Somehow, it seems rather significant to us that the advertisers who sell the most goods most of the time, use WOR pretty consistently to supplement their national radio campaigns in Greater New York. They know that the only way to get a stranglehold on 17.3% of the nation's radio homes in WOR's territory, is to put on a different show at a different time in addition to their network program. The whole thing seems darn logical to us. And more and more advertisers whose major sales stem from this fair ground are deliriously supporting it. It's also quite interesting to add, that a WOR supplemental can be had at the lowest 50,000-watt cost hereabouts. "Bag, Sir?"
Today, American Business must meet its critics man to man

To paraphrase an old Irish saying, "A worker in the shop is a critic on the hearth." Today, as never before, American business must meet its critics man to man, in the frankest, friendliest manner.

In no way can this be done so simply, directly, and effectively as through radio. For in a man's home, on his own hearth, he is under compulsion to no word save that of his own choosing. Over his radio, your story suffers from no distractions, no visual presence. Only his ear is engaged—and his imagination.

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

To your man's imagination, the only limit of flight is that imposed by the story you have to tell. In the mysterious theatre of his mind, your story burns and lives—oblivious to surroundings. No other medium is so perfect for completing the perfect understanding.

Today, in millions of homes, millions of critics are being won to a sympathetic understanding of America's Business Aims through the use of NBC Networks. The facts are available to business through NBC representation—everywhere.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
WHEN you look at your New England market data and consider the large retail sales volume in relation to the small area, don't be too much impressed by this great concentration of buying power. It isn't all in one spot.

It is no more logical to use one or two stations here than to use one or two newspapers.

Every large city is a separate market that can be sold effectively only by direct local effort. Long distance selling will produce only scattered results. A strong local station will give you complete intensive coverage.

The Yankee Network's 15 stations give you that complete local coverage in every major market. You have the twofold power of each station's local popularity and influence plus the continuous daily appeal of Yankee Network programs, including NBC Red Network features in the larger markets.

You have all of New England's best sales territory at your finger tips with The Yankee Network. You can make a direct appeal to more listeners in more markets than with any other combination of stations you can buy.
Taken at 1/100,000th of a second. Photos by courtesy of Ethyl Gasoline Corporation.
...at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills...Princeton or Portland...Milwaukee or Carnoustie...broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play...at the moment of impact...with the starter's gun...with all the thrills and all the details. Here's just part of Columbia's advance and exclusive sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE (Partial Listing)

**TENNIS**
- U.S.—Germany Davis Cup Matches from England . . July 17-20
- U.S.—England Davis Cup Finals . . . . . . . . July 24-26-27
- ★The National Doubles Tennis Championship . . August 23-28
- ★The National Singles Tennis Championship . . September 2-11

**GOLF**
- ★The National Amateur Golf Championship . . August 23-28
- ★The Women's Amateur Golf Championship . . October 4-9
- ★The P. G. A. Championship . . . . . . . . . . . . . . May 1938

**RACING**
- ★The Kentucky Derby . . . . . . . . . . . . . . . . . . May 1938
- ★All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.

**Endeavor II vs. Ranger for the America's Cup** . . July 31 to close

CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U.S. Coast Guard Cutter Tahoe.

Plus baseball and football, of course, on nationwide hook-ups.

★ CBS exclusive broadcast from the field

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD
THAT'S what we said — JUNK 'em! Sell them if you can, give 'em away if you must—but get rid of them one way or another! Clear the decks for Standard Radio's sensational new popular Supplement, the only complete coverage of popular music available on high-quality transcriptions! . . . Already over 100 radio stations have signed up, and are now enjoying freedom from recording-artist-litigation worries, and a licensing arrangement which provides for unrestricted use of restricted numbers without the nuisance of individual clearance . . . Priced so low that even one sponsor brings a handsome profit, and every sponsor thereafter is all "velvet" for you! Write or wire today for rates, and list of current releases—don't let another week pass without cashing in on this profitable new service!
With 1000 watts (L. S.) and 500 watts night on 880 kilocycles, in the center of the dial, WGBI delivers the strongest signal available to the listeners in this densely populated section of Northeastern Pennsylvania. It is located in the third largest city in the State and in the center of the 17th largest metropolitan area in the U. S.

Giving more than a million listeners an exceptionally well balanced program schedule WGBI has built a tremendous habitual audience which depends on WGBI for Columbia Network features.

Because the national features are augmented by complete Transradio News Service, NBC Thesaurus, World Broadcasting System and Standard Program Libraries and the most important local programs, WGBI is not only first choice among listeners but is a must medium with many national and local advertisers.

In Pennsylvania you MUST use WGBI for Complete Coverage.
BUYING radio time on the basis of general statistics is pretty much as uncertain as buying without any statistics. Because any given station (or any given time on that station) may be swell for selling cigars (for instance)—yet may smell for something else.

For example: Lots of stations run special sports reviews in the late afternoon. If you've got a man's product on a competitive station at the same hour, you're probably wasting your dough. . . . The statistics may or may not favor the competitive station—you're still out of pocket. And so on through literally hundreds of instances (all of which, incidentally, almost scream the advantages of spot-broadcasting).

If you want to make sure of what you’ll get via radio, call us in and let us advise with you. We've got fourteen men who do nothing but study the ways in which radio can be made more profitable for you—hence for us. Why not telephone one of the offices mentioned below?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)
Musicians Threaten Strike Against Radio

Union members must be met by Sept. 16; NAB-Networks Operate in Industry Plea; Disc Sessions Continue

THE ISSUE of the broadcasting industry, a satisfac-
tory plan for resolution of the dispute between musicians by Sept. 16, a neral musicians’ strike will be called, under an ultimatum issued by the American Federation of Musicians.

After several days of seemingly futile negotiations, the NAB tabled from Aug. 1 to the September date, the ASCAP copyright negotiations have failed to produce a satisfactory, agreement.

The joint NAB-network statement received the factor’s latest offer up to the conferences with the International executive board of ARTBA. When demands of the ASCAP in New York, by the NAB were refused, the NAB deal for independent stations, which were not directly represented, by having the networks pay for their affiliates and the transcription companies and the NAB deal for independent stations.

The letter continues: “Because you have not been directly notified, because it was recognized that this is a problem which none of us has the power to decide on your behalf, and because we felt it desirable to avoid a course which might again divide our industry, this proposal was rejected by us, and we urged very vigorously upon the broadcasting industry that it was the duty of the Federation directly to approach each involved and to consider the problem as a whole, not in the light of the merits of economic, geographical and other pertinent factors. This the Federation refused to do on the ground that the board has a mandate from its convention of last June to make this a national matter and further stated that it would not tolerate the delay incident to local negotiations with each individual station.

AFM Won’t Elucidate

We have, therefore, been given no assurance by the Federation but to apprise you of the situation, and of the fact that our industry, as a whole, has been given until Sept. 16 by the Federation to formulate a proposal which will result in the immediate employment of the Federation’s desire for a satisfactory number of musicians.

Despite repeated efforts to elicit from the Federation a definite statement of what they consider the ‘satisfactory number of musicians’ which the broadcasting industry should absorb, the board has so far refused to commit itself on this point.

The letter said it was obvious from the demands of AFM, as well as from the temper of the meetings, that the industry is expected to make a “substantial contribution” to the solution of the unemployment problem or “face the consequences”. It is too early, it was added, to attempt to give more than a bare outline of the situation. Moreover, it was stated, the final result of the meetings between AFM and the transcription and recording companies, to be continued Aug. 2, of necessity will have some effect upon the situation.

“What, however, state to you (Continued on page 88)
NEW CROSLEY PUBLIC RELATIONS CHIEF

CoIncident with the appointment of Charles Michelson, publicity director of the Democratic National Committee, as public relations consultant of the Crosley Radio and its stations WJBO, Baton Rouge, and WDSU, New Orleans, WEOA, which becomes the 105th CBS outlet, joins the network in the fall, the date denoting upon the availability of telephone lines. It operates on 1370 kc., with 250 watts day and 100 watts night. It is owned by Evansville on the Air Corporation, which also owns and operates WQB, Evansville.

KQW, joins the Don Lee-Mutual network Aug. 11, increasing the Pacific Coast units of Mutual to 11 stations. Operating with 1,000 watts on 1010 kc., the station is owned chiefly by Ralph R. Brunton, who also heads KJBS, San Francisco. Lewis Allen Weiss, general manager of Don Lee, is expected to announce the affiliation of KOL, Seattle, and other stations to be completed as a joint effort by the network within a short time.

Southern Salute
Elaborate plans for a salute to the 10 new NBC stations, marking the stride in the expansion of the Blue network as a separate entity, have been made by the network. San Francisco, Chicago, and New York schedules have been set up for the broadcast of takes from 11:15 a. m. (EDST) over the nationwide Blue network in greeting the stations. Stations are WAGA, Atlanta; WSGN, Birmingham; WMPS, Memphis; WJBO, Baton Rouge; WDSU, New Orleans; KFDM, Beaumont; KXYZ, Houston; KRIS, Corpus Christi, and KRWV. All CBS programs scheduled on KTSO, San Antonio, Hearst Broadcasting Inc., have been carried on KSWX, owned by the same interests, through arrangements with the network. It was announced July 27, KSWX is the only station in Austin, although a daily regional was recently authorized by the FCC [Broadcasting, July 15].

The announcement was made after Engineer Harry R. Heye, vice-president, returned to New York July 26 following an inspection of Texas stations in the Hearst group with Elliott Roosevelt, vice-president of the company in charge of stations in the Southwest. In addition, KSWX and KSWO, the stations visited KOMA, Oklahoma City, and WACO, Waco. Plans to improve the facilities at the latter two stations were considered. One of the first improvements will be at KOMA where a new studio is to be installed and new studios will be installed in the Biltmore Hotel.

KMBC-CBS Renewal

KMBC, Kansas City, on July 21 renewed for a five-year period its contract as the Kansas City outlet for CBS. Negotiations were completed by Al Akerberg, Church president, and general manager, with Herbert V. Akerberg, station relations vice-president of CBS.

NEA WILL OFFER SERVICE TO RADIO

FOLLOWING the example of the United Press, NEA Service In August, two international newspapers, Scripps-Howard Newspapers, announced July 29 that it was entering the radio field by making available to radio stations and regional and national advertising agencies, NEA service in its internationally syndicated and it's product headquarters in Cleveland but so far there is no representative in New York.

According to Fred S. Ferguson, NEA president, NEA serves more than 50 newspapers in as many cities and it is the world's largest newspaper service. It is in NEA's interest, he added, to have a similar arrangement contract with a single station exclusively in a town. Mr. Ferguson has appointed Pegge Lee, 28, of New York, as its representative in the radio field.

Mr. Ferguson stated that NEA radio service would be patterned along the lines followed by NEA for its newspapers wherein a station is allowed to buy as many services as it likes and to have them distributed into different daily budget services. Special features will also be available separately to radio stations according to their specific program needs.

King Features Syndicate, Hearst's newspaper syndicate, has lined up as a competitor. This syndicate appoints William J. Stringer as a director and public relations consultant to the NEA, the latter of whom has entered the radio field several years ago under Frank Smith as radio manager, making available to radio stations, cartoons and other radio material to radio stations.

Fanchon & Marco Star Radio Script Department

FANCHON & MARCO, Inc., New York, theatrical production and booking agency which represents the leading radio and motion picture stars, has announced the establishment of a radio department under the personal supervision of William H. Fitch, general manager of the firm. The department is being organized under the direction of Sam Shayon. Rights to stories and plays a being secured by the company, which Fanchon & Marco, in submitting them to advertising agencies, will also submit plays which have a guaranty that there will be no rights existing within the country or difficulties having made agency somewhat hesitant about accepting plays.

Mr. Shayon has said that his firm's long experience in the theatre enables it to bring to radio a fresh showmanship point of view.

Two New Vick Shows

VICK CHEMICAL Co., Greensboro, N. C., will start two programs CBS early in October, a three-weekly 15-minute morning program, "Tony's Corner," and a Sunday evening half-hour program starring Jennette MacDuff. Both programs will be heard at 7:30 p. m., opposite Jack Benny, a spot that has been sustaining some top programs through the Morgan Internation Inc., New York.

KFBK To 10,000 Watts

KFBK, Sacramento, on July 1 was authorized by the FCC to 10,000 watts between 5 and 7 a.m. 5,000 watts on the 1490 kc. It operates simultaneously on the wave with WCRY, Cincinnati on the 1510 kc. The station is equipped with 10,000-watt transmitter. KFBK operated by the McClatchy Broadcasting Co.
Radio Industry Pays Last Tribute to Mr. Prall

Notables Attend Funeral of FCC Chairman

WHILE the broadcasting and communications industries joined its family and his host of friends in mourning, the mural remains of Anning Smith Prall, chairman of the FCC, were to rest July 27 beside those of his pioneer Dutch forefathers in Moravian cemetery, New Dorp, Staten Island, N.Y. Mr. Prall died July 23 at his summer home in Boothbay Harbor, Maine, of heart failure induced by irremediable poisoning. He was 67 years of age.

The day before his burial, radio fittingly paid tribute to a leader and friend by observing a one-minute silent period at high noon, upon the suggestion of James W. Baldwin, manager of the station that hired the request to each of the 90 broadcasting stations in the United States.

Mr. Prall was the third member of a Federal radio regulatory body and the second chairman to die in office. The late W.H. G. Tall, first chairman of the old Federal Radio Commission, died in April 1927 at the age of 50 months. Col. John F. Dillon, also a member of the first Commission, died after serving just seven months.

The little Dutch Reformed church at Port Richmond, where many generations of the pioneer Staten Island family Prall have worshipped, was the scene of a funeral service July 27, and into it were crowded several hundred friends and neighbors and officials in New York and throughout the country.

Behind the open coffin was a mass of floral tributes, most prominent of which was a flag fashioned in summer flowers—the token of the staff of the FCC selected by their late chairman's private secretary, Mrs. Maud Vosselt. An American flag, theift of Mr. Prall, which always resided behind the chair, was brought to his home in Newark, N.J., by Mrs. Prall. Among those attending the funeral, in addition to many notables in New York civic life, were Senator Robert F. Wagner and Rep. John J. O'Connor, of New York, who were among his most intimate friends in Washington and who represented President Roosevelt and both houses of Congress.

From the ranks of radio came President Lenox R. Lohr and Vice-President Frank M. Russell, KBC; Edward Klauber, CBS first vice-president; Paul Kesten and Harry C. Butcher, CBS vice-presidents; Alfred J. McCoskey and Theodore Streibitz, WOR; Fred Weber, Mutual; Donald Flann, WMCA; James W. Baldwin, NAB; Arthur Batcheller, FCC inspector, New York; William G. H. Finch, former FCC assistant chief engineer; Arthur Reilly, the Hearst Globe Trotter, Washington; Dean Jenkins, Mr. Prall's secretary; Martin Codell, Broadcasting, and others.

Death Came Suddenly

Death came suddenly at 8 a.m., July 23, following a heart attack. He had been reported well along the road to recovery, after having been stricken exactly three weeks earlier with uremic poisoning upon his arrival at the Prall summer home at Boothbay Harbor. For the last several months, he had been troubled with a bronchial condition, and the combination of ailments apparently weakened him so that he was unable to withstand the heart attack.

With him at the time of his fatal attack were Mrs. Prall and one of his two sons—A. Mortimer Prall. Other members of the family, including his son Bryan, and two grand-children, had been at Boothbay Harbor during the preceding fortnight.

On July 21, Mortimer Prall had notified friends in Washington that his father was much improved and that he expected to return to Washington by Aug. 15. Throughout his illness Mr. Prall had made inquiry about affairs at the FCC, and expressed a desire to return to Washington as soon as possible.

Mr. Prall's unimpaired love for the broadcasting industry bowed in grief. Even though he was 67 at the time of his death, his office in Washington was besieged with telephone requests for information as to his condition. The same was true at the summer home in Maine.

Immediately after word of his passing, messages of sympathy came from all parts of the country. President Roosevelt, a friend of long-standing dating back to the days when he was governor of New York while Mr. Prall served as president of the New York City board of education and as tax commissioner, sent a message of condolence to the widow.

The ancestral Prall home in Staten Island was overflowing with floral tributes to the deceased Commissioner. At the little Dutch Reformed Church in neighboring Port Richmond where Mr. Prall was born, floral offerings abounded.

Though the rigors of presiding over the Commission oftimes provid ed a heavy physical burden, Anning Prall was always composed, in a cheerful mood. He had a good word for everyone he met. The taxi driver who shopped his Washington residence at the Shoreham Hotel to the FCC offices in the Postoffice Building was a friend on every occasion with those in high public office. His office was open to all who called. To clean up the daily's bulletins from a constant stream of callers, he often remained in his office after all others had departed.

With the FCC early in 1935 after 12 years in Congress, he found himself confronted with many self-appointed advertising and sales representatives, and was told to take steps to cleanse the ether of undesirable and objectionable children's program which he classified as "blood and thunder" programming.

Gradually, he saw his views take root. Program standards were adopted by individual stations and by networks and networks and networks alike to take steps to cleanse the ether of undesirable and objectionable children's program which he classified as "blood and thunder" programming.

Took FCC Oath in 1935

It was on Jan. 19, 1935, that Anning Prall became a member of the FCC. He took his oath of office and became first chairman of the Broadcast Division after speedy confirmation. One of the only member of the seven-man agency accorded that honor without preliminary investigations, he was the Senate Interstate Commerce Committee. Several months later he was named to the FCC by President Roosevelt, and was twice named head of the agency by President Roosevelt. The present intermission in his office this year. His present term as a member of the FCC would have run until July 1, 1943. Anning Prall was a member of one of America's first families. It was in 1763 that the Dutch family Prall was installed on Staten Island, and (Continued on page 12).

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State and Regional Divisions Planned to Strengthen NAB

Baldwin to Tour Country; Meeting of Board To Be Called in August, John Elmer Announces

Pursuing mandates of the NAB convention in Chicago last June, President John Elmer and Managing Director James W. Baldwin have set in motion machinery to revamp the trade association's structure and more closely relate it to the membership.

Appointment of a state committee of 48, to function as a unit on matters of local importance, will be effected as the first phase of the reorganization. The state committee for the 12 contiguous regional divisions with one representative from each division to constitute a regional committee serving under President Elmer.

Nominations by NAB members in each state for the selection of the broadcaster to serve on the state committee were requested in letters mailed to all members stations July 29 from NAB headquarters. The regional committee members will be selected by the state committees.

In his letter to member stations, President Elmer asked them to recommend to the NAB State Committee of 48 members consisting of one member from each state. It is his desire that the membership be drawn from leaders of the state, or one of their number to serve on this Committee. The person selected must be able to devote the time necessary to serve in Washington, D. C., at his own expense.

Baldwin to Make Trip

Plans for a swing around the country by Mr. Baldwin to help form the state broadcasters' associations and associations also were agreed to in a preliminary way with Mr. Elmer. With the adjournment of Congress during August, it is expected that Mr. Baldwin contemplates visiting as many states as possible during the summer to continue the on-the-job training of broadcasters as to means of strengthening of their own state operations. Plans also are a schedule of state associations, most of which, however, have been relatively inactive.

Likelihood of an NAB board meeting—the first since the new board took office at the NAB Convention—believed Oct. 1 and 15 as mentioned by President Elmer. He asserted that most of the projects now in the hands of the board would be in tangible form by that time and that most of the board members will have returned from their vacations.

The proposed 12 NAB regional divisions, as outlined at the meeting of the new NAB board last fall, will include: Maine, Vermont, New Hampshire and Massachusetts; New York, New Jersey, Connecticut, New York, New Hampshire and Pennsylvania, Ohio, Maryland and Delaware; West Virginia, Kentucky and Tennessee; North Carolina, South Carolina, Georgia and Florida; Alabama, Michigan, Indiana and Illinois; Arkansas, Louisiana, Mississippi and Alabama.

North Dakota, South Dakota, Minnesota and Wisconsin; Nebraska, Iowa, Missouri and Kansas; Colorado, New Mexico, Oklahoma and Texas; Utah, Montana, Oregon and Idaho; California, Nevada, Utah and Arizona; Georgia, Florida and Alabama; and Florida, Georgia, Mississippi and Alabama.

New KYW Sales Chief

The appointment of S. K. Hammann as manager of KYW, Philadelphia, effective Aug. 1, was announced July 21, by Leslie Joy, station manager.

Mr. Hammann is the former national sales representative of NAB covering the Philadelphia territory. A native of Pennsylvania, Mr. Hammann was with NAB since 1933 and formerly was in the publishing business as the representative of American Television and Radio Network and Popular Science Monthly in New York and the New England states.

NAB, CBS Technicians Get Raise, Shorter Hours

Both NAB and CBS have signed agreements with their technical employees throughout the country. The NAB agreement calls for a 15% increase in wages and a 40-hour working week. Unions also were refrained to comment on the brief announcement of the agreement. CBS announced July 28 that it had signed an agreement last June 28 with the Association of Columbia Broadcast Technicians. It applies to all technical employees regardless of membership in ACBTA. A 40-hour five-day work week is granted, although wages for some employees will increase 15%. The agreement is retroactive to June 20.

The film This Way, Paramount production featuring Fibber McGee and Molly, and NBC comedians, will have its general release in all key cities of America on Sept. 17, others in the picture are "Buddy" Rogers, Mary Livingston, Neil Stark and Valentine Dale. Will play the roles they have made so popular in their radio show.

Single Union to Embrace Radio Talent Is Organized; Actors’ Equity Withdraws

BULLETIN

Equity on July 30 approved proposed constitution of American Federation of Radio Artists and surrender control over radio to Associated Actors and Artists of America. A new MBS hoolkup during the four-week Saratoga meet that begins July 31.

Prince calls for (1) the surrender of Equity's jurisdiction over radio to the AAEA, (2) the issuance of a new charter for the radio field to an autonomous radio union, (3) the launching of a campaign to organize radio entertainers, to be underwritten and financed jointly by Equity, SAG and ACMA; (4) the great enlargement of the duties and services of the AAEA to its members, including the New York office. Frank Gillmore, president of both Equity and the AAEA, will sign a resolution of all his routine duties at Equity to others and devote more and more of his time to the administration of the AAEA. Gillmore therefore functions chiefly as a licensing board which issues charters to theatrical unions and arbitration board in the settling of disputes. Gillmore will definitely continue as Equity president under the new setup, the AAEA will take over many of the operating details formerly handled by each group independently. A committee will make the wold field of entertainment into a unified organization. Close working arrangements will be worked out with the musicians' union, the stagehands and other entertainment technicians are also expected to be developed by the AAEA, which will serve as the spearhead of the AFO attack on the CIO invasion of the radio field.

Walkout at WPAY Amicably Settled

Union Recognition, Increase In Wages Granted Employes

Following a walkout of employees on July 19, taking the station on the air, WPAY, Ports- mouth, N. H., returned to the air the morning of July 21 after conferences in Cincinnati had settled the dispute. WPAY is an affiliate of American Telegraphers Association, an affiliate of CIO, withdrew discrimination charges against the company.

The settlement provides for recognition of the union as collective bargaining agency, salary increases ranging from 12 1/2 to 25%, time-and-one-half for overtime, a 44-hour week during summer months and a 48-hour week nine months of the year. Announcers, technicians, salesmen and office employees are included in the union.

Wage Increases

The wage increases become effective Aug. 15 for all employees and several will get additional increases at the end of the year, according to management.

The contract is the first negotiated in New Hampshire. The hearing was conducted July 20 in that city before Philip Phillips, NLRB hearing officer, and J. E. Bee Corp., representative of the station, who owns 50% of its stock, who is also a minority stockholder in WPAY. Excel Cleveland, director of Legal and Marie Vignudiri, general manager of the station, also participated on the conference.

