to its by-laws whereby the retiring president was designated a three-year board member.

Reelected directors for three-year terms were Frank M. Russell, BFG; A. L. Hovis, president, and Harry C. Butcher, CBS Washington vice-president. Herb Hocking, WLS, Chicago; and Theodore C. Streiberg, WOR-Mutual vice-president, were elected to one-year terms, and Gene Dyer, WGES, Chicago, for a two-year term.

Edward A. Allen, of WLVA, Lynchburg, Va., was elected for the first of a half-dozen members to second the Elmer nomination. He said that the organization and others have sought recognition through election of one of their own as president. Others who seek the nomination were: Mr. Copeland, WIBB, Toneda; Gardner Cowles, Jr., KSO-KENT, Des Moines; William Amund-son, Kan.; Edwin M. Spence, WBA, Baltimore; Arthur B. church, KMBO, Kansas City, and William B. Way, KVOO, Tulsa.

Mr. Way asserted he did not know another candidate, but he did know the ASCAP situation.

The biggest mistake, the industry is making, he said, is that of "fighting this ASCAP situation on the front pages and on the floor of its convention." He urged negotiations for copyright law be handled privately on the theory that the best bargain can be procured without the buyer throwing rocks at the seller.

The Nominating Committee, sensing a change in political atmosphere, did its utmost to sound out convention sentiment before bringing in its slate. Intimations that danger lurked in elevating the first vice-president to the presidency for two successive years, caused Chairman F. Copeland to say: "While your committee recognizes some distinct advantages to the policy of succession in office, it respectfully declines to accept the responsibility of suggesting any other order of nomination procedure that would, in any way, tie the hands of subsequent candidates. Therefore the nominees of the committee are obviously proposed only with regard to the vacancies now to be filled in.

"Warning Signals Ahead"

First pleas for a strong offensive came at the opening session when President Myers and Vice-President Baldwin reviewed the last year and outlined the job of the immediate future. The principal guest speaker was Judge E. O. Sykes, chairman of the FCC Broadcast Division, who encouraged the membership by assuring them there would be no sweeping reallocation of broadcasting facilities. He stressed the importance of research, however, to keep aware of their public service obligations and to avoid actions which they might have laid before the industry the question mark--that is facsimile, first heralded as an end to present-day broadcasting, but still remaining experimentally in the laboratory. [See abstract of address in section 7.1]

Calling attention to the "warning signals ahead," President Myers said the need for a strongly improved public service can ward off "parasitical" organizations and groups. Mentioning the Celler Bill, he said the NAB is prepared to oppose vigorously any legislation designed to put the government in the radio business.

Legislative efforts to divorce newspapers from radio ownership by Mr. Myers' fire. "Good newspapers," he said, "who operate radio stations in the best interests of their communities, should no more be restricted from ownership than the wagon makers of old should have been restricted from the manufacture of automobiles. If certain practices indulged in by a few powerful owners of radio stations should be condemned, it does not follow that the dangers of such a situation cannot be overcome, or that all newspapers should be penalized for the action of a few."

The Commission with very broad powers to revoke licenses has the power to remedy any situation that is not in the public interest. I submit to you that the need is not for class legislation. The need is for strong, effective broadcasting free from outside influences. Under such conditions licenses will be rewarded or denied according to merit. Under any other system, the present structure of broadcasting cannot long endure.

The industry to certain "parasitical groups" naming the American Society of Recording Artists, the National Association of Performing Artists, was pronounced by President Myers. Seeking to disprove the associations for phonograph record performances, Mr. Myers said these
organizations are being combatted by NAB counsel engaged to assist in defending litigation in several states.

A propos state copyright legislation, Mr. Myers announced formally that the American Federation of Radio and Television, a former dean of Washington State University Law School, had been named to assist broadcasters in the five states in which anti-ASCAP bills have been enacted. With an $8,000 balance as of June 1, a fairly rosy picture of NAB finances was painted by Treasurer Hough in a report spoken with his name in mind of the president. Federal, state, local and in-the-industry problems were reported.

Baldwin Renders Report In a lengthy report of his stewardship, Managing Director Baldwin elucidated on many of the points of the report by Mr. Myers. Several important legislation bills dealing with radio and television have been introduced in 42 state legislatures during the year. Absent were laws with advertising, others with food and drugs, medical accounts, liquor and other commodities. Two states — New Orleans and Tennessee — have relieving stations of full responsibility for libel uttered over their facilities, and in other states legislation proposing to tax radio and radio advertising were introduced.

Getting the Collier government station bill, Mr. Baldwin said its enactment might be the entering wedge for government ownership. Exempting the bill for two years was necessary to government agencies and afford them the greatest possible flexibility. Even if the operation of such a station might result in international incidents, he declared, withdrawal of bills would be wasteful of the taxpayers' money.

Respecting proposals to tax stations to reimburse the government for expenses of radio regulations, Mr. Baldwin said in the early days radio licenses probably would have been provided a provision whereby they would reimburse Uncle Sam for the cost of the ICC on the theory that the fellow who pays the piper calls the tune. A franchise tax was not the advice of a reasonable basis, he said, but the financial argument should keep in mind the fiddler adage.

Setup of NAB Library Mr. Baldwin described in detail the public-domain library plan. Declaring it represents the fulfillment of the mandate of the corporation of the ICC on the theory of the fiddler, the fellow who pays the fiddler, Mr. Baldwin said he would reimburse Uncle Sam for the cost of the ICC on the theory that the fellow who pays the piper calls the tune. A franchise tax was not the advice of a reasonable basis, he said, but the financial argument should keep in mind the fiddler adage.

Exhibitors at the NAB Convention

**Conventions Daddy**

**STUART SPRAGUE,** attorney formerly with NBC and now a partner in the New York firm of Sprague & Sprague, received a telephone call from Westport, Conn., directing him to attend an evening session of the NAB convention. He was about to become a father, and did not tax the airport to get there just in time to catch a plane home and to arrive just before Stuart Sprague & Son, 8 lb. 9 oz., was born in the wee hours of June 24. Mother, father and son are all reported doing nicely.

The NAB Promotion Exhibit has been a most lucrative deal for the radiophonists in the industry. Their share of the spoils has been distributed among 30 stations plus one, with an opera usually included in the choice of recordings.

A schedule of the most popular movie features includes: 

- **One Sponsor, 14 Hours**
  - Heavy Weekly Schedule of Sherman Clay & Co. in San Francisco Believed to Set Record

- **LONGEST commercial on San Francisco airways, and possibly the longest single show in the country, is KJBS's nightly Magic Hour series, a Co- large San Francisco music store. Produced and presented by Wallace Janssen, managing director of the firm, the program is heard seven nights a week, 365 days a year, between the hours of 10 and 12 midnight.**

- **From 10 to 11:10 each night the show is devoted to the broadcast readings, with an opera usually included in the choice of recordings. Sunday night, however, is symphony night.**

- **Kelso Norman Organization, San Francisco advertising agency, has been on the air for three years, handling some 550 accounts. With a score of Co-operative operations, the company has a considerable franchise.**

- **The program is built to conform to requests of listeners.**

**Seek 50,000 Watts**

**APPLICATIONS for authority to operate with 50,000 watts power on the 1460 kc. channel were filed in the Federal Communications Commission last week by WJSV, Washington, and KSTP, St. Paul. WJSV, CBS station, uses 10,000 watts day and 50,000 watts night, under the franchise with the franchise with the new KSTP 1600 kc. channel while KSTP uses 10,000 watts at night and 25,000 watts until local sunset.**
Shifting of Mutual-Don Lee Spurs Trend to Film Colony

Three Major Networks Have Hollywood Offices; Rumors of Warner Abandoning Radio Denied

By DAVID GLICKMAN

PREDICTION that Hollywood will shortly become the radio production center of the country has been given new impetus with announcement that Mutual-Don Lee Broadcasting System, with its headquarters in Los Angeles, is moving to Hollywood. The move will be to a new, larger studio building, and probably some new programs will be built in the new studios.

The decision, which will bring the Mutual-Don Lee system into the city, is being made because of the growing importance of the radio medium. The decision was made after careful consideration of the situation, and it is expected that the move will be a permanent one.

The move will also bring about some changes in the staffing of the new studios. It is expected that some of the current staff members will be retained, while others will be replaced with new ones who are more experienced in the field of radio production.

Long Beach Uses Discs

LONG BEACH CHAMBER OF Commerce, Long Beach, Calif., to promote its International Water Festival, to be held in that city July 16-18, announced a new campaign, using six quarter-hour dramatic programs on 10 Southern California stations. All but one of the programs is presented through Consolidated Transcription Library, Hollywood, has been placed on KFOM, WBNR, KVEO, KDE, KXO, NMJ, KGDY, Mark Becker Adv. Agency, Long Beach, has account.

Biscuit Firm Plans

NATIONAL BISCUIT Co., New York (biscuits), sponsoring Don Hollywood, a 30-minute radio show, is considering putting the serial on a coast-to-coast network. A contract has been arranged with the Sir Francis Drake Hotel. The latter is closed at present due to the San Francisco earthquake.

Recently KSFO tried to get by without a studio orchestra when its Western Home Hour was moved to Los Angeles. The change in location management was forced to hire a group of musicians who form two ensembles, one eight-piece and the other a four-piece group.
The Foolproof Duo—Daytime and Women

By LAWRENCE HOLCOMB
Radio Director, Fletcher & Ellis Inc.

Scientific Merchandising Gets Surprising Results From Serial Dramas—How Such Programs Are Handled

THERE is more to merchandising the five-times-a-week daytime serial dramas than meets the eye. Despite the tremendous and record-breaking premium "pull," these serial programs which fall into this classification, there still are failures recorded. This may, of course, be due to the low entertainment value of the program or to the fact that the premium is not attractive to the audience as judged by the series. However, that is not the entire answer in many cases.

Only too often the program and campaign have received slipshod supervision because the agency Mr. Holcomb still fails to grasp the fact that such series often carry built-in interestedly, and if properly merchandised, can be commercially quite successful, provided the agency understands its problem and has the proper means and methods to solve it.

And the peculiar part of all this is that the idea for the treatment works successfully on that most important of all persons, the American audience. The rise of fan mail will impress on anyone the fact that the woman listener considers the characters of her favorite dramatic series as personal friends. And, as such, they are as real to her as her neighbors and hold as a firm place in her affection.

Possessive Urge

When you once realize this, you see opened up before you vast, new possibilities in the use of the premium. The answer to the problem of most efficiently presenting a premium offer in a dramatic series is not hard to find. It is this: One week before the offer is to be made, start to build the premium into the script as part of the story itself. In other words, associate the article to be offered as intimately as possible with the characters. This good idea tends to have the same effect on a listener as going to the house of a friend and seeing an attractive article in use.

When a friend of yours has something that is attractive, you naturally would like to have it, or one like it. The woman's desire to possess the article is twice as strong because you have seen it being used and enjoyed. The problem is to make sure that the listener realizes the use of the premium so vividly that the listener will see it just as clearly in her imagination as she pictures the characters and action of the broadcast. By the time the offer is made the first time the great majority of the listeners should be "simply dying" to possess the article.

In some cases it may be necessary for a writer to lower the quality of his writing during such premium buildup sequence. Good plot can be written around any point you want to turn it on. Entire new plots are often opened up for the writer who gives a little thought to such a problem.

For example, when Clara,Lu and Em were last featured on a regular daytime serial drama, the sponsor decided he wished to use a can opener as a premium offer. The way that Clara, Lu and Em handled the situation was this: The husband of one of the girls had already been pictured as a"broke." They now proceeded to write a script in which he invented a new and improved can opener. His experiences, beginning with the invention stage and continuing right through the time he sold the rights to it for a small fortune, resulted in well over a week of intensely interesting episodes. Incidentally the sympathetic character actually invent the item was nothing short of genius. When the product was shipped up to the mike and offered every listener a chance to have a can opener just like the one that the husband had invented, there was perfect deluge of mail.

Another interesting example comes to mind. Last summer a cereal company designed a premium offer of sun-suits for young children to be offered on a story-telling hour which they had on the air five times a week. The same company was also sponsoring Girl Alone, the daytime drama. As an afterthought, they decided to make the same premium offer on the Girl Alone series. They were making it on the later afternoon story-telling hour, Franklin, Connecticut. Her husband, in the way of results form the Girl Alone offer since the premium was designed for that program. How ever, every time the Girl Alone program was put on, the same Girl Alone program as there were from the story-telling hour for which the program was designed.

The Local Test

About six months ago, Staley Gloss Starch Cubes decided to sponsor a local program in the city of Cape Girardeau, Missouri. They chose a vehicle a series script entitled Dan Harding's Wife. The Staley Company posed the problem of how to sell the program by offering a clothespin as a premium. This was worked humorously into the script by having Rhoda, the 16-year old twin, Dean, as a birthday present. However, the program was not as successful as could be. The mother, Rhoda Harding, immediately tried to get Dean to turn the program over to her. It was a made of great interest for well over a week. The result of the offer was that the Staley Company was able to multiplicity its Chicago distribution considerably. Up to then its distribu tion of the Chicago area had been distinctly spot ty. Shortly after the premium offer, Staley Gloss Starch Cubes found they were not as well received and have increased their under the spot.

In every instance that have found that the surest way to sell a dramatic daytime program to a prospective sponsor is for the agency to determine whether or not it should be put on one of the national networks. This can be done by an agency that it is not advisable for the to program will be successful...that is, it will be if the writer of the event decides that the type of program is as foolproof.
Canadian Stations Given Additional Advertising Time

JAMES MONTAGNES

CANADIAN broadcasters will be allowed a greater leeway in advertising time starting almost immediately, Gladstone Murray, general manager of the Canadian Broadcasting Corp., told Broadcasting in an exclusive interview. The advertising content per hour will be rationed from 15 minutes on weekdays, 10 minutes on Saturdays, to 6 minutes per hour on Sundays. It will be increased to 10 minutes per hour on weekdays, 20 minutes on Saturdays, and 12 minutes per hour on Sundays. The exceptions will be made in metropolitan areas, where advertising content per hour will be increased to 25 minutes on weekdays, 50 minutes on Saturdays, and 60 minutes per hour on Sundays. The exceptions will be made in metropolitan areas, where advertising content per hour will be increased to 25 minutes on weekdays, 50 minutes on Saturdays, and 60 minutes per hour on Sundays.

Bundt Test Campaign

BUNDT LABORATORIES, Detroit, will use radio as a part of a campaign for lodo-grin, a throat ailment remedy. Radio will be tied into a national campaign which will follow a test campaign now being undertaken in newspapers. C. E. Rickard Adv. Agency, Detroit, handles the account.

Railroad Plans Series

ILLINOIS CENTRAL Co., Chicago (railroad), is contemplating a one-hour musical variety show to be aired over a NBC-midwest network this fall following the RCA Magic Key program. Caples Co., Chicago, is the agency.

College Starts Test

BOB JONES COLLEGE, Cleveland, Tenn. (religious), has appointed the Allied Advertising Agencies Inc., Los Angeles, to direct the Pacific Coast radio activities and later is expected to start a three-month test campaign talk. Dick Smith services the account.

WBS Opens New Chicago Headquarters; Spot Promotion Cooperative Is Urged

LOCATED two blocks east of Michigan Ave. in the vicinity of Chicago's advertising district, the new Chicago headquarters of World Broadcasting System at 201 E. Erie St. were officially opened June 21 and were visited by many NBC conventionees. With elaborate offices, three modern studios and complete vertical recording and sound reproduction, the station has the only one of its kind in the Middle West. Built under the supervision of New York engineers who made plans for the WBS, 771 Fifth Ave., New York, it embodies the latest scientific resources and sound reproduction experiences of Bell Laboratories, Western Electric and ERP.

At an informal dinner given by Percy L. Deutsch, WBS president, the night of June 21, the organization of a possible cooperative company to create a new business to be conducted by a separate entity in the transcription library and processing field. The sentiment was that WBS should be encouraged in its creative work on the theory that the existing system is not ideal. No decision was reached, however, on any plan and Mr. Deutsch will submit a definite proposition later.

It was generally agreed at the dinner that the library service is not sufficiently remunerative to permit an organization such as WBS, as now constituted, to engage in the widespread development of new spot business. In most case stations affiliate WBS pay commissions of some $75% on business originating with WBS, but other methods of remuneration were considered.

Attending the dinner, in addition to Mr. Deutsch, were A. J. Kendrick, Chicago vice-president of WBS; Reed Wight, Chicago sales manager; Martin Campbell, WFAA, Dallas; C. W. Myers, KGIN-KALE, Portland, Ore.; Lewis Allen Weiss, Don Lee Network, Los Angeles; M. J. Malone, NBC, Des Moines; Arthur B. Church, KMBC, Kansas City; R. Lounsbery, KREM, Spokane; J. E. Riddell, KGW, Portland, Ore., Theodore C. Streibert, WOR, Newark; Walter J. Damm, WTMJ, Milwaukee; G. Richard Shafuto, WJS, Cleveland, S. C.

WRD Completes Staff, Goes on Air, Joins NBC

Mr. Arnoux, general manager of WTAR, Norfolk.

The same day WMBQ went on NBC, while WRQA joined CBS. WTAR is licensed to the Richmond Times Dispatch whose editors own the Norfolk Virginia Pilot and WRQA was licensed to the Daily Press of Norfolk.

Ovelton Maxey, recently with WBTV, Danville, Va., is resident engineer; David Bain, formerly with WTAL, Tallahassee, Fla., chief engineer; Florences C. Thomas, program director; Bernard Dabney, continuity manager. John Carl Moran, WTAR announcer, is at WRD for several months in charge of the new station.

Two new Western Electric plants have been acquired and the old power house is being converted to a building for the new station. The station will be ready in time for the fall schedule.

PATTERSON SEEKS TO ACQUIRE KGCC

Rev. S. H. Patterson, who has the West Coast offices of the National Broadcasting Corp., San Francisco, will shortly apply to the FCC to approve his purchase of the KGCC, a new 1,000-watt station at an undisclosed price.

Canadian Board Changes

C. L. WILFRED ROVEY, one of the nine members of the board of governors of the Canadian Broadcasting Corp., resigned at the end of May because of pressure of work in his post as Director of Extramural Relations at McGill University. He was succeeded by Rev. Canon Wilfred E. Fuller, of Campbellton, N. B., who will soon be coming to Canada as a move to placate the English-speaking Canadians, of whom he has objected to the inclusion of in the cooperative of the Catholic priest. Prof. A. Vachon, of Laval University, Quebec.

President on Air

PRESIDENT Franklin D. Roosevelt will have a chance on the President's Day meeting with Lord Tweedsun, Governor General of Canada, in a spacious temporary building overlooking the Dominion Day, July 1, 9:30-10 p.m. on NBC-Blue network. The show will be heard for four minutes, speaking from Hyde Park, while Lord Tweedsun will be speaking from the CBC studios in Canada. The show will also be heard for the 17th anniversary of the Confederation of Canada.

On Air on NBC Red

GRUNDY WATCH Co., Cincinnati, will start a broadcast to a club and Joe Rines and his orchestra in a half-hour Sunday evening NBC program. Mr. Grundy will make his debut on Oct. 3. Guest stars will also be featured in the series, which will be broadcast through the Cleveland office of McCann-Erickson Inc.
Mrs. Elliott Roosevelt Acquires Stock Control Of KFJZ, Fort Worth

MRS. ELLIOTT ROOSEVELT, daughter-in-law of President Roosevelt, who was Ruth Goggins of Fort Worth before she married the second son of the President, has purchased the majority of the stock of Fort Worth's Broadcast Inc., licensees of KFJZ, Fort Worth local on 1570 kc. The purchase was from R. S. Bishop, who owned 99.3 per cent of the corporation's stock and the deal is subject to FCC approval.

Elliot Roosevelt, who for nearly two years has been the President of Heart Radio Inc., in charge of its Southwestern stations with headquarters in Fort Worth, has stated that the purchase of KFJZ will not affect his association with Heart Radio.

The purchase price was not disclosed by Jesse Martin, attorney who announced the deal. Mr. Bishop, it was stated, will continue to operate the station for the time being with Harry Hutchinson to be managing director of the company, over its new owner. Mr. Hutchison, formerly with KOMA, Oklahoma City, and KTV, Tulsa, is already working with the station. The stock will be in the name of Mrs. Ruth G. Roosevelt. Present ownership of 5.1 per cent is retained for the most part. Mrs. Roosevelt is the daughter of a wealthy Texas family.

KFJZ was founded in 1918 at Camp Bowie and was used by the government during the war. Later it was taken over by W. E. Herluf at which time it was a 50-watt station. He now a Fort Worth radio construction engineer with broadcasting interests in Dallas and Fort Worth, who operated it as a 50-watt with the transmitter in a clothes closet and his living room as a studio. Other former owners of the station were the Southwestern Baptist Theological Seminary and the late H. C. Meacham, Mr. Bishop purchased the stock from the Meacham estate in 1930.

Rivals in Louisville

THIRD applicant for a new broadcasting station in Louisville is WYLV, Inc., Inc., which has asked the FCC for a construction permit for 250 watts night and 5000 watts daytime. Previously filed, and already heard by an FCC examiner, was the application of the Louisville Courier Journal and Times, operators of WHAS, asking for 100 watts full time on 1210 kc. The other pending application, not yet heard, is that of D. E. (Plug) Kendrick, who recently sold his interest in WKNW, Indiana's, 1210 kc. but with 250 watts day and 100 watts night.

Press Turns to Radio

PITTSBURGH's three newspapers may carry no stories on radio for seven months in the event a strike of the WRaper and Shippers Union, which has given the FCC 90 days' notice to quit the strike. WWSW, WPI, and Ray Schneider handled the news casts at regular half-hour intervals for the WRaper, but WPS, KDKA, and James Murray broadcast on WCAE. When drivers struck in Philadelphia, the Bulletin had a wire from WIP, that city, and Harry Proctor gave five newscasts throughout the day.

Mrs. Elliott Roosevelt Acquires Stock Control Of KFJZ, Fort Worth

WBS BASEBALL SOUNDS Fool Fans on WMT Wired

BASEBALL broadcasts on WMT, Cedar Rapids, la., have the fans guessing as to whether telegraphic play-by-play descriptions are aired or the announcer is using his home plate. Bert Puckett, WMT sportscaster, rigged up a small bat and sponge rubber pad. On called strikes and balls, or when the batter misses the pitch, Puckett smacks the rubber pad and it sounds like a regular hard hit catcher's mitt. When the batter connects with one, the suspended bat will rattle. It is small noise but the crowd noises are used in the background build-up of exciting plays. During WMT's broadcasts the playbyplay phones are busy with fans wanting to know if the game is telephonic or play-by-play from the ball park.

Mrs. Elliott Roosevelt

C & O DISCONTINUES RADIO ADVERTISING

AFTER five years as a leading spot account, Chesapeake & Ohio Railroad is discontinuing its radio advertising effective June 30 coincident with a curtailment in all other schedules.

The decision to drop its radio spots amounting to approximately $100,000 a year, follows the death of L. C. Probert, vice-president of the line and a pioneer in the use of radio advertising. Executives of the Van Sweringen road, even during Mr. Probert's tenure, have always been hard heads of other roads. It was during Mr. Probert's incumbency that the controversy over the use of new media was precipitated in railroad advertising circles. In spite of the opposition Mr. Probert persisted in his use of five-minute transmissions. Even during the depression C & O executives were one of the two roads in the country which never missed a dividend.

The decision to curtail all advertising operations running on nine stations, C & O is taking a short-rate on them, it is understood. Until Mr. Probert's death he carried the list of stations tallied some 15 but was curtailed shortly thereafter. Lewis Elliott, vice-president of W. C. Elliott, Washington, has been handling the radio portion of the C & O account. Herluf Provenen, vice-president, has been the account executive.

Sections which have received the cancellation orders are WRC, WMAL, WCKY, WJZ, WGST, WMAS, WPOC and WVGO. The decision to curtail all advertising expenditures was reached, it is reported, by W. J. Harahan, C & O president and Walter Jackson, the new advertising manager.

Wasey on NBC for Year

FOLLOWING the tested formula of broadcasting hilly music to sell proprietary products, Wasey Products Corp., New York, has signed a 12-week contract with NBC to sponsor the music of Carson Robinson and His Buckaroos in the imitated opa, music and other products of the Blue network each Monday, Wednesday and Friday afternoon from 4 to 4:15. Beginning Oct. 4. Programs are handled by Erwin, Wasey & Co. Inc., New York.

McKesson on Net

FOLLOWING a 21-week test in New England of this four-station network, McKesson & Robbins Inc., Bridgeport, Conn., is bringing its radio service "Joyce Jordan, Consultant for Cafco Tooth Powder" into New York on WAEF, beginning June 28. Program, a dramatic serial of hospital life, is scheduled on Tuesday afternoons, four-station NBC network and will be broadcast Monday through Friday from 2 to 5 p.m. on Sunday, Wednesdays and Fridays, are conducted by Neil O'Hara, columnists for the Scripps-Howard newspapers. Each consists of a section from O'Hara's column, a sports review and a discussion of every-day events. Series advertised in various trade papers and is placed through BBDO, New York.

McKesson & Robbins Inc., Bridgeport, Conn., is bringing its radio service "Joyce Jordan, Consultant for Cafco Tooth Powder" into New York on WAEF, beginning June 28. Program, a dramatic serial of hospital life, is scheduled on Tuesday afternoons, four-station NBC network and will be broadcast Monday through Friday from 2 to 5 p.m. on Sunday, Wednesdays and Fridays, are conducted by Neil O'Hara, columnists for the Scripps-Howard newspapers. Each consists of a section from O'Hara's column, a sports review and a discussion of every-day events. Series advertised in various trade papers and is placed through BBDO, New York.
Senator Robinson Offers New Bill To Shift Offices
Broad Powers for President in Revised Reorganization

PRESIDENT Roosevelt's plan to reorganize the Executive Branch of Government was embodied in a bill introduced by Senator Robinson, Democratic majority leader, which the Senate approved without extensive Senate amendments. The FCC, as well as the other so-called independent agencies, would be abolished by the Robinson bill in its present form. In an explanation of his measure for the Senate, Senator Robinson said definitely these agencies from abolition or emasculation by executive order.

However, in the words of the bill, the President would be authorized with certain limitations, to transfer, retransfer, regroup, coordinate, consolidate, reorganize, segregate or abolish any or all of these agencies.