The employees were represented by Paul Wagner, Maurice Myers and Phillip Eisenberg, along with Harold Smith, New York-Cities Broadcasting Director in the Portsmouth area, Clyde Butler, his assistant, and L. F. Corn, representing the Steel Workers Organizing Committee.

WPAY, a local, leaped into national prominence during the Ohio radio strike of last winter. Employees, serving on emergency and rescue communications for 357 continuous hours.

...(Continued on page 77)
New Names for FCC Given President

Two Posts Now Vacant: Craven, Gay, Wheat

Thought Leading

FACED with the necessity of making appointments to two FCC vacancies, including the chairmanship left vacant by the sudden death of naming S. Prall or Roosevelt, the Commission is considering the qualifications of a number of candidates with the uppermost thought being given to finding a person holding strength to the agency and thereby checking the wave of criticism directed at it.

To the list of the men—each in the FCC executive staff—who have been mentioned previously for the vacancy which existed prior to Mr. Prall's demise, as been added several other names. It is possible that Harvey W. Craven, retired naval officer and the FCC chief engineer; Carl I. Stumpf, retiring member of the FCC Telephone Administration; Samuel P. Kennedy, general counsel, were those considered for the vacancy. The last nine months ago of Dr. Irvin Stewart. All three are also being considered in connection with the Prall vacancy, but neither of them can be considered as a candidate for the White House, with the field selections remaining sizable in the department.

Other Names Mentioned

As BROADCASTING went to press, reports flew thick and fast that the official Washington that other men in public life were being considered for the position or the other of the vacancies.

The Administration is reported to be considering former member of the Senate, former Federal Communications Commissioner Joseph P. Kennedy for the chairmanship. Mr. Kennedy, an Administration troubleshooter, once was chairman of the Senate Exchange Commission and now is chairman of the Maritime Commission.

Among other names mentioned as considerer candidates, in addition to the three "makeup" candidates, were Kenneth B. Breckinridge, Long, former Assistant Secretary of State under effective safety commissions, and Charles C. F. McDougal, a native of St. Louis, now is spending his third term in the House, and former member of the judiciary committee. Rep. William D. McFarlane (D-Mass.) also has his name in this list of names, as he hopes to add a vigorous attack to the long radio which state he has advocated favorable action on the omnibus resolution (H. Res. 92) an investigation of radio generally.

Denis Driscoll, chairman of the New York Charities Association and former Congressman, who first was mentioned for the 1937 vacancy, is reported to the Commission, in the opinion of the New York Times, by Edward F. Mcrady, of Boston, Assistant Secretary of Labor, former late journalist, former assistant administrator of N.R.A.

In the case of Craven, who is now a leader of the radio industry, the President to become chief engineer, spontaneous support from Broadcasting syndicate, New York, and the power that he has developed. Craven, several years ago, asserted July 30 that he would not accept either of the commissions or support as a candidate. After he hoped the development in wise cause em- phasis in any quarter.

General Counsel Gay, formerly a high ranking officer in the diplomatic corps, served on the FCC for six months. He left the commission in creation in 1934, having been appointed to serve until such time as Mr. Prall could select by the latter's service as a member of the House.

Gay, who has won much praise for his work during recent months in the FCC telephone investigation, and who has been making negotiations which have resulted in substantial reductions in long line telephone rates. He is now vacating the White House, having his Pacific Coast, being due to return to Washington Aug. 12.

In the meantime, it is indicated that only one of the three members of the FCC staff, whose names have been considered a "probable" chance of appointment. The second appointee, it was indicated, might be an FCC member identified with communications in any way, that the theory that a fresh mind would influence a new viewpoint and create a strong base of support for the FCC.

It is evident that the White House has in mind a revamping of the FCC personnel and has a "probable" chance of appointment. The second appointee, it was indicated, might be an FCC member identified with communications in any way, that the theory that a fresh mind would influence a new viewpoint and create a strong base of support for the FCC.

That the President is giving deep thought to the vacancies on the FCC has been clearly evident to observers on the radio scene. Mr. Prall's death came as a blow to the Administration, since he had been a co-founder of the Chief Executive and was the White House contact for the FCC. Mr. Prall throve him to bring in some of his ideas of FCC, the President, the last appointment having been made last March.

Mr. Prall was reappointed to a seven-year term as a member of the FCC on July 1, 1938. The law to fill his unexpired term will serve until 1942. In the case of the vacancy created by the 1942 death, the appointment will be for 7 years.

Both of the vacancies are Democratic. The FCC has been in the hands of three Democratic members, none has been more than four members of the same party political party on the FCC. There are aiming at the seat of George T. Brown and a N. Payne. The two incumbent Democrats are Sykes and Walker. Craven, Gay, Wheat, who, a registered Republican from Cali- fornia, and who was reappointed for the Roosevelt ticket in the last two presidential elections. A fourth Republican, it has been indicated, would be named to the FCC without contravening the law, though such an appointment is improbable.  

Furthermore, it is known that President Roosevelt is devoting more than usual thought to the entire radio situation. He is reported to have written to NBC President Lenox R. Lohr on the occasion of the dedication of NBC's new building. Asking from the usual type of congratulatory message, the President warned against the possibilities of 

SAFETY TROPHY AWARDED WXYZ


ANNUAL radio program award of the Commercial Investment Trust Safety Foundation for 1938, was presented to the Kinescope Broadcasting Corp., Detroit, owner and operator of WXYZ, for the effective safety campaign conducted by the Lone Ranger Safety Club. The program has been a regular Morning Magazine program and might feature broadcast of WXYZ. Detroit and the Michigan Network since Jan. 1, 1936 and of MBS since Sept. 26, 1936. The bronze plaque for radio excellence was set up by the CIT Safety Foundation early in 1936, along with a similar award in motion pictures and a number of cash prizes given annually to newspapers, school teachers, and students.

The committee which designated the Lone Ranger program for the 1937 award was composed of O. H. Caldwell, formerly Federal Radio Commissioner and present publisher of Radio Today; Edgar Koelker, former vice-president of NBC and now vice-president of Lord & Thomas, and C. C. McGill, director of publications of the American Artists' Congress. The Lone Ranger Safety Club has a membership of over a million boys and girls who have signed safety pledges to prevent traffic accidents of their parents or guardians. On alternate Wednesdays the program is devoted to a meeting of the SAFETY AWARD—George W. Tredwell, president of WXYZ, Detroit, receives from John W. Darby, Jr. (left) the C.I.T. Safety Foundation plaque award bestowed upon The Lone Ranger program "the most effective radio promotion of safety for the year 1936".

SAFETY Club with frequent addresses by outside speakers prominent in safety work.

In its decision the committee gave special consideration to the American Artists' Congress influence and popularity of the broad- casts as borne out by the large membership and the participation of the Club. Formal presentation of the bronze plaque was made as a part of the Lone Star Ranger program July 25 on MBS.

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Employes of KOIN
May Acquire Stock

GUGLIELMO MARCONI

ALL OVER the civilized world, and especially among radio men:
young and old in his native Italy and in the lands of his greatest
achievements, England and America, heads were bowed with grief as the
magic medium of his own creation—Radio—on July 20 flashed the
news of the passing of Guglielmo Marconi. He died of a heart attack
that morning in Rome at the age of 83 after an illness of only a few
hours, and just after he had sent a telegram to his youngest daughter
Ellerta who was celebrating her seventh birthday.

Few great inventors have lived to see such great results of their
first modest efforts and few yet have been honored in life and
dead as Marconi was honored. American radio spontaneously expressed
its mourning in silent periods and in programs narrating his achieve-
ments. Premier Mussolini knelt 15 minutes before his bier as the body lay
in state before being borne away for burial in his home city of Bologna,
Italy. Kings and queens, presidents and dictators, industrialists and
artists, expressed their great grief at the passing of one of the truly
great men of our time.

Guglielmo Marconi always bore himself with the simplicity of great-
ness. Even in 1895, when he first read: "I have discovered how to tele-
graph without wires." Four years later he was demonstrating his wire-
less in this country for the first time from a vessel chartered by a
New York newspaper to follow the America's Cup Races. The demon-
stration was so convincing that within a year two vessels of the
American Navy were equipped with wireless, the beginning of Ameri-
can radio. Perhaps it is significant that, where he sent his stories by
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New York newspaper to follow the America's Cup Races. The demon-
stra...
some annoyances that confront an agency time buyer: what kind of service is expected from stations?

what do time buyers and sponsors talk about? spots, says ned midgley, who, like all spot buyers finds himself in some hot ones now and then. it seems there are good spots and bad spots, and just plain spots. mr. midgley is interested at the moment in the bad ones, in which he appears to have had some contact. he is a master of the art of making a gripe stand up and do tricks. and then he goes after those "subject to's." some are unavoidable, he concedes, but one or two others make the hardest boiled time buyer jump out of his plush chair and vehemently curse the day that kilocycles were born.

6. subject to baseball game interruptions.
7. subject to the whims and slipshod handling of the individual stations.

practically nothing can be done about the first five conditions listed above. the advertiser is foolishly aware of them and goes into any spot campaign with his eyes open. but the seventh condition—this he ignores, raising his left eyebrow at the sixth point and wondering how it is possible to sell the same time to two different stations.

well, that raises the question of the peculiarities of radio. he takes his courtesy announcements and says no more.

the seventh condition above has never appeared in any station contract but it embraces a situation which could lead to a far down the structure of national spot broadcasting than any other single condition. the question arises: how could it have happened?

result.

for example, an advertiser placed a 26-week campaign of five recorded programs weekly, for a total of 130 minutes. this was paid for in the spring, starting in february. realizing that daylight saving time begins in april, simultaneously with raising the original order he placed a reservation for a later period starting in may. the station was to be an agency selected in the competition with all other forms of advertising and the amount of selling to clients that can be done. the adver the agency is almost any price. the cost may be a complete surprise to most stations.

thus, this first question was settled but some other highly interesting concepts of spot broadcasting were brought to light. national spot business has recorded an amazing growth in the past five years. will it continue at this pace for the next five years? the answer is emphatically "no!"—unlike all those much-needed changes are made in station operation.

upward goes the cost in the first place, the cost of spot broadcasting has increased at a rate that is far from justified. several years ago when a station increased its rates, some explanation accompanied the announcement. now, a rate increase is accompanied by nothing more than the new rate card and a bald statement of the date on which the increase will go into effect. most of these increases have no logical reason behind them and are too obviously an attempt to charge what the traffic will bear. all the sound arguments for spot broadcasting will soon vanish if costs rise much higher.

every spot broadcasting schedule is loaded down with too many "subject to's." a partial list of them would include:

1. subject to acts of god.
2. subject to repair for network.
3. subject to daylight saving time changes yearly.
4. subject to removal for events of national and local importance.
5. subject to demands for political time.
Fall Spot Placements

Disc and Labor Issues Only Dark Spots
As Agencies Start Autumn Buying

ALTHOUGH the fall time-buying season is just getting under way, a survey of agencies and sponsors indicates that the volume of autumn spot business will top the 1936 figure by at least 50%.

Two black spots threaten to interfere somewhat with third and fourth quarter volume this year. Transmission troubles centering around musicians' unions and a generally unsettled labor situation in the nation's industries.

Summer spot business, as predicted last spring, [BROADCASTING, April 1], is running far ahead of last year, a good show except in the case of maintaining their campaigns during the warm weather period. This trend, incidentally, has also been apparent in network placements.

While a number of seasonal products will leave the air as cooler weather arrives, their absence will not be felt because seasonal products which advertise in cooler seasons will more than offset them.

Difficulty of finding desired time for announcements has been a problem in many agency offices, particularly in the case of accounts which desire even intermission spots in radio time.

Activity in New York

Time buyers in New York agencies are looking forward to a busy fall season, which many predict will mark a new peak for spot business, and also a test of whether radio will be able to attempt accurate estimates as to how much spot business will be placed on the air this fall. The executive in the major New York agencies agreed that practically every spot program is now under the same pressure as that of the past, and the air will continue through the fall and probably through the winter.

Such purely seasonal products as insecticides and cold remedies will drop their advertising with the end of the summer season, but which is of practical value can be replaced by heavier campaigns for other products.

Many New York agencies reported that their clients will undoubtedly use extensive announcement campaigns, augment their network programs with transmissions of the same shows, sponsor live talent programs on local stations, and otherwise swell the volume of spot business, but in most cases there is also additional fall business.
American Chicle Co., L. Island City
Will continue its spot announce-
campany for Slick Suck in vari-
ous Network stations. The trans-
scpts are placed through Hadler &
Browning & Hersey Inc., New York.

American Home Products Corp.,
New Haven
Will resume its spot campaign for
Alka-Seltzer in the fall. The trans-
scripts are to be run on ABC-
broadcast in 141 Markets and 92
stations. The campaign will use
ad copy designed to emphasize
the freshness and unique character
of Alka-Seltzer.

American Tobacco Co., New York
Will resume its 24-hour campaign
for Lucky Strike, a five-day series
of five-minute news broadcasts.

Anderson Co., Gary
Will advertise its Sheer Master,
a windshield wiper blade designed
to clear sleet away, with a news pro-
gram on WOR, Newark, a football sup-
ode in WIND, Gary, participation in
the WJJD Grandstand program
in the Detroit Network. Reports are
broadcast on 26 other stations through-
out the area, in October, November
and December. According to

Armada Co., Des Moines
This cosmetic firm started a quar-
ter-hour campaign, airing 20 times
with hillbilly talent twice weekly.
The program will be broadcast three
times a week in ten cities in the
possibility of other stations being
added at that time. Wade Adv.
Agency, Chicago, handles the account.

Arnim-Varady Co., Chicago
Using one-minute transcribed an-
ouncements, the firm has added five
more Sept. 26 when Ted "Texas"
Gary program returns on a Mutual
contract. The campaign is tentatively
started. The network program will
be broadcast to all Mutual
stations, and the ABC stations will
be added. Chicago, handles the ac-
tount.

Associated Oil Co., San Francisco
For a number of years Associated
has been using sports events almost
exclusively for its advertising of
gasoline, motor oils and by-products;
has recently placed a spot announce-
campany on Mutual's "The Pacific
Northwest: Advertising Campaign"-
Ventral to Saturate Portland.
The company is planning one of its largest
participations in football sponsorship
this year. Ads will be running
in 99 out of 100 markets at this
time. Lord & Thomas handled the
campaign.

Atlantic Refining Co., Philadelphia
Will sponsor broadcasts of inter-
collegiate football on 64 stations in
September in the Northeast,
White Flash oil and gasoline. N. W.
Ayer & Son Inc., Philadelphia, is
the agency.

Atlantic Sales Co., Rochester, N. Y.
Will begin participation in Martha's
Dove campaign on WOR, Newark, in
September. The campaign is handled
by Walter Thompson Co., New York, is
the agency.

Axton-Fisher Tobacco Co.,
New Haven
Will start a radio campaign for
a cigarette advertised nationally in
New England. The broadcast
material will be run on WOR, New-
ark; a 10-minute daily spot will
be used. The campaign is handled
by the agency.

Bause & Black, Chicago
Will start quarter-hour transcrip-
tions five times weekly on 21 stations
Oct. 13 for Velveeta lotion, with more
outlets to be added later. Discs were
recorded at the Bause & Black
showroom, Hollywood. Blackett-
Sample-Hummert Inc., Chicago, is
agency. Advertising for these bath
salts is handled by H. M. Kiesewetter

Builder's Life Insurance Co.,
Using a quarter-hourly program on
WZAN, Chicago, to start ad-
vertising five additional stations this
summer. MeJunkin Adv. Co., Chicago, is
agency.

Bulova Watch Co., Inc., New York
Will continue to use time signals on
an evening half-hour schedule
for Bulova watches, and is begin-
ing to use the same type of ad-
tert, for its inexpensive Westfield
line. Westfield advertising is
reserved during the lean months
while Bulova concentrates on the
evening hours. Agency is Blow Co., New
York.

Bunte Bros., Chicago
Will start live spot announcements
in September on about 50 stations for
its candy, List will be made up in
mid-August. Fred A. Robbins, Chie-
co., is the agency.

Burlington Trailways, Chicago
Will expand schedule this fall using
quarter-hour programs three times
weekly, succession. Two-minute
news breaks varying from one to three
days a week, Reinecke-Ellis-Youngren
& Co., Chicago, the agency.

Borden Co., New York
Will continue to advertise its Pio-
nee ice cream with a half-hourly
weekday variety show on WOR and
WHN, New York, and its Chateau cheese
with a weekly dramatized news pro-
gram on the Yankee Network.
Young & Rubicam Inc., New York, plans
these programs.

Bosco Co., New York
Will expand its current spot an-
ouncement camapign for longisk milk ampli-
fiers in the fall on stations in New
England, Pennsylvania and Upper
New York, will continue its participa-
tion in the Yankee Network news
broadcasts in October after a two-hour lagoff, Kenyon &
Eckhardt Inc., New York, is agency.

Bristol-Myers Co., New York
Will continue its present spot pro-
gram for Mist, a quaint, Solemn news
period five times a week on
WOR, Newark, a 10-minute daily
spot between 2 and 3 a.m., with a
dramatic series, Lucky Girl, five
days a week on WGN, Chicago. Young
& Rubicam Inc., New York, is agency.

Brown & Williamson Tobacco Co.,
Louisville
Will continue and possibly extend the
sports review programs now being broad-
cast on 31 stations for Arlington
cheese and Sir Walter Raleigh pipe
tobacco, thru HHIO, Louisville.

Central Shoe Co., St. Louis
Will continue its spot announce-
cations, Footsteps to Beauty, three
weeks on a list of stations as yet
undetermined. All advertising. Transcrip-
tions were produced by Transamerican. Gardner Adv. Co.,
St. Louis, is agency.

Chapelle Bros., Rockford, Ill.
Used announcements and quarter-
hourly spots in the fall and plans to use that many or
more in September for Ken-I-Ration.
C. W. Meier & Co., Chicago, is
agency.

Chasers Inc., New York
Considering a spot campaign in New
York. MP & M handles the Transcription
in all arrangements. C. W. Meier
& Co., is agency.

Chicago Engineering Works,
Chicago
Using 25 stations and plans to ex-
tend the list this fall for its cor-
responding department. Vehicle
coverage, Chicago, is agency.

Chicago Mail Order Co., Chicago
Will complete its national campaign the latter part of August.
Nine stations using quarter-hour live program. All advertising.
Using an as yet undetermined.
last year. Matteson - Forgyard
Inc., Chicago, is agency.

Chicago Motor Club, Chicago
Will expand from Chicago, to in-
clude the Voice of Carelessness and plans to use quarter-hour transcriptions weekly on other
Midwestern stations. This fall.
MeJunkin Adv. Co., Chicago, is
agency.

Chocolate Products Co., Chicago
Will expand from Chicago to
include the Voice of Carelessness and plans to use quarter-hour transcriptions weekly
on other Midwest stations.
MeJunkin Adv. Co., Chicago, is
agency.

Coca Cola Co., Atlanta
Has recently launched a transcrip-
tion campaign in some 50 cities in which the firm placed the
ingredients, to continue through the fall in most cities and possibly through the winter in the South.
Program was planned and produced by D'Arcy Adv.
Co., New York.

C. G. Conkey Co., Cleveland
Plans to start quarter-hour parti-
icipations in the WJBS Barn Dance in September. The firm will also use
KFAB, Lincoln, with a five-minute program six times weekly for its
poultry feed. Rogers & Smith, Chicago, is agency.

Consolidated Drug Trade Products
Inc., Chicago
Currently runs 25 to 30 spots in September and October.
Walkers have included 40 Programs will be half-hour and full-hour live talent shows broadcast six
times weekly. A few transcribed programs will also be used. Benson &
Dall Inc., Chicago, is agency.

Continental Food Corp., New York
Planning a Pacific Coast campaign for Brown Crowk Baked Beans, using one-minute live broadcast
announcements, after a series of Southern California tests. Agency is Scholtz Adv.
Service, Los Angeles.

Crowell Publishing Co., New York
Will continue its Jean Abbey shop-
ing campaign on 30 stations. Dap-
companions on 18 stations. Campaign
is handled by Geyer, Cornell &

Crowd Overall Co., Cincinnati
Using weekly quarter-hour trans-
criptions, Pleasant Valley Proteins
in WLS, WLO, WBO, and
(Written on page 46)
President Pays Tribute
To Industry at NBC
Capital Opening

WITH Washington's officialdom generously represented, NBC on July 22 dedicated its elaborate new studios in the Trans-Lux Building, and the event served as the occasion for renewed expressions of confidence in radio by the American plan from administration spokesmen.

In a letter to NBC-President Lenox R. Lohr, President Roosevelt sounded a new keynote for radio. "It is not within the province of reactionaries to put obstacles in the way of orderly development nor to mark boundaries beyond which radio may not go," the Chief Executive stated in the communication, which was read over the air.

"I believe that sooner than many of us realize television will be established in homes throughout this country. Indeed, it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers, or news reports, no matter how remote we may be from the place of their publication and distribution."

**Farley-Wheeler Tributes**

The President said the opening of the new studios seemed to him to "symbolize the onward march" of radio. "Although the other is a comparatively new means of communication and lends itself nationally to public service, no useful ways," the President's letter continued, "we find ourselves continuously amazed at the things which have been accomplished and the development of future potentialities."

Other speakers were Postmaster General James A. Farley, who is also chairman of the Democratic National Committee; Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates; Acting Chairman E. O. Sykes of the FCC; Mr. Lohr and Melvin C. Hazen, District Commissioner. Senator Wheeler made a plan for freedom of speech by radio while Postmaster General Farley praised broadcasting generally and chain broadcasting in particular as meeting a "real public need."

Postmaster General Farley paid high tribute to the development of broadcasting in this country and to the work of the chains. "Certainly no one can deny that radio has taken its place in the forefront of those things which constitute our daily needs," Mr. Farley said. "It has done much in advancing our national unity as well as providing a new and peaceful link among the nations of the world. Radio has aided immeasurably in developing musical culture and appreciation, in banishing provincialism and sectionalism, thereby preventing the disintegration of our people into classes."

"The progressive policies being adopted in the field of radio by such organizations as the National Broadcasting Co. give inspiration and hope to all of us. The American people will never despair as long as they can turn to their radios and obtain instantly elevating musical programs or inspirational talks."

"For a long time I have been thoroughly convinced that one of the greatest benefits provided by radio is the nation-wide communication and discussion of public questions that have been made possible by this great modern instrumentality of communication. As a result our people are now kept completely and accurately informed at all times on national matters, a situation which has brought about keener interest in public affairs than ever before existed in this country."

Speaking in behalf of Congress, Senator Wheeler said the progress of radio in the last 20 years has been "incredible."

"Its influence," he declared, "is found in the marts of trade, in the cultural tastes of our nation and the formation of public opinion on political and social problems." The Montana Senator also expressed gratitude over the recognition given by broadcasters to their "public duty." As a member of Congress he said he was naturally interested in the part radio plays in the formation of public opinion on matters political and economic.

"I am glad to see in the radio a medium for expression and con on those matters by leaders in the various walks of life. Impartial and only impartial use of the radio for discussion of controversies aids in the making of intelligent decisions by the American public and for the increasing of the efficiency of the Democratic form of government. That is one of the contributions of the radio to our nation and that is one of its duties. And may I add, that duty can only be performed by the maintaining of the free and uncensored use of radio facilities."