That the legislation would prevent actual abolition of the functions of these agencies, and would require, in the event of review of one or more of the executive orders by Congress within 60 days of issuance.

The administration intends to throw its full weight behind the Robinson proposal was clearly indicated June 27 by Postmaster General James A. Farley, who said the Democratic party would prefer to see Congress remain in session until such time as the administration and the Supreme Court revision projects were finally considered.

Possible Transfer

Under the bill, certain administrative duties of the FCC might be transferred to the Department of Commerce. Under the original plan as presented to Congress several months ago, the FCC would have been absorbed bodily into the Commerce Department.

In the bill, even with its compromise provisions designed to protect the FCC, Federal Trade Commission, and Interstate Commerce Commission and other independent agencies, failed to appease the expressed opposition of a bloc of Senators headed by Senator Byrd of Virginia. The Virginia Senator, himself head of a Senate Reorganization Committee, said officialdom preferred the substance of a report made to his committee by Brookings Institution. That report recommended elimination more than restriction of the duties of the quasi-judicial agencies, including the FCC.

In the House, Chairman Cochran of Missouri, head of the reorganization committee, pointed four subcommittees to prepare legislation designed to meet the President's proposal. Each subcommittee would combine its activities to the plan for shifting about the independent agencies was headlined by Rep. Lindsay Warren (N. Y.), and included Reps. Cochran (D-Mo.), Vinson (D-Ky.), Kniffin (R-Wis.) and Tiber (R-N. Y.).

ELIMINATION of the tax on broadcast advertising is one of the more important changes in Missouri's new state sales tax law, which increased the rate of taxation from 1% to 2%.

Dr. George Brown and Paul Godley

G. H. Brown and Godley Form Engineering Firm

FORMATION of the consulting engineering firm of Godley & Brown was announced June 18 by Paul F. Godley, consulting engineer of Montclair, N. J., and George H. Brown, prominent radio scientist and for the last four years with the research division of RCA Manufacturing Co., Camden, N. J., and also an associate in the FCC.

The House Rules Committee, spoke of the need of a select committee of seven members which presumably Brown and Connery, to engage in the investigation. The House Rules Committee, in spite of its hearings on a previous resolution, failed to give it right of way. Rep. Connery also became a member of the House Patents Committee, charged with copyright legislation, at this session. The committee, however, has had no hearings since the last session of Congress.

Dr. George F. Brown, prominent radio scientist and for the last four years with the research division of RCA Manufacturing Co., Camden, N. J., and also an associate in the FCC.

Milk Fund to Place

The New York State Bureau of Milk Publicity has appointed J. M. Matthes, Inc., co-chairman of the board of the board of its advertising for the third successive year. The $300,000 appropriation will divide itself into a daily newsprint and radio, with daily one-minute announcements on 16 stations throughout the state.

Limited Editions

The New York Public Library has announced the publication of a limited edition of 900 copies of a book of essays by T. S. Eliot, "Reflections of a Son and a Lover." The Library's edition will be number one of 900 copies and will be bound in blue buckram with a foil stamping of the Library's crest on the spine and front and back boards. The book will be sold for $500, which will be used to help defray the cost of the Library's gift for the bicentennial of the Constitution.

United Farmers Contest

CONTEST series sponsored by United Farmers Cooperative Creamery Assn. Inc., Charleston, Mass., was completed on WORL, New York, May 30. Children were urged to write letters telling why they liked the sponsor's products and the winning letters were published.

Fifth Annual Awards

For the fifth annual Awards for Radio Plays, sponsored by Radio Script Group, a series of semi-annual awards for the best radio plays produced by the station, the Foundation has been announced by the Radio Script Foundation, 535 Fifth Ave., New York 17, N. Y. Judges for the first awards, covering the period from Jan. 1, 1937 to Feb. 28, 1938, are: Alfred J. Knopf, representative of the Radio Script Group; H. J. Thompson Co., New York, representing agency production men; Selwyn Gooderal, representing commercial producers; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Elliston, representing the radio industry; and, for the committee, W. Alman, chairman of the Committee, Radio Advertising Bureau, representing radio facilities.

Awards for Radio Plays

For the fifth annual Awards for Radio Plays, the Foundation has been announced by the Radio Script Foundation, 535 Fifth Ave., New York 17, N. Y. Judges for the first awards, covering the period from Jan. 1, 1937 to Feb. 28, 1938, are: Alfred J. Knopf, representative of the Radio Script Group; H. J. Thompson Co., New York, representing agency production men; Selwyn Gooderal, representing commercial producers; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Elliston, representing the radio industry; and, for the committee, W. Alman, chairman of the Committee, Radio Advertising Bureau, representing radio facilities.

New Engineering Firm

KGLomen

STANDING in a New York City drug store telephone booth, J. P. Gude of CBS station relations, perched up on a high stool and with the light of a match to his left, he dialed the number of the New York Globe, operator of KGLo, asking for an appointment to discuss CBS. When the call had been signed, Gude gave Loomis the matches to light and Gude and Herbert Aberkour, CBS vice-president, the matches will be placed in the connection.

Connery Death Affects Capital Radio Situation

THE SUDDEN death on June 16 of Rep. Edward Connery, D-Mass., long a member of the House Rules Committee, was described at a hearing of the Committee, by Rep. Connery, to engage in the investigation. The House Rules Committee, in spite of the hearings on a previous resolution, failed to give it right of way. Rep. Connery also became a member of the House Patents Committee, charged with copyright legislation, at this session. The committee, however, has had no hearings since the last session of Congress.

Dr. George F. Brown, prominent radio scientist and for the last four years with the research division of RCA Manufacturing Co., Camden, N. J., and also an associate in the FCC.

Milk Fund to Place

The New York State Bureau of Milk Publicity has appointed J. M. Matthes, Inc., co-chairman of the board of the board of its advertising for the third successive year. The $300,000 appropriation will divide itself into a daily newsprint and radio, with daily one-minute announcements on 16 stations throughout the state.

Limited Editions

The New York Public Library has announced the publication of a limited edition of 900 copies of a book of essays by T. S. Eliot, "Reflections of a Son and a Lover." The Library's edition will be number one of 900 copies and will be bound in blue buckram with a foil stamping of the Library's crest on the spine and front and back boards. The book will be sold for $500, which will be used to help defray the cost of the Library's gift for the bicentennial of the Constitution.

United Farmers Contest

CONTEST series sponsored by United Farmers Cooperative Creamery Assn. Inc., Charleston, Mass., was completed on WORL, New York, May 30. Children were urged to write letters telling why they liked the sponsor's products and the winning letters were published.

Fifth Annual Awards

For the fifth annual Awards for Radio Plays, sponsored by Radio Script Group, a series of semi-annual awards for the best radio plays produced by the station, the Foundation has been announced by the Radio Script Foundation, 535 Fifth Ave., New York 17, N. Y. Judges for the first awards, covering the period from Jan. 1, 1937 to Feb. 28, 1938, are: Alfred J. Knopf, representative of the Radio Script Group; H. J. Thompson Co., New York, representing agency production men; Selwyn Gooderal, representing commercial producers; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Elliston, representing the radio industry; and, for the committee, W. Alman, chairman of the Committee, Radio Advertising Bureau, representing radio facilities.

Awards for Radio Plays

For the fifth annual Awards for Radio Plays, the Foundation has been announced by the Radio Script Foundation, 535 Fifth Ave., New York 17, N. Y. Judges for the first awards, covering the period from Jan. 1, 1937 to Feb. 28, 1938, are: Alfred J. Knopf, representative of the Radio Script Group; H. J. Thompson Co., New York, representing agency production men; Selwyn Gooderal, representing commercial producers; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Elliston, representing the radio industry; and, for the committee, W. Alman, chairman of the Committee, Radio Advertising Bureau, representing radio facilities.
CHIPS

from the station log

Program Amplifier Boosts Signal

WHO is the first radio station to use the new Western Electric 104A Program Amplifier, completing installation on February 26, 1937.

The result is that the WHO signal has been intensified to the same extent as if the carrier power had been increased to 100,000 watts with the previous equipment.

To the advertiser, this means an increase in the effective coverage of WHO and also a much better signal in the primary coverage areas, both day and night.

To us, this means that with alert progressive engineering work, WHO has the equivalent of an increase in power to 100,000 watts—that's some power for a territory where conditions are unusually favorable for radio transmission.

Every Period Has Paid Out

"Our expenditure on WHO during April was approximately $2,000. In return for this expenditure you produced 6,075 one-dollar orders for our stock. This means that WHO brought in dollar-bills, for our offer, at a cost of less than 33¢ per dollar... Furthermore, our records show that regardless of what time we schedule our programs on WHO, they paid out in a big way."

There you have a few excerpts from a letter we recently received from a well-known mail order house. When this advertiser started his spring schedule on WHO, 10:30 to 10:45 p.m. was the only available time. Later the broadcasts were moved to 11:15 a.m. on Mondays through Friday. Still later this advertiser took quarter hours on the WHO Barn Dance—and remember, this client states that every period "paid out in a big way."

Iowa Payrolls up 16%

The most recent report from Frank Wenig, Iowa Labor Commissioner, covering the month of May, 1937, showed the following gains:

In employment, a 6% gain over 1936. In dollar-volume of payrolls, a 16% gain over 1936.

These gains were not brought about by striking changes in any one or two districts, but by increases registered throughout the state. The state-wide nature of these increases gives fresh significance to the fact that Iowa is a big market BECAUSE it is a big collection of smaller markets. No single city dominates Iowa. Its largest city, Des Moines, has less than 6% of the state's population. Iowa's commercial activity flows through more than a score of important trading centers.

Some of these trading centers have smaller radio stations. Some do not. One station, and only one, reaches all Iowa at once. That station is WHO.
Tweedionnaire Twazy: Watts the Use
There's No Place Like Oh! - When an Agency Sets Out To Do Some Serious Questionairing of Stations

By HALF MILLIWIIT
HE 1937 epidemic of Spring Fever was not unlike any that had gone before in the advertising business, or "game", except in the radio departments of some agencies. Do you think we'd bite the hand that feeds us? Not unless we were hungry - we know which side our bread is buttered.

In some agency radio departments, a new crop of spring lambs got turned out to play, and made business for the aspirin people. Maybe they were leprechauns. No, that can't be right. They weren't leprechauns, and they weren't elves. They must have been lambs, frolicking around in a wonderfull new world, nibbling at a tid-bit of green research here and there, sniffling around at a luscush patch of market data, and shaying away wide-eyed notion, and then thrown white and with a forbidding file of miscellaneous information.

Little lambs meant no harm, but what a bother their cute little antics turned out to be. For this spring, the use of language I can conceive these lambs of understanding, the itty-bitty lambskins in the dweeby baxways departments went com- pletely Tweedionnaire Twazy.

Boxtops Buried

Radio stations were deluged, overrun, flooded, undated, drenched, barraged, bombarded, and shot to pieces with questionnaires. What kind? Every kind, with every question. One station's mail report showed questionnaires out-numbering box-top mail by 20%.

These questionnaires, although their questions ranged in subject matter from zero to infinity, had a few things in common. They were mimeographed or multigraphed. The numbers were nearly negligible. The number of the questions had to do, however, with sequence of subject matter desired... an answer to question six involving complete restatement of the question at question two, if the questionnaire hadn't already consigned to the wastebasket.

Yes, I'll admit they looked appealing, all dressed up on a letterhead and signed. Some of them were so cleverly done we had to get the envelopes clear open before we could detect that awful blow to the ego, the form-letter feel.

But after these few common features the questionnaires began to show a quaint originality that ought to make any Mama and Papa Sheep mighty proud of their little offsprings. One question that I remember in particular was a stumper. "What type of program gets the best results?" It's a question anyone has a right to ask, and so I wrote in "knitting." And a question we've been asking, too. The only answer we've used so far has been an adaptation of one which was first given about two generations after Adam: "They're all good, some's better'n others.

I can't even look them any more. But after successfully playing shortstop to my waste-basket's first base for three weeks, I finally muffed one, and since I was already charged with an error I decided to foul the little lamdings slow. None of that was typical, I became intrigued with a desire to answer it, and here with are some of the questions, answers, and questions. I reasoned, however, that if the questions were drawn out of the hat, the answers might as well be, too.

So I earnestly wrote out big numbers corresponding to the questions and/or answers into a hat I was fortunate enough to borrow, shook them up, and threw them shut, gently, with care. The answer for the first number drawn went down on the questionnaire, the answer for the second number drawn went down as the answer to question No. 2. And so on.

REACHING THE NEGRO AUDIENCE
WDAS Leans Value of Planning Programs for - Racial Groups - Sponsors Interested

ONE of the first stations to realize the commercial possibilities of programs designed especially for negro listeners was Philadelphia's WDAS. It is stated in the 1930 census showing over 250,000 colored people in and near Philadelphia, WDAS began to plan programs for negro listeners.

It soon learned that few negro businessmen could afford radio sponsorship, but that colored customers would almost exclusively patronize sponsors who presented shows featuring negro announcers, artists and music.

Finding no negro sponsor, WDAS began its experiment with emitting programs featuring colored artists and the fan mail poured in, obviously from negro listeners. The program was a success, and the station's listener response was "ultra-swung" and "torchy." A negro announcer whose voice and mannerisms were unmistakably negro undertook to do announcements.

The next step was to meet the demand for more negro church programs and retain white sponsorship. WDAS solved this problem by starting a series titled Negro Spiritual Hour which combined the functions of a church broadcast and studio program, and at the same time kept commercial sponsorship. Each week a representative colored content sent its choir and soloists to the studio and the editor of the local negro paper broadcast news items of particular interest to colored listeners. The response to these appeals is to racial and civic loyalty was great. This program is presently sponsored by a chain department store located in the heart of the negro business district which estimates that its colored audience has increased 65% as a result of the series. Other white sponsors urged WDAS to devise negro programs of a different type and a Negro Swing Parade was inaugurated. Along with the recordings of colored artists, WDAS announced the activities of various negro social organizations. Most negroes are joiners, and WDAS found its fan roll increasing. Wires were installed in negro night clubs and cafes and colored announcers spoke in the negro idiom. From this experimentation come these facts: Negroes have a racial loyalty that makes them constant listeners to their own programs. They will patronize almost exclu-
WKY GIVES ME MORE GALLONS PER MINUTE

- The man who sells for you in Oklahoma is most sold on the station that sells most for HIM. Oklahoma dealers in every line agree that WKY is the station that puts pep and action in sluggish movers. . . . gives sales a quick start and a fast get-away. Oklahoma dealers have FELT this selling power of WKY from behind the counter. They know what they're talking about when they tell you to use WKY to get places in Oklahoma.

WKY OKLAHOMA CITY

- AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY
CBS Race Exclusive

CBS has acquired exclusive broadcasting rights of all races of the New York State Racing Association for an unannounced number of years beginning with the 1938 season. Contract, signed for CBS June 25 by Lawrence W. Lowman, calls for a minimum of 25 broadcasts during the season, which includes a month's races at each of the following tracks: Aqueduct, Belmont, Empire, Jamaica and Saratoga. Bryan Field, racing editor of the New York Times, currently covering the 1937 New York racing meets for WOR-Mutual, will broadcast for CBS next year.

RESULTS of the third annual selection of radio stars made by Radio Guide give the following ratings: 1, Jack Benny; 2, Nelson Eddy; 3, Lanny Ross; 4, Frances Langford; 5, Lulu Belle; 6, Bing Crosby; 7, Rudy Vallee; 8, Eddie Cantor; 9, Joan Blond; 10, Jessica Dragonette; 11, Fred Allen; 12, Don Ameche.

CBS Race Exclusive

CBS has acquired exclusive broadcasting rights of all races of the New York State Racing Association for an unannounced number of years beginning with the 1938 season. Contract, signed for CBS June 25 by Lawrence W. Lowman, calls for a minimum of 25 broadcasts during the season, which includes a month's races at each of the following tracks: Aqueduct, Belmont, Empire, Jamaica and Saratoga. Bryan Field, racing editor of the New York Times, currently covering the 1937 New York racing meets for WOR-Mutual, will broadcast for CBS next year.

RESULTS of the third annual selection of radio stars made by Radio Guide give the following ratings: 1, Jack Benny; 2, Nelson Eddy; 3, Lanny Ross; 4, Frances Langford; 5, Lulu Belle; 6, Bing Crosby; 7, Rudy Vallee; 8, Eddie Cantor; 9, Joan Blond; 10, Jessica Dragonette; 11, Fred Allen; 12, Don Ameche.

WXYZ'S NEW VERTICAL ANTENNA Now In Use!

A MIGHTY TOWER
Reaching 474 Feet Above Ground Level

Modern to the second—Insuring Clearer Reception to WXYZ's Large and Devoted Audience in DETROIT'S BIG 40-MILE MARKET

Blue NBC Network

DETOIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building ... Detroit

Western Office: Ross Building
San Francisco, Cal.

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building ... Detroit

Western Office: Ross Building
San Francisco, Cal.

BROADCASTING • Broadcast Advertising
It’s news for everyone when the WLS news editor, Julian Bentley, broadcasts. Listeners enjoy the unbiased, accurate news comments presented by this crack news reporter.

Julian Bentley, prominently mentioned in many popularity polls, was chosen by readers of RADIO GUIDE, in 1936, as the most popular non-network news reporter.

In this year’s poll Bentley again ranks among the ten leading news broadcasters. Most notable is the fact that his popularity comes solely from daytime broadcasts.

Julian Bentley is not only popular with listeners, he’s also popular with sales managers. So naturally, it’s news for everyone when time is available following or preceding one of these WLS newscasts.

Use the desirable WLS news periods that are now available to sell your merchandise to the loyal WLS audience.
OLD M.
WENT T'

And when she got there the cupboard was bare.
Hubbard had been able to follow her usual habit
told her what to buy for the dog, what foods were
products to always have on hand. • For Old
other American women who depend upon these
radio entertainment. • You can keep the store
stocked with your product by using the spot brut
This would never have happened if Mrs. Hubbell's daily radio listening. Her favorite programs are healthful and delicious, what household could ask for product information as well as tasteful facilities of these popular stations.

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO. INCORPORATED
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO
HATS IN THE RADIO RING

Chain of 300 Stores Devotes Half of Its Budget
To Airing of Sports--A Success Story

also broadcast by this sponsor from time to time as they occur, including
tennis and wrestling. Frequently, when local interest warrants it, these special events are
broadcast in other cities than New York by special wire hookups. At present the Wednesday night
bouts from the Hippodrome and the Friday night card at Madison
Square Garden are heard in Boston, on WAAB, as well as on
WHN. This concentration on sports and especially on boxing bouts as an
effective means of reaching prospective purchasers of Adam's one-
price ($2.95) hats did not generate spontaneously in the mind of the sponsor. Rather, it came about
through a process of evolution, developing as a result of long years
of radio experience. The company began testing radio advertising
about eight years ago, using a wide variety of programs on an
equally wide range of stations. At one time or another Adam has been on almost every station in
New York, sponsoring musical programs, variety shows, news dram-
izations, and other features, one of which was a program called
Now and Then, which dramatically contrasted the major sports events and personalities of today with
those of the past.
The success of this feature awakened the sponsor to the
popularity of this type of program with the masculine audience, and about
five years ago the firm began special
izing in its sports broadcasts, which for nearly three years now have been an almost daily feature on
WHN. But the sponsor has not

overlooked the fact that some people are not interested in sports and
for this audience Adam sponsors an entirely different kind of a program,
The Bowery Mission, a full
hour feature broadcast every Sun-
day afternoon from this famous
institution, where the down-and-outers are given a chance to tell their stories to the radio audience, fre-
frequently resulting in opportunities for rehabilitation. Adam also sponsors frequent special broadcasts of the annual benefit shows put on by various organizations for their charities and presenting many celebrities and other similar
events, which are likely to attract large audiences.

Half the Budget
Leon S. Goldberg, advertising
manager of Adam Hat Stores Inc.,
told BROADCASTING that to his com-
pany radio is as important as the other major advertising medium and that it now takes up approxi-
mately 50% of his advertising expense. "While we can not tell
with any degree of accuracy what the results of our broadcasts are in
direct retail sales, we are confident that our radio activities are ex-
trremely profitable," he stated.
"Many customers who come into
our stores tell us that they have come to us as a gesture of appreciation for the the hours of enjoy-
ment we have given them."
"We get lots of fan mail," he continued, "which indicates that
many listeners think that we ac-
tually control the sporting events we broadcast. An exceptionally exciting match always results in a
flood of complimentary letters, and the perfect event brings a similar flood of mail asking us for staging
such an uninteresting program. The mail from our Bowery Mission
broadcasts is of an entirely different sort, mostly from socially
minded individuals who want to express their appreciation.
"Last fall," Mr. Goldberg stated, "we made one of our few attempts
to check our radio audience. We chose a series of 15 weekly contests on our
WHN sports broadcasts, asking our listeners to fore-
cast the outcome of a major sporting event of the coming week and offering 10 radio receiving sets for
the closest answers each week. To enter the contest it was necessary
for the listener to obtain an
entry blank from one of our stores. No purchase was required, but he did have to go into the store to get
the blank. More than 337,000 en-
tries were received during the con-
test period, which we believe is a
pretty good indication that our
programs are successful both in a-
tracting sizeable audiences and in
stimulating them to action."
The current Adam schedule on
WHN includes: Boxing bouts from
St. Nicholas Palace, Mondays, 9:30
to 10:45 p.m.; from the Coliseum, Tuesdays, 9:45 to 11 p.m.; from the
Hippodrome approximately every other Wednesday, 9:45 to
11 p.m.; and from Madison Square
Garden approximately every other
Friday, 9:45 to 11 p.m. (these
Wednesday and Friday bouts are
also broadcast on WAAB, Bos-
to); and from Ridgewood Grove,
Saturdays, 9:45 to 11 p.m. (these
bouts are broadcast on WHN.
Adam's Hour of Champions" Sun-
days, 1 to 3 p.m.; and The
Bowery Mission, 3 to
p.m. Most of the broadcasts are
placed directly by the sponsor, but the WAAB broadcasts and other
sport programs from time to time are placed through Glicksman
A record influx of vacationists this summer is drawing off the top cream of buying power from middle and southwestern markets and collecting it in the cool, colorful mountain playgrounds of Colorado.

Majority of Colorado's summer sojourners are the kind known as the "best people" back in their home towns... the people that make the best prospects and the best customers. They're the kind of people you eagerly and constantly strive to have your advertising meet... a million of them, all in one place.

KLZ will introduce your advertising and your product to these people this summer... and to the substantial, year-round Colorado market, now booming and bustling at top speed with the extra push given by tourist spending at the rate of $1,000,000 a day.
Courses in Broadcasting Being Added by Colleges

IN ADDITION to the resumption of New York University's radio workshop course beginning July 8, Teachers College, Columbia University, on July 12 will start a course in visual and auditory instructional aids covering studies of the movies and radio. The NYU course runs for six weeks and covers continuity writing, play producing, program planning, acting before the microphone and musical broadcasting. It is primarily for teachers and is offered in connection with the Federal Educational Radio Workshop Project.

Summer courses in some phases of radio education, according to reports reaching Broadcasting, are being offered also by University of Florida, Northwestern, Butler, Purdue, Indiana, Michigan, Montana, Ohio State, Texas, Southern Methodist, Baylor, Washington, West Virginia, Wyoming and Wayne State College.

KGHL SAVES LIVES
Billings Roused as Sudden
Flood Hits City

KGHL, Billings, Mont., was credited with saving scores of lives in June as the result of service rendered to listeners in the flood that swept the Montana city, wrecking $1,000,000 in damage. The station managed to keep its transmitter on the air despite 28 feet of water which swept through the section seven miles west of Billings. C. O. Campbell, station president, and Jeff Kirkbi, chief engineer, managed to close all ventilating louvres and other openings in the building by using several hundred pounds of putty and rags.

The station awoke city officials and through its broadcast aroused most of the citizens of the city before the torrent entered the residential district. The flood, without parallel in the city's history, was caused by cloudbursts in the hills north and west of Billings. The flood was further aggravated by bursting irrigation ditches above the city. No lives were lost and no serious injuries resulted from the flood which inundated the city's business district to a depth of three or four feet for about 12 hours.

I Love You, I Hate...
IT TAKES two sponsors to keep things even in the radio love lives of Dorothy Lowell and Carleton Young, actors at CBS. In Trouble House, dramatic serial that is part of the Monday, Wednesday and Friday broadcasts of the House Magazine of the Air (11:11-30 a.m.), Dorothy loves Carleton but Carleton can't stand Dorothy. An hour later (12:45 to 1 p.m., Monday through Wednesday) in Our Golf Sunday, sponsored by American Home Products Co. for Anacin, the situation is reversed and Dorothy has the opportunity of jilting Carleton.

LIQUOR PROGRAMS LIMITED IN OREGON
ADVERTISING of beer and wine by radio between the hours of 9 p.m. and 1 a.m. is authorized in new regulations of the Oregon Liquor Control Commission which became effective this month.

Placing severe restrictions upon all types of liquor advertising, the regulations also prohibited liquor advertising over the air. Church organizations, farm groups and other bodies opposed to liquor waged a vigorous battle against advertising of any character, it is maintained. However, billboards and neon signs were definitely affected and the radio group in Oregon feels it won a moral victory by procuring authority to advertise beer and wines after 10 p.m.

The regulations, as to radio advertising, affect the announcement advertising alcoholic liquor shall conflict with description of the product, and that the announcement shall suggest the absence of harmful effect or the presence of helpful therapeutic effects; that no announcement shall include or make any reference to any form of contest or prize award, that there shall be no radio advertising of these beverages on Sundays; that no announcement shall contain any recipe or formula for using alcoholic liquor; that no announcement shall connect the product with home or family life; that no announcement shall refer to public or religious holidays or festivals; and that no radio announcement advertising alcoholic liquor shall be used which the Commission considers objectionable or contrary to public interest.

Wayne U Exchange

WAYNE UNIVERSITY's Division of Radio played host in June at an appreciation luncheon to Detroit radio men who had aided the new radio courses during the past academic year. Those attending were: H. A. Carmichael of the Detroit office; Program Director Wynn Wright, Production Director Alex Grueenberg, and Education Director, Myron Golden from WWJ; Program Director Russ Neff, Technical Supervisor Lynn Smythe, Publicity Director Felix Holt, and Transcription Director Al Hodge from WXYZ; Program Director Arthur Sutton from CKLW; Education Committee Head Harry Breitenbach, of the Ad clubs, Wayne Speech Department Chairman Preston H. Scott and Division of Radio Director Garnet R. Garrison. It is planned to make the affair an annual event and a medium of exchange of news of technique in radio research, production and planning for those in the Detroit radio circles under auspices of the Wayne Division of Radio.

FCC Fund Voted

THE U. S. House of Representatives on June 18 completed Congressional action on the appropriation by the Independent Com- mission agencies, including the FCC. The measure, which went to the White House last Friday with a signature provided $1,629,000 for the FCC during the fiscal year beginning July 1. The Independent Offices Bill passed the House some weeks ago, but was delayed in conference because of Senate Amendments pertaining to the Social Security Board.
‘It has held a strategic position’

One of the Outstanding Examples

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

RADIO AND THE NEWSPAPERS

By FRANK A. ARNOLD

Cooperation the Secret of Success

A few months ago a reporter for the Post-Dispatch wrote an article entitled ‘Radio and the Newspapers.’ It was printed in the Post-Dispatch, and I have no doubt that many readers may have failed to appreciate its importance. This article was written by a man who is thoroughly familiar with the subject, and it is worth reading by anyone who is interested in the development of radio and its relation to the newspaper industry.

KSD Holds Strategic Position

One of the most interesting aspects of radio is the relationship between the newspaper and the radio station. The Post-Dispatch is one of the oldest and most respected newspapers in the United States, and it has been a leader in the use of radio for advertising and promotion. KSD, the radio station owned by the Post-Dispatch, has been an important part of this relationship, and its success is a matter of pride for the newspaper.

The Post-Dispatch has always been a leader in the use of radio, and KSD has been a key part of this effort. The station has been a major sponsor of local news and sports programs, and it has also been a leader in the use of radio for advertising and promotion.

Today, KSD is still an important part of the Post-Dispatch’s strategy, and it continues to be a leader in the use of radio for advertising and promotion. The station’s success is a matter of pride for the newspaper, and it is a source of inspiration for other media companies.

In conclusion, the relationship between the newspaper and the radio station is an important aspect of the development of radio. The Post-Dispatch and KSD have been leaders in this area, and their success is a matter of pride for both companies.

July 1, 1937 • Page 43
Campus Program, Series for Women Selling for Pontiac Auto Sponsor Returns in Fall With Varsity Show Feature

By F. A. BEREND

Advertising Manager, Pontiac Div., General Motors Corp.

PONTIAC always has been radio minded but has insisted upon programs with a definite appeal. Our Varsity Shows broadcast direct from the campuses of seventeen of the foremost universities each Friday from Jan. 22 to May 14 over NBC-Red network and the Kathi Crabbes News Through a Woman's Eyes — a CBS coast-to-coast feature three times a week — both have a very definite appeal. Varsity Show will be resumed in the fall in the colleges reopening. This special program was designed to appeal to a very select audience — the college and university alumni body of America of which there are some eight million or more members, and their friends and fans. Varsity Show has frequently been called a tailor-made show for a ready-made audience.

Varsity Shows started Jan. 22 with the first broadcast coming direct from Hill Auditorium on the campus of the University of Michigan. From then on the broadcasts traveled from university to university and from coast to coast and included in the following order, Chicago, Ohio State, Columbia, Pennsylvania, Dartmouth, Notre Dame, Iowa, Louisiana State, Denver, Texas, Vanderbilt, Southern California, Oklahoma, Washington, Nebraska and Cornell.

Varsity Shows have many so-called by-products in the form of various promotional activities which add greatly to their value and go a long way toward guaranteeing a listening audience.

College Promotion

In connection with each broadcast we carried a page advertisement in the alumni magazine of the school and a series of advertisements in the student newspaper. Both pages in each school were paid for by Pontiac and the mailing. One school required 85,000 cards and the total mailing was 675,000 cards. The card described the program briefly, listed the shows and invited the alumni to listen in.

Alumni secretaries did excellent work in organizing alumni club meetings all over the country. These took the form of smokers, dinners, dances, etc. In one instance more than a hundred such clubs held special meetings to hear the broadcast direct from the campus of their own alma mater.

Varsity Shows brought thousands of old grads into direct contact with their campus through the medium of radio for the first time since they graduated, which in many cases was 20, 30 or 40 years ago. Hundreds of the finest fan letters were received by Pontiac, practically all of them written on high grade business or professional stationery. Probably no other program ever put on the air has touched such a responsive chord as Varsity Show. And what counts most is the kind of individual making up this vast alumni group.

Every Varsity Show was different — new talent, new location and new story to tell. Talent was excellent. Bands and glee clubs were the best in the country. Scripts were original. Probably at least eight programs catchy song hits were sung by the student composers and performers. There were sales of almost every kind, including the roar of a real jungle tiger to the tune of "Eagle" played by the varsity band, and a solo played on a bongophone, which is a xylophone made over by an expert. Rhinoceros estimated to have lain on the plains for ten million years. And there was the young coed from down south who the experts say will soon be heard in Grand Opera. Varsity Shows were a publicity natural. There was something new to write about each week. And plenty of features. With the line-age still to be accounted for from the last three programs, clipping bureaus have sent us over 13,000 column inches that have appeared in newspapers and magazines. That is more than 180,000 agate lines. Based on the publicity already received, the final figure should go over the 16,000 column inch mark.

Mechanically, technically and from a directing standpoint Varsity Shows were difficult to handle. A show producer from New York met with the show committee of each school at least four weeks ahead of broadcast. Then the director for the show arrived two to three weeks ahead and lived on the campus, holding auditions, conducting rehearsals, writing the continuity and actually putting on the show. Several days before the broadcast a crew of NBC and A. & T. & T. technicians and engineers arrived on the scene with their remote pick-up equipment.

The response we have received from Pontiac dealers and the listening public alone would almost compel us to continue the Varsity Show series when school opens in the fall. But on top of that we have applications from 30 schools that want to be included when the series is made up.

So as long as we can keep two such distinctive radio programs before the public as Varsity Shows and Kathryn Orman's Pontiac double bill will be a leader in the use of chain broadcast facilities.
It took a full week of research work on the part of the Ross Federal Research Bureau to discover this important clue to the WTIC market—a clue which is of vital significance to advertisers who want to thoroughly cover the rich Southern New England area.

Between February 28th and March 6th, thousands of telephone calls were made to analyze the listening habits of the people of this market. Here are the results:

- **60.72%** were tuned to WTIC.
- 24.37% were tuned to the next most popular station.
- 6.54% were tuned to the third most popular station.
- 2.28% were tuned to the fourth most popular station.
- 6.09% were tuned to all other stations.

100.00% Total Calls

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write today for the brochure containing full facts on the Ross Federal Survey.
The Other Americas

For the fifth consecutive year, NBC has resumed its series titled "The Other Americas," featuring Edward Tomlinson, expert on Latin America, in weekly programs dealing with Central and South America. Series started in June and is being heard on the NBC-Blue Tuesdays, 10-10:30 p.m. (EDST). Tomlinson last year covered the Buenos Aires peace conference via shortwave for NBC. The programs are in line with the plans of both NBC and CBS to expand their broadcasts to and from Latin America, CBS on June 30 starting a Sunday, 9-9:30 p.m. series of shortwave programs via W2XE to Central and South America.

NAB Convention Resolutions
(Continued from page 20)

Industry continues to grow in size, it becomes more and more apparent that if broadcasters are to handle their state, regional and national programs intelligently, they must be organized in state, regional and national units, as such organizations will serve to keep the ranks and file better informed and give the numerous broadcasters more of a voice in the affairs of the industry.

Therefore be it resolved, that the board of directors of the NAB be and are hereby instructed to head every effort during the year 1936-1937 to foster such organizations as chapters of the NAB.

Whereas, one year has elapsed since that date and no effective action has been taken to carry out the purposes of that resolution, and

Whereas, the problems of radio are greater and more numerous than ever before, and

Whereas, the radio broadcasting industry is threatened with unjust legislation, racketeering, taxes and program difficulties both locally and nationally, and

Whereas, the need for the radio broadcasting industry to reorganize in keeping with the suggestions contained in the resolution adopted unanimously at the convention one year ago is greater today than ever.

Therefore be it resolved, that it is the sense of this Convention that the NAB be recognized in such a manner and to such an extent as to encourage the growth and functioning of local and state-wide chapters.

Be it further resolved, that to expedite such reorganization, it is hereby ordered that a reorganization committee consisting of seven members be and is hereby appointed in the following manner:

The delegates present at this convention from each of the five radio regions as set up under the old Radio Act shall elect one of their number to represent their region on this committee. These five to in turn elect two additional members from among the delegates present, one of whom must be the president of the NAB and the other when elected shall serve as chairman of this committee.

Be it further resolved, that to finance this work a fund of $8,000 be set aside to defray the actual expenses of this committee and its work, and the committee is hereby instructed to proceed at the earliest possible moment to work out the details of a reorganization plan in keeping with the following suggestions:

1. Local chapters are to be organized or chartered wherever a sufficient number of stations are grouped geographically in such a manner as to form a chapter feasible. Example, northern California, southern California, Oregon, western Washington and eastern Washington.

2. Local chapters to be chartered only by the NAB and each local chapter to be chartered by the NAB, the National Association for each five stations in major cities and thereof plus one delegate for each station member, which delegate shall have all the rights of a director save the right to vote and introduce motions.

3. The national organization to be divided into five or more regional organizations, which organizations shall be made up of the regular directors and delegates to the national organization representing interests of a particular region. These directors and delegates to have the same rights and powers in the regional organization as in the national association.

The organization to be presided over by a regional director, who shall be elected from and by the directors from that particular region present at the annual meeting of the NAB.

4. The executive committee of the national association shall have charge of the affairs of the national association in the same manner and to the same extent as does the present board of directors, and shall consist of the regional directors plus the president-elect and the past-president of the national association.

Be it further resolved, that as soon as the committee has prepared such a plan in sufficient detail the committee shall submit it to the membership by mail and when a majority have approved it by mail then the committee is hereby empowered to put said plan into operation to the end that the NAB may be able to function under such plan of reorganization when it meets in annual convention in 1938.

Local Committee Thanks Mgr. DUNHAM

NBC at NEA Meeting

DR. FRANKLIN DUNHAM, NBC educational director; Ernest LaPrade, NBC director of music research; and Judith Waller, NBC director of education for the central division, and George Jennings, students of NBC under a Rockefeller fellowship, represented the network at the 15th annual convention of the National Education Association in Detroit, June 27 to July 1. Talks on Music on the Air for Secondary Schools and Radio Education in the United States were made by Mr. LaPrade and Dr. Dunham. An exhibit of educational activities was shown by NBC, which broadcast seven programs from the convention.

The Script Library, division of Radio Events, is inaugurating a campaign to make Little Theatres Groups acquainted with the possibilities of radio. Pointing out that these groups could supply actors, directors and writers for radio, they do for the stage, although most Little Theatres do not yet realize the fact. The Script Library says that it is entirely possible that the long announced new radio theatre will become a permanent part of the advent, on a large scale of Little Theatres on the air.

Kansas is now harvesting the biggest small grain crop in years... to be sold at history-making prices. 200 MILLION DOLLARS is a conservative estimate of the spendable cash income from this bumper crop.

WIBW "The Voice of Kansas"

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

Page 46 • July 1, 1937

Broadcasting • Broadcast Advertising
DEALER'S CHOICE
for Sales

Your local campaign is headed for a lively and responsive market when KDKA joins your sales force. Here's a station perfectly fitted to the wide area it serves— with a record for preference among advertisers and audiences. Broadcasting pioneer, KDKA provides a special finesse for reaching the entire Tri-State market.

A Basic Blue Network Station
Programmed and Represented by NBC
J. R. POPPELE, chief engineer of WOR, Newark, spoke on “Broadcasting Studio Operating Equipment and Technique” at the monthly meeting of the Radio Club of America in the studio of WOR. Members of the club include Charles Horn, director of research and development at NBC.

A. B. Chamberlain, chief engineer of CBS; Prof. E. H. Armstrong of Columbia U. and Louis Hazeline of Stevens Institute.

JAMES V. THUNELL, formerly of Western Electric, has joined the engineering staff of KYW, Philadelphia.

GLEN R. THAYER has joined the engineering staff of WOAW and WGL, Fort Wayne. A. C. Thomas, chief of the Radio School, had been chief engineer of WLNH, Lancaster, N. H. and before that was with WJRM, Lausin.

Richard W. Bullers, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. Goodnow, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOAW and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJZ, Hagerstown, Md., has joined the engineering staff of Radio Station WOR, having recovered from a fractured shoulder sustained in a motorcycle accident.

A. C. GOODNOW, chief engineer of Westinghouse Field Engineering Service, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayn...
Many stations boosting signal... this new low-cost way!

PROGRAM AMPLIFIER DOUBLES DELIVERED AUDIO SIGNAL

... with no increase in carrier power

Right from the start, Western Electric's 110-A Program Amplifier made a hit with Broadcasters. At the N.A.B. Convention it built up still greater enthusiasm—piled up still more orders!

Here are seven of the reasons why:

1. Doubles Audio Signal delivered to your listeners, resulting in improved service and increased listener popularity.

2. Greatly improves signal to noise ratio on carrier channel.

3. Prevents distortion due to over modulation—keeps your transmission High Fidelity.

4. Suppresses Extra Band Radiation (Monkey chatter between channels) caused by over modulation.

5. Gives continuous visual peak indication—providing constant check of correctness of levels for optimum transmission efficiency.

6. Used at the transmitter—it replaces line amplifier and provides sufficient amplification to feed transmitter.

7. Used at the Studio—permits raising average transmission level without overloading telephone lines to transmitter.

Briefly: This development of Bell Telephone Laboratories enables you to improve greatly your service to your clients and listeners (which means more dollars for you). All at a cost that is mighty low when you consider the results.

Ask Graybar for full details—and get your order in soon.

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

RADIO TELEPHONE BROADCASTING EQUIPMENT

BROADCASTING • Broadcast Advertising  July 1, 1937 • Page 49
<table>
<thead>
<tr>
<th>State</th>
<th>Radio Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>WSGN, Birmingham, WMFO, Decatur, KOY, Phoenix, KUOA, Bloomfield, KFFW, Ft. Smith</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>KPMC, Bakersfield, KEM, Lake, KLX, Los Angeles, KGB, San Diego, KFRC, San Francisco, KDB, Santa Barbara</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>KUOA, Siloam Springs, KFPW, Ft. Smith</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>KPMC, Bakersfield, KEM, Lake, KLX, Los Angeles, KGB, San Diego, KFRC, San Francisco, KDB, Santa Barbara</td>
</tr>
<tr>
<td>COLORADO</td>
<td>KFEL, Denver, KFCA, Greeley, KGHP</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>WTIC, Hartford, WELI, New Haven</td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td>WJSV, Washington</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>WRUF, Gainesville, WMBR, Jacksonville, WLR, Lakeland, WQAM, Miami, WDBO, Orlando, WFTOY, St. Augustine, WSUN, St. Petersburg, WJAL, Tallahassee, WING, West Palm Beach</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>WFTI, Atlanta, WGST, Atlanta, WMAZ, Macon</td>
</tr>
<tr>
<td>IDAHO</td>
<td>KIDO, Boise, KID, Idaho Falls, KRLC, Lewiston</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>KGMC, Chicago, WMBR, Decatur, WJBL, Decatur, WTAX, Springfield</td>
</tr>
<tr>
<td>INDIANA</td>
<td>WTRC, Kokomo, WLRC, Muncie</td>
</tr>
<tr>
<td>KANSAS</td>
<td>KFTN, Abilene, KIUL, Garden City, KVRB, Grand Bend, KEWIC, Hutchinson</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>WLAP, Lexington</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>WIBO, Baton Rouge, WMII, Monroe, WDSU, New Orleans, WRMD, Shreveport</td>
</tr>
<tr>
<td>MAINE</td>
<td>WCSH, Portland</td>
</tr>
<tr>
<td>MARYLAND</td>
<td>WFTI, Baltimore, WFTD, Cumberland, WFTL, Frederick</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>WEDO, Boston, WCCP, Boston, WTAG, Worcester</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>WHDF, Detroit, WJIR, Detroit</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>WRECB, Duluth, WRECB, Rochester, KFTR, St. Paul</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>WAML, Laurel, WQBC, Vicksburg</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>KMBC, Kansas City, KFBO, St. Louis, KGEX, KVTO, Springfield</td>
</tr>
<tr>
<td>NEBRASKA</td>
<td>KFAB, Lincoln, KOL, Omaha</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>KGGM, Albuquerque, KQRA, Santa Fe</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>WNOO, Albany, WGO-WKBW, Buffalo, WGB, New York City, WGU, New York City, WGB, New York City, WGB, Rochester, WHAM, Syracuse</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>WBEC, Greensboro, WAB, Winston-Salem</td>
</tr>
<tr>
<td>NORTH DAKOTA</td>
<td>KLPM, Minot</td>
</tr>
<tr>
<td>OHIO</td>
<td>WJW, Akron, WCY, Cincinnati, WHK, Cleveland, WHE, Columbus, WSMK, Dayton, WWD, Toledo, WEN, Youngstown</td>
</tr>
</tbody>
</table>
"ON THE BALL"

That's how games are won! At Transcription Headquarters, unparalleled resources, personnel, equipment and experience are combined to assure you of complete coordination in your Selective Broadcasting campaign—not merely from one station, but from every outlet on your list.

Here's the story:
- complete Wide Range Vertical transcription facilities in New York, Chicago and Hollywood;
- the largest and only complete transcription library service, broadcast over 175 leading stations;
- a centralized service organization working in close cooperation with advertising agencies and radio stations.

These unique World features mean uniform high-quality broadcasting in markets selected at the will of the advertiser. That's Selective Broadcasting at its best—the inevitable product of Transcription Headquarters, where World now produces programs for 103 national and regional advertisers, who use nearly 30,000 hours annually on 450 stations, as well as for hundreds of local concerns who sponsor Library-built programs over the 175 leading stations subscribing to World Program Service. . . Let us send you complete information. Write to 711 Fifth Avenue, New York.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON
An Awakening

NAB's membership, which still comprises the bulk of the broadcasting industry, for some time has been headed for a rude awakening. It came at least, so we hope—at the convention in Chicago a few weeks ago.

For some time we have tried in these columns to impress upon the industry the fact that, although business is good and things appear superficially to be going fine, the bone and sinew of the industry were being threatened by cancerous growths. Symptoms have been plentiful, but no one seems to have been hurt—yet.

We referred to unanswered attacks upon the industry; uncommitted efforts to lure the government into broadcast operation; uncultivated contacts with an administration and a Congress inclined to be well-disposed toward radio but incredibly ill-informed about it; unsung songs about the industry's great accomplishments in times of flood and stress; unspoken speeches about the industry's honest and honorable aims and purposes.

All these we felt to be our journalistic duty to point out, but direct action we felt and still feel must be part and parcel of the functioning of the NAB. We believe these things must be done in addition to, being even more important than, such projects as the copyright library, radio audit bureau and the miscellany of lesser projects which have occupied the NAB executives for several years past, almost to the exclusion of all else.

The Chicago convention was probably the least impressive or exciting of the annual meetings of the last five years, yet it served an enormously useful purpose. It brought the basic problem of struggle for existence forcefully to the attention of the delegates. It created (we hope) an awareness among broadcasters of the fact that the dollar earned today isn't the only important thing. We think it should shake them out of their lethargy and make them realize that theirs is a peculiarly vulnerable industry, partaking as it does of public service factors and requiring short-term franchises and being susceptible to every whim and caprice of politics and reform. Hence a strong central organization is absolutely essential, and the fact that the convention voted to strengthen it is all to the good.

We have confidence in the new NAB high command. The alacrity with which the board bent to the task of bolstering the industry's forces, and the beginning of a campaign of aggression against the gnawing adversaries of the American system, are most heartening. In John Elmer we believe the industry made a splendid choice of leader for the important year ahead. He is an independent thinker and, best of all, a worker. From his long publishing and radio experience, he knows public relations as well as business. He is close enough to Washington, as a Baltimore resident, to jump into the breach on short notice. He should be an ideal guiding and steadying force, given the proper cooperation of his board and his committees and his managing director.

While history wasn't made at the Chicago convention, we feel it may be made as a result of it during the coming year. If the proper kind of cooperative effort and support is not forthcoming, we may all be moaning under the pain of sackcloth and ashes when the convention is called a year hence.

Program Evolution

PROGRAM development should be radio's next stride. That was emphasized by the two principal speakers at the NAB convention, speaking from different points of view. Both Chairman Sykes of the FCC Broadcast Division and Arthur Pryor Jr., New York agency executive, admonished the convention to keep improving programs, labelling it as the panacea of most ills and the surest safeguard of the integrity of the American system.

With Mr. Pryor's remarks, reported elsewhere in this issue, we go along in the main, although we do feel he put too much emphasis upon the broadcasters' failure to enforce a more rigid control over program commercials and station-break announcements. It is one thing to advise stations to reject agency commercials if they do not measure up to the station's self-imposed minimum standards, and another to get the agency to alter its copy. From past experience we know the agency's stock answer to be that the advertiser demands results and that copy must be geared accordingly. And then comes the usual clincher line—that the station either take the copy or watch it go across the street to a competitor.

As for station-break announcements, stations will take them as long as the advertisers, through their agencies, insist on them and until adequate spot program placements offset the loss in chain-break revenue. We do agree they constitute a growing evil from the program standpoint, and we think the listener is becoming all too weary as their numbers increase.

Broadcasters, some of them rather slowly, are beginning to learn that the agency is not so exalted and that it will make the best buy it can, as it should, for its client. It is elementary, therefore, that the duplicity charge envisioned by Mr. Pryor can only come when the industry as a unit agrees to and abides by a predetermined set of ethical and commercial standards. That means rate-adherence and sensible copy. It means fair and clean competition. It means a limitation on merchandising service so it won't result in the equivalent of a rate-cut.

"The minute you get hard to buy," said Mr. Pryor, "you are going to sell lots more programs." We say Amen.

"Only 270 More"

BEST of the stories we have heard about Congressional pressure exerted on behalf of constituent applicants for radio facilities before the FCC, is one that shows how lightly the political mind regards radio regulation. We recount it, without mentioning names or the actual frequencies involved, because it emphasizes again the need for stricter regulation and a stiffer backbone for the regulators which we hope the new appointee to the Commission will bring to it soon.

A broadcaster asked his Senator to support his application for a shift in frequency from 1000 to 1270 kc. (frequencies are fictitious lest they reveal identities). The Senator, pondering a moment, said: "You want to change from 1000 to 1270 kilocyles? Let me see, that's only 270 kilocyles more, isn't it? Well, that ought to be easy; you'll see what we can do about it." The broadcaster hasn't gotten his "270 kilocyles" yet, but he has hopes.
PERSONAL NOTES

JOHN IRACI, president of International Broadcasting Corp. and general manager, WOY-WBIL, New York, and WRAK and WPEN, Philadelphia, left June 20 on the Ree for a trip to Italy and France where he will study European broadcasting techniques, as well as the state of securing European talent for his stations. During his absence Miss Hye D. Davis will act as general manager of the stations.

NORMAN S. McGEE, for several months a sales officer of WQXR, New York, has been re- ported as sales manager of the station. Following the resignation of Mr. A. L. Ross, who left to become an account executive with A. L. Lewis Co., Inc., New York, McGee will do the production of commercial programs as well as direct the sales staff.

FRED J. HART, general manager of KGMB, Honolulu, accompanied by Mrs. Hart and their daughter Marcia, left for the Bataan for a four-month sojourn. They plan to tour most of the island, returning to New York Oct. 25.

G. WILLIAM ANDERSON, until recently chief advertising and promotion officer of the New York Herald-Tribune and previously a最为成功的 handling manager of the New York Broadcasting System. A. L. ASHBY, vice-president and general manager of NBC, is settling in his new sales office at the sales desk of the New York Broadcasting System.

HAZEL HART, who has been transferred to the sales staff of WKY, Oklahoma City, is a member of the staff of the Daily Oklahoman and Times.

ELLIS ATTENBERY, general manager of KCKN, Kansas City, Kan., was appointed chief advertising manager of the National Broadcasters Association in the June issue of The Blue Diamond, a publication of the Kansas City Athletic Club.

ALLEN FRANKLIN, formerly of KYVO, Tulsa, has joined the sales department of WFL, Philadelphia. E. L. COLBURN has been transferred to the sales staff of WKY, Oklahoma City.

MEL WOOLENS, of the local sales department of NBC-Chicago, on July 1 was appointed assistant advertising manager of the Daily Oklahoman and Times.

JOHN A. HOLLMAN, general manager of WAGG-Greenfield, was recently elected to the board of directors of the Boston Advertising Club and named honorary vice-president of the Scituate Players.

LOUISE WASMER, owner of KHZ, Springfield, has recently changed the title of Romance of Achievement program sponsored by the First National Bank, to Romance of Achievement which tend to be made to the bank's depositors.

JOHN P. MCNAIR, program manager of WBZ-WBZB, Boston, Springfield, is vacationing in Europe, where he is consulting on new programs.

GEORGE BIGGAR, promotion director of WLS, Chicago, was recently elected president of the Chicago Alumni Association of South Dakota.

LEON R. LOHR, president of NBC, has invited the staff of his New York personnel in New York to attend a farewell dinner July 5 at his home in Tarrytown.

CARROL HAUSER, chief engineer of KMH, Hollywood, has been made chief engineer succeeding Tex Rickard, resigned.

JANET MacORIE, NBC's continuity editor, left New York June 24 on a vacation cruise in Pennsylvania U commencement.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, was re- ported chairman of the board of the local Better Business Bureau.

HERBERT J. TILLY, member of the board of WFIL, Philadelphia, was recently appointed to the board of the General Broadcasting System, which embraces the New York Broadcasting System.

JOHN Elmer FOR 15 YEARS the NAB has been the recognized trade association of the broadcasting industry. Its membership has been made up of all classes of stations—clear channel, regional and local. This year, for the first time in that span, the operator of a "100-watt" stands at the helm of the NAB, duly elected as its president.