Praise From Judge Sykes

Judge Sykes commended NBC, declaring that the studios represented the last word in technical improvement. Harking back to the position of radio 10 years ago, Judge Sykes said that at that time what was meant in radio by public interest, convenience and necessity was not well crystallized. "Today it may be epitomized in service to the listening public," he said.

Mr. Lohr said NBC dedicated the new studios with feelings of mingled patriotism and pride—pride because "we feel that we are participants in making drama which is the life of a nation's capital," and patriotism "because we recognize and welcome our public responsibility to serve the people by faithfully presenting the capital city to its nation and to the nation's capital."

And the new studios and the new transmitter for WRC and WMAL represent the latest scientific developments in radio, Mr. Lohr said they are merely steps which an ever-changing art demand to bring to an audience programs of the highest quality and with the greatest fidelity.

The formal dedication, broadcast over NBC's network, climaxed three days of festivities. On July 20 WRC and WMAL, NBC-operated Red and Blue outlets respectively in Washington, held open house for the press. The second day's celebration was devoted to clients and agencies and the third day to the formal opening with some 1,600 persons, including many members of Congress and officials of government departments present.

The new studios occupy some 20,000 square feet of space. In the center of the new building, NBC's long-time chief engineer, W. W. Leavitt, and his associates, Mr. Lohr said they are merely steps which an ever-changing art demand to bring to an audience programs of the highest quality and with the greatest fidelity.

And the new studios and the new transmitter for WRC and WMAL represent the latest scientific developments in radio, Mr. Lohr said they are merely steps which an ever-changing art demand to bring to an audience programs of the highest quality and with the greatest fidelity.

**NBC FIRST NIGHTERS**—Snapped at the gala opening of NBC's new studios (above center) standing: Melvin C. Hazen, D. C. commissioner, and NBC-President Lenox R. Lohr; seated are Acting Chairman Sykes of the FCC and Senator Wheeler, of Montana. All spoke during the ceremonies. Lower center: F. M. Russell, NBC Washington vice-president, seated in his sumptuous new office. Left: A candid shot of Jack Latham (at phone) and Charles Franco, both of the radio department of Young & Rubicam Inc. New York, at the dedication.

Right: On the roof of the Lux Bldg., new NBC home, as 1,000 balloons with numbers painted on their sides were released by showgirls, the lucky numbers bringing prizes to those picking up the balloons. Gordon Hittenmark, NBC announcer, is at the mike.**
Not long ago, J. O. Maland stepped before a WHO microphone to invite comment about WHO's evening news broadcasts. His talk, lasting less than five minutes, had to compete against Amos 'n' Andy for listener-attention. No reward, no inducement was offered for any reply.

Yet 1,152 listeners went to the trouble of writing to express their appreciation for WHO's news service. A tabulation showed these letters came from 31 states. Outstanding Broadcast

Few single-station broadcasts anywhere in America regularly reach an audience equal to that which tunes each evening to WHO for United Press dispatches, edited and broadcast by H. R. Gross.

The scope and accuracy of United Press reports, the keen news-sense with which Gross edits teletype copy, the impartial thoroughness of news-coverage presented by each broadcast—all contribute to the intensity of audience-interest in the WHO evening news.

Then add to the foregoing factors, the strength of signal which WHO's 50 KW transmitter sends out on a clear channel, and you can understand why WHO news is a nightly radio "high-spot" throughout the Midwest.

Every advertiser using WHO has a similar opportunity to reach and influence listeners in an area including well over half the entire United States.

Picture Offer Draws 9,630

Time and again, specific offers have proved the exceptional audience reached by WHO News Broadcasts. Most recent test:

For two weeks, a brief announcement was carried at the close of WHO evening news. In the announcement, a picture of H. R. Gross was offered to listeners. Despite the utter lack of novelty in the offer, 9,630 requests were received within two weeks. Even after the offer was withdrawn, requests continued coming in at the rate of 400 a day.

Response came from 36 states and Canada. Time of the announcement was 10:15 P. M. Central Standard (12:15 A. M. EDST)—another proof that Iowa does not go to bed with the chickens.
Federal Counsel
In ASCAP Trial
Believed Retiring

Andrew W. Bennett Is Said
To Plan Private Practice

UNCONFIRMED
reports were cur-
rent in Wash-
ington in July that Andrew W. Bennett, for
the last three years special assistant to the
Attorney General in charge of the
Government's anti-trust suit against ASCAP, would resign that post, presumably to go pri-
vate practice in connection with copyright.

Considerable question, it is learned, has arisen over continuance of the three-year-old suit, now pending in the New York Federal courts, seeking injunc-
tion of ASCAP activities alleged to be in
violation of Federal Statutes. It is reported that Mr. Bennett feels some longer remaining of the trial and vigorous prosecution of the case, but other Department officials apparently have not opposed the action, and, it is understood has ad-
vocated abandonment of the suit. The action was begun in 1934, against ASCAP and 130 codefend-
ants. After 10 days of trial in June, 1935, however, the case was recessed pending an effort to stimu-
late the record.

Department Loses Interest

The apparent indifference of the Department toward the ASCAP suit has been an embarrassing situation to officials of the service and a
somewhat disheartening factor in copyright matters. Pendency of the government suit, as well as the
Duffy and Guffey bill, has created uncertainty about the fate of independent broadcasters who fear a
repetition of the 1932 and 1935 actions and the resulting anti-trust statutes. Indignation over this situa-
tion broke out at the Chicago convention of the NAB officials.

In adopting a resolution favoring introduction of a bill in Congress, the
Association proposed that here-
after stations using more than 50 kw. power would be required to list all of their programs with the ex-
ception of one-hour per month, designed to meet television needs, on a
weekly basis. WLW would be ex-
cluded for the time being.

Department in April, 1934, as
special assistant to the Attorney General, and handled all of the
preparation for the government suit, instituted five months earlier, was
formerly on the legal staff of the
United Fruit Co. in Boston, and prior to that, in general prac-
tice in Washington.

While there was no verification either of the report that Mr. Ben-
ett had resigned or that he had been proffered a post by the indi-
pendent broadcasters' group, it has been known that certain state
bodies have had in mind appoint-
ment of some lawyer who would coordinate the various copyright activities into an offensive, look-
ing toward edictive action.

If such a plan crystallizes, it is understood, it would not be in the
nature of another "trade associa-
tion" movement to conflict with the
NAB, but on the other hand would
be designed to gear its activity with the
NAB and operate in front of the low-
sters. The NAB association cannot participate because of
its status as an organization rep-resentative of all elements in the

FLORIDA SLATE—Here are the 1937-38 officers of the Florida Asso-
ciation of Broadcasteres elected at the group's second annual conv-
ention in Jacksonville July 24-25. Seated, left to right: Spencer Mitchell,
WDAE, Tampa, secretary-treasurer; Richard Tison, St. Bol, vice-
President; standing, left to right: Henry G. Wells, WCOA, Pensacola, and State
Senator John Beacham, WJNO, West Palm Beach, executive committee.

Superpower Non-network Plan Urged
By Florida Stations; Tison Named Head

ELECTING as president for the ensuing year W. Walter Tison,
attorney and member of the Jacksonville Bar, was re-
lected as president of the Florida Association of Broadcasteres at its
second annual convention in Jacksonville July 24-25. The
Chairman of the NAB convention, this was the first
broadcast station to non-network operation.

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Association proposed that here-
after stations using more than 50 kw. power would be required to list all of their programs with the ex-
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NAB and operate in front of the low-
sters. The NAB association cannot participate because of
its status as an organization rep-resentative of all elements in the

national organization and of the
status of copyright legislation in various states, including the six in
which state laws already have been enacted.

The new Florida copyright law was discussed by State Senator
John Badger, WDBO, Orlando, who introduced the measure in the Florida legis-
lature, and by Tison, who introduced it. As introduced and passed
by the Senate, the bill is the same as the Nebraska anti-ASCAP measure.

To add to the sympathy of the Florida broadcasters to the family of FCC
Chairman Amming S. Prall, describ-
ing the late chairman as "a valued and understanding friend and
guide."

Every station member was repre-
sented. Delegates were: WCAI-, Wells, George Willings; WDAE—L. S. Mitchell, Ralph Nicholson; WDBO—Harold P. Nu-
ll; WFLA—Walter Tison, Melvin Meyer; WFOY—Col. W. B. Fraser, Robert
Malone, Milton Scott; WJAX—
John T. Higgins III, WJNO—
John R. Beacham, George Hazel-
wood, Mr. and Mrs. W. S. Brown;
WMBR—Frank King, Glenn Marshall, Jr.; WMFJ—W. H. Wells, Gordon—Fred
Borton, Fred Mizner; WRUF—Garland W. Powell, Prof. Joseph
Wells; WTAD—Charles H. Morton; WATL—Gilbert Freeman, Mrs.
Vera Freeman.

Baseball Star Sponsored
By Peter Pan Bakeries

SPONSORED by the Peter Pan Bakeries Inc., chain group, Gerald Wiston
Salter, Detroit publisher, will
start July 20 in a 15-minute Tuesday and Thursday series titled Gerald Wiston's Michigan
Network, keyed from WXYZ, Detroit. Program is heard at 6:30 p.m.
Wednesday through Thursday, the
other day being used for ques-
tion and answer with fans. Wiston will handle his ad libbing ability and his keen sense of humor.
He is not new to radio, having fre-
quently appeared with Harry Heil-
man, who is the national baseball commentator for Michigan Network.

The response already is great from the Lower Michigan area where the bakeries have their chief dibilitation.
Radio stations have been sent letters are heard on each program, each writer appearing with Walker receiving an autographed baseball card and a loaf of bread. The fans play it out of
town, transcribed versions pre-
arranged on the NBC network are
sent to WXYZ. Packard-Neff, Detroit, handles the account.

IN THE July 15 BROADCASTING, it was reported that Prof. L. D. Bär-
nhart,join NAC-Chicago as educational
counselor. Prof. Bärnhart has joined NAC-Chicago as education director and not in an educational capacity.

BROADCASTING • Broadcast Advertising

Page 20 • August 1, 1937
WWJ Bans All Announcements For Three-Hour Period Daily

W. J. Scripps Tops Balanced Program Suggestion With New Step Designed to Please Listeners

As the second phase of his plan to "balance" program operations on WWJ, Detroit [BROADCASTING, May 23], Mr. Scripps, managing director of the station, announced July 26th that starting with the fall time change all commercial andnews spot announcements will be eliminated during the hours of 12 noon and 3 p.m.

Even more revolutionary than the announcement of WWJ's new policy of program control, Mr. Scripps said this second step will provide a three-hour stretch of entertainment with no intervening announcements time, will focus particular attention. With the change, WWJ will increase its basic hour rate for the three-hour period by 36.5 per cent, he added.

Mr. Scripps said: "The issue of broad- casting carried a announcement of WWJ's new policy of program control. The storm of discussion, misunderstanding and sometimes ridicule aroused by this announcement speaks for itself, and needs no further elaboration.

Adjustment of Rates

"Now we are ready to take the second step. This announcement is about a now and better era in commercial broadcasting—a golden era for advertisers and a period of the long run means increased benefits to the broadcaster and to the public."

"Starting with the fall time change, that lucrative period between 12 noon and 3 p.m., within which the fall of advertising is greatest, will be par- ed of all commercial break through between-program announce-

"This will provide a three-hour stretch of program entertainment with no programming announcements to compete for the listeners' attention with the commercial credits of the programs in this period."

"The three-hour period naturally will be costly, but should make it a prime and cer- tainly desirable to all. As such, it is in the interest of the larger and more far sighted commercial announces having been seeking and hoping for these many months."

"This will be because the revenue from announcements today constitutes about 50 per cent of our station revenue—and by necessity, therefore, this rate adjustment will be required."

The natural and first thought of some has been if the station can make the sponsor pay the whole cost of this preferred position, just as they have been able to do in other me- dia. But WWJ does not regard that the experiment by any arbitrarily following custom laid down by the newspapers and the radio's future, we at WWJ believe that we should make concessions. If we ever do make such concessions we will meet the sponsor half way.

Thus, we will increase our rate for the three-hour period by only 36.5 per cent, leaving aside all three of the loss in revenue resulting from the elimination of commercial announcements to be borne by WWJ.

Bamberger Offers Series To Stores

L. Bamberger & Co., Newark department store, is offering to other department stores throughout the country the daily three-hour, national radio program of Ed Ed Fitzgerald, which for some months has been a part of the newspaper and radio advertising campaigns of that chain.

Since Fitzgerald writes and talks without restrictions, doing no selling or advertising material would be suitable for any store to sponsor, says the brochure sent to department stores, which adds that Fitzgerald was chosen after a year's search and that the choice of a man rated highest in his field is not alone.

Stores may purchase the 15-min- ute broadcasts three or six days a week, with either morning or evening transmissions. Six time rate for the live programs ranges from $30 to $150, the store's volume of sales, and from $20 to $60, plus about $3 a record, for the transcriptions. A 5 per cent discount will be allowed for the purchase of six months. It is reported that negotiations are being conducted with department stores in Providence, Boston and Binghamton.

P&G Signs on WOR

Procter & Gamble Co., Cin- cinnati, has contracted for four 15-minute programs five days weekly for 52 weeks on WOR. Newark.

Programs include a transcribed version of Miss Margaret Fitzgerald, the programs broadcast during her stay. Her broadcasts are expected to be a major hit in New York, Chicago and Los Angeles with a dozen other languages. She also organized the American Hour, which is broadcast daily, from Rome to North America.

Miss Sergio resigned from EIAR in order to visit the homeland of her language, that the programs broadcast for her were Margaret Fitzgerald of Baltimore. She is staying in New York at the home of her aunt, Miss Alice Fitzgerald, who was chief of the American Red Cross Nursing Service in France during the War.

Zephyr Spot Series

AXTON-FISHER TOBACCO Co., Louisville, will shortly launch a spot radio campaign for its new Zephyr cigarette. Daytime programs will be used chiefly, with the commercials stressing the heighten- ing and smoothness of the brand in an attempt to capture the wom- en smokers.

Announcements and programs will be used on various schedules at various stations dependent on what seems to be best in each market. Axton-Fisher for Twenty Grand cigarettes has added daily-ad-sponsored spots to their weekly program, calling attention to their successful past.

Pepperell Back to Net

PEPPERELL MFG., Boston, will return to the ranks of network sponsors at a very important date in November, when it will sponsor a series of philosophical talks by Dr. W. B. Childs of the Childs Program, which was tested on WSB, Atlanta, and WDKW, Augusta, last fall. Each half-hour spot will be shown oncorn evenings 7:15-7:30. Dr. Reill will launch the series from New York but after the first few broad- casts each succeeding half-hour program will originate there. The series will advertise company's sheets and lain lines. BBDO, New York, handles the account.

A Guest of NBC

Miss Sergio, known throughout Europe as the "Voice of 200," for her broadcasts in French and English from this station in Rome, is now New York to introduce American radio technique and has been made a guest announcer of NBC during her stay. Her first assignment for an American radio program is to announce the Robin Hood Dell symphony concerts, to be broad- cast on the Red network on three successive Saturdays, July 31, August 7 and 14. She is also an- nouncing in both French and Ital- ian the programs broadcast to Europe on NBC's short-wave transmitter, W3XAL, and broadcasts a daily 15-minute special period in each of these languages to the Euro- pean audience.

Born and educated in Florence, where at 17 she edited the Italian Mail, only English newspaper in Italy, she learned broadcast in English from Rome by officials of EIAR, the Italian Broadcasting Company. Within a short time she had assumed all the work of the broadcast, personally taking care of all English and French pro- grams, the planning of new programs in a dozen other languages. She also organized the American Hour, which is broadcast daily, from Rome to North America.

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Five State Offices

Closed by ASCAP

Stations Piling Up Contingent Liabilities, Paine Asserts

DISCONTINUING its operations in St. Louis, Chicago, New York, Los Angeles and Kansas City, ASCAP has closed its offices in these states and is doing no business of any kind with their clients. There are no new applications for ASCAP headquarters from broadcasters, hotels, ball-rooms and other establishments with which ASCAP licenses, are returned unopened, stamped "Refused, America- n Publishers, Authors, Composers and Publishers".

The refusal of these letters is to be a most bad news for the copyright owner, but does not relieve the broadcasters and others of the responsibility of copyright payments, however, according to John G. Paine, general manager of ASCAP. The state laws may make it difficult or impossible in some cases to operate under the ASCAP licenses, are returned unopened, stamped "Refused, American Publishers, Authors, Composers and Publishers".

The refusal of these letters, most of which are from the"Society of Authors, Composers and Publishers", does not relieve the copyright owners of the responsibility of copyright payments, however, according to John G. Paine, general manager of ASCAP. The state laws may make it difficult or impossible in some cases to operate under the ASCAP licenses, are returned unopened, stamped "Refused, American Publishers, Authors, Composers and Publishers".

Contingent Liabilities

Eventually, Mr. Paine said, the copyright owner will present his case for the infringement of his copyright, but it may now be impossible for him to collect, and the broadcast- ers and others may not be able to use these programs of copyright music to unli- censed stations, he stated, as all stations licensed in state protected over here as American copyrights are protected in their countries.

Asked about the proposal that ASCAP files for bankruptcy, the American Federation of Labor, Mr. Paine said that there is little prog- ress to report. He readily admitted that negotiations were under way, that the two groups had much in common and that a series of meet- ings had been held, but he denied that any such affiliation is imminent. He said that the program of copyright protection that requires a great deal of study, he stated, and not something to be rushed into.

August 1, 1937 • Page 21
Crop Prospects in Missouri Are Enhanced by Rain

Agricultural Report Declares Grasshoppers Plentiful but Causing No Damage.

Grasshoppers are plentiful in some parts of the state, but have caused no serious damage to date, according to the weekly report of the United States Department of Agriculture released today. Temperatures during the week were considerably above normal most of the state, but move normal most of the corn and most other crops, except in northern sections were favored by the rain.

Business is Good in the Heart of Missouri and Will Be Even Better This Fall

Covers the Heart of Missouri

more effectively, economically and efficiently than does any other single medium.

Represented Nationally by Furgason & Aston, Inc.

New York 221 N. La Salle St.  Kansas City Dwight Bldg.
17 E. 45th St.  Chicago  Stephenson Bldg.

From St. Louis Star Times July 15th, 1937

*This is the vast area between the Retail Markets of Kansas City and St. Louis.
CIO Placing Spots To Promote Cause Labor Programs Are Placed at Strategic Points in Nation

MAKING extensive use of broadcasting to help in organizing workers and in building sympathy for their cause among citizens, the CIO is placing programs in the week's campaigns, at least for the present, but is using frequent broadcasts on stations in areas where organization men have not.

Typical is the current radio campaign of the Steel Workers Organizing Committee in New York, which includes three-quarter-hour programs on weekdays on WSAQ, Allentown, WCBL, Binghamton, and WJAI, Johnstown. One program each week features labor news from Washington, compiled by Chester Wright. The second broadcast brings a talk by an outstanding speaker, such as Senator Wagner or John L. Lewis, which has been transcribed, and the third program of the week features a prominent local matter.

Handling of Programs

At the start of each broadcast a citizen of some local prominence is brought to the microphone to make a brief plea to the management of Bethlehem Steel, to end the conflict and allow the rights of the workers to be determined by an election. After this each broadcast will be preceded by a discussion of the local situation on that day. Broadcasts will be followed by WJBK cards, which boards at factories during the lunch hours and at closing time, and with small space in the newspapers.

The United Automobile Workers of America also is on the air with a Labor Broadcast Project, which is going every day on WJBK, Detroit, and on Sundays with half-hour programs on both WJBK and WJBX. On a week a week the WJBK broadcasts are fed to WJLM, Lansing, and WFDF, Flint, as well. Programs alternate between straight organizing speeches and dramatizations of living conditions of workers in automobile plants.

The Textile Workers Organizing Committee, which opened its radio campaign a few months ago, took advantage of a mass meeting at Lawrence over a five-station hookup which was hastily arranged. The drive in that center work had refused to carry the broadcast without a preliminary statement that the network management was "definitely committed to certain principles of CIO," is now using two stations in New England.

WOC, Boston, carried a three-hour TWOC 15-minute broadcasts weekly, one in English, one in Polish and the third in Yiddish. One day weekly, in French, will be started in August. WSPR, Springfield, Mass., also carried the campaign in English, for the union. Recently the TWOC has started a series of week broadcasts on WGOR, Cleveland, which will bring out through dramatizations of the testimony presented at the hearings of the National Labor Relations Board.

These campaigns are chiefly the work of WQW, WEVD, New York’s "labor station," which for more than a year has been broadcasting the programs of the CIO with the cooperation of the Workers’ Industrial Union and sending them to a network, including WIP, Philadelphia, WELI, New Haven, and other stations.

DRUGS and toilet goods advertising exceeded that of any other industry on NBC during the first six months of 1937, was in second place on the CBS roster, and heads the combined list with a total of $9,086,729, according to broadcast of advertising revenue by industries issued by both networks. In such figures were available for MS, but it is probably safe to assume that expenditures of advertisers on that network would follow the same relative order as on the other two.

Advertising for food and food beverages as a charge line item was $4,908,728. Tobacco ranked next with a $4,908,222 expenditure. Advertising of laundry soap and housekeepers’ supplies, in fifth place with a total of $4,775,725, undoubtedly accounts for a large part of the increase in daytime advertising in these networks over a year ago.

WCPO, Boston, this series of hour broadcasts, made up of opera and symphony music and dramatizations depicting the conditions under which garments are made in non-union shops, is said to have been successful in creating a refusal on the part of the public and retailers to take goods not bearing the union label. Whenever an outstanding labormanagement question arises in that city, Mr. Novik has the talk transcribed and furnishes it to local organizations.

TRANSMISSION Press Service has extended a new leased teletype circuit through central Iowa, the first in the state, which has been operating from Transradio’s midwestern division headquarters in Chicago. Other teletype service to clients in Michigan, Wisconsin and Illinois, Transradio’s northwestern circuit, runs from Minneapolis to Milwaukee, and from Chicago to St. Louis, St. Louis, and St. Joseph, Mo. This service is being handled by Marschall & Pratt Inc., New York.

AMERICAN Association of Advertisers and Mrs. Clearly is using the dates for its 1937 annual convention, which will be held at the Home- sweet Home in Hot Springs, Va.

Drug and Toilet Goods Lead Networks In Time Sales for First Half of Year

Breakdown of expenditures for NBC and CBS time during the first six months of 1937, by industries, follows:

<table>
<thead>
<tr>
<th>Industry</th>
<th>NBC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$1,157,906</td>
<td>$1,974,720</td>
</tr>
<tr>
<td>Cigarettes, Tobacco</td>
<td>1,038,316</td>
<td>1,929,924</td>
</tr>
<tr>
<td>Clothing and Furnishings</td>
<td>65,858</td>
<td>84,391</td>
</tr>
<tr>
<td>Confectionery, Gum</td>
<td>90,380</td>
<td>140,200</td>
</tr>
<tr>
<td>Drugs and Toilet Goods</td>
<td>6,610,632</td>
<td>2,685,399</td>
</tr>
<tr>
<td>Financial and Insurance</td>
<td>153,060</td>
<td>306,351</td>
</tr>
<tr>
<td>Foods and Food Beverages</td>
<td>2,770,060</td>
<td>3,697,406</td>
</tr>
<tr>
<td>Garden-Field</td>
<td>52,200</td>
<td>102,118</td>
</tr>
<tr>
<td>House Furnishings</td>
<td>267,471</td>
<td>256,118</td>
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<tr>
<td>Jewelry and Silver</td>
<td>64,716</td>
<td>203,316</td>
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<tr>
<td>Lubricants, Petroleum</td>
<td>2,781,058</td>
<td>1,160,346</td>
</tr>
<tr>
<td>Machinery, Farm Equipment</td>
<td>50,120</td>
<td>61,725</td>
</tr>
<tr>
<td>Mechanical and Electrical Parts</td>
<td>199,055</td>
<td>260,356</td>
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<tr>
<td>Radio, Phonograph, Musical Inst.</td>
<td>74,620</td>
<td>377,328</td>
</tr>
<tr>
<td>Schools and Correspondence</td>
<td>8,988</td>
<td>306,396</td>
</tr>
<tr>
<td>Shaded and Leather Goods</td>
<td>35,500</td>
<td>102,118</td>
</tr>
<tr>
<td>Laundry Soap and Housekeepers</td>
<td>1,596,903</td>
<td>1,378,843</td>
</tr>
<tr>
<td>Supplies</td>
<td>83,699</td>
<td>203,316</td>
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<tr>
<td>Stationery and Office Supplies</td>
<td>219,062</td>
<td>79,345</td>
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<tr>
<td>Travel and Hotels</td>
<td>317,708</td>
<td>317,708</td>
</tr>
<tr>
<td>Winem, Beer</td>
<td>23,792</td>
<td>23,792</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>280,087</td>
<td>377,688</td>
</tr>
</tbody>
</table>

Total                         | $19,848,107 | $14,803,265

Postal Using Spots

POSTAL TELEGRAPH-CABLE Co., New York, started a spot campaign in July, using daily announcements and time signals on KFRC, San Francisco, and KHJ, Los Angeles; four announcements a day Monday through Friday on KVOX, Knoxville, and WMBR, Memphis; three announcements six days weekly on WNBW, Memphis; and a five-minute news program daily on WCPO, Cincinnati. A campaign for Omaha, Nebraska, in June, is handled by Marschall & Pratt Inc., New York.

Jones and Smith Direct New KRIS-KXYZ Group

INAUGURATED only six weeks ago as a full-time regional to replace the local station, which the FCC authorized for removal into Brown County. The new KRIS Corpus Christi, 500 watts on 1330 kc., is now being offered to advertisers in a joint rate card with KXYZ, Houston. KRIS is operated by Tillford Jones and T. Frank Smith who also handle the company’s operation KXYZ, KRIS on Aug. 1 joins the supplementary NBC Red and Blue networks while on the same date KXYZ joins the Blue.

Heading KRIS as local manager is Cliff Tatum, long associated with South Texas broadcasting, and George Morrison, formerly with KXYZ. Wilson-Robberson represents the station in the national field. The station subscribes to the WBS program library service, and Transradio Press.

Series Pays for Itself Before Going on the Air

A RADIO series that was completely paid for before a single program had gone on the air is the record claimed by Pennzoil Co., Philadelphia, which recently began an eight-week series of 16-minute transcriptions on 40 stations. In an effort to secure new dealers to distribute its products, Pennzoil Co. offered its distributors the radio series if they showed a fixed percentage of gain in accounts. The quotas were reached and new dealers signed up with actual orders before any of the programs had been broadcast. The result was thousands of new Pennzoil outlets and a prepaid radio campaign.

Spot radio was the medium selected because of its effective coverage of individual distributors’ territories and because each program could be presented under the sponsorship of the distributor. The programs are timed in with the Pennzoil national a d v e r t i s i n g theme of “the extra margin of safety pooled on the network,” an adventure in which the extra margin of safety plays the key role. In addition to the series transcriptions, Pennzoil Co. has been sponsoring time signals, weather reports, sports features, and such special pieces as the Western Union, for a number of years. Fuller & Smith & Ross Inc., Cleveland, handle the account.

BROADCASTING • Broadcast Advertising

August 1, 1937 • Page 23
FCC Gets League Baseball Complaint

President Harridge Asks Probe Of WJMK; Hopkins Replies

COMPLAINT against the "unauthorized broadcast of WJMK Detroit, its play-by-play description of the out-of-town games of the Detroit Tigers, was registered with the Federal Communications Commission on July 15 by William Harridge, president of the American League.

The FCC referred the complaint to the Detroit Division Chairman E. O. Sykes, Mr. Harridge requested that WJMK be stopped in accordance with the rules and practices of WJOB and determine whether they are "not only contrary to the honest business practices of the League, but also in violation of the Communications Act of 1934 and the rules and regulations of the Commission with reference to rebroadcasting."

WJMK now has pending before the FCC a formal complaint against Western Union, for its alleged refusal to furnish it information concerning Detroit out-of-town games. It has been broadcasting these games under sponsorship from the accounts of undisclosed sources.

Permission Refused

Mr. Harridge declared that in March 1934, WJMK had requested permission to broadcast the running accounts of the Detroit games but was refused, because previous arrangements had been made authorizing broadcasts of all games by WWJ and WXYZ, Detroit, including the Michigan Northwestern. After the refusal, the letter related, WJMK petitioned the courts for a writ of mandamus against Western Union to compel service, but the order was denied. Then he pointed out that after March 1934 the Detroit Free-Press that although it had been denied the right to broadcast the games, nevertheless, the demand that the games would be broadcast. Mr. Harridge added that these games have been broadcast and that the practice of "appropriating and pirating the news of the baseball games has been broadcast without the consent and authority of either the League or the broadcast stations." His complaint was a violation of the spirit of the League's arrangements and of the Communications Act of 1934 and Rule 177 of the Rules and Regulations of the Commission with reference to rebroadcasting.

Hopkins Makes Reply

James F. Hopkins, president of WJMK, declared July 28 that he regarded the League's letter as an obvious "attempt to control the broadcast of news." He said the League was using the "piracy charge" as a "smokescreen to obscure the real issue."

"WJBK has never obtained information for its baseball broad-

Western Union Petition Of WJMK To Be Heard

CONSIDERATION by the FCC of the complaint of WJMK against Western Union, dealing with the latter's refusal to furnish it information concerning Detroit American League games, was as-

sessed by the Tele-

graph Division noti-

fied the complainant that it had "accepted" the petition. Western Union was given an opportunity to file a brief with the FCC to justify the complaint or file its answer.

WJMK filed its former complaint July 28 asking the FCC to cancel the endorsement of the company, as a common carrier, to require supply it with service. It was the third such request of Western Union, which has been in the Detroit Free-Press that although it had been denied the right to broadcast the games, nevertheless, the demand that the games would be broadcast. Mr. Harridge added that these games have been broadcast and that the practice of "appropriating and pirating the news of the baseball games has been broadcast without the consent and authority of either the League or the broadcast stations." His complaint was a violation of the spirit of the League's arrangements and of the Communications Act of 1934 and Rule 177 of the Rules and Regulations of the Commission with reference to rebroadcasting.

Bans Grid Sponsors

FOLLOWING the policy it adopted two years ago, WGN, Chicago, will cancel its half hour of football season its games, all of which will be fed to the Mutual Network, with the exception of the Chicago Bears game, with Manager Quinn Ryan at the microphone. WGN has already drawn up its schedule, which starts Oct. 1 and ends Nov. 20. The schedule includes five games in which Notre Dame or Northwestern are competing.

Radio Aids Baseball

AUGUST 3 will be Radio Appreciation Night at Rippert Stadium in Newark. Earl Harper, who arranged the event in connection with his broadcasts of the games of the Newark Bears, had been told by the New York Yankees will be on the air a half-hour before game time that probability is that it will be dropped during the fall. Summer series on 67 stations did not include the mountain or Pacific states, while football series will cover the country. Newell-Emmett Co. Inc., New York, handles the Chesterfield advertising.

Grid Sponsorship Plans Take Shape

Northwestern Railway Signs: Atlantic, Socony Expand

CHICAGO & NORTHERN Railway, Chicago, Ill., sponsors its home stand of Northwestern University over WJJD, Chicago, for the second successive year. It has extended its contract until July as plans for football sponsorship took shape. In addition to Russ Hart, the head football coach, the regular WJJD announcers, famous gridiron personalities will appear as "非法".

Lydia Pinkham Plans

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will launch an advertising campaign in September, placed through Erwin, Wase, & Co., Inc., New York, now that the Supreme Court of Massachusetts has ruled in favor of the company against the Goves in the fight for control of the company. Radio will undoubtedly be used, but definite plans have not been made.
For Listeners—

for Advertisers

Join The WLS
"TALL STORY CLUB"
Saturday Nite
10:00—10:30

Sponsored by the makers of Kentucky Club Pipe Tobacco

Join the WLS "Tall Story Club," featuring Paddy Martin and a guest star of your WLS favorite, each Saturday from 10:00-10:30 P.M., sponsored by the makers of Kentucky Club.

See you round your radio this Saturday for 30 minutes of fun, laughter with PADDY MARTIN in his Tall Story Club.

These are examples of program listings which appear in each issue of "TALL STORY CLUB."

Wednesday, June 8:30
8:45 Morning Devotions, conducted by Jack Emery, assisted by Pat O'Connor and Ralph Emerson.
7:00—Mon., Wed., Fri.—Paddy Martin and Arnie, (McCaffrey)
7:15—Tues., Thurs.—Chuck, Ray & Christine.
7:45 Don & Helen.
8:00 NBC—Mary Martin, (Ivory)
8:30 NBC—Pepper Young's Family, (Camay)
Tues., Thurs., Sat.—The Hilltoppers.
(ABC Washers & Ironers)
9:00 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.

These are examples of program listings which appear in each issue of "PRAIRIE FARMER," left, and STAND BY, below.

Sunday, June 8:30
10:15—Mon.—"How I Met Mama" (Armada)
10:30—Ralph Emerson.
10:45—Melody Parade—Gemanick, (ex. The Guy's)
11:00 Mon., Wed.—Ray & Christine.
11:15—Mon., Wed., Fri.—Big City Parading News

11:30—Mon., Wed., Fri.—Beams, (Northwestern)
Tues.—"Memories," Ralph Emerson.
Tues.—Henry Burr.
11:30—Fruit and Veg. Bookings.

Monday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

Tuesday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

Wednesday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

Thursday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

Friday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

Saturday, June 8:30
8:45 NBC—The O'Neill's, (Ivory)
9:15 NBC—Personal Column of the Air.
9:30 NBC—Vic and Sade, (Chico)
10:00 Jim Poole's Mid-Morning Chicago Call Hog and Sheep Market Direct from the Union Stock Yards. (Chicago Livestock Ex.)
11:30—Personal Column of the Air.

• ANOTHER PLUS SERVICE ACCORDED ALL WLS ADVERTISERS is the promotion and advertising of their programs in associated and affiliated publications having a monthly circulation of more than 7,000,000 readers.

• PRAIRIE FARMER—reaching bi-weekly over 300,000 in the WLS primary area—contains a FULL PAGE listing WLS programs and sponsors.

• STAND BY, the WLS radio weekly, read in over 90,000 metropolitan and urban homes, carries a DOUBBLE SPREAD publicizing WLS programs and advertisers.

• Space is utilized each issue of DOWNTOWN SHOPPING NEWS—reaching over 815,000 selected buyers in metropolitan Chicago to publicize individually a WLS advertiser—the time of his program—the talent—and his product.

• In addition, newspapers in the WLS area ask WLS for program listings as a service to their readers.

THE PRAIRIE FARMER
STATION
1230 WASHINGTON BLVD., CHICAGO
BURLIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

THE VOICE of ARIZONA
1000 WATTS
DAY and NIGHT
CBS Affiliate

PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman FRED A. PALMER, Manager

Broadcast Advertising

August 1, 1937 • Page 25
Survey Is Sought Of Public Service Industry Should Appraise Its Achievements, Says Lafount

SUGGESTION that the broadcasting industry take stock periodically of the character of service offered in the "public service" field was made by Mr. James E. Lafount, former member of the FCC. He said that the issue is a new one and one that is of interest to the Arde Bulova station interests.

Alluding to the address of FCC Broadcast Director David J. Swicegood at the recent NAB convention in Chicago, in which the public service obligation of stations was discussed, Mr. Lafount in a letter to the NAB, asserted stations should be in a better position to improve their service through regular "inventories" of their program offerings. He advocated creation of a committee to study and to act, and he called attention to other ways, how many broadcast hours are devoted to public service activities for which stations receive no remuneration.

Public Service Obligation

"As a member of the NAB," he wrote, "I was particularly impressed by the address of Judge Sykes before the recent convention of the NAB in Chicago." He emphasized particularly that stations must not forget their public service obligation, and he quoted the Communications Act of 1934: "It seems to me that the subject matter of Judge Sykes' speech and the significance of certain statements he made demand prompt and immediate action by all the broadcasters of the nation," he wrote.

Mr. Lafount pointed out that under the present system, commercial sponsorship is permitted, but not to the exclusion of public service. "We all know," he continued, "of the excellent service the broadcasting industry is rendering to the public by many operations which do not fall in the category of purely commercial operations. But an inviolate rule has been established, as far as I am aware, of this type of service. I therefore, respectfully suggest that the Association's board of directors give due consideration to an intelligent study of this whole question, and to action to catalogue the work being done in the public service category. By making such an inventory, and by doing it annually, we would be in the position to coordinate their efforts in such fashion as to improve the level of that service, and at the same time make readily available information of a nature that would answer the questions constantly being asked regarding the functioning of the industry.

In my opinion, this is an established and recognized fact that all stations are rendering a distinct public service. However, it is too bad that improvements can be made. It is the constant effort of the industry to make such improvements can be done most effectively if the industry takes stock of its operations periodically.

Popular Brands Test

POPULAR BRANDS Inc., New York, a new company, has started a 10-week test campaign for Pop, a new dishwashing product, on WSyr, Syracuse, using daily spot announcements and participation in the "This Day..." program. A similar campaign is planned for WNB, Binghamton, but the emphasis is not on 1,500 newspapers but in these cities during the test period. Campaign is being directed by Fred J. Locke - Dawson Inc., New York.

NOVEL QUESTION-ANSWER PROGRAM

KSTP 'Umbrella Court' Uses Extensive Array of Promotion Stunts to Draw Audience

FOR MORE than 35 weeks Umbrella Court has been broadcast on KSTP, St. Paul, and week by week its popularity has increased, according to Kenneth M. Hance, assistant general manager. Produced by Bob Barclay, promotion manager of the Minneapolis Journal, the program is of the question-and-answer type.

Into an opened and inverted umbrella suspended from the studio ceiling, "witnesses," one from each broadcast and "witnesses" draw a question and try to answer it. If they fail to answer correctly, they receive a 'Bronx cheer' but if their answer is correct a siren screams and in the order of their scores the winners receive $5, $3, $2 and $1 each Saturday evening as the program is aired from 6:30-7 p.m.

The questions used in Umbrella Court relate solely to topics of local interest to residents of Minneapolis and the Northwest. Little known facts of local history, business and social happenings are highly popular. When the series began, more than 1,000 questions have been used. When the series began "witnesses" were subpoenaed on a court form pattern, after the show was over. When witnesses failed to appear their names were read on the program and fines were levied by the sound effect of a cackling hen. At present so many witnesses appear that the reservation docket is full for months to come.

In its origin, Umbrella Court was an experiment to increase the sales of the Minneapolis Journal. Questions were framed so that any regular reader of the paper could answer them. Later, when the program's popularity was assured, civic, fraternal and business organizations from across the country advertised the show at luncheons. This led to the printing of a game called Umbrella Court with questions and answers for home use. More than one million coupons have been given to persons who sent in three coupons from the Journal. The first printing was sold out and a second printing is under way. In a recent survey of the students at the University of Minnesota, Umbrella Court was voted the most popular local show on the air, according to KSTP.

WAGA in Atlanta Goes on Air Aug. 1

ADOPTING the slogan "NBC Blue Ribbon Station" because it becomes a full time complement to that network on its inaugural day, WAGA, Atlanta, goes on the air Aug. 1 under the management of Jess Swicegood onetime engineer of WSB, Atlanta, and present manager of the Georgia stations, who has mustered his complete staff. At the same time it was announced that the station's parent station, will be represented in the national field by Ed Petry & Co.

Mr. Swicegood listed the personnel of WAGA as follows: Earle Pudney, program director; Chesta Purnell, sales manager; Bob Mitchell and Jack Hammette, salesmen; Douglas Edwards, chief news announcer; John Minter and Paul Overbay, announcers; C. B. Clark, formerly of WSPE, Springfield, Mass., chief engineer; Ivan Miles, W. F. Heim's chief engineer; W. E. Cheek, engineers; Frances Summer and Elizabeth Wicker, receptionists.

The station's studios, done in a blue color scheme and modernistic in design, are located in the downtown building. While its transmitter and 375-foot vertical radiator are located in the eastern sector of the city, WAGA will feature news broadcasts, using UP, and has subscribed to the WBS library of music will stream the general direction of Lambdin Kay, WSB manager, since the Atlanta Journal is 40% owner of the station. WAGA's coverage is of New York owning 50% and H. A. Lafount, former Federal Radio Commission member.

With WAGA going on the air with 1,000 watts day and 500 watts night, on 1450 kc., the old WFTI, it was announced, and the new WFTI was purchased last year and its removal into Atlanta to operate under the new call letters authorized by the FCC.

Sleet Master Campaign

ANDERSON Co., Gary, Ind., will unveil a three-month campaign for Sleet Master, a rubber blade for windshield wipers, early in October. Company will sponsor a quarter-hour Saturday afternoon news broadcast immediately following the football games on WGR, Newark; a 15-minute Saturday evening football summary program on WIND, Gary; participation in the Sunday Market Day program on WTJM, Milwaukee, and evening weather reports from five to seven days a week on the following stations: WAGA, WFTI, WOKO, KDKA, WHAM, WFW, WFBK, WRC, WBVA, WMC, WGN, WFBM, WJR, WTA, WBG, WDBO, WLOO, WMBC, KMB, KFAB, KOA, KVNO, WFW, KTHS, WKY. Campaign will continue through December under the title 'Sleet Master...in the pockets of their cars when they change to winter oil, to be protected when a sleet storm comes along. Schwab & Beatzy Inc., New York, is in charge.
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RADIO STATIONS
USE
UNITED PRESS
NEWS

SINCE JAN 1ST. 1937 MORE
THAN 65 STATIONS
HAVE BECOME U. P. CLIENTS
Mr. Davis

Mr. Davis, Page Form Engineering Firm Consultant and FCC Broadcast Engineer Start Business FORMATION of the engineering firm of Page & Davis by E. C. Page, consultant and engineer, and Mr. Davis, an engineer on the FCC, was announced by Mr. Davis, who is associated with the firm.

The new firm will begin functioning on August 1 and will handle all engineering and hearing work for the FCC Broadcast Section under assistant Chief Engineer Andrew T. Halpin, the principal engineer.

Mr. Davis, who has been with the company for over a year, was named to the newly created position of consultant for the new firm.

Mr. Davis has been with the company for over 20 years and has held many positions within the company, including consultant, chief engineer, and superintendent.

He has been involved in many major projects, including the design and construction of the new FCC Broadcast building.

Mr. Davis is a highly respected engineer in the industry and is known for his expertise in broadcast engineering and his ability to handle complex projects.

The formation of the new engineering firm is a significant development for the FCC Broadcast Section and is expected to bring new ideas and fresh perspectives to the field.

WRNL to Take the Air In Richmond Soon With Present Staff of WPHR KOKO on Full Schedule THE THIRD of a three-unit Colorado group of stations is now in operation with KOKO, La Junta, authorized last month by the FCC, operating on full schedule, according to Leonard E. Wilson, 80% stockholder in the Southwestern Broadcasting Co. and owner of the station.

KOKO operates with 100 watts on 1570 kc. Its staff includes C. R. Henderson, file, W. W. Winters, chief engineer, Ralph W. Rea and R. W. Mil- ler. It is RCA equipped throughout and uses a 200-foot Blaw-Knox vertical radiator. Sister stations are KG1W, Alamosa, owned by Mr. Wilson, and KIDV, Denver, for which Mr. Wilson is 60% owner.

His associates in La Junta are Charles T. Miller, 35% stockholder, and O. C. Samuel, 5%.

WHIP at Hammond, Ind. Installs Equipment and Will Soon Go on the Air WHIP, new 5,000-watt daytime station in Hammond, Ind., authorized last year by the FCC, which will open Sept. 1 or 15, is planning Chicago studios in addition to the new Hammond studios in the Lin- coln Life Building which will house both WHIP, its 100-watt sister station, WWA.

Personnel for the new station has not yet been announced. In all, a total of 40 people are planned for the staffs of the two stations with 25 of this group to be with WHIP. Dr. C. L. Morris, manager and general manager of the Ham- mond-Calument Broadcasting Corp., is in charge of WHIP. Mrs. D. C. Keane is secretary-treasurer and managing director, and O. E. Richard- son, formerly Chicago sales chief for Graybar, is general man- ager in charge of the business and engineering division. Chief engi- neer of the WHIP staff is William Schrademeier. Stanley Corley will be chief announcer.

Washington White Associates Inc., Chicago, has been appointed sales representatives of WHIP-WWA.

New California Outlet OWNED jointly by four California dailies, the new KTKC, 250-watt daytime station on 1190 kc. at Vis- alia, Cal., authorized last January by the FCC, went on the air July 13, will have an electric transmitter, RCA speech input and a 195-foot shunted type antenna. J. E. Burrell, who super- vised the construction of KYOS, Mexicali, and KHUB, Watsonville, other new California locals, handled the installation. General man-ager of the station is Charles A. Whitmore, president of Tulare- Kings Counties Radio Associates, the licensees, and 37 1/2% owner. He is also publisher of the Visalia Times-Delta. The station will fea- ture daily newscasts by Art Primm direct from the newsroom of the newspapers whose publishers own it, namely, the Visalia Times-Delta and Morning Delta, Porterville Recorder (25%), Tulare Advance Register & Times (25%) and Hanford Sentinel and Journal (12 1/2%).

Modernistic Home of New WRNL WHEN the new WRNL, Rich- mond, goes on the air some time in September, the nucleus of its staff will comprise the present staff of WPHR, Petersburg.

In connection with the FCC having authorized the pur- chase and removal of the latter station into the capital city of Virginia where it will be operated in conjunction with the Richmond News-Leader under the new call letters. Its managing director will be Earl Sowers, who is now supervising the installation of the station.

Operating with 500 watts day- time on 880 kc. the new station is being equipped with Western Elec- tric equipment and a 280-foot Blaw-Knox vertical radiator. Its transmitter will be located on the second floor of the News Leader Arcade in downtown Richmond. The modernistic transmitter house will be equipped with RCA equipment and an exterior of white stucco.

The license of the station is WLBG Inc., whose stock was purchased last year by John Stewart Bryan, publisher of the Richmond News-Leader; Tennant Bryan, his son, who is managing editor of the paper, and WPHR general manager, who is also the editor. The FCC has been asked to increase its power to 1,000 watts full time, and the same group, at an annual hearing, asked the FCC for authority to erect a new local station in Petersburg to replace WPHR.

New California Outlet

OWNED jointly by four California dailies, the new KTKC, 250-watt daytime station on 1190 kc. at Vis- alia, Cal., authorized last January by the FCC, went on the air July 13, will have an electric transmitter, RCA speech input and a 195-foot shunted type antenna. J. E. Burrell, who super- vised the construction of KYOS, Mexicali, and KHUB, Watsonville, other new California locals, handled the installation. General man-ager of the station is Charles A. Whitmore, president of Tulare- Kings Counties Radio Associates, the licensees, and 37 1/2% owner. He is also publisher of the Visalia Times-Delta. The station will fea- ture daily newscasts by Art Primm direct from the newsroom of the newspapers whose publishers own it, namely, the Visalia Times-Delta and Morning Delta, Porterville Recorder (25%), Tulare Advance Register & Times (25%) and Hanford Sentinel and Journal (12 1/2%).