That "100-watter" is John Elmer, president and directoring head of WCBM, Baltimore. Local. He was elevated from the first vice-presidentship as the successor to Charles W. Myers, of KOIN, Portland, a regional station operator.

The seat of NAB activity is in Washington. That is because Uncle Sam's operations are centered there, and, unlike any other advertising medium, must gear its functions to the tempo of governmental regulation. The new NAB president resides just 35 miles air- line from the Capitol City. In less than an hour he can leave his desk in Baltimore and be at NAB head- quarters in Washington. Thus, it was just like that for presidential activity in NAB affairs will be established during the 1937-38 year.

It was just seven years ago that John Elmer entered the radio field after a long and successful career in journalism. If there are two men in the broadcasting field who happen to fit an almost identical pattern in background and experience, they are the retiring NAB president and his successor. Both began their careers in the circulation departments of newspapers—but on opposite sides of the country. Both were graduated to the advertising departments and then to the business managements. "Chuck" Myers branched into radio ahead of John Elmer. Each in his own time saw radio as a projection of journalism, and got into the field.

From the moment John Elmer stepped into radio as the manager of the then nondescript little WCBM, he became interested in the affairs of the industry. During the NRA days of three years ago he served as vice-chairman of the Code Authority for the broadcasting industry. He has been an official of National Independent Broadcasters, representing local stations, since its creation two years ago. He was instrumental in the organization of the General Broadcasting System, which embraces stations in New York, Phila- delphia, Washington, Wilmington and Baltimore, forming a segment of the Inter-City Network keyed from WMCA, New York. He has been in the thick of NAB activity since he first qualified as a broadcast- er in 1930. He is also a member of the Federal Radio Education Committee appointed two years ago by the FCC.

John Elmer loves a fight. He feels the broadcasting industry has a fight in building new prestige and in warding off the fire of anti- radio groups, particularly along the Washington front. While he heads WCBM, most of the manage- ment details are left to his son-in-law, George H. Roeder, while John himself contacts the accounts in Baltimore. Thus the agencies in New York and tends to his industry duties.

There isn't a cop on any beat or even a cab driver who knows his Baltimore any better than John Elmer. He was born there Aug. 5, 1885, and has never lived in any other city. He was a lad of ten—or an orphan—when he began shifting for himself. That probably accounts for his deep interest in practically every juvenile institution in Baltimore. During the summer for six or seven of these institutions under the Elmer aegis, are regularly scheduled events.

John Elmer went through Balti- more grammar schools while work- ing at odd jobs. In 1904, a lad of 16, he really began his newspaper career. He joined the old Balti- more World as a subscription solici- tator. He shifted to the Baltimore American in 1905, and took his first fling at advertising. He was assigned to the classified department, but soon became a star "space" salamander. In 1912 he was made advertising manager. When Frank A. Munsey purchased the American from Gen. Felix Agnus in 1921, he continued with the newspaper, while top executives in other departments went elsewhere. He became its assistant general manager and advertising director.

In 1923, William Randolph Hearst purchased the American. Elmer was asked to remain, which he did for four years.

After this long career in the newspaper field, the newspaper field, Mr. Elmer decided to leave it for himself. He opened a local advertising agency. The business prospered. But late in 1927 he ran against some of his services, and he returned to the American as its publisher. He turned over the business over to a partner. In September, 1929, Mr. Elmer resigned that post, and the following year reopened his agency and continued on his own account. In the latter capacity, he was called in to see what could be done with a particular account.

That was in April, 1930. By July, he became president and part- nership dissolved. He says the "radio bug," as he expresses it, and dropped all other operations to devote his full time to the station, as a purely local unit, has prospered under his direction.

John Elmer was married in 1906 to Mrs. Emma Elmer. They have four daughters, Mrs. Dorothy E. Roeder, wife of the WCBM manager; Mrs. David E. Myers, wife of the former president; Mrs. Alfred F. McGee, wife of Frank McGee, chief advertising manager of the WKY sales department.

Other organizations in which he is interested are the Merchants Club of Baltimore; the Baltimore Civic League; the Baltimore Boy Scouts; and the Salvation Army; and Children's Playground Group, being a director in the last four. He attends the Episcopal Church.

BROADCASTING • Broadcast Advertising

July 1, 1937 • Page 53
HENRY STANLEY, formerly with K. McElroy & Associates, Los Angeles transcription firm, and Harry Gale, display advertising salesman for Chicago papers, have been added to the sales staff of WJJD, Chicago.

KEN MASH, formerly of KFDM, Beaumont, Tex., has joined the sales and promotion staff of WJEM, Hagerstown, Md.

WILLIAM K. DORIAN, manager of John H. Perry Associates, operator of WCOA, Pensacola, Fla., is leaving New York July 2 for a ten day business visit to Cincinnati and Louisville. He will visit advertisers and agents executing.

D. J. FOXNOE, manager of WMBH, Joplin, Mo., was recently called to the state capital to attend a conference of 25 men who were to help in an advisory capacity in the formation of the state's policy in relation to wild life.

MRS. VIVIAN RUE is the new assistant manager at WMBH, Joplin, Mo. Miss R. G. G. V. Hingers is the new program director.

BERNARD LEVINE, formerly with KODM, Stockton, Cal., has been named to the sales promotion staff of KYOS, Merced, Cal.

GENE CLARK, for the past five years a member the Northern California Radio System, resigned his position as assistant manager of KQW, San Jose, recently to become director of publicity for the San Jose Chamber of Commerce.

CHARLES MORIN, member of the CBS sales staff in San Francisco, is vacationing in Yellowstone National Park.

VOLNEY T. JAMES who formerly headed his own Los Angeles advertising agency, has joined KNX, Hollywood, as account executive.

M. E. (HOR) ROBERTS, manager of KYA, San Francisco recently purchased a main cabin in the Santa Cruz Mountains, California and has been spending his week-ends there collecting.

JAMES FORD, formerly associated with radio in Iowa and Nebraska, has joined the sales staff of Consolidated Transcription Library, Hollywood.

ALLEN FRANKLIN, formerly of KMRO, Tulsa, has joined the sales staff of WFL, Philadelphia.

BERNARD LEVINE, formerly with KODM, Stockton, Cal., has joined the sales promotion department of KYOS, Merced, Cal.

M. J. NARA has been added to the sales staff of KJHS, San Francisco. R. L. HAMMOND, formerly associated with GoodYear Tire & Rubber Co., Los Angeles, has joined KPAC, that city, as account executive.

ADRIEL FRIED, formerly with the Robert Young Adv. Agency, San Francisco, and prior to that with the Sidney Garfinkel Adv. Agency, that city, has joined KYOS, Merced, Cal., as account executive.

WAYNE WOOLDRIDGE who resided off to Los Angeles.

Marcellus D. Smith

MARCELLUS D. SMITH, chief owner of WBRC, Birmingham regional, and president of the Birmingham Tenting & Tent Works, died June 9 in a local hospital following a brief illness. He was 45 years old. Mr. Smith purchased control of WBRC in 1926. G. C. Marshall, vice-president of the Birmingham Terminal Restaurant, manager of the station, and J. C. Bell, chief engineer, are minority stockholders in the Birmingham Terminal Restaurant, each owning 2 2-9% shares of stock Mr. Smith’s 5 5-9%. Mr. Smith is survived by his widow, daughter and a son.
Announcement

Paul Godley
Announces His Association With

Dr. George H. Brown
Formerly of the Research Division
RCA Manufacturing Co., Camden, N. J.

In The Firm
GODLEY & BROWN
Consulting Radio Engineers

Montclair, N. J.

Telephone Montclair 2-7859
Here is a new Gates remote equipment that broadcasters can depend upon to provide studio type quality and completeness in handling facilities and yet offer more compactness and ease of carrying than has ever before been possible with remote equipment. The Dynamote weighs slightly over 30 pounds and is 20" by 12" by 10" including power supply and packed in carrying case yet three mixing positions, a high gain battery or A.C. amplifier, our 5" edgewise V.L. meter, master gain, head set jack, locking type microphone connectors and complete power supply are standard equipment with room left in the case for three microphones, head phones and banquet or desk stands. Though only four weeks old the Dynamote is being proclaimed by broadcasters from Los Angeles to New York as a creator of a new era in remote control apparatus. Do you have bulletin 71 on this newest Gates 15th Anniversary release?

See the Dynamote as well as many other Gates remote, speech input and accessory equipment, or write for full particulars.

GATES RADIO & SUPPLY CO.
Manufacturing Engineers Since 1922
Quincy, Ill., U.S.A.
Cable address Gatesradio

BROADCASTING • Broadcast Advertising
Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

- WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.

- WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.

- Local Memphis Advertisers buying WREC more than 2 1/4 to 1. During April, 1937, Memphis business men bought and ran 2 1/4 times as many commercial programs on WREC as they did on Memphis' second station—282 to 124 programs. Proven results! That's the answer... and you can get the same answer!
HECTOR CHEVIGNY, CBS Pacific Coast continuity editor in Hollywood, has resigned to join the production department of W. Wallace Armstrong, the city was assigned to the writing staff of the CBS Hollywood Hotel program sponsored by Campbell Soup Co., working under Bill Bacher, producer.

DON BERNARD, formerly KEJ, Los Angeles production manager, has joined the CBS Hollywood production staff. B. W. has assigned William Lawrence to take over production of New Eve, which is half hour KNX. Hollywood, musical program, sponsored by Bullock's, Los Angeles department store, has been left by Henry Taylor who recently resigned to join the Young & Rubicam Inc., Hollywood production staff, formerly produced the program.

JIM HANNON, formerly of KJON, St. Louis, and prior to that on the announcing staff of KEHE, Los Angeles in a similar capacity and has changed his name to Tom Forsythe. He will specialize in sports announcing.

VAN C. NEWKIRK, well known in Pacific Coast radio, has been appointed program director of KRMK, Beverly Hills, Cal., station recently acquired by G. C. MacDonald. Newkirk has been in the business from 1925 to 1933 on the staff of KJL, Los Angeles, in various capacities.

BERNIE MILLIGAN, ÒLos Angeles ExaminerÓ radio editor, has been signed by KFRC, Hollywood, and will conduct the Friday night fight fights from Hollywood Legion Stadium.

DON WILSON, NBC Hollywood announcing manager, has been assigned to Pictures Inc., that city, to do the narration on a series of 12 outdoor sport shows which will be released through RKO.

KATHRYN CRAVEN, New York commentator, who has been doing a weekly hour CBS News Through a Woman's Eyes program, under the management of Pauline McGee, P. M. Co., from Hollywood for four weeks starting July 5, returned to Los Angeles July 2 and is to include film celebrity interviews in her broadcasts.

FRANK MAXOFF, announcer-technician, at KWKD, Oakland, has recently resigned to take a similar position with KLS, Oakland.

ANDY POTTER, manager of KOH, Portland, Ore., made a San Francisco visitor during a vacation trip.

ERNEST SMITH, KYA sportscaster, has been named director of the coaching program, from his two years of coaching, contracted from his children, Dwight Newton, who conducts children's coaching program, was absent for nearly three weeks with a case of chicken pox.

LEON KAFNER, manager of WCAE, Pittsburgh, Pa., was a recent visitor in San Francisco.

CARL KALASH, director of the NBC Berenice Gordon endeavor, recently became the father of an eight pound daughter.

LEB HOAGLAND, announcer at Kafi, Portland, Ore., has been ordered by station to leave Los Angeles as soon as a successor is found.

BOB STANLEY, announcer-producer at WDON, Portland, has yielded the studio manager's chair to Abner Hirose, where he joins the executive staff at station KGBM in the island city. Stanley came to San Francisco eight years from Philadelphia and before that was an announcer at WJY, New York. He succeeded at KFY by William Ford, formerly of WEUI.

SCOTT WEALEY, production manager, recently resigned from KOIN, Portland, Oregon, and has added to his duties the production of the Johnny Jump-Up program, due to the recent resignation of Norman Loose.

BERT BUZZINI, announcer at KFY, San Francisco, is vacationing in New York City until July 12.

QUEST, REQUEST

WFAA, Dallas, has been running a series of programs known as Quest for Talent which turned out the following quest for announcers when the program of KFRO, Longview, Tex., was dropped up, that station WAFW, later hearing Chief Announcer Earl Kalusche announce from KFRO on its Quest for Talent program, invited Kalusche to join its announcing staff. He is named WFAA early last month.

OTTIS ROUSH, formerly of WJJS, Jackson, Tenn., joined the staff of WLDC, Muncie, Ind., leaving Jack Bush, who has gone to New York.

MISS LOUISE HAMPTON has been named by Kasper-Gordon Studios Inc., Boston, to direct its children's program division. L. H. McCracken has been promoted to departmment store broadcasting service.

JIMMY RAYLE, student at Greensboro College, has joined the program of WRIG, Greensboro, upon his graduation June 4 was given a permanent position. He is named to direct the program.

DAVID BANKS, formerly of KARK, Oklahoma City, has been promoted to studio director, that city, joined the KOJ, Los Angeles announcing staff.

ESTHER DURKIN, formerly of WIP, Philadelphia, has been named assistant program director of WIP, Philadelphia, has just assumed her new position as secretary to James Anderson, program director of WIP, Philadelphia.

MISS MARIAN BLACK, of the K2XW staff, Philadelphia, will be married in October to John Blundell, Jr., engineer at WDAS.

ROBERT INGHAM, announcer and sports reporter for WADC, Akron, Ohio, was married to Erma Lee Wood, Chagrin Falls, Ohio, June 26.

DURWARD KIRBY, announcer for WLW, Cincinnati, left June 12 to join the XIC staff at Chicago.

STANLEY WALL, who has left WIBX, Utica, N. Y., joined WRCI as advertising announcer for WCPO, Cincinnati.

PHIL SUTTERFIELD has joined the staff of WGBE, Cleveland, Ohio, as assistant announcing director.

AL MTECALT has joined the staff of WCOA, Penascola, Fla., as announcer and production manager.

PAUL CORBIN, formerly of KWSU, Pullman, Wash., has joined the announcing staff of KHQ-KGA, Spokane.

KENNETH YEEND, formerly of KWSU, Pullman, Wash., has joined the continuing department of KVI, Tacoma.

GOLFERS—Don Forker (left), Lord & Thomas account executive, squints over the fairway but George Engels, NBC vice-president in charge, which will originate uses a hand of John F. Royal, NBC vice-president in charge of programs, is at the right in this June 9 scene at the NBC Athletic Association golf tournament.

Twice Thrilled

BOB ELSON, WGN announcer, broadcasting a Man on the Street program in front of the Chicago Theatre, was recently giving passers-by about their greatest thrill, "I haven't had my greatest thrill yet," said one of the male passers-by interviewed. "It's going to be tonight when I broadcast over WGN," he turned out to be a member of the Kewanna, Ill., choral group in town that day that broadcast a program over the Prairie Farmer station.

ART KIRKHAM, chief announcer of KDKA, Pittsburgh, and for the past eight years, has been named director of public relations and special events, Ntn Church, has been promoted to chief announcer. Mr. Kirkham is presently the director of Eastern stations to study production and programming.

GEORGE JESSE, University of Kentucky professor of music, recently rehearsed the staff of WAVE, Louisville, for the summer.

JOE SHORT, formerly of WIP, Philadelphia, has joined the staff of WNEV, New York, as assistant production director.

GLEN PARKER, formerly of WIP, Philadelphia, has joined the announce staff of WLTV, Chicago.

FRANKLIN (Whitney) LEWIS, a half year veteran of KGBM, the Cleveland Press, who joined WJAI, Philadelphia, has been signed by Axton & Fischer, Louisiv (tobacco) for a new series of six 1. 1 educational spots to promote Twenty Grand Cigarettes of the World.

DAVID EBEY, of the promotion department of WLS, Chicago, has changed his name to David Wilbur.

EDWIN ROWLAND, formerly of WIP, Philadelphia, has joined the announcer staff of WAG, Washington, D.C., and special events director of KFWB, Hollywood, has been put on a desk after three weeks in Panama.

LEONARD LAKE, formerly of KFB, Baltimore, and to KFWB, Hollywood, as announcer.

HARRY HALL, chief announcer of KFWB, Hollywood, and Frances Sifford, station's public relations woman, were married in that city June 21.

RALPH NELSON has resigned as chief announcer of KDB, Santa Barbara, Calif., he retired to join his wife Celeste Holm, well known Shakespearean actress.

MAYFIELD KAYLOR, KEHE, Los Angeles, program director, on six weeks leave of absence because of ill health, resumes his duties July 12.

VIC HURLY, well known western writer, has joined the continuity staff of KOMO-KJR, Seattle, according to his manager, Ray W. W. Warren, program director.

VIRGINA GOLDBERG has been named advertising manager of WCKY, Cincinnati, but will continue her dramatic work with WLV, that city.

OLLIE OTTOLE, announcer of WWWS, Pittsburgh, married Millie Freer, June 24 and Ray Harlow, WJRE, Kansas City, married Martha Rhe, June 26.

GARDNER SMITH, formerly of WAXI, Raleigh, N. C., and head of the announcing staff of WJTN, Jamestown, N. Y. Harriet Stem has been named to work on the program of WJTN.

CLAUDINE MAIN, former New York radio manager, has joined the announcing staff of KGNO, Dodge City, Kan., and will assist in dramatic production department.

VIC HURLY, Seattle author, has joined the continuity staff of KOMO-KJR, that city.

WILBUR FLOTT, recently promoted from studio supervisor at KYA, San Francisco, is the father of a baby born June 16.

RICHARD DEASY, formerly an operator-announcer at KSFO, San Francisco, has been added to the announce staff of KDAY, that city.

MORTON GULD, conductor of the Music for Today programs on MBS, has been appointed director of the educational department of Mills Music Inc., New York.

Page 58 • July 1, 1937

BROADCASTING • Broadcast Advertising
AXE IN HAND, the hardy pioneer hewed his way through the wilderness . . . white wood glistening through slashed bark blazed a trail for those who followed. Today modern planes follow similar trails, flashing in minutes over routes the pioneers took weeks to conquer. Over mountains—prairies—through calm or storm-torn skies BENDIX Radio Range Beacons blaze the way—providing a sky road for all who fly. The Bendix Radio Corporation is dedicated to the advancement of aviation. Its goal is the development of navigational aids as dependable as the modern highway marker and communication equipment as convenient as the modern telephone.

Bendix Radio Range Beacon catalogs are available to executives upon request.

Direct All Correspondence to BENDIX RADIO CORPORATION 9th and Kearny Sts., N. E., Washington, D. C.
Accurate meters and watchful eyes detect and record the slightest variation in the operation of equipment being tested in the Temperature Cabinet under abnormal extremes of heat and cold. This temperature test is but one of many tests given to BENDIX equipment. Phineas Fogg, in Jules Verne's novel, sped 'around the world in 80 days' . . . . BENDIX engineers take radio equipment 'around the world' in 80 minutes, through every climate—every temperature zone known to man. BENDIX equipment is tested in the Temperature Cabinet of special design. Here are simulated all of the variations of temperature from the heat of the steaming jungles to the bitter cold of an Alaskan outpost. Rapid changes from 58 below to 302 degrees above zero far exceed even the extremes encountered in a power dive from the blue cold of the Stratosphere to the sun baked earth below. Proven and tested every step of the way under conditions more severe than those ever met in actual flight, BENDIX equipment must perform accurately and dependably, in arctic, temperate, or tropic temperatures to guarantee the service that the name BENDIX implies.

Direct All Correspondence to BENDIX RADIO CORPORATION 9th and Kearny Sts., N. E., Washington, D. C.
DIRECT LINE TO SALES

KGO doesn't beat about the bush in selling the San Francisco market. With its great popularity, it gives advertisers a direct line into 642,300 homes in an area whose per capita spending power is the highest in the country.

A Pacific Coast Blue Network Station
Programmed and Represented by NBC

BROADCASTING • Broadcast Advertising

July 1, 1937 • Page 61
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WBZ-WBZA, Boston-Springfield


Refrigeration & Air Conditioning Institute, Chicago, 3, thru Chicago Daily.

Mohl Mfg. Co., New York (Dr. Scholl's Own Tada), 10 sa, thru Donahue & Co. Inc., N. Y.


Morse Shoe Stores, Boston, 10 sa, thru Salinger & Publicover, Boston.

La Touraine Coffee Stores, Boston (Toastmaster), 4, thru Ingalls Adv., Boston.


Association of Pacific Fleishes, Seattle, 8, thru J. Walter Thompson Co., San Francisco.

Morse Shoe Stores, Boston, 10 sa, thru Salinger & Publicover, Boston.

WOR, Newark


Good Food Co. of New York (Diamond Crystal Salt), 2 daily, thru Benton & Bowles Inc., N. Y.

Drumian Inc., Detroit (cleaning fluid), 1 sa, 2 sa weekly, thru C. C. Winingham Inc., Detroit.


WKJB, Muskogon, Mich.
Indianapolis Brewing Co., Indianapolis (Barlow beer), 5 weekly sa, thru National Adv. Agency, Youngstown.


WIP, Philadelphia
Peter Paul Inc., Naugatuck, Conn. (Mounds, Dreams candy), 5 weekly sa, thru Platt-Forbes Inc., N. Y.

Varistea V. Inc., Chicago (canvas shoes), 18 weekly sa, thru Buxbaum, Horton & Hoyt Inc., Chicago.

WGR, New Albany, Ind.
Kiley Brewing Co., Louisville (Patrick Henry beer), 6 weekly sa, thru.

WGCR, San Francisco

Kraft-Phenix Cheese Corp., Chicago (Darlen), 6 weekly 2 sa, thru J. Walter Thompson Co., Chicago.


Interstate Co., San Francisco (summer resort), weekly 6, thru Drury Co., San Francisco.

Diesel Power-United Engineering Schools, San Francisco, 6 weekly 10 sa, thru.

Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly sa, thru Ridgway Co., St. Louis.

Table Products Inc., Los Angeles (No-Brand mayonnaise), 21 weekly sa, thru Lord & Thomas, Los Angeles.

WBNX, New York
Sun Oil Co., Philadelphia (Sunoco fuels), 6 weekly sa, thru Roche, Williams & Cunyngham, New York.

Western Sausage & Provision Co., Los Angeles (meats), 3 weekly 10 sa, thru.

Pollyanna Shops Inc., New York (household stores), 3 weekly sa, thru.

WLS, Chicago


WPTF, Raleigh, N. C.

WMCA, New York
Christian Science Radio Committee of Greater New York, 7 weekly 10 sa, thru.

Unity School of Christianity, Kansas City, Mo. (religious publications), 6 weekly, thru.


Grace Donahue Inc., New York (beauty preparations), 6 weekly sa, thru Redfield-Johnstone Inc., N. Y.


KYA, San Francisco


Painless Parker, San Francisco (dentist), 5 weekly sa, thru.

Johnson, Carrell & Murphy, Los Angeles (Kellogg's ant paste) 1 weekly 2 sa, thru Wm. A. Ingoldsby Co., Los Angeles.

WNAC, Boston
Procter & Gamble Co., Cincinnati, Ohio (Lava soap) 5 weekly, thru Compton Advertising Co., New York.

American Oil Company, Baltimore, Maryland (Amoco gasoline), 3 weekly sa, thru Joseph Katz Co., Baltimore.

Sterling Products Inc., Whittier (drug products), 18 t, thru Blackett-Sample-Hummert Inc., Chicago.

WAAB, Boston
Sea Breeze Cafe, Nantasket, Mass., 12 sp, thru Harry M. Frost Co., Inc.

Haywood Wine & Liquor Company, Boston, 24 sa, thru David Malikoff, Boston.

WMQX, Chicago
Refrigeration & Air Conditioning Institute, Chicago, 3 weekly sa, thru Critchfield & Co., Chicago.

Debby's Cleaning Agency, Chicago, (insurance), weekly sa, thru Critchfield & Co., Chicago.

WKIK, Cleveland
Refrigeration & Air Conditioning Institute, Chicago (instruction), 9 sa, thru Critchfield & Co., Chicago.


WOAI, San Antonio

Greater Texas Pan-American Exposition, Dallas, announcements, thru Tracy-Davies Inc., Dallas.

WCKY, Cincinnati


KDKA, Pittsburgh
Chevrolet Motor Co., Detroit, 26 1t, thru Campbell-Ewald Co. Inc., Detroit.

Dodge Brothers Corp., Detroit, 13 1t, thru Ruthrauff & Ryan Inc., N. Y.

WEAN, Providence
Procter & Gamble Co., Cincinnati (Crisco), 130 sa, thru Compton Advertising Co., New York.

Bowles Inc., Providence, 122 sa, placed direct.

KFEL, Denver

KNX, Hollywood


Johnson, Curvall & Murphy, Los Angeles (luggage, ladies' fashions pastte), 5 weekly sa, thru William A. Ingoldsby Co., Los Angeles.

Sutfish Co., San Francisco (tobacco), 7 weekly sa, thru Chas. R. Stuart Inc., San Francisco.

WODD, Chattanooga
Procter & Gamble Co., Cincinnati (Oxodil), 5 weekly 1t, thru Blackett-Sample-Hummert Inc., Chicago.

Procter & Gamble Co., Cincinnati (Ivy soap), 5 weekly sa, thru.

Dodge Motor Co., Detroit (autos), weekly 1t, thru Ruthраuff & Ryan Inc., N. Y.

Chattanooga Medicine Co., Chattanooga (Chattanooga Hips), 1 weekly sa, thru Purse Co., Chattanooga.

WJJD, Chicago

Logan Appliance Co., Chicago (electrical appliances), 6 weekly sa, thru.


KPO, San Francisco
Standard Oil Co. of Calif., San Francisco, 35 weekly sa, thru McCormick-Stillman Co., San Francisco.


WMAQ, Chicago
Refrigeration & Air Conditioning Institute, Chicago, 3 weekly sa, thru Critchfield & Co., Chicago.

Debby's Cleaning Agency, Chicago, (insurance), weekly sa, thru Critchfield & Co., Chicago.

“Hold it a minute, boys, while we hear a word from our sponsor!”

Page 62 • July 1, 1937

BROADCASTING • Broadcast Advertising
There’s no PAY-OFF

for just Coming Close!

When your turn comes to step up and “bat” you’ve got to make a “hit” if you want to collect, because there’s no pay-off for just coming close. That’s the principle KWK always keeps in mind when taking on a job of increasing an advertiser’s sales. Just equaling, or coming close, to the advertisers present amount of sales, is falling down on the job. To be sure of getting the increase in sales you pay for, call KWK. With us there is always a “Pay-Off”.

WEEI, Boston

KFI, Los Angeles
Sears, Roebuck & Co., Los Angeles (retail stores), 3 weeks sa thru Dana Jourie Co., Los Angeles.
General Brewing Corp., San Francisco (Lucky Lager beer), 7 weeks sa thru McCan-Erickson Inc., San Francisco.
Goobal Foresta Co., Sanford, Me. (Palm Beach clothes), 2 weeks sa thru Lawrence C. Gumbiner Adv. Agency, N. Y.
Woodwin-Norris Co., Los Angeles (electrical ranges), weekly sa thru McCarly Co., Los Angeles.

WBT, Charlotte, N. C.
Miller Brewing Co., Milwaukee (High-Life beer), 7 weeks sa thru Roch, Williams & Cunningham Inc., Cleveland.
Gulf Oil Corp., Pittsburgh, (Gulf-spray), 3 weeks sp thru Young & Rubicam Inc., N. Y.
Piedmont Distributors Inc., Greensboro, N. C. (Grunow refrigerators), 3 weekly sp, direct.

KECA, Los Angeles
Firestone Tire & Rubber Co., Akron, Ohio (tires & tubes), 2 weekly sa thru Sweeney & James Co., Cleveland.
Sears, Roebuck & Co., Los Angeles (retail stores), 3 weeks sa thru Dana Jourie Co., Los Angeles.
KMPC, Beverly Hills, Cal.

KMTK, Hollywood

KFC, Los Angeles

KEHE, Los Angeles

KFWB, Hollywood

WJAY, Cleveland

THOMAS PATRICK INC.
HOTEL CHASE, ST. LOUIS

NEW YORK
CHICAGO
SAN FRANCISCO

July 1, 1937 • Page 63
RADIO ADVERTISERS

GOLDENROD ICE CREAM Co., Chicago, on June 28 started a quarter-hour children's program on WGN, Chicago, titled "European Travel Tour" and broadcast Mondays, Wednesdays and Fridays at 5:30 p.m. Salem N. Baskin Adv. Agency, Chicago, handles the account.

CALIFORNIAANIMAL PRODUCTS Co., San Francisco (Calo dog food) has signed for 26 five-minute announcements, twice daily on WGY, Schenectady, through Emil Briscoe & Staff, San Francisco.


SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobilol), has added broadcasts of all home games of the Burlington, Vt., baseball team to its schedule of summer sports broadcasts. Games are reported by Holland Smith and Lawrence Killick on WCAN, Burlington. Socony broadcasts of Burlington games began June 17 and will continue throughout the summer. J. Sterling Tischler Inc., New York, is the agency.

H. D. LEE MERCANTILE Co., Kansas City, has named Ferry-Harly Co. Inc., Kansas City, to service its account.

KIESER Co., New York (hair nets, etc.), has appointed E. T. Howard Co., New York, as agency.

ORANGE CRUSH Co., Chicago (beverages), making up lists in September, is contemplating radio among other media. J. Walter Thompson Co., Chicago, Kenneth Hinks, account executive, is handling Orange Crush advertising. Young & Rubicam Inc. Chicago, Marvin Harns, account executive, places the Old Colony Beverages account.

RED TOP STEEL POST Co., Chicago, makes up lists, including radio, in August. Agency is Buchen Co., Chicago, Kenneth Barber, account executive.

REMINGTON RAND Inc., Buffalo (office equipment), a radio user, makes up lists in July. Agency is BBDO, Buffalo. Stanly Irvin is account executive.

CHICAGO ROOSEVELT STEAMSHIP Co., Chicago (lake trips), began a quarter-hour recorded program "Steamboat Party" on WGN, June 28, six times weekly. The steamship firm also recently began minute spots over WJJD, Chicago. W. W. Garrison Co., Chicago, is the agency.

3 major northwestern markets available with but a single contract thru 3 proved stations

Page 64 • July 1, 1937

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
BORDEN'S FARM PRODUCTS Co., Inc., New York. (cheese, milk, chocolate drinks) has placed its account with Erwin, Wasey & Co., Inc., that city. Stella Unger is writing the script and Jack Adams is producing Borden's Special Edition for Women Only, 1:30-2 p.m., Fridays, on WEAF, New York, for the agency.

JAMES W. McCORMACK Co., Chico, real estate has started sponsorship of Homer Griffith, known as The Friendly Philosopher, over WLS and WBBM, Chicago. On Saturdays the McCormack Co. is on WLS at 9:30-9:45 p.m. and Sundays on WBBM 10-10:15 a.m. Presba, Fellers & Presba Inc., Chicago, is agency.

PACQUIN LABORATORIES Inc., New York (hand cream) has signed Clinton (Buddy) Twiss of the NBC Hollywood announcing staff to do a weekly quarter hour program of radio chatter entitled: Behind the Microphone, over KPO, San Francisco. Program will be broadcast on Sunday nights. William Esty Inc., New York, is agency.

PAINLESS PARKER, San Francisco (dentist) is sponsoring five quarter-hour commentary type programs a week over K.Y.A, San Francisco. The commentator is Dr. Seth Maker, known on the air as The Philistine, who has been doing this type of microphone work for the Parker system for eight or nine years. Account placed direct.

AMERICAN LEGION of Los Angeles is using a series of one-minute transcribed announcements on local stations to call attention to the patriotic entertainment going on in the Coliseum, that city, on July 4th. Associated Cinema Studios, Hollywood transcription producers, cut the series which was placed through Howard Essay of Allied Adv. Agencies Inc., Los Angeles.

SNUGFIT SALES Co., Los Angeles, manufacturer of distributors of SnugFit dental plate retaining material, which has been using a five minute weekly spot for over a year has its new two NBC shows, Drugs, and Burns & Allen for Grape-nuts: Satina's House Divided, dramatic serial, on Mutual-Don Lee network, and three new programs. These are the NBC Maxwell Shoe Boat, starting July 8, and the Log Cabin Syrup program being prepared for September, and the forthcoming Kate Smith program which will start in fall for Calumet and Swansdown.

Another First
FOR THE first time in history an advertiser is sponsoring a program not for the radio audience but for the people who have come to see his program and have to wait line 30 to 60 minutes before the show actually begins. Morris B. C. Sachs, Chicago clothier, has a small NBC orchestra playing request tunes for the studio audience who come to see his 5-6 Sunday Amateur Hour over WERN while they are waiting in the lobby of the Merchandise Mart to go up in the elevators. Schwimmer & Scott, Chicago, is the Sachs agency.

General Foods Entering Hollywood Radio Colony
GENERAL FOODS Inc., is moving into Hollywood broadcasting area, doubling the number of its originations from that city and setting up a general radio advertising department subsidiary to its New York head office. John W. Nicholson, assistant to F. C. Hawkins, Southern California general sales manager, Los Angeles, has been made special advertising representative in charge of radio on the Pacific Coast, a newly created post. He will act as sponsor liaison with advertising agencies producing General Foods radio shows in Hollywood. Sponsor will add three new transcontinental programs to its present Hollywood setup between July 8 and fall, necessitating the creation of this special department. Mr. Nicholson joined General Foods eight years ago. He had previously been in the theatrical business.

Major broadcasts now under Mr. Nicholson's supervisory wing are two NBC shows, Jack Benny for Jello and Burns & Allen for Grape-nuts: Satina's House Divided, dramatic serial, on Mutual-Don Lee network, and three new programs. These are the NBC Maxwell Shoe Boat, starting July 8, the Log Cabin Syrup program being prepared for September, and the forthcoming Kate Smith program which will start in fall for Calumet and Swansdown.

PORTLAND
REGON
( Established) 1926
WWL, New Orleans, has appointed E. K. Gross, advertising agency as its exclusive national representatives, it was learned June 21. Vincent F. Callahan, recently named general manager of WWL, consummated arrangements with Eugene Katz, manager of the firm's New York office.

GEORGE H. INCREDID, a member of the sales staff of WJJD, Chicago, has joined SelectBroadcasting Systems Inc., Chicago advertising agency, as account executive.

DAVID F. CROSBY, formerly a radio director of Pedlar & Ryan Inc., and one-time Eastern sales manager of the old JRC regional network, has joined the New York sales staff of Hearst Radio Inc.

ROBERT HOWARD, on June 21 joined the staff of Hearst Radio Inc., working out of the Chicago office. Howard was formerly partner of Roessler & Howard Inc., and prior to that was radio director of Campell-Ewald Co. Inc., Detroit.

ROLAND MARTINI, since 1933 radio director of Gardner Adv. Co., New York, has been elected vice-president of that agency.


ALFRED S. MOSS, former sales manager of WQXR, Long Island City, N.Y., has joined A. W. Lewis Co. Inc., Newark, as account executive.

HOWARD C. CALDWELL, president of the WMR, Radio Adver. Co., Indianapolis, has been named president of the Alumni Association of Butler University.

NWEV, New York, June 23 signed a long-term contract with William G. Rambeau, the station's representative for exclusive national representation. Only the New York metropolitan area was excluded. The arrangement was consummated by Mr. Rambeau with H. M. Deas, vice-president, North Carolina Department of the New York station. Rambeau formerly represented WOR, New York, as executive, with that station's own branch representation.

FOUR CANADIAN stations, CJK, Kingston Lake, CICJ, Charlottetown, and CKGB, Timmins, all in Ontario, have appointed New York as their American representatives. The stations are operated by the Northern Broadcasting Co. of Timmins. The arrangements bring Weed's Canadian list to a total of six.

JOSEPH J. WEED, head of Weed & Co., station representatives, left New York June 10 accompanied by Mrs. Weed for an extensive tour of Canadian stations. He stopped at the NAB Convention in Chicago and plans to return to his office Aug. 1.

KIDO, Boise, Idaho, has appointed John Hiale & Co. as exclusive national representatives.

DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected chairman of the executive board of the AAA for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

JEANETTE BOYER, formerly radio talent representative of Mike XI, Mari- chetti Theatrical Agency, Hollywood, has joined Radio Artists, Inc., New York, in a similar capacity. Rogers who is head of Republic Investment Corp., has added one more representation to his activities.

TALBOT JOHNS has been appointed public relations director for WOR, New York, following the resignation of Douglas Connon, whom Johns formerly assisted, and in charge of continuities for the Geyer Co., Dayton, has joined the radio department of Blackett-Sample-Hooper Inc., New York, as a commercial continuity writer.

HELEN STRAUSS, publicity dis- rector of Benton & Bowles Inc., New York, is spending several weeks in the South where the agency has recently opened an office, preparing for the first of the new Show Boat series.

EDWARD L. SEDGWICK Co., Peoria III., has opened its new Chicago office at 32 W. Randolph St., under the direction of Mr. W. Howard Schenford formerly of Lord & Thomas and advertising director of The Brunswick-Balke Colleider Co. Mr. Edward L. Sedgwick who has conducted business in the Peoria area for the past fifteen years divides his time between the two offices.

RUP'S RHODES & Co., San Francisco advertising agency, announces the formation of a complete radio production unit, to perform its services to its clients. The agency is offering its clients complete radio service—counsel, production, writing and merchandising. A. W. Scott has been named manager of the unit and a seasoned radio and sales executive and at present is producing Romance of the South, a show sent out over one of the western networks. Associated with Scott is Bob Cooper, veteran microphone producer.

NORMAN ROSS Inc., Chicago, radio consulting firm, is installing RCA sound equipment and stereo recording equipment in its audion studio for a service to agencies and advertisers for the building of radio programs.

LOUIS GLASER, president of Louis Glasser Inc., Boston, was recently elected president of the Boston Advertising Club.

ROBERT L. YOUNG and M. O. Holloway, account executives of the Albert Kiefer Co., Chicago agency, were recently elected vice-presidents.
WOR Supplemental Ads

SUPPLEMENTAL radio advertising is the theme of the new series of advertisements being used by WOR, Newark, N. J., pointing out the fact that all listeners don't like the same kind of radio entertainment, and the series advocates the use of more than one station in a market for complete coverage, especially emphasizing the desirability of using WOR to supplement other programs in the New York metropolitan market. "Though most of the nation's leading buyers of radio time have been using supplemental radio programs in strategic markets in addition to their network programs for many years," said Theodore C. Streibert, vice-president of WOR, "we feel that the supplemental radio idea can be more widely accepted."

Longines Autumn Spots

Longines - Wittnauer Watch Co., Inc., New York, will make extensive use of radio in a fall campaign for its clocks and watches, which will be handled by Arthur Rosenburg Company, New York. Plans for the campaign are now being discussed and will probably be settled within the month.

The Station of the Stars

Radio BROADCASTING • Broadcast Advertising

July 1, 1937 • Page 67

BROADCASTING • Broadcast Advertising

July 1, 1937 • Page 67

New Policies • New Equipment • New Features

Leo Fitpatrick
Vice-Pres.

KMPC
Beverly Hills, Calif.

SPOONS FOR FLOUR
McKenzie to Return in Fell
• Gets Good Results

McKENZIE MILLING Co., Quincy, Ill., is so convinced that radio advertising brings results for its pancake flour that it has just signed up for an additional 15 weeks on WLS, Chicago to start Oct. 18. The agency is Rogers & Smith, Chicago. The program last autumn was an informal mixture of jokes, songs, and music played on a purposely "wheezy" organ. Commercials were very short, but both characters used the word "McKenzie" frequently in the conversation and jokes. Point was for listeners to count the number of times McKenzie was spoken in each program. Each listener, who sent in the correct count accompanied by product's box-top, received a set of six plated teaspoons. Giveaways aggregated approximately 47,000, which was a little more than 20% of the entries received. Greatest number, 45%, of the entries came from Illinois, with the remainder pretty well scattered over WLS territory. McKenzie flour is distributed through all grocery chains except National Tea. No other advertising medium was used. This being the first order for the program, McKenzie has specified the same time as used last year—1:15 a.m.


New Hollywood Agency

BENTON & BOWLES Inc., has opened a Hollywood office in the Equitable Bldg., to handle production of its West Coast shows, chief of which is the Maxwell House Show Boat which will be moved to Hollywood with the broadcast of July 8. Herschel V. Williams, Jr., will have charge of producing the agency's Hollywood programs, while Chester V. MacCracken, formerly business manager of the New York radio department, will look after contracts with talent and other business in connection with the new Coast office. Burns Lee, of the New York publicity staff, has been transferred to Hollywood in charge of publicity.

Supplemental Library

LARGEST PUBLIC DOMAIN
RECORDED LIBRARY

In the WORLD

LARGEST PUBLIC DOMAIN
RECORDED LIBRARY

In the WORLD

asured Public Library

420 Madison Ave.

New York
NEWS, once left to a recently graduated office boy, now gets serious attention from station staff, sponsor, agency and listener. The art of broadcasting news has developed rapidly in the last three years. H. R. Gross, news editor of WHO, Des Moines, told journalism students at the University of Missouri recently how that station handles news. Mr. Gross was the first radio newsman ever to be invited to speak before the annual Missouri journalism gatherings. After a roving newspaper life he joined United Press and was head of the Des Moines bureau before he landed at WHO. Here is the portion of his address dealing with radio news.

I cannot believe that radio news commentators have any more license to pour out upon the public their editorial opinions than have the newspapers which use their news columns for the same purpose.

Without for one moment attempting to take away any of the prestige of the several able news commentators, I insist that where they do indulge in offering their opinions, under the guise of news broadcasts, they are mislabeling their programs. There is a vast difference between the commentator who writes and presents a well-written, smooth story, with unbiased, unprejudiced background, and the commentator who labels his broadcast as news and throws a verbal barrage of opinion at some individual or group.

The business of commenting on the news has two drawbacks as compared with straight news reporting. First, regardless of how hard the commentator tries he is very likely to get on one side of the fence or the other in his attempts to interpret the news.

In the second place, commenting on the news under the general heading of feature story writing and you all know that a straight news story can be written, 99 out of 100 times, in far less words than a feature story. And never lose sight of the fact that words on the air mean time and with commercial schedules as they are, the radio newsman who is sincerely attempting to keep up with these schedules from a press wire, with only a limited amount of time in which to present his material, is going to cut most of the embroidery. Well written, colorful, and ably presented news stories are entertaining.

Of that there is no doubt, but it does not take a mathematician to prove that general news coverage suffers when long stories in a 15-minute broadcast are the rule rather than the exception. As far as the news is concerned I can say that we at WHO will attempt to provide the public with the greatest number of complete, straight newsworthy stories, and I believe I am safe in saying that when and if we establish editorial policies, such policies will be set aside in special broadcast periods and announced as such.

No Wasted Words

I believe the proof that straight news reporting is the best radio policy is borne out by the fact that for the past winter alone seven of our eight news broadcasts were sponsored straight across the boards six days each week, with one on Sunday. That was 72 minutes of sponsored news each day and our advertising rates to the sponsors are not the lowest in the news business. I might add here that there is no place in our news broadcasts for chatty, conversational stuff. We have had stories which leads: "This really happened," and "Here is a joke that everyone ought to appreciate" to say nothing of dozens of other similarly foolish usages such as the describing of the marchers in an American legion parade, with their "tins out and tummies in." Tell the story and let the public decide whether it really happened. Whether it is a joke they can appreciate. There is no place in radio news for plain prattle. We try to close all our broadcasts with a thin humorous incident, productive of a smile or a chuckle on the part of the listening public, but we try to make sure that the laugh is not on us.

And remember, the kick in a feature story on the air is in the last
Sues CFRB For $1,000

ASTROLOGER Carl M. Lewis began suit for $1,000 on June 10 in Toronto, against Rogers Radio Broadcasting Co. Ltd., operators of CFRB, for alleged breach of contract before Judge Denton. Astrologer Lewis claims that in the autumn of 1936 he was engaged under sponsorship of Kennedy Mfg. Co. of Montreal to give a series of 13 weekly talks on astrology under the name of Astral. After the first three talks CFRB officials, he told the court, would not let him go on the air. No explanation was given. CFRB hoped that Lewis was not in their employ, but that of the sponsor, and that CFRB had no contract with Lewis.

The International Radio Club will hold its eighth annual party in Havana, Dec. 8-12, it was announced June 21 by Jack Rice, president. The group will be limited to 100.

NEWSPRINT

is your best bet

TRANSBOOK

BROADCASTING • Broadcast Advertising

Radio Workshop Holds Institute in Dallas

TO SELL radio education to the Parent-Teacher organizations and teachers throughout Texas, the Radio Workshop, in session at Southern Methodist University, Dallas, and taught by Ben H. Dar- row, founder and director of the Radio School of the Air, will hold an all-day Radio Institute on July 7 at McFarlin Auditorium, campus of S.M.U.

The principal address of the occasion—"What Radio Means to Education"—will be delivered by Mr. Darrow. Dr. George O. Clough, director of extension at Southern Methodist University, will make the welcoming address to members of the institute, and introduce the principal speaker. Members of the Radio Workshop will discuss radio education in America and abroad, and present a dramatic skit before the microphone.

Approximately thirty students started in the Radio Workshop early in June, and will continue until July 15. Classes in script writing, radio acting, radio production, and that is being shown use of radio are being taught.

Mr. Darrow will conduct his Radio Workshop at the University of Texas, Austin, the last six weeks of summer school. He joins WBEN, Buffalo, in September, as educational director, quitting his post at Ohio State University.

W.J.A., Providence, R. I. on June 15 was authorized by the FCC Broadcasting Division to increase its power from 1,000 to 5,000 watts on the 890 kc. channel with amplified time.

W.B.A.L. Summer business on W.B.A.L will be the best in its history.

There are still a few choice spots and programs periods open.

If you contemplate reaching the enormous Baltimore and Maryland markets this summer, contact W.B.A.L at once.

W.B.A.L.

Maryland's Only Clear Channel High Power Station

"Serving the Public Interest!"

NBC Basic Blue Network

Baltimore, Maryland

National Representative: HEARST RADIO

New York • Chicago • San Francisco • Los Angeles • Dallas
Ice Cream for Answers

NEW version of quiz program on WMT, Cedar Rapids, la., called Radio Riddles allows listeners three minutes to phone the correct answer to the station and the correct answer to each question wins a quart of ice cream. Benne Barger announces the show and Frank Voeller furnishes the background music.

Your Favorite Passage

Keep Cool KEEPIng cool is a serious prob-
lem and Sylvia Press of WINS, New York, recently interviewed Harold J. Reilly, well-known Eastern physiotherapist, who told the listeners how to reduce nervous fatigue during the heat wave.

RESULTS!
The "Yardstick" that never grows old.

It matters not what you say of this ad, WE WANT RE-
SULTS! So do you . . . and WEBC is ONE station that sells and sells!! Let's get togeth
er . . . NOW!!!

WSOC Charlotte, N. C. NBC Affiliate

WDBJ clients get valuable publicity and merchandising assistance

WDBJ is owned and operated by the Times-World Corporation, publishers of the only local morning and evening newspapers. This affiliation assures WDBJ advertisers liberal newspaper publicity. WDBJ also gives complete and thorough merchandising service to its clients . . . from the writing of letters to dealers, to personal contacts among leading local dealers.

Into the Lions' Den

TRAFFIC was stopped in Olean, N. Y., the other day when WHDL's men-in-the-street, Rust Brinkley and Frank Meyer, interviewed clowns and animal trainers from a visiting circus, topping off the broadcast by going inside the lion's cage for a close-up shot. When the blanks that the trainer shot off, the snarl of the beasts and the noise of announcers' knees knocking together, it was one of the lowest programs on record. But it built a lot of good will. 

Tourists Like It

WHEN tourists register at the Chamber of Commerce in Duluth, Minn., up jumps Jimmy Payton, announcer of WECB, to interview them and give them travel information. The series, sponsored by the Chamber of Commerce and attracts a lot of visitors.

Authors and Actors

PLAYWRITING contest for ama-
tur authors is given in conjunc-
tion with the week-long perfor-
rnances of the WBFB Players on WIBF, Rock Island, Ill. Roy A. Maypole, the station's dramatic director, au-
ditions the amateur actors and the plays written by the contest winners will be enacted during the coming winter. Slant: Gets a lot of local people interested in radio.

The Personal Touch

STATION DIRECTOR Mike Moore interviewed by Carolyn Ann Cross, di-
rector of the Homemakers' Club on WIP, Philadelphia, in an early morning series during which she asks them how they got into radio and what they think of it. Purpose: Listeners want to be friends and enjoy each other.

Hot is Cold

ON THE theory that if Mexicans keep cool by eating hot spices Americans can do likewise by listen-
ing to hot music, WHN, New York, broadcast a weekly Dark-
town Strutters' Jamboree, with an all-Colored cast starring Bob How-
ard, sizzling pianist, and the Harlem Heat Waves.

School Contact

KSTP, St. Paul, is elaborating its Job Wanted series and designing an in-course for children of Minneapolis and St. Paul. The new series, now in the making for the opening of the fall season of the schools, will be com-
petently prepared and in outline form and presentation to the de-
partments of education of Minne-
opolis and St. Paul late this sum-
mer when curricula for the com-
ing year are mapped out. The pro-
grams, aimed at the nature of round-
table discussions between school children and professional and edu-

cational leaders (one each broad-
cast), already have won a wide re-
sponse from educators of the Twir-
Cores. The programs, handled by Thomas D. Rishworth, the station's educational director, will be one broad- cast old when the National Youth Administration of Minne-

sota volunteered to participate in an aid to the in the future preparation of the programs. NYA, in addition to helping in lining up professionals leaders for the casts, has blanket-
even at its station with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

Things to Know About

WWJ, Detroit, has started Die
die Know, produced by Industrial Morris Plan Bank, on which E. A. McPaul, member of the Detroit U. I. A. speech department, relates unus-
ual facts about the city of Detroit. Mr. McPaul probes the inner work-
ings of the city's industrial, mer-
cine and business life to uncover surprising facts not known to the average citizen.

The program is the Griswold of Knowledge series con-
sisting of unusual questions and the answers, submitted by list-
ners. A pair of tickets to a ball
game is given for the most inter-
esting question. Victor Linfoot asks the questions and Bob Stanton turns the gristmill to produce answers. Kennedy's Clothes is sponsor of the show, which will go five-weekly in the autumn.

Salutes to Merchants

SALUTES to retail merchants and distributors of Utah are being given on KDYL Salt Lake City, in a half-hour series titled The March of Progress. Although no product nor dealer's name will be mentioned in the broadcasts, window posters are provided each week to dealers who receive the radio salute.

In the Parlor

A new PROGRAM tentatively
titled Let's Play Games is being planned by WOR, Newark, to adapt such familiar parlor games as Co-

g, Poison, Clue, and Ghost to radio presentation.
Movie Tie-In

A NEW PROGRAM aimed at the movie-going public has been started as a half-hour Sunday morning feature on WINS, New York. Titled The Question Box, the program consists of movie gossip plus a series of questions. Listeners sending in correct answers are given "a day in New York", including a sightseeing trip of the city, dinner at the Park Savoy Restaurant, and two movies, at the Roxy and the Paramount. Series is sponsored by Towne Publications, publishers of the programs of the Roxy and Paramount theatres, and answer blanks may be obtained from neighborhood stores advertising in the programs.

* * *

What Makes Music

TO EXPLAIN the origin of modern music, its present status and future possibilities is the purpose of What's Music?, a new Saturday evening series on NBC, presented by John Tasker Howard, composer and author, with the NBC concert orchestra illustrating his observations.

* * *

Speaking of Thinking

WHY you think like you do and don't think like you do isn't discussed by Dr. Harry Peters of Missouri U on KFRI, Columbia, Mo., in a series of five-minute talks under auspices of the State Assn. for Mental Hygiene. The talks are non-technical and are designed to explain habits we all have and don't know what to do about.

* * *

The Winner!

THE CHILDREN'S OPPORTUNITY program on WTNJ, Trenton, N. J., sponsored by Fisher Baking Co., Newark, Sundays for 13 weeks, ended up with a grand total of 811,490 votes representing 8,149 pieces of merchandise. The $50 first prize winner received 89,600 votes representing 8,969 wrappers and labels. Kids love contests.