WNAK Buyers File Papers ARTICLES of incorporation for Southern District Radio Broadcasting, Inc., Yankton, S. D., have been filed with the Secretary of State of South Dakota, with an authorized capitalization of $25,000. Incorporators are: July 15, L. R. Linke, Hill; W. B. Cowles Jr., John Cowles, and Fred Little, all of Des Moines, and M. Q. Sharp, Kennebec, S. D. The corporation is incorporated for the purpose of WNAK, Yankton, from Charles H. Gurney (Broadcasting, July 15).

Would Transfer WKOK TRANSFER of the control of WKOK, Sunbury, Pa., from the Sunbury Item to individual stockholders is sought in an application filed with the FCC. The Sunbury Item now the newspaper owns 75% of the Sunbury Broadcasting Co, it is proposed that the controlling interest be transferred to Mr. and Mrs. H. Haddan. The application is from H. H. Haddan, the publisher; Basse A. Beck, the newspaper's general manager and the station director, and George J. Beck.
IT'S FESTIVAL TIME IN THE MID-SOUTH. Prosperity has fired the imagination of the people! They are celebrating... 8 big parties in Tennessee, Arkansas and Mississippi. WREC, the Voice of Memphis, is the exclusive Radio voice chosen to herald the approach and broadcast the festivities of these parties.

Choose WREC—the FIRST-choice station—to sell this rich Agricultural and Industrial area for you... a BIG market... a ½-Billion-Dollar Market... the 17th Wholesale Market of the United States.
Benefits of American System Are Cited in Federal Report

But National Resources Committee Does Not Offer Recommendation on the Control of Television

In a report to President Roosevelt on technological trends and national policy, the National Resources Committee, comprising members from chain newspaper headquarters is expected to have the effect of strengthening metropolitan and chain newspaper influence.

Standardization of mechanical aspects of television on an improved basis is described as one of the problems to be solved so that equipment will not become obsolete with each improvement and so that mass production can reduce cost of making servicing sets. Eventual standardization should be international, it is proposed. The patent situation will present problems, it is suggested. But monopoly and cooperation now existing are viewed as paving the way for pooling satisfactory to the public interest.

FCC Writes Section

An entire section of the Committee's report is devoted to communications, and was prepared by a committee consisting of T. A. M. Cronin, president of Chicago Laboratories Co.; J. D. Jeff and Andrew D. Ring, assistant chief engineers; Gerald C. Gross, chief engineer, WGN Broadcasting Co.; and J. Hasler, of the FCC telephone investigation staff.

In addition to the tens of visual and audio broadcasting will spread up ordinary life and business, it is stated in the introduction to communications and "will affect certain existing industries, such as the motion picture, the newspaper, advertising, and the existing telegraph, telephone, and radio systems of the country. The effect, it is suggested, will be a monopolizing the industry and their consequent effect upon commercial activities in every walk of business life, requires more than just financial, economic views which exist today. In education, the application of these modern methods can be a complete change in methods of educating not only the school itself but also the entire public. The new communication development may also revolutionize the present school systems."

"Broadcasting is today an integral part of the everyday life of every home. It brings into the fireside finer entertainment than has heretofore been available to the average individual. This entertainment includes comedy, drama, popular music, and news. The desire for music and interest in musical programs is evidenced by the hearty response to the Sunday evening classical hours."

In this respect it has the effect of clarifying the thought of people and influencing their decisions in national problems. It is possible today to present a current news bulletin through the medium of broadcasting information and discussions which would have been utterly impossible 15 years ago.

KZL News—In the lobby of a downtown hotel in Denver, has installed a bulletin board on which is posted news hot off the wires. The bulletins are changed five times daily, and the bulletin board has a very striking effect upon the mobility of thought and opinion.

Power of Broadcasting

The radio with its increasingly permanent place in our home has a unifying effect within that home and is thought by many to be a possible answer to the question "What shall control television?"

Whatever body wields such power, said the Committee, "might conceivably be able in time to undermine all opposition. The question ever raised whether the control should be in the hands of private capital, presumably under government supervision, or under direct government management and control."

In its 45-page report, the Committee takes up the social implications of new inventions and discusses three technological trends from the tangible to the intangible space is given in various portions of the report to broadcasting and television industries. The full report can be obtained for $1 from the Government Printing Office.

Social Implications

Discussing the social effects of inventions, a chapter prepared by S. C. Giffilin, formerly of Chicago Museum of Science & Industry, discusses television and radio. He says the main impact of television will be to intensify the social and economic values which already is producing. The most popular type of visual broadcast will be the drama, he predicts. The motion picture industry will feel television's effects, he observes, but producers are not likely to suffer in this, as the exhibits "since it is likely that most television programs will be seen on the families pictures before being broadcast."

Advertisers will be cautious in their television programs to avoid offending their prospective customers, the chapter says, and proceeds with a discussion of television's effect on advertising. Powerful firms with large advertising budgets are likely to benefit the most from television. The new visual programs, it is explained, because of the limited number of channels now authorized for use in a country where the organizing the doing the standardizing, without the local regulatory and mental, be satisfied that the system under consideration is the best available. The advantage to central improvement without rendering existing equipment obsolete and that all organizations to the best possible use of television signals will employ the standard system.

Television can be a reality in the United States when it appears that a system has been evolved which meets these requirements. Television could be an extension of the U.S. Government, or it could be an extension of the local communities. In any event, the station in the United States is the lack of available channels to accommodate this. In this country a single station requires a very large portion of the entire frequency spectrum, in the region of 600 times that required by the ordinary written one.

Another limitation lies in the apparent inefficiency of the ultra-high frequencies (where space can more easily be provided for long-distance transmission and hence, there is some grave doubt as to whether television of high quality can be provided for rural areas in this country at a reason-

There is also some doubt as to whether the low frequencies which are already under control by chain newspaper headquarters, other than television will be suitable for transmission of television service to rural areas even though it be television of low definition. In any event there are many who feel that low definition television and urban broadcasting because in a certain there would exist economic and other problems in the production of television receivers and a possible amount of discrimination. Thus, it appears necessary to concentrate rather on a few stations which will transmit the signals of smaller stations and on the methods enabling the standardization of transmission for both urban and rural areas.

Color Television Foreseen

Color television is already a laboratory accomplishment. It, too, may become practical before long. Development of illuminating television is going at three dimensions and sight and sound, and is therefore progress. In the near future, this is, it is too much to expect that a generation future of Americans will have a three-dimensional and sound capability reproductions produced before them in actual colors, be seen, heard, and touch, and acoustically, scenes which are being instantaneously transmitted from any place for any person, accompanied with all the fragrant odors of nature, and eventually the addition of a third sense of the senses of mankind—communication.

It is believed that the greatest social implications to arise from television in the future will be to provide extensions into the hitherto remote and inaccessible areas by people who formerly had no means of communication can be connected with the centers of knowledge and competition. Tremendous progress has been made in extending the reach of television and, undoubtedly, tremendous progress will take place in the future. The main reason for this is in television's ability which can be made in the future of the visual, telephone, and telegraph and telephone by wire, but more especially by radio, in the development of a respect for the other to, and respect and tolerance among the nations of the world. Much has been said with the world, and a great deal more is expected in the future.

Much of this service will be accomplished by printer, by facsimile transmitters, by distance telegraphy, telegrams.

There are thousands of inventions in this country every year and it is confidently expected that a similar number will be developed in the future to solve the problem of mankind—communication.
Distributors' and dealers' opinions about advertising are important. In selecting radio facilities for a spot campaign in Northern Ohio ask them what station will do the best job. The odds are high on WTAM—the only station which reaches the buyers of the entire Cleveland Chamber of Commerce retail trading area, to say nothing of the many other communities in Northern Ohio, Pennsylvania and New York.

A Basic Red Network Station
Completely Programmed by NBC
Inquiry Is Asked By Rep. McFarlane

CHARGING that a dictatorship exists in America "when 300 or less persons have an absolute monopoly of public opinion through undisputed control of radio stations, newspapers and motion pictures," Senator William D. McFarlane (D-Texas) on July 19 urged in a speech in the House that an inquiry be made into radio along the lines of the

Quincy Resolution, which he said was being hailed by the "radio monopoly."

Rep. McFarlane pointed to the three chains as "comprising the radio monopolies which are dependent for their continued operation on patent licenses which are controlled by the A. T. & T. Co., and the motion picture connections and the ownership of stations by "200 or more large newspapers" represent an extension of such an arrangement.

Various elements in the industry, including CBS, NBC and the FCC, have been formally assailed in the speech, during the course of which the Texas Congressman referred to "fraudulent practices" and to an alleged "insult" to the late Chairman Con- nery of the House Rules Commit-
tee in his introduction of the BROADCASTING which advocated passage of the White Resolution for an investigation of radio rather than the Conn- nery Resolution [BROADCASTING, July 15.]

These "radio pirates," he said, "themselves are responsible for the endless squabbling between the FCC and them and paid his respects to mem-
ervers in Washington and to Chief Engineer T. A. M. Craven, who headed the American delegation to the conference.

One of Cuba's most eminent statesmen, Senator Albanes is ex-
pected to be president of the Inter-
American Radio Conference in Ha-
vana this fall. The meeting of which treaty plans will be devised to distribute available radio facili-
ties among nations of the contin-
ent. His four-month long stay sessions won the unanimous praise of the de-
telegation from this country, Mexico and Canada.

NOTABLES' LAST LETTERS TO MR. PRALL

President Roosevelt -- The box which comes with such overwhelming force to those nearest to Mr. Prall is a letter that he earned and capable public servant which will be greatly missed and widely mourned.

James A. Farley, Postmaster General -- He was my personal friend for years, the only one for whom I had a great respect.

Senator Robert S. Wagner -- During his long and distinguished public career, the American radio public has lost its closest friend. His passing is a great personal loss, a great loss to his state and country which he served so unstintingly and so nobly.

Rep. Clarence F. Lea, Chair-
man, House Ways and Means -- I had a long acquaintance and friendship with him and a very high regard for him.

Jesse H. Jones, Chairman, Re-
construction Finance Corp. -- He was of high order, a public servant.

Rep. John J. O'Connor, chair-
man, House Commerce Committee -- It is a matter of great personal grief to me and to the House that we are losing Service Commissioner Prall. He was exceptional in his courtesy, and the aspect of a gentleman radio executive. All of us knew him intimately and loved him, have lost a friend and the administration has lost one of its outstanding leaders.

Linox R. Lohr, president of NBC -- In the great family of broadcasting other business has brought them in contact with Anning S. Prall, a true friend, a friend in trouble or in joy. Because we know how wholeheartedly he strove, as Chairman of the Federal Communications Commission, to promote the highest interests of the millions of radio people in the United States, we appreciate very fully what his passing will mean. His business ability was combined with a quality of personality, reflected itself in the discharge of all his duties.

Alfred J. McCosker, president of WOR and chairman of MBS -- The passing of Anning S. Prall from our ranks is as an official loss. His long governmental service, both as an executive and a legislator, has been widely performed, will, I believe, make a lasting impress on the future of radio.

William S. Paley, president of CBS -- American radio has lost a true and valued friend as the result of the death of Anning S. Prall, the FCC Commissioner. He brought distinction to the Federal Communications Commission and also to the radio industry. His grave loss will be keenly felt by us all. There are very few good men in the world, and his passing will mean a great loss to the radio industry.

Leslie F. Mutet, President, Ra-
dio Manufacturers Association -- The passing of Anning S. Prall is a great loss to the radio industry.

Lorin K. Sidney, Manager, WHN, New York -- It is with the deepest sorrow that I express a feeling greater than I can express.

Voice of Mr. Prall

In a MEMORIAL service broadcast by the FCC, broadcast on WMCA, New York, on July 25, the voice of Mr. Prall was heard. In the facilities of the radio industry was introduced, by means of a trans-

mission made last January 25, Mr. Prall addressed the broadcast-
ers from the balcony of the Plaza
Hotel in New York. A similar use of trans-

missions was made two days later by WNEW, New York, which broadcast a talk on the "Radio保姆 to Culture" by Amelia Earhart in 1931 but never previously broadcast.

WSM Aids Coast Guard

WSM, Nashville, will serve as an emergency contact for trucks of the U. S. Coast Guard during the hurricane season, which starts on August 1.

Donald Flamm, WMCA, New York -- Anning Prall not only kept the air free of objectionable programs but he raised the standards of broadcasting literally overnight.

Resolution by members of the FCC -- The Federal Communications Commission record with profound regret the untimely death of its honored member, Anning S. Prall, which has adopted the following resolution:

Whereas, The Federal Communica-
tions Commission's loss of its Chairman, Anning S. Prall, lost a wise and valuable public servant, devoted to the transcendent welfare of the people of the United States, an indefatigable worker, and a courteous, be-

nificent, and philanthropic citizen.

That the Federal Communications Commission do enter its permanent records this memorial:

"In memory of Anning S. Prall, Chairman, Federal Communications Commission from March 11, 1935, to the time of his death. July 23, 1937. He made valuable contributions to the work of this Commis-

sion and to radio communication in all its phases."

John Elmer, president, National Association of Broadcasters -- In the unusual and unexpected manner which a vast loss is sustained by the broad-

casting industry, his service as chair-
man of the Federal Communications Commission was notable, effecting a tremendous contribution to the public service of all elements in communication. The heroic endeavors which he gave to the development of the industry must write itself down as a great benevolent of his counsel and his leadership will be remembered. His efforts to elevate standards of service in behalf of both the industry itself and the public are evident, and we are ardently worked the experience and the viewpoint which were so sorely missed for out of the richness of his background as business man, educator and public servant have come the instruction and breadth of view which so distinguished his long official service. American radio mourns Anning S. Prall.

Anning S. Prall

(Continued from page 11)

for many years the Island was known as "Prall's Island," because the family of Anning S. Prall, originally from Holland resided there. Mr. Prall never lived more than a few miles from his birthplace, where he was born in Port Richmond.

Anning Smith Prall was born Sept. 17, 1870. His appearance, however, suggests the assistant treasurer of the Balti-

more & Ohio railroad, he received an education in New York public and high schools, as well as in the city institutions of higher learning. He was called to the New York World, where he served as a reporter for several years, which later became the Prall for his birthplace in New York. From that point he joined the Cosgrove Coal Mining Co., then at the Mason, Illinois, Indiana and Mary-

land, and long afterward served as its vice-president.

In Congress 1923-33

Although prominent in local civic affairs and politics of the city of Rochelle, Illinois, until 1928 that Anning Prall found himself in the limelight as a member of the New York City board of education.

Three times thereafter he was elected president. He was ap-

inted chairman of various investigations and assessments for New York in, 1922, and the following year was made chairman of the New York commission. He served continuously until he was appointed to the old Radio Commission in 1934 by President Roosevelt. He was reappointed by Presi-

dent Franklin D. Roosevelt in 1935, however, without serving on the Radio Commission, but took up service on the newly created FCC early in 1935.

He could not serve on the FCC, created in 1934, because of the constitutional provision prohibiting a member of Congress from becoming a member of a commission created by his own Congress.

Mr. Prall had been in vigorous and robust health until shortly before his death. Mr. Prall, was the first to serve on the FCC. In August, 1934, while motoring in upper New York State with his son, an aide was killed, then in a fishing trip, the car was wrecked, and Mr. Prall suffered a fractured right leg, a slight concussion, and bruises. He was confined to his home for nearly five months, but effected a complete recovery.

An athlete himself in his youth, he was always interested in ath-

letics and was active in the affairs of the Down Town Athletic Club of New York. His other clubs and societies included the New York Yacht Club, the Whitehall Club of New York, the Columbia Country Club of Washington, and the New York Yacht Club Home. He was a Mason.

New Station Calls

CALL letter assignments to three of the eight new stations granted July 3 and 6 by the FCC (BROADCASTING, Aug. 1) were on Tuesday by the FCC on July 28. The new 10,000-watt daytime station on 1210 in Milwaukee, Wisconsin, which is to be known as KBTC. The new 100-watt day-

time station on 1310 kc. in Lufkin, Tex., will be known as KLBX, and the new 100-watt daytime station on 1200 kc. in Toledo will be known as WTLQ.
PROOF is always more convincing than promises, so here's the proof of WCHS' tremendous audience influence... It happens every Friday evening on "The Old Farm Hour", but the case in question shown above was on the evening of Friday, July 9th, 1937, with the temperature up in the 90's... A paid-admission audience of 3,655 men, women and children packed and jammed their way into the WCHS Auditorium to watch a commercial show—and more than 2,000 others were turned away!... A few "spot" announcements over WCHS brought this capacity audience—no other form of advertising or publicity required... WCHS, serving a population of 625,220 persons, sells 'em as easily as it "hangs them from the rafters" as the proof above indicates... Hadn't you better investigate the WCHS market before you complete your fall and winter schedule?

© West Virginia State Sales Tax Report

580 KILOCYCLES 1000-500 WATTS

WCHS

CHARLESTON, WEST VIRGINIA

COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES, EDWARD PETRY & COMPANY
Radio changes life on the farm

The farm of yesterday and the farm of today are vastly different. And radio is the reason. RCA is proud to have pioneered farm radio—proud to have taken so large a part in every phase of its development—from the standpoint of broadcasting as well as reception.

Of all forms of entertainment, radio alone puts the farm family on a par with families in big cities. Radio is the farmer's chief source of recreation and his news ticker. Besides entertainment, radio helps the farmer in business—bringing him a wide variety of news and information about weather, crops and livestock. It gives him latest price quotations, aids in the preservation of his property against the ravages of the elements. In short, radio has made the farmer's life a better life.

National Farm & Home Hour ties knot of friendship between farmer and RCA

For the last decade, NBC (an RCA service), the U. S. Department of Agriculture and the national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. The National Farm & Home Hour, which is broadcast over 91 stations from coast to coast on the NBC Blue Network during the noon hour, every day except Sunday, has become the farmer's tuning habit. This program is adapted to the farmer's special needs and presents a well-balanced combination of national farm news, educational talks and entertainment features.

The National Farm & Home Hour is one of the ways in which RCA serves the farmer—a service that has created a bond of friendship between farmers and RCA.

RCA's interest in 4-H Clubs gives farm youth brighter future

The U. S. Government in 1899 originated what is now known as the Boys and Girls National 4-H Clubs. Today more than one million farm juniors belong to these clubs. Under the sponsorship of the U. S. Department of Agriculture and the State extension services, RCA gives material aid to agriculture in the constant betterment of these clubs, sponsoring the Social Progress Program, a contest that promotes the social, recreational and economic betterment of rural life. Club members are using radio and recorded music in this contest thereby extending the usefulness and the potentialities of the radio industry. The farm family of America knows and likes RCA and its broadcasting service, the NBC.
Sign to Farmers

Thousands of farmers prove friendship by buying RCA Victor 1938 Farm Sets with Sensational Distance Booster

RCA Victor 1938 farm radios are the talk of every farm home! Featuring the sensational new Distance Booster, which gets more stations with finer tone and greater volume, these new battery sets are creating new sales records in dealers' stores all over the land.

They've got everything! Power rivals that of big electrically operated city radios. Cabinets are big and beautiful. Prices are low—and operating costs are at a minimum, with sets operated by either Wincharger or gasoline motor generator.

These sets are real values—values every dealer can cash in on. Push them with all you've got—and they'll bring you plenty in return! Because there are 6,812,350 farms in this country—and farmers this year will have an estimated income of 10 billion dollars. That means that they are likely prospects for a radio set. A radio is the one thing that really completes a farm home, and when you feature RCA Victor sets, you pave the way for a profitable visit with every farmer in your community!

Distance Booster brings more stations with Finer Tone ... Greater Volume!

(At left) RCA Victor Distance Booster Model 85BK, a stunning, 5-tube, 3-band superheterodyne, offering world-wide entertainment with tremendous power and life-like tone. New, big "Save-the-Battery" Dial. "B" battery plug connection, phonograph connection, 2-volt operation or 6-volt operation with Pak-O-Power and 6-volt storage battery.

(At right) RCA Victor Distance Booster Model 85BT, featuring 5 RCA tubes, "Save-the-Battery" Dial, aircraft and amateur calls, foreign reception, standard broadcast, police bands, and a host of extra-value features.

Other RCA Victor farm radios are Console Model 86BK and Table Models 84BT and 86BT, which offer many outstanding performance features—features that will help you make easy sales.

In addition, you can make handsome profits through sales of RCA Victor electrically operated radios to power line farm homes. There are 21 models, ranging from $20 up, which offer a total of 55 splendid features to help you sell. Foremost of these is the first truly automatic tuning—RCA Victor Electric Tuning. Others include new Overseas Dial, which makes short wave tuning 50 times easier than ever before, Armchair Control, Sonic-Arc Magic Voice, Beauty-Tone Cabinets, Magic Brain, Magic Eye, RCA Metal Tubes.

AMERICA • Radio City, New York
FIGURES are funny things, especially when they show up in radio surveys, says the author, who is in charge of WOR's market research. To prove his point he takes some mythical and typical surveys, pins them on the wall, steps back ten paces and starts shooting. You get the idea that the institution of radio surveys is pretty well shot full of holes by the time the tenth or fifteenth paragraph is reached. Another ten paragraphs and he'll blast your faith in the theory of gravity. It's really a survey of surveys, with no pulling of punches.

There are several of radio's fallacies in this particular experience, but this one rests on the significance of the figures which each station displays. Mr. Clapham opened a scoop by bringing out a sparkling survey and then its rival, smarting under flesh wounds, which turned out to be a second research organization to make a survey to find something it couldn't believe! If you happen to examine the size of the samples on which the jobs are based you get the idea that these stations did catch whales with a butterfly net.

Some Fallacies

An example of this recently took place in one of our larger cities. A station had just completed a survey report thereby making Station B's face very, very red for a time. It didn't stay red long though, because B soon brought out its own survey to show that Station A's report was all wet and Station B was the real deal.

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ADMISSION to 700,000 Radio Families

One ticket—your program on KPO—takes you into all these homes in Northern California, Nevada, Idaho and Oregon. And takes you there to the accompaniment of NBC prestige and popularity—a strong combination.

A Pacific Coast Red Network Station
Completely Programmed by NBC
quest indicated that the name "Simple" was a smart buyer. • Lots of Spot Broadcasting is for a few markets — success! — and then expansion in • The success of such a procedure hinges on for the original tests. • Here are stations which for the success of such tests — and for the pr
"Your ware", said Simple Simon, which reminded me and that Simon was in reality a very natural in the same way. A taste of radio in a number of other likely markets throughout the country. The point: Proper market and station selection has allowed advertisers to depend upon table expansion of the resulting schedules.

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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
Secretary Hull Said to Favor Proposed Government Station

Rep. Celler Says NAB was “Ill-Advised” in Opposing Plan; Hearings Await Action by President

ANNOUNCING that President Roosevelt has received a favorable report from Secretary of State Hull on his bill proposing government assumption of operation of a powerful international shortwave broadcasting station in Washington, Rep. Celler yesterday disclosed that the President, at the July 20 in the Congress Today series on Inter-City Network from WOL, Washington, asserted that the President was “standing on record in opposition to the bill at its recent convention.

Upon the formal, first broached by Telegram Commissioner George H. Payne, who accompanied Rep. Celler to New York in preparing the bill, awaits the President's approval. If approval is secured, hearings will be held by the House Radio Committee, of which Rep. Vinson (D-Ga.) is chairman. The bill (HR-4299) would authorize the President to use the broadcast facilities of the government, and to give such other assistance to the broadcast station, by the Navy under a $750,000 appropriation plus $100,000 annually for its maintenance.

Favorable Sentiment

Under the bill the U.S. Commissioner of Education would provide “programs of national and international interest, free from commercialism, and of the highest order of educational value.” Commissions of Agriculture, FCC, National Committee on Education by Radio and the Future of Radio, to be formed by President Roosevelt and Secretary of the Navy Swanson, as well as Secretary of Commerce, would informally indicate their approval of the general purpose of a Pan-American radio station under U.S. government control, he said.

Rep. Celler pointed out that Secretary Roosevelt, following the Montevideo conference of North and South American nations, had by executive order set aside certain frequencies for such a station under government control.

“The station was never built,” he said. “Misguided persons threw a monkey wrench in its path and this much needed reform. They feared this would be the entering wedge toward nationalization of radio in general. Their fear was ridiculous.

“Those persons should now cease their opposition. Otherwise, they will get their fingers burned. Because of their pressure against carriage of the bill, I have not been able to go into the details. But, in order, I have introduced my bill. Its opponents should understand this bill is designed to provide a basis for cooperation of private stations in the maintenance and operation of such Pan-American broadcasting station.

“I am a firm believer in private initiative. I do not want to slam the door in the face of the efficiency, economy and resourcefulness of private ownership. Our radio system, despite certain besetting evils, is incomparably the best in the world, thanks to private control. But one Pan-American station would alter the balance.

“Sinnott's approval, in its uttermost, will not lead to government monopoly.

DOUBLE DUTY—This ultra-high frequency antenna recently installed by Westinghouse atop the Bradford Hotel, Boston, for WIXKA both transmits and receives simultaneously on two frequencies without any interference. It is grounded to the structure carrying the hotel sign,grounding away all electrical effects from lightning surges. Westinghouse has used similar antennas on a number of police installations in New England.

NBC Expands Schedule

Of Shortwave Broadcasts

NBC on July 26 began a new short-wave service in six languages to Europe, South and Central America on W2XAD, with two new directional beam antennas in operation for the first time. The air from 9 to 11 p.m. daily. Under the direction of Charles Carver, producer-director of W3XAL, and Philips Carlin, NBC sustaining program manager, two new directional beam antennas will be available from 9 a.m. to 3 p.m. on 17,780 kc, with announcements for the Pan-American countries in Spanish, Portuguese and Russian. Miss Sergio, NBC guest announcer, will announce in Italian and Miss Lida Masson, NBC announcer, in the German announcements. Programs to Europe on the non-directional antenna will also be broadcast.

The directional beam broadcasts to South and Central America on 17,780 kc, will be heard from 7 to 9 p.m. and on 6,100 kc from 9:15 p.m. to 1 a.m. Announcements for South and Central America will be made in English, Spanish and Portuguese by Martin Viale of the Argentine, Pinto Viale of the French company, both stations, and Sergio. Miss Sergio, NBC guest announcer, will announce in Italian and Miss Masson in the German announcements. Programs to Europe on the non-directional antenna will also be broadcast.

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G-E BOOSTS POWER OF SHORTWAVE UNIT

WHAT IS expected to be the most powerful shortwave transmitter in the world is being constructed by General Electric Co., in Schenectady under FCC authority for its station, W2XAD.

With 100,000 watts in the antenna, the transmitter will have a greater actual output than any of the European stations, it is understood, which rate their power by input rather than off the antenna.

The unit will be used by both stations on alternating schedules and with high directional antennas.

Presumably the effort will be made to concentrate the beam in the direction of the best possible reception there. The installation will involve a cost of more than $100,000 and will increase the signals to operate at twice their present strength, affording stronger and clearer reception throughout the world, according to General Electric.

W2XAF has operated on the 9,530 kc. band and W2XAD on the 15,330 kc. channel with 25,000 watts. By using a staggered system of transmission, the stations will be operating in separate parts of the world.

The station will operate when the Schenectady stations on the same frequencies are operating and will provide NBC service to the Far East as well as broadcast recorded and live local talent programs.

New Shortwave Schedule

Is Inaugurated by CBS

CBS has inaugurated a new time schedule for its shortwave broadcasts to Europe and South America on W2XAD. The new schedule will be three separate periods totaling six hours for programs to South America and three periods totaling five hours for European listeners.

On Sunday there will be two periods for each group, five hours for Europe and seven hours for South America.

The schedule follows: To Europe (weekdays) 7:30-10 a.m. on 21,520 kc, 3:5-5:30 p.m. on 15,270 kc, 6:30-7 p.m. on 11,880 kc, to Europe (Sundays), 8-10 a.m. on 21,520 kc, 1-3 p.m. on 25,050 kc.

To South America (weekdays), 10:10-1:30 a.m. on 21,520 kc, 5:50-6 p.m. on 15,270 kc, 9-11 p.m. on 11,880 kc, to South America (Sundays), 5-6 p.m. on 15,270 kc, 7 p.m. midnight on 11,880 kc.

CHIEF Engineer Max Weiner of WNEW, New York, on July 21 in test broadcasts over W2XAD, the reporter who covered Marconi’s first Transatlantic wireless tests, and Sam Green, WNEW’s New York for British radio publications, on their contacts with the noted inventor, declared the country’s memorial to Marconi, WNEW also joining NBC-Red that day to carry the funeral services from Rome.

Page 40 • August 1, 1937

BROADCASTING • Broadcast Advertising
Yes, WTIC does offer the advertiser more coverage in the rich Southern New England market than any other station. And here's proof of that statement. During the week from February 28 to March 6 the Ross Federal Research Bureau made over 12,000 telephone calls in the Hartford market alone. Here is a summary of the results obtained.

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 covers all of Connecticut, western New York, eastern Massachusetts, Vermont, New Hampshire. In WTIC's primary coverage area is an 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. In income, retail sales, and radio ownership this WTIC area is far above the national per capita average.

WRITE TODAY FOR OUR NEW 32 PAGE BROCHURE WHICH NOT ONLY GIVES FULL FACTS ON THE ROSS FEDERAL SURVEY BUT ALSO DETAILED INFORMATION CONCERNING THIS BILLION DOLLAR MARKET

**WTIC**

THE TRAVELERS BROADCASTING SERVICE CORP.

Paul W. Morency, General Manager

DETROIT

National Representatives: Weed & Co.

HARTFORD, CTN.

50,000 WATTS

Member NBC Red Network and Yankee Network

James F. Clancy, Business Manager

CHICAGO

DETOIT

NEW YORK

BROADCASTING - Broadcast Advertising

August 1, 1937 • Page 41
Networks Prepare For Yacht Races
Unique Coverage Is Planned For Historic Competition

COMPLETE COVERAGE of the America's Cup yacht races for every American consumer has been assured by the three nationwide broadcasting systems, each of which has scheduled more than 1,000 broadcast hours during the seven days of racing between the defending Ranger and the challenging Enterprise. NBC will broadcast several reports during the progress of each race and will also broadcast a summary in the evening.

CBS, the only network to have a place aboard the official committee boat, has assigned Ted Husing to cover the races, assisted by Sherman Hoyt, who took his turn at the helm of last year's last fenders, and John Scott Hughes, English yachtsman who is in America racing his 50-foot boat in the Clipper Cup. The newscast is to be broadcast in English and in Spanish.

NBC-MBS Aerial Reporters

For Mutual, another Cup race veteran, Edie Hoffer, and Dave Driscoll, special features announcer of WOR, in broadcasting the races from the Coast Guard cutter Seagull, have been announced. WOR's relay broadcasting transmitter, WBAM, a birdseye view of the spinnaker will be flown in the Coast Guard cutter Seagull by William G. Barnes, who will follow the yachts from an Eastern Air Lines trans- port plane above the course. NBC will broadcast races from the area Bill Sterns, sports announcer, being stationed in a TWA plane. Other NBC race reporters include the yachting authority, Kenneth Davison, who with George Hicks, special features commentator of NBC, will cover the events aboard the Coast Guard cutter Seagago, and Arthur Feldman, of NBC's special events division, who will be aboard the cutter Seagago in a Coast Guard patrol boat.

Mutual has arranged for world-widescramble coverage of its broadcasts through W2XGB, Press Wireless station, and NBC has also planned a number of short-wave race reports to England, Russia, and the Orient. The programs will be broadcast in English through the Coast Guard Seagago to the32.

Vernon's Making Up List

VERVORS OF CALIFORNIA Inc., Los Angeles, has appointed Allied Adv. Agencies Inc., that city, to direct its advertising in 11 western states and other Pacific Coast areas. The campaign is on KMTR, Hollywood, using a daily quarter-hour of recordings. Test is to be followed by a drive to the Far East. The two-month campaign to start early in September, list of which is now being made up. Stan Worsdell is agency executive servicing account.

Goldbergs to P. & G.

PROCTOR & GAMBLE CO., Cincinnati, will sponsor the annual dramatic serial, over the NBC-red network starting Sept. 13, having signed Gertrude Berg, the soap-opera under-taker, for a year contract. Deal reputedly involves $1,000,000 by which she will have signed to write and star in a show with a setup similar to that when sponsored by Pepsi- coent. Contract calls for five weekly radio episodes, to be heard daily 4:30-4:54 p.m. (EST), for 52 weeks. Broadcasts will originate in New York, and will be taken to Hollywood while Mrs. Berg fills motion pic- ture writing commitments. NBC's Plan to carry the show will be worked out with Leonard T. Bush, vice-president of Compton Adv. Inc., who is handling radio for most of the Procter & Gamble products, when he was on the West Coast in July.

MacFadden Expands

MACFADDEN PUBLICATIONS, the magazine company, has been strengthened with the addition of two new offices, and MBS in the interest of True Story Magazine. Program, origi- nally originated and directed by the direction of John J. Anthony, has been broadcast for several months on a five-station Inter-City Network as a sustaining feature in a partnership of the ill-fated Good Will Court, which also origin- ized on WMCA and was also sponsored by MacFadden for True Story, before it became a sustaining feature. The present one is also sponsored by Standard Brands Inc. for Chase & Sanborn coffee. Under the new setup, the program will be broadcast over two stations in New York, WMCA and WOR, which will feed it to the Inter-City and MBS stations respectively. Series has been placed through Ruthrauff & Ryan Inc., New York.

MARK SHREDER, sports com- mentator of KYOD, Denver, had a narrow escape July 14 while he was describing the racing action at Denver. One of the racing car drivers, roaring around the one-fifth-mile track on an engine of his own making, lost control of his thin machine, and it nosed over in the wall within a few feet of where he was standing. Neither was injured.

KANDID FIEDL—Too late for en- try in BROADCASTING'S NAB convention Kandid Kamont Kreston [BROADCASTING, July 15] was this shot at Williams & Cline, sales mana- ger of WLS, Chicago, taken by John C. Baker, of the WLS pro- gram department. Baker says it shows what the well-dressed candid cameraman will wear. Believe it or not, amidst all the trappings, all of which are candid camera accoutre- ments, Cline actually is carrying a camera (six inches southeast of chin).

FIRST NAB DISCS

SEND SUBSCRIBERS

WITH A tentative schedule of new production of five hours per month, the first 20 hours of the new NAB public domain transcription library now are ready for shipment to subscri- bers. James W. Bald- win, NAB managing director, an- nounced July 30. Some 50 stations have ordered the service and will receive the discs during early August, the managing director asserted. Shipments are being made on a C.O.D. basis, at a rate of $10 per hour member station with a library of 100 hours in view.

Mr. Baldwin says Mr. Baldwin, said, contemplates addi- tional units of five hours per month to subscribers. Preparations have been made for extensions beyond the 20 hours, a cross section of which was auditioned during the Convention in Chicago in June. The 50 station subscribers for the service were procured at that time but formal contracts have not yet been entered into with stations. At the Convention it was an- nounced that the NAB Broadcasting Corporation is being operated as a going concern to make avail- able the public domain music to NAB members at the rate of $10 per hour and to other stations at $15 per hour.

Other recent new corporation is John Elmer, NAB president, president; Mr. Baldwin, vice-presi- dent; Mr. W. Hays MacFarland, general manager of WBAP, Fort Worth, and treas-urer of the NAB, treasurer, and E. E. Reverbomb, NAB statistician and bookkeeper, assistant treasurer and secretary.

Plans to retain a salesman to contact stations in connection with the library have been discarded for the present, it is understood. Solicita- tions are being made direct from NAB headquarters. The library is being recorded by E. V. Brincker- hoven Co., New York, under the direction of M. P. Fritchey Jr., chief engineer of the transcription company. Processing and pressing is handled by Clark Phonog- raph & Record Co.

Abert WMJ Manager

THE TITLE of manager of WMJ, Milwaukee, has been bestowed on Albert Abert, assistant manager, while Walter Dann continues as general direc- tor of the station. He is now with the station's public relations department of the Milwaukee Journal, operator of the station. No other station changes are completed. Mr. Abert joined the WMJ about a year ago, coming over from the newspaper.
The Atlanta Journal

for 15 years
Owners and Operators of

WSB
THE VOICE OF THE SOUTH
Announces
THE NEW ATLANTA STATION

WAGA
N. B. C.
Blue Network Outlet

WSB, 50,000 Watts, will become Georgia's only Red Network Outlet.
WAGA, 1,000-500 Watts, will be maintained by the Atlanta Journal in conjunction with the Liberty Broadcasting Corp. as Georgia's only NBC Blue Network Outlet.

The Journal Covers Dixie Like the Dew
Burlie Lottridge Named
Head of Oklahoma Net

APPOINTMENT of Burlie Lottridge, for-
mer commercial mana-
ger of Central States Broad-
casting Co., Omaha, as manag-
ing director of the Ok-
lahoma Network, was
announced July 17. For the
last six weeks he has been assis-
tant manager of KOMO, Oklahoma
City, under Neil Barrett. His new
duties will include complete super-
vision of the activities of the net-
work, formed several months ago
and now an affiliate of Mutual
Broadcasting System. Stations in the
network are WBBZ, Ponca City;
KCRG, Enid; KTO, Okla-
ahoma City; KBIK, Mus-
ko
e; KASA, Elk City; KGFF, Shaw-
nee; KADA, Ada and KVSO, Ard-
more.

Winup of State Legislative Sessions
Finds Few New Laws on Broadcasting

ALTHOUGH a bumper crop of
bills applying broadcasting in vari-
ous ways was introduced in state
legislatures during the current leg-
islative season now drawing to a
close, there were few legislative enactments except for state copy-
right bills.

Copyright legislation was consid-
ered in 13 states. The bills had to
do with pool licensing and price
fixing of copyrighted musical com-
positions. Such bills became law
in Florida, Montana, Nebraska,
Tennessee, Washington, and Wis-
consin. The Illinois bill (H-567)
received a favorable committee
report, but was tabled in the
House, and the Iowa bill (H-2489)
was killed. In Indiana (H-459) and
Minnesota (H-1521) and S-1367)
and in Ohio (S-168) and Texas
(H-468) the sessions ended with
final legislative action on such bills.
The only real setback on state
copyright legislation occurred July
27 when Gov. Frank Murphy of
Michigan vetoed the anti-ASCAP
bill, declaring he was advised by
Attorney General Raymond Stagg
that it would not stand up under
court test. The bill, patterned after
the Montana and Washington mea-
sures, was sponsored by the Michi-
gan stations.

Radio taxation received some at-
tention by state legislatures, not-
withstanding the doctrine in the
so-called Fisher's Blend case in the
U. S. Supreme Court, wherein a
state tax levied upon gross re-
ciepts of broadcasters was held invalid. In Arizona, a revenue act
was adopted which provides for an
excise tax on radio advertising. A
prior act did the same thing, but
it is understood that the law of
officials of the state held that collec-
tion of the tax should not be at-
temted because of its invalidity.
Several bills which would have
specifically taxed radio were intro-
duced in Kansas (S-545, S-564,
S-514), but the tax bill which be-
came law (S-522) omitted the ra-
tio tax provision. The same situa-
tion prevailed in Missouri where
several bills were introduced which
embraced the idea of a tax on radio
but the tax bill which was finally
adopted (H-6) eliminated this tax.

Tax Bills That Failed
Bills providing for the levy of
tax on broadcasters failed of passage
in Minnesota (S-1389 and S-1348),
Ohio (H-279 which would have levied a 10% tax); Oklahoma (H-
148, a 5% tax); Nebraska (S-159,
1 1/2% tax); South Dakota (S-313,
2 1/2% tax on intra-state radio receipts).

Numerous bills were introduced
and some were adopted which had
either direct or indirect reference
to the content of radio programs.
Measures which restrained dentists
from engaging in certain classes of
advertising enterprise died in Cal-
ifornia (A-2604) but were enacted
in Kansas, Colorado, Massachu-
ets, Michigan, Pennsylvania,
Texas, Vermont and West Virginia.

Bills of the nature of pure food
and drug measures and which
would have applied to radio adver-
sing to the same extent as they
would have applied to other ad-
vertising media, were introduced
in California, New York, North Da-
kota, Pennsylvania which became law in
North Carolina (S-310), but failed
of passage in California, Colorado,
Georgia, Illinois, Iowa, Maryland,
Massachusetts and Pennsylvania.
Some of these false advertising
bills such as that in Pennsylvania
specifically exempted the broad-
cast network from liability. Liquor
c bills which either prohibited liquor adver-
sing or which placed onerous tax
bills on liquor advertising died
or were killed in California, Minne-
sota, Oregon, Pennsylvania, Texas,
Washington and Wisconsin, but
were adopted in Maine and North
Dakota. The so-called "small loans"
bills which restrained advertising of
the small loan business to some
extent were adopted in Connec-
ticut, but failed of passage in Illi-
inois, Massachusetts, New York,
North Carolina, Rhode Island,
Michigan and Tennessee.

A Michigan bill which failed to pass, would have required all con-
tinuities to be filed with the state
(H-197) was one of the worst of the
year. "Court" in a broadcast was pro-
bhibited by New York (S-176 and H-
197), but these bills were not en-
acted into law. New Jersey also
billed prohibited the broadcasting of
court proceedings (S-117). Propo-
sals in California and Washing-
ton to prohibit the broadcasting of

(Continued on page 68)
Stepping Out! ...
...
... with AMARILLO, TEXAS

KGNC stepped out in June with an ultra-modern new studio—a vest-pocket Radio City!

Amarillo stepped out in May to lead all Texas cities in business gain over May 1936—a 40% increase!

Together, KGNC and Amarillo are a swell pair—GO PLACES WITH THEM!

KGNC stepped out in June with an ultra-modern new studio—a vest-pocket Radio City!

Amarillo stepped out in May to lead all Texas cities in business gain over May 1936—a 40% increase!

Together, KGNC and Amarillo are a swell pair—GO PLACES WITH THEM!
Disc and Labor Issues Only Dark Spots On Horizon

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.


Delaware, Lackawanna & Western Coal Co., New York Will use a variety of its network program, The Shadow, in a few markets to advertise Blue Coal. Ruthrauff & Ryan Inc., New York, handles the account.

de Elorz Cosmetics Inc., Hollywood

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.


Devoe & Raynolds Co., Inc., N. Y. Will start spot campaigns for two of its subsidiaries in fall. Wadsworth-Howland & Co., Malden, Mass. (Base State Paint) will use five-minute transcriptions on WGBH, starting October, while four smart calendars remain on the air. WGBH's last spot announcement campaign was in July. The new campaign will run through November. The agency is J. Stirling Getchell Inc., New York.

Durkee Pample Prints Inc., Chicago, is agency.

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

F & F Laboratories, Chicago Will start one-minute spot announcements and chain breaks on a nationwide scale this September. About 50 stations will probably be used. Blackett-Sample-Hummert Inc., Chicago, is agency.

Dr. Peter Fahney Co., Chicago

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

Fels & Co., Philadelphia Will keep its Fels-Naptha transcription campaigns, the Tom Brown programs and the Fels-Bondos transcriptions, but will not use the household exhes that are used now. To fill the time, the agency is publishing a magazine called Fels for the Fels-Naptha market.

General Cigar Co., Inc., New York Will continue its seven-minute transcriptions, but will not use the in-house transcriptions. The agency is Young & Rubicam Inc., New York.

Polger Coffee Co., Kansas City Currently using transcriptions, the Polger Coffee program will continue to be heard on WDAF, Kansas City. The agency is Young & Rubicam Inc., New York.

General Mills Inc., Minneapolis Currently using half-hour transcriptions five times weekly on 20 stations. Betty Crocker, one of the shows on the General Mills coast-to-coast CBS network, is to be featured on this fall. Blackett-Sample-Hummert Inc., Chicago, is agency.

Guaranty Union Life Insurance Co., Beverly Hills, Cal. Has a weekly news program broadcast on the Audubon Network of 60 stations. The program is scheduled for the fall. Blackett-Sample-Hummert Inc., Chicago, is agency.

Graham-Paige Motors Corp., Detroit

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

Grant Watch Co., Chicago Will use spot announcements to announce its network program, The Shadow, in a few markets to advertise Blue Coal. Ruthrauff & Ryan Inc., New York, handles the account.

W. T. Grant Co., New York This operator of a chain of 479 variety stores throughout the country, will start a 10-week transcriptions program on 19 stations from coast-to-coast. The program will be repeated five times weekly on 15 stations. The agency is J. Stirling Getchell Inc., New York.

Williamson-McCann Inc., Chicago, Illinois, is agency.

Hoffmann-Holmes Co., Los Angeles Recently conducted a 10-week test on KFWB and KEHE for H & H foot exhes. Now making up a list to start 15-week stations campaign using transcriptions. Advertising Arts Agency, Los Angeles, has account.

Household Finance Corp., Chicago Using live talent programs six weekly on 25 stations, may increase the list in September. One of the programs is being taped and will be broadcast later this fall. Blackett-Sample-Hummert Inc., Chicago, is agency.

Huffman-Holmes Co., Los Angeles Recently conducted a 10-week test on KFWB and KEHE for H & H foot exhes. Now making up a list to start 15-week stations campaign using transcriptions. Advertising Arts Agency, Los Angeles, has account.

Independent Grocer's Alliance, Chicago

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

International Harvester Co., Chicago

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

Lambert Pharmacal Co., St. Louis Currently testing a new campaign on 200 weekly stations on WDAY, Will start an extensive coast-to-coast campaign in mid-September. The program will be sponsored by the local HGA wholesalers. Charles Daniel Frey Co., Chicago, is agency.

Lavenna Corp., Chicago

(Continued from page 17) will carry the spot announcements. Bagziger, Horton & Hoyt Inc., Chicago, is agency.

Larus & Bro. Co., Richmond This Quaker Oats subsidiary will continue quarter-hour live programs on 40 stations, and will probably expand the list of stations. Program is placed through Blackett-Sample-Hummert Inc., New York.


Leeming, Heinz Rice Flakes. Companied by the H. W. Leeming campaign, this will be scheduled for fall and will probably expand the list of stations. Program will be sponsored by the local HGA wholesalers. Charles Daniel Frey Co., Chicago, is agency.

Lever Bros. Co., New York Will use spot announcements during the daytime in 10 or 12 markets, with one a day. Advertising is scheduled for fall in New York, to advertise Bwae Bange. This fall, Business is placed through William Ess & Co., Inc., New York.

(Continued on page 48)
PRISON BAND — Because these men practice all day while fellow inmates work in the prison furniture, overall or shoe factories, their part of the program was plenty smooth and snappy.

FEMININE TOUCH — From the women's building a mile from the main prison came two women prisoners to add a vocal duet to the hour-long program.