The Old Way

OLD FASHIONED auction sale of automobiles moved 102 cars in two broadcasts on KDYL. Salt Lake City recevier for Fred A. Carlson Co., local Ford dealer. Two old-time auctioneers averaged 300 votes a minute and literally called all cars.

Showmanship |

NAW! Just Being A Good Fellow!

When the health department has a message . . .

When a car is stolen . . .

When the National Guard is to be hurriedly mobilized . . .

When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG IS CALLED . . .

And that's why we are known as "THE FAVORITE STATION IN THE FAVORED REGION."

Wbig in Greensboro, N. C.

Edney Ridge, Director
Craig and Hollingbery
Representatives

1,267,519 Radio Families

The erection of the new Vertical Radiator increases the number of Radio Homes in the WHAS Proven Primary Listening Area from 582,451 to 904,999. More than $1,220,899,333 is spent in this market in retail trade. The sale of your product in this area can be substantially increased by using this powerful medium.

WHAS

Represented Nationally by Edward Petry & Co.

Operated by The Louisville Times Company
Publishers of THE COURIER-JOURNAL THE LOUISVILLE TIMES

A detailed study of the WHAS market is available on request
CELEBRATING the completion of five years on the air Today's Children presented a special script on June 15, with five women who heard the serial's best broadcast taking part in the anniversary show. Program, written by June Phillips and broadcast Monday through Friday on NBC Red at 10:30 a.m., has been sponsored for the past year by the Pillsbury Flour Mills Co., Minneapolis, whose advertising is handled by Hutchinson Adv. Co., Minneapolis.

WABP, Fort Worth, carries a total of 50 remote broadcasts each week according to an announcement by J. E. Bridges, WABP operator in charge of remote and R. C. Strнов, technical supervisor.

Don't forget

THIS SUMMER WTAQ LISTENING AUDIENCE WILL INCLUDE PEOPLE FROM ALL OVER THE U.S.

WTAQ

WILLIAMSON, Texas—The program, written by June Phillips and broadcast Monday through Friday on NBC Red at 10:30 a.m., has been sponsored for the past year by the Pillsbury Flour Mills Co., Minneapolis, whose advertising is handled by Hutchinson Adv. Co., Minneapolis.

WABP, Fort Worth, carries a total of 50 remote broadcasts each week according to an announcement by J. E. Bridges, WABP operator in charge of remote and R. C. Strнов, technical supervisor.

FORTUNATE dedication ceremonies were conducted at the new $40,000 studio of KGN, Amarillo, Tex., June 15, with a salute at 8 a.m. In the evening a special 30-minute program featuring all-live talent presented a full picture of the station's artists. Wes Izard, production manager, was master of ceremonies. Many new developments in studio equipment have been incorporated, including shutting glass of the window-walls to throw the sound up, rubber drops that automatically close the doors, indirect lighting, and a "vision" on the air signal system synchronized with the microphones.

SALESMEN at WMCA, New York, have been equipped with pocket-size, spiral bound booklets containing descriptions of the station's available features, together with times, prices, merchandising suggestions and all pertinent information which a salesman would need to have when calling on a prospective client. Some 30 sponsor-able features are listed in the booklet, which also includes a list of talent.

JOHN MURRAY is producer of the weekly quarter-hour dramatic serial "Casa de la Luna." on NBC Red, presented by Belmar Pack- ing Co., on CBS Pacific Coast stations from KNX, Hollywood. He is also writer-producer of "Curtain Calls," weekly KPFW, Hollywood, dramatic series.

A QUARTER-HOUR program of cultural discussion titled "Notes on Inter-American Cultural Activities" has been added to the schedule of NBC's short-wave broadcasts to Latin America. During the total time of these features to seven hours and 45 minutes weekly, consisting of an hour and a half, with an extra half-hour on Sundays and an extra quarter-hour on Wednesdays. The new features will be presented in Spanish by Charles Caravaggio, director of NBC's South American operation department, and broadcast on the network's short-wave station, WIXL, Broad Brook, N. J.

DR. GEORGE W. YOUNG, owner and general manager of WDGY, Min- neapolis, announces the opening June 15 of branch offices and studios at 34-6 E. St., St. Paul, including two studios, a news and advertising offices. Gordon MacDowell has been appointed manager of the new St. Paul division.

THE third and fourth of WBWR's ten studios were completed June 22. The studios which are on the first floor of the Wrigley building, are already carrying their share of major CBS dramatic and musical productions.

A NEW organ for WFIL, Phila- delphia, is being designed by Dr. Charles Corry, organist at WOR, Newark, who has designed more than 130 organs including the six-manual, 200 pipe instrument in Wanamaker Grand Court, Philadelphia, said to be the world's largest.

BECAUSE of crowded conditions at the NBC Hollywood studios, Benton & Bowles Inc., will produce the Red network new "Mr. Gospel Show" program, starting July 8, at KFWB, using the station's large studio-teaure.

WPG, ATLANTIC CITY—Used its own towers as one of the observation points for the Celebrity Trophy race around Abse- con Island. The boats racing directly by WPG's transmitter. Photographs show Chief Engineer Ed. Godfrey and Announcer George Foster.

Call to the Colors

MISTAKE in a want-ad placed by H. R. (Hal) Mak- elim, general manager of KXBY, Kansas City, caused him considerable trouble the other day when he wanted five college boys to learn radio during their summer vaca- tions and the paper ran it "Wanted, five colored boys to learn radio." Next morning 150 negro boys hovered around the door and KXBY finally had to broadcast a correction.

AFER an absence of more than two years, "Memory Lane, Hollywood," a 15-minute program written by the late H. C. Com- mings, will be heard in New York on the National Blue network on the Pacific coast July 5. It will be revived as a third wire half-hour daytime show originating in the San Francisco studios. Ted Maxwell of NBC pi- ctured it in its week-long telephone call-hour half-hour shows to 15 stations and will plan one of the most unusual programs for the "Memory Lane." The show will be off the air, was broadcast coast to coast by WJZ.

KFLF, Abilene, Kan., is remodeling its Salina studios, doubling space. The Salina staff now includes L. D. Rutledge, general manager; Paul A. Lewis, station manager; J. C. O'Neill, sales manager; and L. F. Butcher, sales manager.

WIP, Philadelphia, held the seventh annual picnic of its Housemeka Club June 15, attended by more than 500 club members and their families. O. H. Anderson, the director of WIP, Housemen Club.

WSVA, Spartanburg, S. C., will put into its uptown studies July 15 which will include six studios, a general manager's office and a ground-floor auditorium studio with a seating capacity of 800.

FIRST SERIES of programs to broadcast from NBC's World War II Replacement stations for American audiences early in Aug- ust when NBC covers the Seventh War Conference of the United Nations Education Association, to be held in Tokyo, Japan. August 27-31, will be conducted by the board of education of Rochester, N. Y., which has the NBC broadcasts from the conference.

KKCN, Kansas City, together with the Kansas City Kansas, with whom it is affiliated, is the center of attraction in a moving picture filed by General Film Corp., and include "tack" direct from the KCP studios and offices. Title of the film is "The Golden State," around a new paper theme, and in all probability leads will be taken from the radio in the near future. Karl Wills, KCP program director may be selected if the Kansas City is being urged to report for screen test and for the film will be cast entirely in local talent, and we will incorporate scenes from local industries, commu- nity establishments, and various scenic and historic points of interest. TV movie is being sponsored by the FC Kansas Theatre.

WFIL, Philadelphia, received requests for 6,000 tickets to its Wom- en's Club annual picnic held June 15 at Marlboro Lane conducts the WFIL Women's Club.

KYA, San Francisco, donated three quarter-hour spots and 3 full hours of sports-casting when the local Shuf- fleboard Assn. recently staged a benefit ball. The WABC, KNC, NBC and NA, will handle the ball game and present NBC, NBC, and NBC, and other nearby stations air donated special build-up spots.

ANNOUNCERS and artists of WIP, Hollywood, N. C., are using a newly-installed recording apparatus to improve their radio efforts by studying playbill-type records.

JEAN DICKSON and other NBC artists are being used as models for flashbulbs and "Screechless Recordings," booklet distributed by department stores throughout the country.

ARLINGTON PARK (Chicago races during July) will be broad- cast in an MBS hookup each Saturday dur- ing the month and on July 5. Longtime blanket circulation maker of the Daily Ra- ding Firm, will man the microphone.
As Others Hear Them

COMMUNITY singers who participate in the weekly series on CJCA, Edmonton, Alta., hear themselves as others hear them. During each program one of the songs is recorded and played back to the audience. Records are made at both 78 and 33 1/3 r.p.m., with the better fed back to the theatre where the program is staged.

Television Today

(Continued from page 25)

Television, involving both scientific pioneering and the creation of a new art in entertainment, our critics will not be interested in "alibis," or in the difficulties entailed in fitting program technique to scientific and economic realities. In one short year we have made notable progress in television programming, and this, despite the fact that we have had to overcome some problems which Hollywood has never had to face. Consider that, in movieland, the "sets" are painstakingly constructed—often at great expense—following which cameras are moved into position and "angles" are studied before a "take" is made. Rehearsals are followed by hour after hour and day after day of actual photography.

It is obvious that television program technique must be capable of much greater economy and speed of production, and we shall have no cutting room in which to excise our mistakes. The television camera is the eye of the actual audience itself.

You may remember that a year ago—on June 29, 1936, to be precise—RCA gave its first demonstration of high-definition television to a group of press representatives. You may recall, also, that one of the features of the program presented at that time was "Tobacco Road." At that state of television programming the artist was obliged to "do his stuff" with very few emotions against a very simple background.

In contrast, I can think of no more effective summary of one year of experimental television in America than the demonstration recently given to delegates to the convention of the Institute of Radio Engineers [Broadcasting June 1]. Television "eyes" switched with apparent ease between ballroom scenes, peopled by many actors, outdoor views, close-ups and long-shots, in instantaneous sequence. I consider that that contrast in itself represents a year of large progress.

We are alert to our opportunities, and I am pleased at the brightening of our prospects. America continues to set the pace technically, and I am confident that we shall be second to none in television programming. In both aspects of television, it is to the public's advantage that we remain free a while longer to devote full time to expenditure and development, without the handicaps that might be imposed by an attempt to render it premature and therefore inadequate public service.

The Red River Valley is one of the most fertile areas in the world, and it's farmed on a scale that makes our agriculture big business. Fargo, at the center of this literal land of plenty, supplies most of its needs. Thus WDAY gives you a prosperous urban market as well as a rich and stable farm market. We know of no other such favorable set-up in America.
When you check your newspaper, you'll find...

GENERAL MILLS, INC.
MINNEAPOLIS, MINNESOTA
March 17, 1937
PAY THREE AND 50/100 DOLLARS

Horlick's Malted Milk Corporation
RACINE, WIS. Check No. C 1090
National Bank of Chicago 21
March 5, 1937.

Broadcasting
Washington, D.C.

Phillips Petroleum Company

Broadcasting

Wilkes-Barre, Pa.
APR 14 1937

Penn Tobacco Company

Radio Station WOR
New York

Underwood Elliott Fisher Company

Waterloo, Iowa. Mar 13, 1937

The Rath Packing Company

Dollars

Page 74 • July 1, 1937

BROADCASTING • Broadcast Advertising
That's why 177 broadcasters used BROADCASTING during 1936, to carry their sales messages to the right men in the national and regional radio advertising field.
Broadcast Likings
In Chicago Shown
By Recent Survey
DePaul Interviews Give Data
On Listeners’ Viewpoint
By L. M. McDermott
DePaul University, Chicago

A radio program survey covering 3,970 families has just been made in Chicago. The survey was conducted by Prof. L. M. McDermott of the Advertising Department of the College of Commerce, DePaul University who tells about it in the following article.

THIS SURVEY of Chicago radio is in two parts: Section I pertains to radios. Data was collected on the most popular radio, the average age of all radios, number of used radios, oldest radios now in use, number of radios in Chicago, and the probable saturation of the market. Comparisons were made in many of the preferences with the Radio Editor of the Poll and showed that the housewife does not always think along the same lines. The choices of programs as shown by the Chicago survey were as follows: First, Jack Benny; second, Father Coughlin; third, March of Time; fourth, Eddie Cantor; and fifth, Fred Allen. On the other side of the picture we find housewives wishing certain programs to be excluded from the air. These are mostly children’s programs and are a result of a campaign of women’s clubs.

Naming of Sponsors
One rather interesting point brought out in the survey was the fact that but a small percentage of listeners could give the sponsors of their favorite program. Radio editors of Chicago papers have mentioned this fact, but no definite information had been available until this survey gave definite figures showing actual conditions. An attempt was made by the interviewers to secure a 100% answer to this question. However, only 708 were willing to list favorite programs by the sponsor, or manufacturer. In other words only 12 percent knew the name of the sponsors of their favorite programs. It is estimated that about 25% of these showed some degree of uncertainty.

The list of preferred programs by manufacturers follows: Ford, 109; Jello, 104; Lady Esther, 58; Palmolive, 46; Beech Nut, 44; Chase & Sanborn, 29; Pears, 25; General Motors, 19; Armond, 19; Maxwell House Coffee, 17; Pepysoden, 16; United Bakers, 16; Drug Stores, Tobacco, 10. Manufacturers include Fleishmann’s Yeast, 12; Exlax, 11; Nelson Brothers, 11; Campbell, 9; Lux, 9; Lucky Strike, 8. Others mentioned were Chesterfield, Chrysler, General Mills, Remington-Rand, Rogers Clothing, Pabst, Swift.

Youthful Sleuth
RICHARD DILMER, patrolman, was walking along Fourth Avenue in Brooklyn near 48th St. June 13 when a boy rushed up, said “Arrest that woman; she’s carrying narcotics. I’m Junior G-Man No. 40 and I’ve been shadowing her all day” and ran away again. Although dubious Dilmer made the arrest, found the boy was right. An appeal for the boy to report to headquarters is being broadcast on the Junior G-Man program of WOR. Broadcast three times weekly, the adventure series sponsored by Fischer Baking has enrolled more than 400,000 boys in Junior G-Man clubs throughout the east, according to London Radio Productions, producers of the program.

FROM PLANE—WSGN, Birmingham, inaugurated its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport. Announcers Bob McRaney and Joe Ford and Engineer James Evans are shown broadcasting from the plane.

At least one more broadcast from 104,000,000 boys in Junior G-Man clubs throughout the east, according to London Radio Productions, producers of the program.

Vicks, Packard, Studebaker, and a few others.

Another point of interest to the advertiser is that there is a large number of housewives feel that there is too much advertising in radio broadcasts. Not all answered this question. Out of 1748 who expressed an opinion 958 said there was too much advertising, 888 said programs were satisfactory as to this, and only 105 were in favor of more advertising.

As to the question whether the housewife believed there should be more government regulation and control, a great majority thought the programs to be satisfactory. Some of the opposition was aimed at certain children’s programs, the same speech being broadcast by all the large stations, too much time being taken by baseball broadcasts, and the type of music heard. Quite a number of housewives thought these conditions were a matter for governmental regulation rather than regulation by the broadcasting station and advertisers.

Some of the favorable points brought out by the Chicago survey were:
1. The housewife has decided opinions as to the character of programs.
2. Programs coming over larger stations are preferred.
3. High class programs are preferred.
4. Musical rather than “noisy” orchestras are preferred.
5. Programs receiving the greatest

Mr. McDermott's urination point for radio in this city. Section II covers preferences as to broadcasting stations, stations usually "tuned in," stations preferred as to various types of programs, and favorite programs. Comparisons were made in many of the preferences with the Radio Editor of the Poll and showed that the housewife does not always think along the same lines. The choices of programs as shown by the Chicago survey were as follows: First, Jack Benny; second, Father Coughlin; third, March of Time; fourth, Eddie Cantor; and fifth, Fred Allen. On the other side of the picture we find housewives wishing certain programs to be excluded from the air. These are mostly children’s programs and are a result of a campaign of women’s clubs.

KNX Fliers’ Beacon
KNX, Los Angeles, under special authority of the FCC, served as the beacon station for the Moscow-to-U.S. flyers who landed in the country Sunday on their epochal flight. Employed as a "directional beacon," the CBS outlet was authorized to operate on a point-to-point basis with the planes to guide them to their destination, at the request of the Soviet authorities. An interpreter was called in by the station to assist in communication in the Russian tongue with the aviators and to supply them with weather and other flying information.

DR. LEE DE FOREST, inventor of the radio tube, was awarded the Doctor of Science degree by the Lewis Institute, Chicago, June 22.

To Cover Northwestern Ohio and Southern Michigan

WEBC
Tells Your Story In
AMERICA’S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT’S
WMFG
HIBBING
WHLB
VIRGINIA

WEBF
WSPD

A BASIC STATION
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WEST

John Blair & Co., National Representatives

BROADCASTING • Broadcast Advertising
STORM WARNINGS
On WIBM as Michigan Flood
Threatens Jackson

WHEN a severe storm swept lower Michigan June 20, doing major damage in and near Jackson, WIBM gave outstanding service in broadcasting warnings to motorists and residents of that area and summoning crews of men to help build retaining walls, according to Mr. Hubert Announcer, and Walter Johnson, engineer, worked barefoot when water surged into the studio and control room. Later that evening, when the storm threatened a nearby dam, Announcer Willie Dunn, Kent Josef and Bill Cizek put on hilltops and relayed messages to the studio for release to a frightened audience. A bad leak developed above the high voltage power supply system and a large pan was required to keep WIBM on the air.

GEORGE HARVEY, Fred Kelly and Leo Shoyle of the WGN-MBS sales staff in Chicago, piloted Harvey's Blue Note to victory in the annual Chicago to Michigan City yacht race held June 19.

There's A Reason
for feeling proud, when a new station in America's fastest-growing radio center, Los Angeles, feels no letdown in sales following a rate increase.

Yet Los Angeles advertisers realize that KEHE is still delivering more listeners per dollar.

And here are the reasons:
1-A powerful signal and excellent wave length.
2-The West's most luxurious and most modern broadcasting plant.
3-A steadily growing listening audience.
4-Increasingly encouraging results for present sponsors.

There's a reason why KEHE is selling.
Still Another “Inquiry” Account is Proffered

ANOTHER “per inquiry” account, offered by the American Products Co., Cincinnati, is being presented stations despite continuing refusal of most broadcasters to accept con-
tingent business of this character. The newest pushout of this or typi-
cument of agents to represent the Cincinnati company in the sale of
foodstuff and staples, of the
bility of 80 cents per inquiry regardless of the number secured. The propo-
sion is for a studio program of 15 minutes to be built at the station, with the “advertiser” to furnish the

L. T. Pitman, manager of
WCHS, Portland, Maine, informed L. H. Witte of the company, that he found the offering singularly un-
appealing. “We have some excel-
ent contracts from advertisers who also see tea, coffee, foods, spices, etc.,” Mr. Pitman informed his correspondant. “They did not re-
quire any test campaigns at our expense to determine whether or not they could afford to use our station.”

KPEL, Denver, on June 15 moved into the new Albany Hotel. The motif is en-
tirely Indian, with rustic pine furni-
ture, tunnel ceilings and woodsy inter-
ior. Among the murals are scenes of the Navajo and Pueblo Indians and lamp shades are of buckskin.

Early Decision Seen in FCC Charges

Against Lawyers; Dismissal Is Sought

EXAMINATION of witnesses in the proceedings on charges alleging
improprieties against Paul M. Segal and George Warren, attorneys for
Washington attorneys specializing in radio
practice, made as a result of a report by an FCC investigating committee headed by Telegraph
Commissioner George H. Payne, was being conducted in Washing-

H. Kaufman, special counsel, work-
ing with an assistant in quarters provi-
ded by the Commission.

As BROADCASTING went to press, Messrs. Segal and Smith were making voluntary statements before
the special counsel in accord-
cence with the offer contained in their sworn answers to the charges. The answers to the complaints
were filed in May and in them all of the charges were categorically
and a hearing was requested
unless the FCC should conclude that its citation order of May 19 should be dismissed. Richard M. Casto, named as an alleged “dummy”
applicant, was among those heard by the FCC inquirors. Several
employees of the Segal law
firm had previously made state-
ments to Mr. Kaufman. Sources
close to the Commission believed an
early decision would be reached soon after the special counsel hears Messrs. Segal and Smith. Many of the
charges against Casto had been questioned by the Commission subcommittee, upon whose recommen-
dation the FCC had voted the pro-
cedings.

The attorneys in their answers contended their conduct at all times has been entirely ethical, proper and professional and that
the acts cited in the FCC order were not improper nor in violation
of any existing rules or meth-
ods of loral practice.

The “dummy” applications had been filed for the purpose of “deceiving” the Commission was specifically denied. Mr. Segal pointing out that he was acting for a client and that the applications were in conformity with FCC rules and regulations.

Asks Full Disclosure

Mr. Segal’s answer asserted his “desire that there shall be a full
disclosure of the facts relating to the charges, in order that my inno-
ence and complete freedom from any impropriety or unethical con-
duct may be established and a speedy vindication follow.”

He denied that he knowingly or willfully deceived or induced him to make any false or incorrect disclosure. He asks for a full
Disclosure of all facts and issues and for a full and free hearing of the case.

He stated that he had no desire to have any facts suppressed or hidden.

He denied that he knowingly or willfully deceived or induced any other
applicant to make any false or incorrect disclosure. He asks for a full
Disclosure of all facts and issues and for a full and free hearing of the case.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.

The FCC order having questions
Mr. Segal’s qualifications, profes-
sional standing and character, an
ability, Mr. Segal’s answer stated
While to realize it is not general
necessary or customary to make rep-
port to matters of inducement and receipt as distinguished from specific charge that the
receipt of such general and semispec-
ized or unsatisfactory character, in.
SAILFISH CATCH—During a recent cruise out of Miami, Edgar T. Bell, business manager of the Oklahoma Publishing Co. and WKY, Oklahoma City, earned his way into the famous Miami Sailfish Club by bowing two of the beauties and last of the route for the hour-long battle with each.

Commission any additional information pertaining to the charges it may desire, and I offer my full cooperation, confident that when the facts are fully presented my speedy vindication will follow.

Mr. Smith's Reply

Mr. Smith's reply deal primarily with the Casto case, which he largely handled, and denies that Casto was not a true applicant and did not have the Casto application represented and states further:

In relation to Charge 1, I state that, on Dec. 9, 1936, I presented in the case of Richard M. Casto to the office of the Commissioner of the signed copies of the deposits of Raymond Ross, L. G. Lowe, Morgan W. Cox, Lee B. Hatt and Ralph Kelly, to be attached to certain unsealed copies of the testimony of the same witnesses which had heretofore been received in the Secretary's office; at the time of presentation of the signed copies of the deposits, I advised the Docket Clerk in the Secretary's office of the particular circumstances surrounding these deposits, and that the deposits had been obtained without the signatures of the witnesses in such a manner that the witnesses had been obtained without the signatures of the witnesses in such a manner that the Department of the Commissioner. The deposit was filed with the Commissioner five days before the time for hearing as required by the Rules and Regulations of the Commissioner, and had therefore for-
Guild Broadens to Skilled Radio Men

(Continued from page 18)

the station management on June 12, only a few hours before the departure of Donald Flamm, station president, for a European tour.

According to an announcement issued by WMCA, the agreement calls for immediate salary increases for all announcers and producers, with a provision in the announcers' agreement that provides for what amounts to a guarantee of commercial assignments to increase the salary by at least 20%; provides two weeks vacation with pay for all those employed by the station for a year or more, two weeks full pay in event of sickness and two weeks notice in event of discharge.

The agreement does not guarantee a five-day week as many commercial contracts call for announcers on six or seven days of each week, but wherever possible the management promises to group the working hours to give employers the maximum amount of continuous free time. Announcers are specifically given the right to reject, without prejudice, all offers made by sponsors for special work on commercial accounts, and are permitted to draw up to 20% of their base pay against possible future commercial contracts. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

The temporary nature of the contract, the fact that the Guild was not mentioned in the station's announcement, and the absence of a closed shop provision such as was included in the Guild's recent contract with CBS indicate that a completely satisfactory agreement has not yet been reached. Queried as to those announcements that were brought up by the AGRP committee as it was felt that this could not have been settled before Mr. Flamm's departure, the station manager stated that WMCA's announcement was substantially correct, with four exceptions: (1) that the contract in effect provides for a $42 weekly minimum salary, highest minimum for any station of WMCA's size in the country; (2) that in effect the five-day week is the same as that agreed on at CBS in that announcers are not to work more than five days if commercial commitments require their services; and (4) that the agreement is only for Eurycle and the Guild prefers to be tied over absences and vacations of executives of the station.

Watters Guild

Formation of a National Radio Writers Guild, affiliated with Authors League of America Inc., is under way, following approval last week by the Hollywood Screen Writers Guild. Radio Writers Guild will have four regions: (1) that the contract is the Authors League of America and a national membership campaign will start shortly.

It is believed by the radio actors and actresses have also formally organized as the Radio Artists Guild of America and a charter from a member of the Associated Actors and Actresses of America, which is affiliated with the A. F. of L., is expected to be given the Associated Actors and Actresses of America.

One of the outstanding figures in radio education, Ben H. Darrow, will go West briefly to try to open up some of the stations (KFI, KFW, KWG, KBK, KJX, KERN, KFSF, KTFX) Progr. originated in the network's Hollywood studios and all distributors were ordered to tune in. During this broadcast, details of a new advertising campaign of Richfield Oil Corp. were revealed by Charles J. Jones, president. Richfield Report of Jones & Johnson, which was to start the following Wednesday on the NBC-Pacific Red network, was also presented. Agency is Hiscox-O'Donnell Inc., Los Angeles.

Gotham Newspaper Spots

Gotham Newspaper Spots TO NOTIFY the public the features formerly published in Hearst's New York American, which discontinued publication June 24, had been transferred to the New York Mirror, these papers placed varied series of spot announcements on WIN, WMC, WHN, WNEW, WOR. Most schedules called for a large number of announcements on Friday, June 2.

Sonuco in Yiddish

THE ENTRY of the gas and oil advertisers into the foreign language field was indicated with the placing of a test series in Yiddish on WBNX, New York, by Sun Oil Co. (Sunoco), advertising fuel as furnace oil to the metropolitan New York Yiddish market. Coisting of daily announcements for an indefinite period on Abe Leman's establishment Jewish program, which have been broadcasting daily at 11:30 over WBNX for five weeks, the series was placed through Roche, Williams & Cunnyngham Inc.