VOCALISTS, NOVELTIES — Among the prison's 3,500 inmates were found many experienced vocalists and many surprising mikes-worthy novelties.

MUSICAL VARIETY — Four separate instrumental combinations gave the show everything from Sousa to swing... brass, hill-billy, jug and swing bands.

BOOKED for a one-night stand on June 12th, WKY's one-hour broadcast from behind the walls of Oklahoma's state penitentiary turned into a complete, all-around click. Another was promptly scheduled for July 10th; still another is set for August 7th.

From a seat in the air audience, the shows were tops in entertainment and showmanship. As a vehicle for acquainting Oklahoma with the earnest rehabilitation efforts being carried on in its penal institutions, the programs were high in public interest. Most notable, yet unexpected, was the striking morale-building effect of the programs on the entire prison population, a subject of enthusiastic commendation from prison and state officials.

Here is another sample of how WKY goes out of its way, turns off the beaten path, to serve public interest and give its audience something fresh and novel in entertainment. Such are the accents in programming that keep WKY the most listened-to station in Oklahoma and make it the station on which your sales story gets the most attention and the best hearing.

OKLAHOMA'S "BIG HOUSE" — Using the prison mess hall as a studio, WKY piped the full hour show 120 miles from McAlester to Oklahoma City. More than 75 inmates comprised the all-convict cast. A thousand inmates were permitted to sit in on the show.

LEFT: The show on the air with a studio audience of 1,000 inmates.

RIGHT: Using a ketchup jug and megaphone, Buster scored the novelty hit of the show.

EXTREME RIGHT — Jack Woodruff, with Hollywood recognition as a composer of cowboy songs, was another program highlight.

OKLAHOMA CITY AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY
By the Yardstick of Listeners...

No question about it! WIBW has the Kansas farm and small town Listeners. And they’re folks who ACT and BUY as well as listen!

Proof? Stacks of it—every day—right in WIBW’s busy mail room. Stacks of MAIL with inquiries, orders, money, checks (many signed but not filled in)! Measure WIBW with ANY yardstick you choose—for COVERAGE, for Listeners, for RESULTS. Then give WIBW the job of selling Kansas—with its bumper wheat crop buying power—for YOUR product. Mister, you’ll have a REAL JOB DONE!

Record Fall Spot Season Seen

(Continued from page 46)


Lewis-Howe Medicine Co.,
St. Louis
Will continue and possibly expand quarterly sixty-minute discs on 15 stations for Dr. W. H. Kastor & Sons Adv. Co., Inc., Chicago, is agency.

Libby, McNeill & Libby, Chicago
Using foreign language programs on WGES, WJBK, and KGJF. Will probably continue with same setup this fall. J. Walter Thompson Co., Chicago, is agency.

Little Crow Milling Co., Warsaw, Ind.
Using quarter-hour children’s programs on WLS six times weekly and will continue the series this fall. Plans to add quarter-hour children’s programs six times weekly for Cocoa Wheat on WJR, KDIA and WGN. Rogers & Smith, Chicago, is agency.

Longines-Wittnauer Co., New York
Will use from one to a dozen times signals announcements for chain breaks in a campaign created by American Radio. Will continue with its fall campaign for Longines watches, placed through Arthur Rosenberg Co. Inc., New York.

P. Lorillard Co., New York
Has been sponsoring a series of sports summaries on WGN, Chicago, and the Michigan Network, for its various tobacco products and now is considering expanding this type of advertising to include other markets, but has no definite plans as yet. The half-hour Sunday morning Italian program for Old Gold cigarettes on WGN, New York, which has been on for a year and a half, will be continued. Accounts are handled by Lennen & Mitchell Inc., New York.

Maltex cereal Co., Burlington, Vt.

Mantle Lamp Co., Chicago
Has completed its station list for fall, starting on 55 stations Sept. 27 using quarter-hour programs from one to six times weekly. Both live talent and transcriptions will be used. Presba, Fellers & Presba Inc., Chicago, is agency.

Mayflower Stations Inc., White Plains, N. Y.
This chain of service stations will continue its three-week safety series on WEAF, produced through J. Stirling Getchell Inc., New York.

Will start quarter-hour program daily except Sunday over WLS, Chicago, Oct. 18. Considering a quarter-hour daily except Sunday on WRVA, Richmond, in October. Rogers & Smith, Chicago, is the agency.

McKesson & Robbins, Bridgeport
Will continue and possibly expand minute transcriptions on stations for Pursing, & H. W. Kaster & Sons Adv. Co., Inc., Chicago, is agency.

W. F. McLaughlin & Co., Chicago
Now on WLS, may add other stations in Midwest to handle amount of mail for Manor House coffee. Earl Ludgin Inc., Chicago, is agency.

Miles Laboratory, Elkhart, Ind.
Will start Comedy Stars of Broadway transcriptions, featuring different paths each week. Each program on 25 stations in mid-September for Alka-Seltzer. The three-weekly transcriptions are being cut by WBS, New York. In addition, Alka-Seltzer will continue with quarter-hour news broadcasts daily over KNX, daily except Sunday over WOWO; Wade Adv. Agency, Chicago, is the account.

Montgomery, Ward & Co., Chicago
Using quarter-hour transcriptions on 75 stations and plans to add 25 more in September. The transcriptions, Neighbor Jim, are currently broadcast three times weekly and will probably be broadcast five times weekly this fall. NBC Transcription division, New York and Chicago, cut the program with Lord & Thomas, Chicago, producing the weekly spot announcements, which are being placed the business direct.

Morton Salt Co., Chicago
Will start one-minute announcements on 15 stations in November. In addition, time will also be bought for farm dance programs of WLS, WHO, and WSM. Wade Adv. Agency, Chicago, has the account.

Murphy Products Co., Burlington, Iowa
Will continue with weekly half-hour programs on the WLS and WHO barn dances for its feed. Wade Advertising Agency, Chicago, has the account.

Mutual Citrus Products Co.,
Anaheim, Cal.
Through Charles H. Mann Co., Los Angeles agency, on July 26 started five-minute dramatized commercials, five times weekly, on KFWB and will extend the list of stations nationally by September. Sponsor will use the campaign to call attention to its canned products, orange marmalade and other products.

National Carbon Co., New York
Will launch a spot campaign for Eveready batteries about the first of the year. Yet to be settled are the type of program and scope of the campaign, which will be placed through J. M. Mathies Inc., New York.

National Leather & Shoe Finders Assn., St. Louis
Planning a spot campaign this fall with stations and type of spots not yet set. BBDO, Chicago, is agency.

Will start an announcement campaign late in September for its coaster brake for bicycles, using chain breaks on the same 12 stations included in last spring’s campaign with possibly a few additional stations. Lord & Thomas, New York, is the agency.

New York State Bureau of Milk Publicity
Will use 18 stations in the state to broadcast a series of one-minute dramatic transcriptions, recorded by RCA and placed through J. M. Mathies, New York, to start Oct. 1.

North American Accident Insurance Co., Newark
Will use 40 stations this fall in a spot campaign. Type, length and frequency of programs will vary with markets. Franklin Bruck Adv. Corp., New York, is in charge.

Northwestern Yeast Co., Chicago
Now sponsoring Virginia Lee & Smyth on WLS, Chicago, three-quarter-hour periods weekly for Maca yeast, will start transcribed versions of the program on 15 West Coast stations in September. Southern and eastern stations will be used later after satisfactory distribution for the new fast-raising yeast will have been secured on the West Coast. RCA Mfg. Co., Chicago, is cutting the transcriptions. Hays MacFarland & Co., Chicago, is agency.

Nu-Enamel Paint Corp.,
Los Angeles
Planning a regional spot and program campaign for the fall which will include a dealer tie-in, through Advertising Arts Agency, Los Angeles.

(Continued on page 52)
the New

AMPEREX

WATER COOLED
TRANSMITTING and RECTIFYING TUBES

Fine craftsmanship . . .
. . . expert workmanship

Qualities outstanding even upon casual examination, are true outward indications of the painstaking thoroughness, precision, and skill with which the new Amperex Water-Cooled tubes were designed, engineered and constructed.

Spacings and dimensions held to a fraction of a thousandth of an inch—vacuums down to almost immeasurable pressures are your assurance of unvarying characteristics, highly efficient operation and of extraordinary long life.

A partial list of the types available is shown below:

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<th>Type</th>
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AMPEREX ELECTRONIC PRODUCTS, INC.
79 WASHINGTON STREET
BROOKLYN, NEW YORK
Blasting 10,000 watts and night to more than half-million listeners within half-millivolt line before roaring into Havana, with the clearest of American signals.
Record Fall Spot Season Seen
(Continued from page 48)

Omar Bakeries, Omaha, Neb. Currently using four stations for quarter-hour transcriptions Your Home Town, six times weekly. Omar Mills Inc. Omaha (flour) will use quarter-hour programs three weekly beginning in September on eight stations with the possibility that Your Home Town transcriptions may also be used. J. Walter Thompson Co., Chicago has both accounts.

Omega Chemical Co., Brooklyn. Will use announcements for Omega Oil, starting in August on WLW and adding about 50 other stations in September and October. Husband & Thomas Co. Inc., New York, is agency.

Oyster Shell Products Corp., New Rochelle, N. Y. Now using announcements for poultry grit on a few stations and will increase its list to approximately 50 in the fall. Placed through Husband & Thomas Co. Inc., New York.

Pacific Gas & Electric Co., San Francisco. This California utility has increased the number of stations releasing its weekly dramatic program over the NBC from one to three for the late summer and fall seasons. Formerly heard only over KGO, San Francisco, the company's broadcast Tales of California is now released over KFBR, Sacramento and KMJ, Fresno, as well.


Pinex Co., Fort Wayne, Ind. Will use announcements from 35 words up, on about 40 stations two to four times daily starting Oct. 1 for its remedy. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

Postal Telegraph Co., N. Y. Will continue through the fall the campaign of announcements, time signals and news flashes started in July on seven stations, through Marschalk & Pratt Inc., New York.

Premier-Pabst Sales Co., Chicago. Using one-minute live announcements on 20 stations coast-to-coast once and three weekly, will continue with the same setup this fall. Morris-Schekver-Roth Inc., Chicago, is agency.

Princess Pat Ltd., Chicago. May extend weekly quarter-hour program, Pat & Hawk, on WMAQ, Chicago, to other stations this fall. Half-hour Princess Pat dramas may be used on both Mexican and Canadian stations this fall. McJunckin Adv. Co., Chicago, is agency.

Procter & Gamble Co., Cincinnati. In addition to sponsoring Miss Perkiss over NBC-Blue in the morning and over the NCB-Red in the afternoon for Oxydol, sponsor is currently using a transcribed version of the network show on 35 stations. A few more stations may be added this fall for the quarter-hour transcribed show which is broadcast five times weekly. WHS, Chicago, is cutting.

Using a quarter-hour WHS transcribed show Houseboat Hannah on 14 stations, five times weekly for Lava Soap. Currently using Kitty Keene Inc., a quarter-hour five-minute weekly WHS transcribed show on 25 stations for Dress, McJunckin-Hummert Inc., Chicago, has these accounts.

Procter & Gamble Co., Cincinnati. Will continue and possibly expand the following: Dreve Shampoo—quarter-hour transcriptions on 25 stations; Kirk's Castle Soap—one-minute transcriptions on six stations; American Family Soap & Flakes, quarter-hour transcriptions on one station. H. W. Rasker & Sons Adv. Co., Chicago, handles these accounts.


Purity Bakers Corp., Chicago. Now on 17 stations five times weekly with quarter-hour RCA transcriptions, Hope Aiden's Romance, and will continue this fall with the same set-up. Hackett-Sample-Hummert Inc., Chicago, is agency.

Radio Corp. of America, New York. Considering an announcement campaign to advertise the 10 point check-up of receiving sets given by RCA service men, but has not definitely approved the plan or selected any stations or times. Lord & Thomas Inc., New York, is in charge.

Regional Advisers Inc., New York. Will continue transcriptions to supplement its twice-weekly broadcasts on NBC, the disc being recorded from the Mystery Chef network programs. Series is placed by McCann-Erickson Inc., New York.

Reid Murdoch & Co., Chicago. Using time signal announcements varying from one to 15 a day, six and seven days a week, on 60 stations for Monarch food. Will continue the current schedule this fall. Rogers & Smith, Chicago, is the agency.

Reliance Mfg. Co., Chicago. Will use five-minute programs and quarter-hour transcriptions on 30 stations daily from Aug. 16 to 21 for a contest. This is in addition to the regular quarter-hour transcriptions currently on 30 stations for Big Yank shirts, a quarter-hour daily live show and a quarter-hour weekly live show are also on WLW and WLS respectively. About 20 stations will be used this fall. Mitchell-Faust Adv. Co., Chicago, is agency.

Richardson & Robbins, Dover, Del. Will continue to advertise its food products with the Reuters Quartette on WJZ, New York, and with time signals on a list of eastern stations that may possibly be extended in the fall. Charles W. Hoyt Co., Inc., New York, is in charge.


Schaeffer Pen Co., Ft. Madison, Ia. Will start spot announcements varying from 35 words to one-minute on nearly 40 stations Aug. 16. Five-minute transcriptions will be used on WOR, Baggaley, Horton & Hoyt Inc., Chicago, is agency.

(Continued on page 54)
CALLING THE SHOTS—From seven strategically placed towers (below) and with pack set crew covering the ground between, KLZ broadcast exclusively 15 hours of match play during the 37th annual Trans-Mississippi golf tournament at Denver's Cherry Hills course the last week in June.

Showmanly activity on all fronts keeps KLZ in the public eye and ear.

Biggest golf show and swankiest social event of the season in the Denver region was the Trans-Mississippi golf tournament the last week in June.

KLZ covered it thoroughly and exclusively, adding another vivid chapter to the rapidly growing volume entitled "Community Service" which this station began writing when its present management took over two years ago.

KLZ's aggressive activity on all fronts, its continuous effort to sense and serve public interest along with its day-in and day-out fare of superior local and network entertainment have pushed this station into top position in listening preference in the Denver-Rocky Mountain region.

Entrenched in this solid position with listeners, KLZ is in a strong position to exert a vital influence in behalf of your product in this big, able-to-buy market.
Record Fall Spot Season Seen
(Continued from Page 52)

S. A. Scherer Corp., Los Angeles
Covers California with branch auto
loan offices and plans to increase its
fall and winter radio, TV, press, and
time radio usage. Sponsor, through Allied Adv. Agencies Inc., Los Angeles, is
devoting full time and advertising
appropriation to radio.

Schering Corp., Bloomfield, N. J.
Considering a fall spot campaign for
other makes in its line, no decision has
been made. Marschalk & Pratt
Inc., New York, is the agency.

Schlitz Brewing Co., Milwaukee
Star Outfitting Co., on 20 stations
two times and three weeks; plans to
be heard again starting with Mid-Florida
Adv. Co., Chicago, is agency.

Schutter-Johnson Candy Corp.,
Chicago
Will continue spot campaign to New
England territory for Old Nick candy.
Only Yankee network stations will be
used, possibly the same three sta-
tions—WNAV, WCSS, WTCI. The
busiest planned date is Thanksgiving.

Sheffield Farms Co., Inc., New York
Plans to keep on sponsoring Billy
& Betty five nights weekly on WEPF,
Newark, Thursday and Saturday. H. W.
Ayer & Son Inc., New York, is in
charge.

Sherwin-Williams Co., Cleveland
Giving extensive campaign this fall
through Jefferson Advertising Agency,
Inc., Los Angeles, and planning an
extensive transcription serial campaign
in the western states, to start early in
September. List is not yet up.

Walker-Gordon Laboratory Co.
Plainsboro, N. J.
Will keep Gretta Palmer, feminine
commentator, on WOR, Newark, twice
weekly through the fall in the interest
of its acidophilus milk. Young & Rubicam Inc., New York, handles the
account.

Ward Baking Co., New York
Will continue to sponsor the five-
week newsmaster on Bob Fern on
WABC, New York, and the five
weekly society news periods of Nancy
Naylor on WOR, New York, both
which have been on the air for Ward's
lunacy for the last three years. This
company may also use some eastern
stations to test a proposed national
campaign during the fall. Fletcher &
Ellis Inc., New York, handles the
account.

Washington State Apples Inc.,
Wenatchee
This J. Walter Thompson Co. ac-
count, which is responsible for the fall
spot campaign to start in September.

Welch Grape Juice Co.,
Westfield, N. Y.
Will continue and possibly expand
five-week series of spot ads on four
two-hour discs on station WOR.
York, is the agency.

Western Growers Protective Assn.,
Los Angeles
To start a national spot campaign in
September, in the interest of its table
lettuce, placing through J. Walter
Thompson Co., that city.

Willard Tablet Co., Chicago
Will use spot campaign to announce
50 stations starting in September. First
United Broadcasters, Chicago, is
agency.

Wilson & Co., Chicago
Plans to continue 35-50 word an-
nouncements six times weekly on
KOMA, Oklahoma City, and participa-
tion in the Marjorie Wells program on
the Yankee network and three Westward
program on WGN. Other stations may
be added for inclusion, participation in
women's program conducted by Mrs.
Frances Troy Northcross, head of the
women's department at WGN.
Washington (D. C.) Herald, over
WOL, U. S. Adv. Co., Chicago, has
agreed.

Wincharger Corp., Sioux City, Ia.
Will start one, five and 15-minute
transcriptions on 15 stations two and
three times weekly. Will use Hi-Lite
soundproofing in its stores. Win-
charger Corp. is a subsidiary of the
Zenith Radio Corp., Chicago. Hays
MacFarland & Co., Chicago, is agency.

STORES ACTIVE IN CHICAGO

Many Big Merchandising Houses in the City Are
Enjoying Success With Broadcasts

Sunbeam Laboratories, Los Angeles
After a seven-day time signal an-
nouncement test campaign on KNX, is
planning an extensive fall campaign
through Ivar F. Wallin Jr. & Staff.
Los Angeles agency for its Velite
Campaign is to start on the West
Coast with stations being added na-
tionally.

Swift & Co., Chicago
Using announcements on WCAU,
KOA, WOR, KDKA, WOW, WBFL.
The campaign consists of spots on
31 stations this fall. Meets Brookfield
butter and All-sweet Margarine will
be distributed to radio stations only
one product on a station. J. Walter
Thompson Co., Chicago, is agency.

Tide Water Oil Co., New York
Will continue through the fall the
various campaigns it is currently
inquiring reporter programs it currently
sponsors on the Yankee network and
seven independent eastern stations for
Tylor and Veedol. Leenen & Mitchell
Inc., New York, is agency.

United Airlines, Chicago
Using spots on KFI and KFRC. No
additions likely this fall. J. Walter
Thompson Co., Chicago, is agency.

United Drug Co., Boston
Will use spots in October to adver-
tise its semi-annual One Cent Sale,
placing a series of five-hour TRANSMISSIONS on the above-station.
The agency will broadcast the week of
the sale in each market. Placed through
Street & Co., Philadelphia.

Utility Engineering Institute, Chi-
icago
Will launch extensive campaign this
fall, concentrating its efforts on
air conditioning correspondence
courses. First United Broadcasters,
Chicago, is agency.

CHICAGO department stores have been enjoying unusual success on
the air. Not only is this true of the large loop department stores
but even some smaller stores are doing as well. Marshall Field & Co.,
the pioneer in the field, only recently celebrated its seventh anniversary
on the air having broadcast a two-
hour special for the occasion on
September 26. Field has broadcast
continuously six days a week since
April 7, 1930. A half-hour period
every four mornings a week is devoted
to Marshall Field's Store for Men.
Aubrey, Moore & Wallace Inc. is
the Marshall Field agency.

In contrast to Marshall Field's
semi-promotional firm New
Goldblatt Bros., Chicago's reputational
store, a few weeks ago Gold-
blatt's signed a 52-week renewal
deal for its retail department store
program on WGN. The program
started in May, 1936 and has proven
highly successful. Operating
nine stores in outstanding loca-
tions and suburbs of Chicago, the
chain store during the past year
has opened Davis Store for its
tenth outlet.

Wiedel's, another chain of
department stores, with six stores in
metropolitan Chicago, is currently
sponsoring an hour recorded pro-
gram on WMAQ for the past year
and one half. Wiedel's has played
a prominent part in the store's effort
to become better known as a semi-promotional type store rather than purely a bargain
store. Needham, Louis & Broby
is the Wiedel agency.

Perhaps one of the greatest re-
tail store successes in Chicago is
that of the Morris B. Sachs store
[BROADCASTING, May 1]. A com-
paratively small store on the Loop
side of the business district. Sachs
in 1936 did approximately $1,000,-
000 business. So effective has his
campaign been that he has been
awarded the contract for the next
clothing that he has absolutely
been forced to curtail his radio
schedule because it is physically
impossible to handle the crowds
comfortably. Schimmell & Scott
handles the Sachs account.

Another big department store
clothing, Gold-
berg's, with two South Side stores,
has been consistently successful with
radio advertising. This firm
announces on KDKA, Pittsburgh,
seven national radio programs in Chicago, a two-hour Saturday night show, The
Nifty Club. Goldberg's has expanded
his plans for the Nifty Club of the
radio, but has curtailed its broadcast
of semi-monthly. Julian Frank
agency handles the Goldberg ac-
count.

Numerous other Chicago retail
firms have found radio their best
vehicle for reaching customers.
Included among these is Gordon's
Clothing Co., the Gray - Newt-
ton Co, the Erie Clothing Co, and
the Kelly Clothing Co.

Super Salesman
C. B. ARNOLD, general man-
er of KINY, Juneau, Alas-
ka, visited in New York, was
involved in a series of coast-
to-coast radio spots for the
Popular food product.

Vernor's of California Inc., Los Angeles
Started July 15 a 30-day test cam-
paign on KMTR using a daily quar-
terly schedule. Allied Adv. Agencies
Inc., Los Angeles, and Planning an
extensive transcription serial campaign
in the western states, to start early in
September. List is not yet up.

BROADCASTING • Broadcast Advertising

Page 54 • August 1, 1937

www.americanradiohistory.com
presents—
A NEW POLICY
in radio showmanship!

Sustaining programs that will not be moved to sell time . . .
all proved audience builders . . .
the best musical, dramatic and special events . . .
Let the Detroit Audience be your guide in selecting your Detroit station.

National Representatives
The PAUL H. RAYMER COMPANY
New York • Chicago • Detroit
San Francisco
Anning Prall

AT HIGH NOON July 26, some 700 broadcasting stations were stilled for one minute, paying silent tribute to Anning S. Prall, chairman of the FCC and a public servant for more than two decades. The broadcasting industry thus mourned the passing of one of radio's outstanding personalities, and the radio listening public was made aware of its own great loss. For not only the industry but the public owed a real debt to Anning Prall.

From the day he became a member of the FCC nearly three years ago, Anning Prall kept the mandate of public service uppermost in mind. It was he who, conducting a lone campaign of "moral suasion" when the FCC's scope of authority remained in doubt, induced the broadcasters voluntarily to clean house and alter their program structures in accord with good taste. He found the industry readily cooperative because his motives were honest, his ideals clear and his methods democratic.

Undaunted by the fire of self-serving opponents, Anning Prall confidently followed the course of his own convictions in what is probably as complex an executive task as confronts anyone in official Washington. He knew, as everyone knows, that the broadcasting and communications structures were not perfect, and that Uncle Sam's good offices were not needed to help them through their growing pains stages. He staunchly defended, because he earnestly believed in, the American system of radio. Yet he never kept the public's interest out of mind. It was always first and foremost.