ONE of the outstanding figures in radio education, Ben H. Darrow, will go West briefly to try to open up some of the stations. He has been director of the famous Ohio School of the Air.

Sandford I. Carter, attorney for the newly formed guild is to draw up the constitution and by-laws. WCAU announcers will start 40 hour, five day week Sept. 1, according to Dr. Leon Levy, president of WCAU, Philadelphia. The network's European tour was set back because of a late call by the station executives and came as an unexpected surprise to the announcing staff. They will be able to give each an additional salary increase every six months.

Richfield's Sales Meeting

RICHFIELD OIL Corp., Los Angeles (gas & oil), on June 28 held a 300 a.m. (PST) special "sale meeting" for its Pacific Coast salesmen on 11 NBC-Pacific Red network stations (KFI, KW, KTAC, KHQ, KGW, KFBK, KJM, KWT, KERN, KFSF, KTFX). Progr. originated in the network's Hollywood studios and all distributors were ordered to tune in. During the broadcast, details of a new advertising campaign of Richfield Oil Corp. were revealed by Charles J. Jones, president. Richfield Report of Jones & Johnson, which was to start the following Wednesday on the NBC-Pacific Red network, was also presented. Agency is Hiscox-O'Donnell Inc., Los Angeles.
U.S. Appellate Court Affirms Ruling Of FCC in Granting “640 Case” Station

ANOTHER obstacle in the path of the now famous “640 case,” which resulted in authorization of a new station in Portland, Me., to be operated by the Portland Press-Herald, was removed June 28 by the U. S. Court of Appeals for the District of Columbia in affirming the FCC grant authorizing the new station.

In a 4 to 1 decision, with Associate Justice Stephens dissenting, the court affirmed the FCC action authorizing construction of a station in Portland to operate on the 640 kc. channel until local sun-set with 500 watts power. The station, assuming there will be no further appeals, will now go into construction and will operate with the call WGAX. The licensee is the Portland Broadcasting System Inc., of which the majority stock is owned by the Gannett Publishing Co., publishers of the Portland Press-Herald.

The appeal from the FCC decision was taken by Eastland Co., of Portland, and the Congress Square Hotel Co., operator of WCHS, Portland, which also had applied for assignment in the 640 kc. channel with limited time operation. The station, assuming there will be no further appeals, will now go into construction and will operate with the call WGAX. The licensee is the Portland Broadcasting System Inc., of which the majority stock is owned by the Gannett Publishing Co., publishers of the Portland Press-Herald.

Personnel Shift

The main contention made in the appeals of WCHS and its sister Eastland Co., was that at the time of the original hearings were held Commissioners Gary, Brown and Sykes were members of the Broad- cast Division and heard the testi mony. When the decision was rendered on May 1, 1936, the Broadcast Division was composed of Commissioners Sykes, Case and Prall. “There was a substantial change in the personnel of the Division which decided the case did not invalidate its decision, for it was nevertheless the decision of the Division which acted upon the evidence,” the majority of the court held.

Regarding other contentions of the appellants challenging the findings of the Commission upon the facts, the court took pains to point out that it is not to be governed only by the weight of the evidence in cases of contradictions, but must affirm the decision of the Commission as to the facts, if supported by substantial evidence, unless the decision is “arbitrary or capricious.”

Upon the contention of WCHS that licensing of an additional station would affect its operation adversely from the economic standpoint, the court’s majority held that the Commission found the city and county could “well support an additional radio broadcasting station without affecting adversely the services of radio station WCHS or the income or revenues of the Congress Square Hotel Co., licensee thereof, and intervene herein.”

Dissenting Opinion

In a strong dissent, Associate Justice Stephens declared that he thought it was clear that Congress intended that the Commission should itself hear witnesses in cases. He said: “It is well aware of the exigencies under which administra tive tribunals burdened with a great volume of public business requiring speedy disposition, and customarily permits them to dispense with unnecessary formalities. But I think that in the absence of language clearly permitting it, we should not conclude that Congress intended a Commission to dispense with oral arguments before, or with hearing of the witnesses by, those who are to decide. Neither of these procedures is a formality. On the contrary, each is a substantial aid to correct decision.”

Judge Stephens held also that the authorities cited in the majority opinion, were not persuasive because of material differences from the case in the facts or statutes involved.

Tie This One!

Drogie Panie Gospozię:

Pickarze słynnego powolnie wypiekanego chleba WONDER BREAD maja dla was niespodziankę, o której my wam już dzisiaj powiemy. Otoż jutro z kazdym zakupnym bochenka chleba WONDER BREAD, specyficznie dla waszej dziwaty zalezony bedzie piekny balonik, ktory znajdowac sie bedzie w srodow owioki chleba WONDER BREAD. Pamietajcie wiec drogie panie gospozię, zakupcie jutro u waszego grosernika bochenek chleba WONDER BREAD, a otrzymacie piekny balonik dla waszej dziwaty. Oferta ta tylko na jutro, w kazdej groserni. Dzieci wasze ujscie sie gdy dacie chlebek z owioki chleba WONDER BREAD. Wiec nie zapomnijcie jutro zakupic bochenek tego smaczego powolnie wypiekanego chleba WONDER BREAD a otrzymacie w srodow owioki piekny balonik.

Two Broadcasts of This Announcement

OLD

25,000 LOAVES OF BREAD

WJBK - DETROIT

Foreign Representatives—Van Cronkhite & Associates

Chicago • New York

www.americanradiohistory.com


TABLE PRODUCTS Inc., Los Angeles (Duchess mayonnaise), on June 7 started for 13 weeks participation in Western Home Hour, Pacific Coast stations (KKN, KSF0) and KOY, Phoenix. Mon., Wed. and Fri., 3:45-4 p.m. (PST). Agency: Lord & Thomas, Los Angeles.

DRACKETT Co., Cincinnati (Dono), on August 4 started Helly Pegg twice weekly for 52 weeks on 20 NBC-Red stations. Wed. and Fri., 11:45-12 noon. Agency: Ralph H. Jones Co., Cincinnati.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Oct. 3 will resume Joe Penner with Jimmy Dorsey's orchestra on 46 CBS stations, Sun. 6-6:30 p.m., following a 13 weeks vacation. Agency: Ruthrauff & Ryan Inc., N. Y.

COMMITTEE of 1,000,000, N. Y. (antidumping law) on June 15 started Gerald L. K. Smith & 6 New York Broadcasting System stations, Fri., 5-5:30 p.m. (WIBX, WABY, WSAV), rebroadcast, 9-9:30 p.m. (WINS, WBNY, WMBO). Direct.

WASEY PRODUCTS Co., Cleveland (Misterole, Zemo, etc.), on Oct. 4 started Carson Robison & F. J. Backhouse on 49 NBC-Blue stations, Mon. Wed. and Fri., 4:45-5:15 p.m. for 52 weeks. Agency: Erwin, Wasey & Co. Inc., N. Y.

Radio Aids Ferry
AN ANNOUNCEMENT program for the Dyckman Street Ferry, New York, broadcast during the On Parade program of announcements and music that is a daily feature of WINS, New York, has produced a noticeable increase in traffic on the ferry, according to the Friend-Wiener Adv. Co. Inc., New York, which has not only renewed the announcement but has also added the ferry to the participating sponsors in the Friday night broadcasts of the motorcycle races at Yankee Stadium on WINS.


RICHFIELD OIL Corp., Los Angeles (gas & oil), on June 30 started for 52 weeks, Olsen & Johnson, variety show, on 16 NBC-Pacific Red stations (PST), with KWIN, KSF0, KFKP, KNX, KGW, KRMN, KRMJ, KBNO, KOW, KFSD, KBFB, KGW, KRMJ, KBIN and KATR, Wed., 3-3:45 p. m. (PST). Agency, Hixson & O'Donnell Inc., Los Angeles.
KSAL, Salina, On the Air

NEWEST broadcasting station to go on the air is KSAL, Salina, Kan., which was inaugurated early in July with broadcasts from the newly opened studios of the KFBI, Abilene, as manager. Shown with Mr. Crockett is R. E. Layonnier, publisher of the Salina Journal, the licensee. Authorized to operate with 100 watts power in the daytime and 250 watts power in the evening, the station is Western Electric equipped throughout. Program manager is W. Wendell Elliott and chief engineer is N. E. Vance. Others on the staff are: Margaret Dalton, secretary; Carl Eberhardt, musical director; Russell Siner and Sid Tremble, continuity department; Paul Roscoe, sales and promotion agent; and Brown and Jean Seymour, operators; Bruce Robertson, announcer; Al Thompson, pianist; Frances Elliott, home economics director; Rosalee Esty, publicity director; Robert Yoder, musical director; Sid Tremble, continuity department; Paul Roscoe, sales and promotion agent; and Brown and Jean Seymour, operators; Bruce Robertson, announcer; Al Thompson, pianist; Frances Elliott, home economics director; Rosalee Esty, publicity director; Robert Yoder, musical director; and Irving Kunkel, station manager.

GILLETTE SAFETY RAZOR CO., Boston (razor blades), on July 4 changes its name to the program from Community Sing to Summer Hotel, and the time of broadcast on 11 CBS stations, Mon. thru Fri., 1:20-1:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

WHAG RADIO & TELEVISION CORP., Philadelphia (radio receivers), on July 4 changes the name of its program from Astronomy to Earth and the Time of Broadcast on 35 CBS stations, Mon. thru Fri., 3:30-4:00 p.m. Agency: Redgate & Ryan Inc., N. Y.

"In The Heart Of Chicago"

July 1, 1937 • Page 83
Lemmuel E. Cheek
LEMUEL E. CHEEK, 45, chief
mechanic of WFBA, Dallas, was
instantly killed June 23 when his
car overturned at a sharp curve
on the Lake Dallas road, 30 miles
northwest of Dallas. Mrs. Cheek
was in a serious condition with her
legs broken and her pelvis frac-
tured. Their son, Lloyd, 20, was
knocked unconscious, but not seri-
ously injured. Everett Myers, 17,
a neighbor friend of Lloyds, re-
ceived a broken arm. The four
were on the way to Lake Dallas
for a fishing party.

Professional Directory

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of
Professional Background"

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St., Davis 2122
Evanton, III.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas
and Antenna Planning Equipment,
Field Strength Surveys, Station
Location Surveys.
200 E. 161st St. NEW YORK CITY

McNARY and CHAMBERS
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

THE SOBY YARDSTICK
AVAILABILITY OF
FREQUENCY MEASURING SERVICE

MacArthur & Chambers
Radio Engineers

 השונים ו Diagnostics, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET

New York, N. Y.

RADIO WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET

New York, N. Y.

Hotel Installs
HOTEL TAFT, New York,
is at present installing radio equipment in all 200 rooms, which will give every guest the choice among the broadcasts of four New York stations and the wired-radio presentations of Muzak, Inc. This is said to be the first Muzak installation in hotel bedrooms, this service usually being limited to restaurants and reception rooms.

Late Personal Notes

GENE FROMHERZ, head of the J. Walter Thompson spot department in Chicago, left June 29 for a two-week

season in Banff, Canada. He will return on July 20 at Tacoma, W. A., where there are three days where he will be the guest of Ed J. Jansen, commercial manager of KHJ.

JAMES V. PORTER, formerly director of the dance-band department of Columbia Artists-Radio and previously operator of a number of ballrooms in Ohio, has been appointed general manager of WOBN, Cleveland, New York program production agency. The firm's three principals as well as its new general manager are all IBS alumni.

DAVID MCCOSSER of the executive staff of WPTV, Hollywood, WSB, radio, is in New York for a

protracted stay in connection with station business. He joins the headquarters organization at the Essex House.

SAM BROWN, formerly with KYW, Philadelphia, and prior to that with WOR, New York, has joined WMCA, New York, where he announces the "The Silver Skies" and "Fire Star Final" programs.

VIC HURLEY, author of several books about the tropics, has joined the continuity staff of KOMO-KJR, Seattle.

ASTRONOMER PERRY, formerly with the National Committee on Education by Radio, who was badly in-

jured in an airplane crash last April in Venezuela, is reported to be in very favorable a situation in a hospital in Caracas.

NORMAN BOTTERILL, formerly of "FACE," has joined the production staff of WCBS, New York.

LEON WOMACK, for two years assistant manager of Los Angeles theaters in Clevis, N. Y., has joined KICA, Clevis, N. M., as the continuity manager.

ROBERT GEMIS and Henry J. Paris have been assigned to the sales staff of WVSW, Pittsburgh.

BILL SHARPE and Ski Parks, for-

merly of KADA, Ada, Ohio, have
joined KICA, Clevis, N. M.

BRANCHAM Co., newspaper and radio station representative, has moved its New York offices to the New York Central Bldg., 290 Park Ave. The phone is Murray Hill 6-1860.

LEGAL

ARTHUR GEORGE MACLEAN, Jr.
Would Arthur George Maclean, Jr., formerly of Toronto, please communicate with Toronto General Trusts Corporation where he will learn of something to his advantage?

THE TORONTO GENERAL TRUSTS CORPORATION
233 Bay St., Toronto, Canada
Executor and Trustee late Arthur George Maclean of Toronto.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 15c per word. Minimum charge $1.00. Payable in advance. Forms close 28th and 10th of month preceding issue.

Help Wanted

Experienced announcer—continuity wr.

at 5,000 watt network station in southern
city one hundred thirty-five dollars
monthly to start. Box 718, BROADCASTING.

Experienced, substantial person share

control and financing new local stations.

Los Angeles, New York. Box BROADCASTING.

Situations Wanted

Desire management, assistant or positi

on with advancement. Twelve yrs. expe

ience; announces, sing, do spot news, on network; have managed new stations. Working at present, many (wife plays organ and piano); pay anywhere. Box 715, BROADCASTING.

Creative salesman, college trained.

Current record, desires position on network. Has 11 years experience in sales and continuity. Sales manager, desirable salary. Box 719, BROADCASTING.

Successful sales manager competent

capable of assumeing responsibilities to join a progressive radio or advertising agency. Willing to travel anywhere. College graduate. Salary and background includes three years of experience of sales, one year's experience in the sales field. Excellent references. Box 719, BROADCASTING.

Radio news editor: crisp news, vi
dications and features. Col
graduate. Two years experience. Box

references. Box 694, BROADCASTING.

Wanted to Buy

Used Western Electric 10-A Recel,

Must be in good condition. State price details to Box 778, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7, 1,000 watt strength, ceiling unit including direct reading; Entline Angus Autom

ated for local or distant station. GR radio frequency bridge, radio oscil
tors, etc. Reasonable rental. Allied Radio, Laboratory, 260 East 161st St., New York City.

For Sale

Great Sacrifice

Western Electric

1 Kw. 106 B Transmitter

A well-known Radio Station, which it has serious in mind to sell it at a high price, will sell a Western Electric

1 kw. 106 B transmitter which cost in excess of $20,000 for $3,500.

The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps. Designed to operate from DC source, but can be modified for AC operation on any power from 10 watts to 1 kw.

Ideal for police department or airport service.

The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price. Box 705, BROADCASTING.

www.americanradiohistory.com
WHEN RUSSIAN FLYERS LANDED
Radio on the Job in a Hurry as Soviet Airmen
Land at Vancouver Airport, Wash.

YERS GREETED—Eddy King and Don Austin, announcers of KGW, Portland, Ore., were greeted by Russian flyers who landed at Vancouver Airport, Ore., after a trip over the Pacific Ocean.

By W. CAREY JENNINGS
Announcers, KGW-KEX, Portland, Ore.

The RUSSIAN flyers have landed at the airport.

Those five words electrified the telephones as soon as they were received on NBC, Red and Blue outlets, for through the showmanship, efficiency and cooperation every member of the staff of WKN and KGW, NBC outlets in Portland, Ore., a nationwide scoop was arranged.

Behind those five words is a story of radio as the story of a train. That word reaches the hearts of listeners through their highly efficient audience far in advance of the train itself.

A scene of action. Telephone lines were ordered; a car rushed for the Russian interpreter; a riot of reports, new and old, men, camera crews, Chamber of Commerce officials were on their way to the Columbia River. The first to arrive at a microphone was a dispatch of men, women and children who had left the plane, Eddie King was getting first-hand information from the flyers. The Russian interpreter had arrived on the field, having gotten out of bed and dressed in the taxi—driving—a drive of 15 miles in twenty minutes.

The dispatch department under Morton H. Bories had handled NBC's San Francisco office and at 9:45 a.m. a 15-minute broadcast went out from Pearl Field, an airfield base in Vancouver, Wash. It was a scoop for radio. As soon as this 15-minute broadcast was completed, plans were immediately under way for another hookup the earliest possible moment after the arrival of Alexander A. Troyanovsky, ambassador to the Soviet Union, and Chief Announcer of KGW.

MBS claimed a scoop when it was sent a flash on the actual landing shortly after 8 a.m. EDTS, June 20. The network had been on the air from KOIN, San Francisco, with frequent bulletins. KFWO, San Francisco, presented an all-night broadcast from Oakland airport while awaiting the arrival of Bob Dumm and Alan Sheppard.

The New Resonoscope
SEEING, rather than hearing, whether a radio vocalist or musical instrument is true to pitch, now is possible to control room engineers and production engineers through the advent of a novel new electronic instrument known as the Resonoscope. Developed by the Allen B. DuMont Laboratories, Upper Montclair, N. J., it is claimed to determine musical quality by the ear far more exactiy than the ear. A special cathode-ray oscillograph in conjunction with a standard set of musical frequencies representing the 12 notes of the chromatic musical scale does the trick. The Resonoscope already is measuring sound at a glance in a number of broadcast studios.

QUESTION
Why are WCOA advertising messages always assured maximum listening audience?

ANSWER:
Because Florida's west coast is a radio "battled spot" where WCOA only is well received!

WCOA
PENSACOLA, FLORIDA
National Representatives, JOHN H. FERRY
Associates

RADIO OUTLINE MAPS
of the
UNITED STATES

Every city in the U.S. having a radio tower as of January 1, 1937, is shown. Time zones are indicated. The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES
25 Copies $2.00
50 Copies $3.75
100 Copies $5.00
200 Copies $9.00
Single Copies 10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

July 1, 1937 • Page 85
Irremovable
Please Listener First,
Then Sponsor and
Network
By W. J. SCRIPPS
General Manager, WWJ, Detroit

THE RADIO industry stands to-
day at the parting of the ways. Two roads, directly opposite each other, confront the broadcaster. If he chooses one, he stands a good chance of helping radio die through sheer listener boredom. If he takes the other, he can help radio reach undreamed-of heights in listener appreciation and satisfaction. The first is the easy way, the way “paved with gold” for at least part of the distance. The latter is the stoney path, requiring wisdom, foresight, balance, and perhaps the expenditure of much cash before the end is reached.

Briefly, these two ways are Com-
mercial Policy, to some form of which American radio is committed. The decision lies in the question as to whether programs shall be built and placed purely to the satisfaction of the sponsor, or whether the listener shall be considered.

The Way Out

Hitherto, the sale of radio time for commercial purposes has been conducted virtually in an open market, with “first come, first served”, and “caviar emperor” as the order of the day.

The result is that programs are a hodge-podge. Like programs follow like programs, variety shows follow variety shows, news follows baseball games. Children’s programs follow children’s programs, and “family life” programs follow “family life” programs.

All this, the writer thinks, doesn’t make sense. He believes that if this type of programming keeps up, it ultimately will result in wrapping the audience to the point of listlessness or utter indifference.

What is the solution?

Pioneering again in this field of new thought in radio, WWJ—the Detroit News station, America’s pioneer broadcaster—believes it is merely a matter of proper programming, rigidly applied.

We at WWJ recognize the fact that the listeners can’t take a hint in the programming—and the sponsor, with his eye always on the bottom line—so this leaves the whole business squarely up to the broadcaster.

Using our own station—WWJ—to cite a specific case, we are taking a firm stand as to programming. We do not intend to modify this stand no matter what the pressure, temptation or the cost.

In brief, here is WWJ’s policy as it will be effective with the return of New York to Eastern Standard Time:

Beginning a Red NBC station, WWJ has available, among other periods, for studio broadcasting, one half-hour each evening, from 7:30 to 8 p.m., Monday through Saturday, during the seven months of the year that New York is on EST.

In that half-hour each night, WWJ’s production department will build a fine program, constructed with a view to its balance with the rest of the evening’s entertainment. If a script show precedes the half-hour, and a swing band follows—so the program will probably be a symphonic presentation. If variety shows and comedy are the order of the night, the studio half-hour may be devoted to a fine drama.

Client Must Buy Show

Now here is where the plan works out. Once established in the minds of these specialization-ly built, balancing programs will be kept there. Any inquiries as to their availability for sponsorship will be answered on the basis that the prospective client must sponsor the program already established in the minds of these programs for it to work. He cannot change the show’s complexion, nor can he kill it.

GAY FOR THE KIDDIES—Colored murals depicting growth of NBC children’s programs during the last decade have been completed in Radio City. The ninth floor has been decorated with favorite NBC radio characters, depicted in fairy book design by “Jolly Bill” Steinke and his 23-year-old daughter, Bettina. Basic sketches and color work, as well as final painting, was done by Miss Steinke while the mother was responsible for black outlines and imaginative touches. The murals have been attracting wide attention at Radio City.

Page 86 • July 1, 1937
Swicegood Is Appointed To Be WAGA Manager With Transfer to Atlanta

ESSE M. SWICEGOOD, native Atlantan formerly with the WSB engineering staff and more recently in charge of the three Georgia stations operated by the J. W. Woodruff interests, will become manager of the new WAGA after the transfer from Athens, Ga., into Atlanta. The 500-watt WAGA on 450 kc. is now operating in Athens as WTI, but its removal into Atlanta is expected to be completed by Aug. 1 or 15, having been authorized by the FCC.

WAGA will be operated by the Atlanta Journal, owner of WSB, which holds 40% interest in the Liberty Broadcasting Co., license corporation, in which Norman K. Finston, New York real estate and investment broker holds 50% of the stock and Harold A. Faloun, former Federal Radio Commissioner, 10%. The new station will be under the general direction of Bobbin Kay, WSB manager. Mrs. Chester Fulmer, formerly with WJAC, Atlanta, will head the continuity department, and a staff of about 20 more will be announced.

The WAGA transmitter site is xuated three miles east of the center of Atlanta, where installation of an RCA transmitter and erection of a 375-foot Ruscon vertical radiator is now being made. Transmitters are being built in 5,000 feet of floor space in the Western Union Bldg., adjacent to the Atlanta Journal. The new quarters will also house the Journal radio news staff comprising Ernest Sagers, Edwin Camp, Douglas Edwards and Walter Paschell.

SCAP Bill Deferred by Illinois Legislature

ITH the adjournment of the Illinois Legislature June 30, the anti-SCAP bill, which was tabled by Governor E. Haines on June 14, has no chance of passing now until the Illinois body convenes again in January, 1960. Introduced by Rep. D. Crowley of Peoria (18th senatorial district), on March 29, the bill numbered 1,240, was passed by the committee on License and Legislancy, which recommended its passage on June 9. However, since it was not acted upon since its filing June 14, it will have to be reintroduced again in the 1960 session if any action is desired on the bill.

In substance the bill prohibited the broadcasting of copyrighted vocal or instrumental musical compositions or performances of copyrighted vocal or instrumental musical compositions or performances by competing organizations to control the sale and use of such compositions and license fees and other exactions. It also provided that authors, composers and publishers of such compositions must be independent. The bill provided for a penalty which would be imposed on anyone collecting money as a part of a collection organization.

Paley Sails June 30

ILLIAM S. PALEY, president of CBS, and Mrs. Paley were to sail June 30 on the Normandie for a European vacation.

Garrison & Co. Formed

W. W. GARRISON & Co., Chicago, new advertising agency, has been formed with offices at 400 N. Michigan Ave. The agency is headed by W. W. Garrison, president, and treasurer, formerly vice-president of McJunkin Advertising Co., Chicago, with H. P. Falvey and George Schill, also formerly with the McJunkin agency, vice-president and secretary respectively. The new firm will handle the black and white advertising of the W. A. Schaeffer Pen Co., Fort Madison, Iowa, with Baggeley, Norton & Hoyt, Chicago, continuing to place the pen company's radio business. The Chicago Roosevelt Steamship Co., through the new agency, is now running a summer campaign for its lake boat trips over WGN and WNTD.

Songwriters See Boost Likely in Record Fees

The Fight of the Songwriters Protective Association for a greater share of the mechanical rights paid by transcription makers [Broadcasting, June 1 and 15] is nearing an end, and apparently a successful one for the writers. Starting with a declaration by the SPA as to May that after June 1 it would itself take over and handle the mechanical rights to music written by its members, which had heretofore been administered by the Music Publishers Protective Association, and continuing through a series of stormy meetings between the committees of the two organizations, the affair has now reached the stage where the SPA and MPAA attorneys are drawing up an agreement for submission to the membership of each group.

The terms, which will probably be accepted by both sides, are said to leave the administration of mechanical rights in the hands of the MPAA, but with an accountant kept in the MPAA office to look after the SPA interests, and to increase the writers' share of the proceeds from 38½% to 50% of the amount collected from the recording firms.

Rowell to Washington

ELWIN J. ROWELL, director of the New England Radio News Service, has been named cooperative supplying farm information through WBC-WBZ-A, Boston-Springfield, has been named market news specialist of the U. S. Department of Agriculture. He will work under Roy E. Hendrickson, information director of the Bureau of Agricultural Economics. Mr. Rowell was feted at a testimonial dinner June 15 staged by his New England associates, with John A. Holman, NBC New England manager, as one of the speakers.

RICHFIELD OIL CORP., Los Angeles (gas & oil), has renewed for 22 weeks its contract with United Press to supply news for the 10-minute "Richfield News" heard at roll call on NBC Pacific Red stations. Agency is Hixson-O'Donnell Inc., Los Angeles.

WHAT are the new call letters assigned to the new 500-watt daytime station on 930 kc. at Saginaw, Mich., which the FCC recently authorized Edmund C. Shields and Harold F. Gross to construct. Former call assignment was WJOY.

BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid
(Your name in gold 25c extra)

BROADCASTING

787 National Press Bldg. Washington, D. C.

July 1, 1937 • Page 87
Applications

JUNE 14
WINA, New York, N.Y.—CP change antenna, change of name to 500 kw.
NEW, WAVE Inc., Louisville, Ky.—CP 610 kw to 500 kw, move studio.
KATS, Albert Lea, Minn.—Mod. CP as mod. 50 station to change equip., antenna, change of name, studio and on-air studio sites.
NEW, Martin R. O'Brien, Aurora, Ill.—CP 2650 kw D, amended to 2500 kw.
NEW, Robert McNamee, Mont.—CP 1310 kw D to 250 kw D.

JUNE 16
WSJV, Washington—CP new trans., increased to 50 kw directional, move trans.
WXAR, Norfolk, Va.—License for CP new power.
WQAN, Scranton—Mod. license 500 kw to 50 kw.
WCHV, Charlottesville, Va.—Mod. license unrevoked, electrically change free.
NEW, M. M. Valentine, Laredo, Tex.—CP 300 kw D to 1500 kw.
WGN, Mississippi City—License for CP new trans.
KEW, Brady, Tex.—License for CP change equip., increase power.
WFRG, New Hope—Mod. CP new trans.
WPHL, Norfolk—License for CP new trans., changed to 6 kw.
WFKB, Sacramento—Increase 5 to 10 kw.

JUNE 21
WAAL, Boston—Mod. license N 1 kw.
NEW, George B. Storer, Pontiac, Mich.—CP 500 kw D, move trans.
NEW, William J. Fields, Inc., Las Vegas, Nev.—CP 350 kw D to 250 kw D, approved.

JUNE 24
WORL, Boston—License for CP change equip., including mobile.
WSVN, Miami—License for CP new trans., increased to 5 kw.
WGBH, Cambridge—License for CP mod. power. WGBH, Cambridge—License on new antenna.
WNEI, South Bend, Ind.—Mod. license N 250 to 500 kw.

JUNE 26
WGOM, St. Albans, Vt.—License spec to D to LS Cleveland, D to CP.
WGAR, Cleveland—CP new trans., increased to 1 kw D & 5 kw N & S.
WJZ, Richmond—License for CP as mod. 85 kw.
WHSV, Roanoke—License for CP new trans., including mobile.
WHNT, Huntsville, Tex.—CP 1600 kw D.

Examiners' Reports

NEW, Clarence A. Berger & Saul S. Freeman, Couer d'Alene, Id.—Examiner recommendation (I-487) that applicant, CP 1200 kw D to 100 kw D be granted.
NEW, Amoril, Ark.—Examiner Dabrowski recommended (1-487) that applicant, CP 1500 kw D be unlicensed.
NEW, Chase S. Osborn Jr., Fresno, Calif.—Examiner recommendation (1-487) that applicant, CP 1450 kw D be unlicensed.
WPEN, Philadelphia—WRAX, Philadelphia—Examiner recommendation (1-487) that applicant, Clarence H. Tashel and John Fredrick, to transfer control of William Penn Broadcasting Co., CP 1500 kw D & N, be denied.
WPEN modified license Sh-WRAX to be granted.

WKEN,xdc, Madison—License for CP new trans., including mobile.
NEW, Arthur C. Fields, Inc., Las Vegas—Examiner recommendation (1-487) that applicant, CP 1500 kw D be unlicensed.
NEW, John E. Fields, Inc., Las Vegas—Examiner recommendation (1-487) that applicant, CP 1500 kw D be unlicensed.
KST, St. Louis—KFUX, Clayton, Mo.—Examiner recommendation (1-487) that applicant, KFXM, San Bernardino, Calif., be unlicensed.
KWNO, Winona, Minn.—Mod. CP trans., increased to 10 kw, vert. antenna.
WDAF, Kansas City—Mod. CP change equity.
KXNO, Knoxville—Mod. license to Scripps-Howard Radio Inc.

NEW, Phillip Jackson, Brunswick, Ga.—Examiner Bramhall recommended (1-445) that applicant, CP 1420 kw D to 150 kw D be dismissed with prejudice.
WARY, Albany—Examiner Irwin recommended (1-446) that applicant, increase CP to 250 kw D be granted.
NEW, Amoril, Ark.—Examiner Dabrowski recommended (1-447) that applicant, CP 1800 kw D be unlicensed.
NEW, Chase S. Osborn Jr., Fresno, Calif.—Examiner recommendation (1-447) that applicant, CP 1800 kw D be unlicensed.
WPEN modified license Sh-WRAX to be granted.

50TH BIRTHDAY—It was in June of 1887 that Heinrich Hertz, German physicist, took the leadership of electromagnetic wave action promulgated 20 years earlier by James Clerk Maxwell. Valley Brook—Cohoes, U., making use of the practical possibility of broadcasting electrical impulses through the air. At the age of 53, Hertz died when he was 37. Upper right shows his resonator, and sounding apparatus, a ferrite bell. Lower right shows the "funken-induktor" with which he conducted his experiments, which laid the groundwork for the later discoveries of Marconi, DeForest, Popoff, Braly, Aroch and others who made present-day radio possible.
NEW TRANSMITTER LAYOUT—Here is the floor plan, graphically depicted, of the new WBGB, Richmond, Va., which on June 27 became the NBC Red outlet in Richmond after several years as the CBS station there. Operating on 1350 kc, with new power of 500 watts, the station has built an entirely new plant and studios. A new RCA transmitter has been installed. Shown are (1) chief engineer's office; (2) rest room and lavatory; (3) laboratory; (4) heating plant; (5) main transmitter.

Controlled Direction

SHURE BROTHERS, Chicago, announces a "Controlled Direction" microphone. A "tri-polar" crystal microphone, the new instrument not only has the figure-eight directional pattern, typical of velocity operation, but also provides unidirectional and non-directional response simply by turning a small switch on the unit. It is claimed that the new microphone can cope with nearly every pickup condition and under conditions of high reverberation intensity or background noise.

WSB School of the Air Is Praised by Educators

STRIKING tribute to WSB and the Atlanta Journal for sponsoring the School of the Air was voiced in Savannah during the recent sessions of the Georgia Education Association Convention. In resolutions adopted, the Georgia Superintendents and Board Members' Association declared: "We commend the Atlanta Journal for the splendid educational service rendered by it and WSB in sponsoring the School of the Air."

The district auditions in declaration, recitation, piano, voice and violin in which over 300,000 high school and grammar school boys and girls in 400 Georgia public schools participated closed May 28. Soon after the state winners were announced June 26, they were given free trips to Radio City in New York, where they were guests of NBC. On their way to New York a stopover was made in Washington, D.C. at the request of Mr. Studebaker, U.S. Commissioner of Education; Judge E. O. Sykes, chairman of the School of the Air. Division, and historical points of interest in the National Capital.
Three New Locals Authorized by FCC

Three new local broadcasting stations have been authorized by the FCC, bringing the total to 1500 for the year. The new stations are located in Three Forks, Montana; New Brunswick, New Jersey; and Burlington, North Carolina. Each station has been granted a 100-watt nighttime license and a 50-watt daytime license.

Press Ownership Opposition Seen

“Local Monopoly” Cited Again in Opposing KOOS Sale

AGAIN opposing “local monopoly” of news and advertising and citing alleged conflicts with Sections 201 and 310 of the Communications Act, Examiner P. W. Seward on June 29 recommended to the FCC Broadcasting Bureau that the sale of the transfer of ownership of KOOS, Marshallfield, Ore., to Shelton F. Sackett, publisher of the May Day Times, Buffalo, Kansas, and part owner of the Salem (Ore.) Statesman, be rejected.

Sackett had attempted to sell the station for $14,000 to Mr. Sackett was rejected last year by Walter Read, president of KOOS Inc., who was to continue as manager, and the proposed transfer was heard by Examiner Seward last June 7. John C. O'Brien, Palm Beach, Fla., is publisher.

Two Station Transfers

TRANSFER of the control of WJNO, local station on 1200 kc., in West Palm Beach, Fla., to Jay O’Brien, Palm Beach investment and real estate man, was authorized by the FCC Broadcast Division June 29. The station will be operated with 100 watts during the day and 50 watts at night under the authority of John O’Brien, who will continue to operate under the old call letters.

Television in London

TO GIVE its staff a vacation, while technicians revamp some of the equipment, the television division of the BBC has decreed a three-week "sightless period," starting July 26. While the equipment is being repaired, the service will be improved at Alexandra Palace, where the BBC transmitter is located and where the only television program is the enormously popular “Wood-Wash.”

Swift Tests Flexo

SWIFT & Co., Chicago (Flexo water softerener), recently started a one-month live spot advertisement campaign in Wood-Wash, Grand Rapids, Mich.; WKBN, Youngstown, and WSBT, South Bend, Ind. Six spots will be used, and they will be extended on Wood-Wash and five weekly on the other two stations. If test campaign proves successful, more ads may be added. Stack-Goble Adv. Agency, Chicago, handles the account.

Weco Returns to Air

WECO PRODUCTS Co., Chicago (Dr. West’s toothbrushes and paste), will start a weekly quarter-hour program called “Dr. West’s Monthly.” The program will be presented by Albert Spiegel, and the corollary will be used on WMAQ and WBBM. J. Walter Thompson Co., Chicago, is agency.
EQUIPMENT

NEW automatic peak volume control recently developed by the Bell Telephone Laboratories was installed at eight CBS stations in June and July, with similar equipment to be placed in all 115 CBS and operated stations. Complementing the thermostat on an oil bottle to serve as a "ghost meter," automatically keeping the radio volume at a pre-determined level slightly below the static maximum. To produce this gain in signal intensity without break of sound, it would be necessary to double the station's power. The new device has been installed at:

1. New York: WOR, Chicago: WOC, Minneapolis: WCC, Choteau: WJSY, Washington: WZAV, SRC, Cincinnati: KNX, Cleveland, and also at the station's mobile - short-wave transmitter, TE.

STUDIO RECORDING Corp., New York, has issued a new 16-page booklet, its sound recording equipment. It is complete descriptions of portable recording turntable, static recording turntable, field cutting head, recording amplifier, mylar recorder, recording turntable, transcription turntable, cutting machine, and recording facilities for relay radio investigations. A separate page folder describes Presto needles.

1G. Greensboro, N. C., has purchased No. 1,10-A program amplifier from Western Electric Co. The station is making a survey for a new studio site with a view to installing 711-Water radio.

1H. Norfolk, Va., announces the installation of a new transmitter on Glen Rock, which, according to the engineers at WHAG, will send the equivalent of five units into the station's primary 18-hours daily.

1C. Bridgeport, Conn., has opened its studios with salt shaker microphones throughout.

2ERN ELECTRIC 110-A program amplifiers are being installed at WBADX and WVEC, Boston; WIZN, New York; and WZCO, Bridgeport.

VERSAL MICROPHONE Co., Wood, Calif., has started mailing its first catalog covering an unusual line of microphones. The line is a standard design to fit into salesmen's cars.

2TURF ELECTRIC 110-A program amplifiers are being installed at WBADX and WVEC, Boston; WIZN, New York; and WZCO, Bridgeport.

3VERSAL MICROPHONE Co., Wood, Calif., has started mailing its first catalog covering an unusual line of microphones. The line is a standard design to fit into salesmen's cars.

3KECA, Los Angeles, has added reliable shortwave transmitter for operation from its studios. Designed and built by Frank Curran, KFI-KECA research engineer, the transmitter weighs 45 pounds.

3AE, Hammond, Ind., has installed the first Western Electric volume booster amplifier in the area, WGN. The station has bought one of the amplifiers and have it in operation.

3A. Pensacola, has installed new standard vacuum microphones. RCA inductors on all remote units, in addition to a set of RCA rabbit ears.

3S. Sparta, S. C., was to be in its new studios July 21. Studio 5 include few studios, reception music room, console control fire offices and an auditorium seating 400.

For Field Tests

Two - Day Relay Ruling Is Abrogated by FCC

STATIONS holding relay broadcast licenses for special pickups, no longer need telegraph the FCC two days in advance for permission to use the facilities. At its meeting June 19, the Broadcast Division deleted the regulations requiring the notice since additional frequencies have been made available for the purpose and as a rule there are ample facilities for such stations. The station's decision, however, under the rules, to make certain that no interference will be caused by such operation, is by virtue of the same frequency or frequencies by other stations similarly licensed.

The text of the FCC ruling:

The Broadcast Division on June 19, 1937, deleted the provisions in the rules requiring two days notice and approval from the Commission for operation required of relay broadcasting stations.

The following changes were made in the rules governing relay broadcast stations: Rule 1002 was amended by striking out the second and third lines "and the application has been timely executed under Rule 1002 (b)". In the future, the operation of relay broadcast stations that may cause interference to other relay stations shall be governed by the provisions of Rule 1002 and the licensees of existing relay broadcast stations shall be responsible for the interference. The action of these amendments when the new replacements are issued.

WBMB Scholarships

WBMB, Chicago, on June 20 awarded its first annual $1,000 scholarship to a student at the University of Illinois. Miss Jeanne Jeffery, 16-year-old Chicago high school senior graduate. Miss Jeffery was named the winner of the college's first scholarship award. Miss Jeffery represents the station's college tuition award on the basis of her scholarship, her letter on radio as a career, and her performance as a writer and announcer. Miss Jeffery was announced on June 21 when Chicago high school students operated WBMB for an entire day.

"Beer Oddities"

STEELE ADVERTISING AGENCY, Inc., of Houston, Texas, has launched a new series of script programs for brewers and distributors called "Beer Oddities." The series is the work of Clarence W. Payne, executive of the agency. The first unit of 13 scripts presents beer as a leisure drink.

At Mike and Wheel

DAREDEVIL drivers of midget autos, interviewed by Kansas City sports announcers, were razed uniformly for their midget fright. The racers then dared the announcers to try a five-lap in the tiny autos. Ralph Nelson, KCKN, was first; followed by Herbert Loehman. Wheaties baseball announcer of KBEY, Dick Smith, WHB and Jack Starr, KMBC.

CBS Field Intensity Car

TO AID in making field intensity surveys for its various stations, the CBS engineering staff in New York, February 1, 1937, installed a new measuring unit, consisting of one Ford automobile equipped with an auto radio, two storage batteries and a high output generator; one field intensity meter mounted on the back of the front seat, with a 12-inch streamline top on the top of the car so that it can be rotated from within; one recording millimeter for recording intensity, a control panel on the left side of the car seat to control the dynamos and motors; a terminal panel in the trunk; a writing desk mounted on the inside of the right rear door, to which papers and maps can be clamped; and a magnetic compass inside the car to obtain radio bearings with the loop. With this equipment the field engineers can make their studies more accurately and consistently, as the loop is always in the same position in respect to the car and the ground, and much more comfortably than by the old method, which meant stopping the car, taking out the set, unpacking it, and setting it up away from surrounding objects, taking the readings, packing the set up again, carrying it back to the car and driving on to the next location.

Amateur Radio Award

THE Hiram Percy Maxim Memorial Award for the outstanding radio amateur under 21 has been awarded to Victor Clark, 18, operator of WB6PKC, Phoenix, Ariz., according to the American Radio Relay League, national amateur radio organization. The Maxim Award, created in memory of their father who founded amateur radio by Mrs. John G. Lee (Percy Maxim) and Hiram Hamilton Maxim, consists of $100 and a miniature reproduction of the "Wouf Horn," mythical torzes in the same position used by the late Hiram Percy Maxim.

II. F. BOE, with the Westinghouse company since 1890, has appointed its commercial manager, including apparatus sales, with headquarters in New York and Pittsburgh.

HARRY R. LUCSKE, director of engineering and sales, on June 1 was issued Letters Patent No. 2,981,942, covering a calotte ray tube.

The Largest

Independent

Frequency Measuring
Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY

216 E. 74th St., Kansas City, Mo.

WWW. AMERICANRADIOHISTORY.COM

RANGERTONE, INC.

Electric-Music

201 Verona Ave., Newark, N. J.

JULY, 1937 • PAGE 91

OADCasting • Broadcast Advertising
MERCHANDISING & PROMOTION

Autographs, Dollar Day—Cookery's Voice—Milk Lit—Foreign Tongue Successes

ERNIE SMITH, broadcasting five games weekly for General Mills Inc. (Wheaties) and three evening commentary programs for Roos Bros. (clothing store) over station KYA, San Francisco, has struck upon a novel promotion scheme which is being used effectively in behalf of the latter sponsor. The Roos Bros.-Ernie Smith Autograph Club has been formed. Smith has been getting baseball stars and sports celebrities of other fields to personal autograph great stacks of cards. Then during his evening . .

Sports Page of the Air Smith invites the listeners to join The Autograph Club. All that they need is a request for an autograph with a return-addressed envelope and stamp.

WMJ, Milwaukee, announces in its Spot Sheet that estimates of the Wisconsin Highway Commission indicate 4,000,000 vacationists will spend $160,000 in that state during the summer. WMJ lists the summer available to sponsors and reports that sales of Avalon cigarettes have doubled since that sponsor began his baseball series called Last Word in Sports.

MERCHANTS ASSN. of Merced, Cal., has turned over promotion of its annual "Dollar Days" July 9 and 10, to KYOS, that city. Besides spot announcements and special programs to promote the two day event, station will also be in charge of promotions and tie-ins for the association.

KFEI, Denver, has released a pocket-size booklet titled The New Cry of the Old West, written in conversational cowboy slang around the slogan "Good enough tuh ride with." In addition to a historical sketch of the region, analyses of coverage, there are market data and many pictures of western mountain scenery.

EARL HARPER, sports announcer at WNEW, New York, June 22, to acknowledge the prize awarded by the Glass Container Association of America for "the best radio broadcast of a baseball game," will prefer my favorite beer in a Steinie bottle because . . . the award, presented by the Glass Container of California, will be used in the fall, after Harper has completed his season of broadcasting baseball games for General Mills.

NEW YORK Broadcasting System has published a colorful merchandising book titled Views and Voices which lists the reactions of prominent New Yorkers to the network, sales, as well as advertising maps and charts. The stations of the network are WABC, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSY, Rochester and WBNY, Buffalo.

WOR, Newark, has published a tri-color brochure called Musically Yours, a collection of music handbills, presentation, refers to the recent award bestowed on the station by the Women's National Radio Committee for its contribution to musical music, and includes the favorable reactions of local radio critics.

NBC exhibited a three-section display, showing Radio City, a photomontage of all possible transmitting points, and a variety of receiving points including homes, school groups, and others, at the National Education Association convention in Detroit, June 26 to July 3.

UNION ELECTRIC LIGHT & POWER Co., St. Louis, is merchandising a recent feature, We Live In on KMOX, that city, by giving away 11x18 inch prints of the city as it appeared in 1854. The collection consists of dramatized historical events.

KFRU, Columbus, Neb., recently began a contest series called Adventures in Electricity, six-quarter-hourly segments, sponsored by Minneapolis-Honeywell Regulator Co., and offering prizes of $500.

BIRELEY'S ORANGEADE, San Francisco, has placed a 12-week, pre-Emancipation promotion scheme in connection with their recent sponsorship of the International Road Race. Six Day Bicycle Races on KYYA, San Francisco. The company, through its agency, Allied Advertising Agency, dispatched 58,000 leaflets through dairy milk-routes, grocery stores and over soda fountain. Tie-in attention to the broadcasts of the races over the radio station—giving the times each day and also an offer of a quart of Orangeade into the races free. The leaflet explained that if youngsters had two Bireley's Orangeade used bottle caps, they would be admitted free during the matinees at the cycle speedway.

A TRADE DEAL on swapping of publicity has been made between KFX, Long Beach, Calif., and the Long Beach Shopping News, weekly advertising medium with circulation of more than 70,000. Shopping News, which prints disappear paper containing news items other than household hints, matinees and the like. In this scheme of events, gives KFX a radio chatty column each week devoted exclu- sively to this publication. Station in return gives the Shopping News spot announcements several times a day, and also points out the mailing list. Out of towners are invited to write for copies. Plan is proving mutually satisfactory. KFX gets expanded promotion which is a sell-out paper for those who advertise in the paper.

FIFTEEN prizes, ranging from an electric toasters to refrigerator bowl covers, are being awarded to listeners of WCF's Voice of Cooking contest. Listings over 15 best menus together with the recipes which would fit into the category of voice to cooking, a $30 per week. Phil Libby, conductor of the program, got the idea after a letter from desperate June Jones asking him what portions to use for two people, when recipes intended to serve eight were given.

DR. D. JAYNE & SON Inc., (iron tablet tonic & Vermifuge), which radio promotion was sponsored by General Foods Corp., the hour Tom Wallace, Horseless Philosopher, on 6 California Radio stations, including KJMJ, KERN, KFDB, KGW from Los Angeles, offers a dream book for those who advertise with them. No profit of sale is necessary. Listeners are invited to write the station to which they are dialed and booklets sent free. The advertisement is handled by Carter-Thompson Co., Philadelphia.

NBC is "taking some of our own medicine" in its new recording to carry a promotion message to advertisers. The first of the series, containing in one 15-minute-pocket album, a Red Seal recording of George Gershwin's "Summertime" on one side and a recording of the famous Truxu with a sales and summer message on the reverse side. Other recordings will be sent later.

COLONIAL Network sent out post cards, personally written and addressed, with a photo of the Flying Yankee and in this manner: "The New England listening audience is now being increased by over three million—they—all covered by the Colonial Net-

WORK before the Louis-Braddock fight, NBC issued a 16-page booklet titled "Palm of Victory" which is broadcast, from the Denver-Los Angeles bout on July 2, 1921, to date, a total of 55 boxing broadcasts.

BIBW, Topeka, has issued a promotion piece telling about the 37-night "Arm & Hammer's Stomach Acid" campaign it has broadcast, quarter-hour programs for Montgomery Ward & Co. Ferry-Hanly Adv. Co., was agency.

CLIMAXING—The Sperry & Chas. Parade 1937 radio commo-
tion, KNX, Hollywood, was pre-
ted with the Sperry trophy "exclusively sponsored by the pro-
duction of male choruses", fol-
lowing the naming of Occidental Col-
lege Male Chorus as winner of the 1937 Sperry trophy. trophy presented to Howard Swan, dir-
tor of Occidental College music group. Contest was staged by Sperry Flour Co., (flour and cereal sponsor, as a feature of its Spe-
M. Male Chorus Parade broadcast during its second season on CBS Pacific network (KNX, KSF, KCOI, KOL, KVI, KFPPP). Don W. Thornburgh, CBS Pacific Co.- vice-president in Hollywood (right) received the KNX trophy from P. Lawrence, assistant sales in-
gager of Sperry Flour Co., Los 
geles (left), with William Le-
rence, CBS producer, sharing il-
lusions. Lawrence handled public-
duty decisions on the KNX origi-
tions of the Sperry Chas. Speaker.

BANK OF AMERICA Natx. Trust & Savings Assn., San Fran-
cisco, is conducting an extensive campaign to attract young people to its six-weeks weekly News, with Sam Hayes comment. June 26 to July 3, on 2 CBS Pacific Coast sta-
tions (KNX, KSFO). Best weekly space on the radio page all major California newspapers for an indefinite period, sponsor uses street car cards in all cities three weeks are advertised, plus other local advertising and also features Sam Hayes or giant die-cut easy display in c of its 432 branch banks in communities. Hundreds of the ads of pass-book size blotters featuring the broadcast, are inserted in the monthly statements. Agency is Chas. R. Stu-
Inc., San Francisco.

WBZ, Boston, set up an illu-
nated display of Walker-Gor Co. milk at the recent convention of the Massachusetts Medical society, gave bottles of milk to this physicians, and tuned in its He-
Forum so that the milk company announcements could be heard the convention floor.

WBNX, New York, has published a brochure titled Success Stories containing an analysis of the new programs in the Yiddish and English sponsored Borden's Co., that city, and offering premiums in exchange for orders of Borden's Han's in the Butter.

JENKINS' GROCETERIA L. Calgary, Alberta, published a news sheet and special sale on the of its 1,000th broadcast of Toas turnover. . . . California Dairy industry trophy CFBAC, Calgary. Jack Bennett, nouncer of the show, was featur- on the merchandising release.
You can take a longer ride with WLW as your constant companion than with any other radio station.

WLW’s 500,000 watts bring the clearest possible signal, not only to the motoring listener, but to the home listener as well, summer or winter.

WLW...THE NATION’S STATION
NOW!...Complete Distortion and Fidelity Measurements

EASILY...QUICKLY

New RCA Measuring Equipment Makes it Possible...

RCA announces the development of a set of new ac operated instruments with which the complete operating characteristics of amplifiers or transmitters may be easily and quickly determined with an unusually high degree of accuracy. This new equipment, consisting of an RCA Type 68A Beat Frequency Oscillator and RCA Type 69A Noise and Distortion Meter enables broadcast stations, laboratories, etc., to measure directly distortion percentage, noise level and frequency characteristics of equipment at frequencies in the audible range. Routine checks of fidelity require but a few minutes with this equipment.

The 6 important features shown here are proofs of the outstanding quality and usefulness of the equipment. Note these features. Consider how valuable this new equipment can be to you. Then write for free technical information. No obligation.

1. Enables broadcasting stations to maintain consistent high fidelity performance.

2. Measures complete operating characteristics — frequency response, distortion percentage and noise level.


4. Operates over entire audio band of frequencies

5. Easy to adjust and indicates directly — no calculations or critical adjustments required.

6. Makes routine fidelity measurements a practical reality.

RCA Type 68A Beat Frequency Oscillator. Specifications: Frequency response: Is flat within plus or minus 1 db. over the range between 20 and 17,000 cycles. Instrument may be operated down to 5 cycles per second with good wave form. Output power: Maximum 120 mw. Output Impedances: 5,000, 500 and 250 ohms. Distortion: Total arithmetic sum below 100 cycles, 0.3% — Above 100 cycles 0.2% at 12% mw. output. Hum (zero level output): Minus 60 db. Power supply: 110-120 volts, 25-60 cycles, 70 watts.

RCA Type 69A Noise and Distortion Meter. Specifications: Frequency Range for Distortion Measurements: 50 to 7,000 cycles. Distortion Measurement Range: Full scale, 1% to 100%. Minimum reading, 0.3 of 1%. Minimum Hum Measurement: 88 db. below a 12.5 mw. level on a 500 ohm line or below 100% modulation. Includes R.F. rectifier for transmitter measurements. Audio Input Impedance: 20,000 ohms bridging input balanced to ground and 250,000 ohms unbalanced to ground.