Anning Prall was best described by his host of friends as a "regular fellow." No one laughed more heartily over a good story or could tell one with greater gusto. He loved life and he loved life's little things while doing big things. Tribulations of recent months may have hastened his passing, but he always maintained the good humor which was his most marked characteristic. Everyone who knew Anning Prall had to respect him for his essential decency and integrity. Those who came into close contact with him, while sorrowing with his family and realizing that the Radio Utopia he envisioned to meet the desires of all Americans was far beyond his time, feel that his task was well done while he lived and that his name should be boldly and proudly inscribed upon the permanent log of Radio.

How's Business!

IT'S FINE, thanks, reply several hundred station managers, for the autumn of 1937 will make a lot of radio history, judging by preliminary reports from a hundred agencies placing a substantial amount of national spot business. Already time buyers are angling for favorable spots in desired markets and many stations are feverishly juggling programs in an effort to find room for all who would contract for their facilities.

But while the outlook is rosy at the moment, there are two possible sources of fall trouble—transcription demands of musicians and the general labor unrest. If these issues are disposed of amicably, station managers will feel free to plan for a busy autumn.

The current summer is a record-breaker, as predicted in these columns early in the spring [Broadcasting, April 1]. The coming fall will see a big improvement, with the result that the close of 1937 will record perhaps a 50% increase in spot and a 30% increase in total volume over 1936.

For the Slaughter?

WHILE the administration and the proponents of newspaper separation from the ownership of radio stations are withholding their fire due to their concentration on more important national issues, the FCC blithely continues to grant new stations liberally to newspaper and publishing interests. Some of these are like Aunt Mathilda's distrust of anything in pants—there's nothing to be done about it. Among such annoyances to time buyers are Acts of God, removal for network programs, daylight saving time.

Then there are two in particular that make the strongest-willed time buyer bump his head against the wall. They are "subject to baseball game interruptions" and "subject to the whims and slapshod handling of the individual stations."

The "whim" thing is full of pink cheeks for many a station and as for "slapshod handling," it really happens and Mr. Midgley, of BBDO, who buys spot time in large chunks for many clients, and who contributes an article to this issue of Broadcasting.

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EVERYBODY knows the one about what the Governor of North Carolina said to the Governor of South Carolina and how it finished off with a bourbon, s-h-u. The radio counterpart of that tale is what the manager of WPTF, in North Carolina, said to the manager of WIS, in South Carolina, and how they polished it off with a combination rate.

For about a year the Carolina Combination has been functioning. The managers of the stations will attest that it has been a worthwhile venture. On the North Carolina side (Raleigh) was Richard Haywood Mason, while G. Richard Shafto did the honors for South Carolina (Columbia). Real Southern gentlemen, both, they are among the best known of the younger generation of executives in this youngest of major industries.

At this writing we essay the story of the North Carolinian, who on Aug. 10 punches his new calendar at the thirteenth notch. And it was just three years ago—at the age of 49—that he took over the helm of WPTF, having been elevated from program director. But he had been in every branch of radio operation except engineering from the time he broke in as a "lunch hour announcer" in 1928.

While Raleigh way, the folks figure that when television makes the grade WPTF will be all set. That's because Dick Mason is one of the best looking young fellows in town—and they run pretty handily down that way. He is a native North Carolina, too.

Richard Haywood Mason was born in Raleigh Aug. 10, 1897, the son of Col. and Mrs. Charles W. Mason. His father was an Army officer, and his paternal grandfather was General John Sanford Mason, who served with distinction in the Civil War. On his maternal side, Grandfather Richard Haywood was a distinguished Raleigh physician.

At the tender age of eight weeks, the infant Richard found himself en route to Manila. His father had been transferred to Fort McKinley there. A year later, the family moved to the Presidio, San Francisco. Col. Mason retired four years later as the commanding officer of the Presidio and moved his family back to North Carolina. Dick was only 6 when he had been born, and the family moved from the country back to native Raleigh.

Dick attended the Hammond school in Raleigh, an Episcopal School in Lynchburg, Va., and back to Raleigh for high school, and enrollment at North Carolina State at Raleigh, completed Dick Mason's academic instruction. At 19 he got a job in the Raleigh agency of the Equitable Life Assurance Society. For three years he served in the cashier's office, but even then radio had caught his fancy.

At 21, Dick Mason found himself working in and out of the WPTF studios. Manager H. K. Carpenter (now vice-president and general manager of WKY and WJAY, Cleveland) used him for "lunch relief" at the microphone. That same year—1928—WPTF was sold by the Wyne Radio Co., dealers, to the Durham Life Insurance Co. Dick Mason thereupon was hired as a full-time announcer. About a year later he found himself production manager, but he also did utility service and functioned in every phase of station operation.

When Manager Carpenter accepted the call of the Cleveland Plain-Dealer to manage its stations, 27-year-old Dick Mason who theretofore had been performing as program director, was appointed to the management of WPTF Radio Co. National spot business of WPTF, an NBC affiliate, has increased something like 800% during the last three years. The station operates on the desirable 680 kc. channel, with 5,000 watts power. The transition from a $1,000 to a $5,000 watt outfit was effected soon after Dick Mason became the station's manager.

Mrs. Mason is the former Margaret Deveraux Stockard, of Wilmington, N. C., who is well-known as an equestrian. They were married in 1931. Both are ardent horse fanciers and they own two thoroughbreds. Aside from horses, Dick Mason goes in heavily for amateur movies. He is a Rotarian, a member of the Chamber of Commerce and of the Merchants Association. He attends the Episcopal Church.

PERSONAL NOTES

DR. GEORGE F. COURRIER, president of the Hammond-Calumet Broadcasting Corporation, in Hammond, Ind., and the new WHIP (which operates there in September, is now in Europe, having sailed on the S. S. Bremen July 17. He will hold conferences in European capitals before returning Aug. 18. Dr. Courrier is the fifth Chicago radio personality to take a vacation in Europe this summer. Others who have sailed include Bobby Breen, program director of WOR; Dorothy Masters of the NBC Chicago publicity department; Edwin G. Foreman, who holds the sales description division in Chicago, and Ned I. Regleau, program director of WJJD.

JOHN SHELDON, left the sales department of the Chicago Commercial Club to join the Chicago sales office of the Commercial Club. He will assist Bob Barrett, head of the WOR Chicago office.

CAIT, JEAN V. GROBCHAB, president of Grombach Productions Inc., New York, sailed for Europe July 14 to represent the United States in the World's Fencing Exposition at the Paris Exposition. Mr. Grombach has been invited to produce a radio show for BBC while in London.

ARTHUR H. SCHROEDER, sales manager of KFAB, Omaha, for five years, has been appointed National Advertising Co.'s new manager moving to Washington where he will be associated with George O. Sutton. This new arrangement will give the station last spring and holds a law degree from the University of Nebraska. He is also a graduate of University of Nebraska and attended New York Law School.

ALBERT X. SOCOW, formerly of the local display advertising staff of the New York American, and John M. F. Denning of the New York staff of Esquire, have joined the sales department of the Chicago Commercial Club.

HARRY KOPP, of the NBC Chicago sales staff, Charles Phillips, of the NBC New York sales staff, and Norman Morrell, NBC assistant commercial program manager, sailed in July on the Europa for Europe.

BOB McILWAIN, of the WLS Chicago commercial staff, was married in late summer to Sophia Germanich, WLS soprano, were married in late summer to Sophia Germanich, WLS soprano, who is also of the WLS staff. At the eighteenth year to be married while members of the WLS staff.

HEIT HOBREWELL, formerly manager of the NBC WJR Detroit, is also of the WIBA Madison, Wis., has joined KJH, Los Angeles, as account executive. He succeeds Dick Mack, resigned.

VICTOR DALTON, owner of KMMR, Hollywood, after being confined to his home with an infected foot caused by a rusty nail, has returned to his desk.

IAN R. MACDONALD, commercial manager of CJCA, Edmonton, Canada, was in Hollywood during July contacting clients and buying new network material for sponsorship on that station.

BURRIDGE D. BUTLER, president of WLS, Chicago, and chairman of the NBC Radio Network, will be in Mid-July to spend a month at KOP.

FEATHERSTONE, of the commercial staff of KSL, Salt Lake City, was an alternate delegate to the American Association of the Lions in Chicago July 25.

FRED ROCK, commercial manager of WADC, Akron, and Mrs. Rock are the proud parents of a girl, Barbara Ann, born July 16.

JESSE BUTCHER, NBC stations relations representative, is touring the South, visiting the NBC-Brown southern group and assisting the 10 new stations in their dedication plans.

WILLET H. BROWN, assistant general manager of the Don Lee Broadcasting System, Los Angeles, is in New York confering with MHS executives on fall and winter programs that be sent out on the network and to discuss the origin of several current syndications. Will return to the West Coast. Don Lee network is an affiliate of Mutual. Brown will return after three weeks, the traveling business with pleasure, having left Los Angeles July 25.

JOSEPH W. LEE, manager of KYOR, Oklahoma City, July 13 became manager of KTOK, Oklahoma City, after a year at WOKI, Fort Worth, Mr. Lee is also secretary of the OKAY Broadcasting Co.

ED KIRBY, who had announced his resignation as sales promotion manager of the National Life & Accident Agency, was appointed WJJD executive July 17, is remaining with the organization in the same capacity. A native of York, he had been active in radio for some 15 years. He had planned to join the Southern Agriculturalist, published in Nashville.

LEON J. MARSHALL has joined the commercial staff of KYOR, Colorado Springs, as an account executive.

JOHN SHEPHARD, president of the Yankee and Colonial Networks, and Mrs. Shephard sailed Tuesday July 15 aboard the S. S. Bremen for a cruise to the West Indies.

ROBERT DILLON, formerly of WOC, Davenport, la., has joined the Kodak organization.

BOB INGHAM, formerly of the announcing staff of WADC, Akron, has joined the station's commercial staff.

W. B. LEWIS, CBS vice-president, has been in Hollywood for six weeks in Hollywood during which he has attended the annual Shakers. This year's annual series, has returned to New York.

DON ALDERMAN, KFOX, Long Beach, Cal., account executive, is the father of a baby boy, Edward, born July 17.

ROBERT CONVET, operator of KWK, St. Louis, led the discussion on radio at a recent meeting of the St. Louis Broadcasters Club, 13 station operators who participated in the open forum were James Shouse, manager of WNCX; Paul H. Reuson, president of WIL and Bob Coo, chief engineer of KSD.

MARK WOODS, NBC treasurer, won an election to fill the most number of holes in par at the Wykagyl Country Club, New Rochelle, N. Y., on July 13.

J. RAY CONLAN, account executive of KTA, San Francisco, on July 10 married retired WDFN announcer, San Francisco school teacher.

FRANK P. FOSTER II, formerly merchandising and sales promotion manager of New York, is the other former station operators who participated in the open forum were James Shouse, manager of WNCX; Paul H. Reuson, president of WIL and Bob Coo, chief engineer of KSD.

IRVIN GROSS, sales promotion manager of WLS, Chicago, has had his knee cartilage July 4 and is hobbling on crutches with his leg in a cast.

ALEX T. SIMMONS, owner of WADC, Akron, and an aviator enthusiast has purchased a new airplane. He is a licensed pilot.

CHARLES LANPHERE, manager of WABC, New York, is the father of a boy born recently.

P. G. HOUSE is recently named account executive at KJBS, San Francisco. He is a former WABC and WWAE announcer.

ENES CANATA, office manager at WABC, San Francisco, was painfully injured recently when struck by an automobile in front of the studio.
HAL RORKE, who was added to the CBS Hollywood publicity staff for the Shakespearean series, has been appointed Pacific Coast publicity director of the network, succeeding Dave Carter, resigned. Rorke was in the publicity department of Metro-Goldwyn-Mayer Studios before coming to CBS. Prior to that he was women’s page new editor of the Los Angeles Times, and at one time managing editor of the Los Angeles Daily News. Leonard Finch has been added to the publicity staff as reporter, having been transferred from the CBS Hollywood fan mail department.

JACK STEWART, KFI-KECA, Los Angeles, account executive, was guest speaker at the Long Beach (Cal.) Advertising Club meeting July 30, having for his subject “The Romance of Radio”.

WHITNEY J. CLEMENT, recently of Porter Products Co., Chicago, and at one time with KYW, has joined NBC-Chicago as a local sales manager replacing Mic R. Wolens, who went to WCFL as sales manager.

HOWARD BARLOW, CBS conductor, has been appointed a member of the Advisory Committee on Music for the New York World’s Fair of 1933.

W. J. KAPPS Jr., has joined the local sales staff of WNOX, Knoxville.

Slendereen Placing

SLENDEREEN Inc., Los Angeles, manufacturers and distributors of Slendereen, a liquid reducer, to attract consumer interest in the new product, started July 22 for 52 weeks, using 18 spot announcements weekly on KFWB, Hollywood. The concern, recently organized, will extend the campaign to other Southern California stations. Associated Adv. Agency, Los Angeles, has account.

BRIEF CEREMONY

No Fuss as WCKY Starts

10 kw. Transmitter

THE SHORTEST dedication of record is claimed by WCKY, Cincinnati, which on July 27 placed in service its new 10,000-watt RCA transmitter, doubling its previous power. L. B. Wilson, station owner, delivered a one-minute address to constitute the extent of the formal dedication. Then he found himself the surprise recipient of a gigantic box of 10,000 of his favorite choco- lates, one piece of candy for each watt. His staff presented it.

Only the WCKY staff and newspaper men were present at the ceremony. Each male staff member and guest was presented with an imported French hand-made tie as a souvenir. Each lady received an ivory vanity case. Inside the big box of chocolates, which bore the station’s call letters, plus the num-

ers "XM," for 10,000, were 200 one pound boxes of candy. Many radio people became recipients of them by express.

CHOCOLATE WATT — His well known penchant for bon bons led the staff of L. B. Wilson, operator of WCKY, Cincinnati, to present him with 10,000 chocolates manufactured by the John Mullaney candy factory, each bearing the let-

ters “WCKY-XM” — meaning 10,000 — to symbolize the station’s recent boost to that power.

Lehn & Fink Ponders

LEHN & FINK PRODUCTS Co., New York, is considering placement of a dramatic script show five days weekly on the Texas Quality Network, beginning early in October, to advertise Hind’s Honey & Almond cream, William E. Fink & Co. Inc., New York, is the agency.

JERRY BELCHER has left New York and has taken his Sunday afternoon Our Neighbors feature over NBC-Five to Hollywood for the summer. He will take his microphone into the homes of film stars and other city celebrities for interviews.

News Reel Method Used By KOMO-KJR to Show Station and Market Data

AN EFFECTIVE method of presenting coverage and market data has been devised by KOMO-KJR, Seattle, which consists of moving pictures similar to news reels. Conceived by Birg F. Fisher, general manager of KOMO-KJR and exhibited by Hugh M. Fetta, commercial manager, the films show close-up shots of 21 leading industries in the Pacific Northwest, with explanations by a staff commentator. A comparison with regard to the United States average is given in each case. Unusual scenic views are included in this film, -views of Mount Rainier, the Seattle skyline and harbor, winter playgrounds, mining activities and wheat harvesting.

A second film is devoted to station activities and shows how every member of the staff cooperates in creating, developing and producing programs. The details of programming from the writing of the scripts through rehearsals and actual broadcasts are exhibited dramatically. The technical phases of the station’s operations are shown and include scenes of the master control room and 370-foot vertical radiator near Elliott Bay.

The films were recently exhibited before a luncheon crowd of agency and advertising executives in Detroit and the method of presentation was generally conceded to be the most graphic and effective so far devised. The Spadea of Edward Petry & Co. Inc.

NEW 23B

...for riding gain with your main gain control

Western Electric's new 23B Speech Input differs from the popular 23A only in the arrangement of its controls.

In the 23B, the main gain control is located at the right of the row of microphone mixers, for greatest convenience of operators who ride the channel gain principally by the use of the main gain control—and use mixer controls for adjusting relative source levels and for cutting in or out mikes and other program sources.

Like the 23A, this new model gives you a rare combination of flexibility, simplicity of operation and high quality performance. For the new 23B Bulletin, write to Graybar Electric, Graybar Building, New York.
THE BEST WAS NOT GOOD ENOUGH

WDAF, already enjoying leadership in listener preference and listener coverage, erects new tower and transmitting station with latest broadcasting equipment, bringing signal strength and listener coverage to new efficiency.

At Eighty-third street and Mission road, in Johnson County, Kansas, WDAF's new broadcasting tower and transmitting station stand as a symbol of radio progress.

Already WDAF enjoyed leadership in listener preference and in the distance reached by its programs. Every test by independent investigators revealed the Star's station as first in the Kansas City territory.

But with all this, WDAF was alert to the inventions and refinements in broadcasting apparatus and now, with the completion of its new transmitter and tower, has the pleasure of rewarding the loyalty of its listeners with a quality of broadcasting far in advance of its own past performance.

To its advertisers WDAF offers the guarantee of better reception over much wider areas and an attendant increase in numbers of listeners.

In the same spirit that prompted The Star to add such services as Wire-photo and otherwise to improve and extend its news-gathering facilities, WDAF announces the opening of its new transmitter with the hope it will enhance the enjoyment of WDAF listeners.

FIFTEEN YEARS OLD

June 5 WDAF celebrated its fifteenth birthday anniversary. It is fitting that WDAF's new station and tower should go into operation at this time.

In the fifteen years of its existence WDAF's radio broadcasting equipment has been rebuilt or entirely replaced many times. The erection of the present station and tower marks a step that is by far the most momentous in the history of WDAF.

FACTS about WDAF's New Transmitter and Tower

- Tower 415 feet high. Tallest antenna in the Kansas City area.
- Pyramid base of tower supports 96,000-pound down-pull.
- Area of tract occupied by transmitter and tower—52 acres.
- Ten miles of 1-inch copper ribbon buried underground, serving as 120 radials with the tower as their axle.
- Power of new transmitter, 5,000 watts.
- Studios and business offices to remain on top floor of The Star building at 18th and Grand.
- First programs over new transmitter Wednesday, June 30.

WDAF

610 KILOCYCLES
OWNED AND OPERATED BY THE KANSAS CITY STAR

Daytime—5,000 watts  Night—1,000 watts

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Far North Honors

As a result of his work as announcer on the Messages to the Far North program Bill Beal, of KDKA, Pittsburgh, will leave Moose Factory, Canada, Aug. 6 for a tour of 15 or more posts around James Bay and out into Hudson Bay as far north as Belcher Islands. He will travel in a cabin cruiser the Charles Stewart which accommodates ten and will not return until the last of August. Beal will be the special guest of W. L. Tyrer, supervisor of Indian Affairs for the Dominion of Canada and also the men at isolated posts on the itinerary who are taking this way of expressing to him and to Westinghouse their appreciation for the "Far North Messages" which are so vital to their lonely lives.

Marion Crutchier, Kansas City announcer, known professionally as Patricia Peck, was seriously ill and confined to the Hollywood (Calif.) Receiving Hospital, several days during July, for food poisoning.

Eddie Davis, for five years gag writer for Eddie Cantor, has severed his connections with the CBS Hollywood comedian and will join RKO Radio Pictures Inc., collaborating with Matt Brooks, his partner, on an original motion picture.

Frank Ellissen of KNX, Hollywood, has resigned to produce radio shows and is presenting the weekly "British Players, 30-minute dramas, on that station.

John Boylan, formerly assistant production manager of WGN, Chicago, has joined KFRA, Los Angeles, as continuity writer.

J. Oliver Riehl, formerly of WSM, Nashville, has joined KVOO, Tulsa, as production manager in charge of programs and music.

William Wallace, announcer of KFJL, Grand Forks, N. D., recently married Miss Adelphia Brackley.

Daniel Wadendend, assistant trade news editor of CBS since January, 1936, is resigning Aug. 1 to devote his time to writing. Wickenden has planned material with Vanity Fair, Stage and Story, and his first novel, The Running of the Deer, will be published in October by William Morrow & Co.

Long Mofr, assistant publicity director of KEHE, Los Angeles, left July 24 on a three-week motor trip to Chicago.

Cliff Webster, associate manager of Consolidated Radio Artists Inc., Hollywood, has resigned.

Sherman Ellis, former Princeton University student, has joined the program department of WBKB, Chicago.

Walter Sheppard, formerly of KOOA, Tucson, Ariz., has joined the announcing staff of KTAK, Phoenix.

Geoffrey A. Palmer, commercial continuity editor of 3JB and 3LK, Melbourne, Australia, was a recent visitor to the Chicago office of Broadcasting. Mr. Palmer left Melbourne May 24 to make a six-month study of European advertising and broadcasting methods. He was in Hollywood and Canada before coming to Chicago and then went to New York. He plans to go to England before returning to Australia Nov. 22.

Frank Allison, for the last four years a member of the Chicago staff of the Iowa Broadcasting Co.'s WMT, on July 26 joined the program staff of NBC in Chicago. She will be heard as featured singer in a number of Billboard Network presentations, including the Breakfast Club, Club Matinee, and a program under her own name twice weekly.


Ward Byron, for more than ten years an NBC producer, resigned Aug. 1 from the network's San Francisco staff to join Music Corp. of America, Hollywood, as studio consultant, a new unit of that organization. Byron produced "Honeymoon Rhythm" and other well-known network programs. He was a member of the WEAF, New York production staff in 1925 before NBC was organized.

Leon Roseroak has resigned as musical director of KEHE, Los Angeles.

Kenn Stuart, announcer and master of ceremonies of the five- or six-weeklyListen Ladies program on California Radio System from KEHE, Los Angeles, has been transferred to the production staff. Al Poska, chief announcer, has been placed in charge of the program.

Royal Underwood and Henry Lane, both formerly on the production staff of KXK, Hollywood, have departed the joint program directors of KXK, new 25,000-watt broadcast station at Rosarita Beach, Lower California, which is scheduled to start operating Aug. 15. Appointments were announced by Harry B. Kronick, business manager.

M. A. Sears, announcer-operator, has resigned from KJSB, San Francisco to join KYOS, Merged, in the same capacity.

Nelson (Pete) Pringle, for the last 2½ years news writer and commentator of KXK, Hollywood, has been appointed news editor succeeding John Clarke, resigned.

Charles Benford, former news commentator of WOL, Washington, has joined WBR, Newark, to conduct an editorial series five weekly.

Vic Hurley, continuity writer of KOJO-KJR, Seattle, was recently given the Philippine Free Press award for his military history titled Sketch of the Cria, selected as the most significant historical writing of 1936 dealing with Filipino affairs.

Dick Fischer, formerly of WTTA, Quincy, Ill., has joined the announcing staff of KJQ, London.

David Ross, CBS announcer-poet, has resumed his broadcasts of Fest's Gold on Sunday afternoons, beginning the sixth year of this series of verse readings.

Recent additions to the page and guide staffs of NBC's Radio City studios are Daniel J. Wells, recently graduated from Hamilton College; James Baxter 3d and Albert Reaback, from Yale; Robert Evans Denison, Princeton; Mark Saxton, Harvard; Frederick Judi Van Wagner, Peddie School; and P. Colburn Finkham, formerly with J. C. Penny and Bristol-Myers Co.
GEORGE BARTON, former staff member of music department of WHM, Chicago, has joined the production staff of KMOX. St. Louis. Bob Dunham, formerly of KSOO, Sioux Falls, S. D., has joined the announcing staff at KMOX.

HARRY W. FLANNERY, commentator and news director of KARK, St. Louis, was married recently at Waterloo, Mich., to Miss Ruth Carmony, director of auditorium and dramatic activities of Jefferson School, South Bend, Ind.

EDITH JORGENSEN has joined the accounting department at WHK-WAY, Cleveland, to take over the duties of Mrs. Thomas Harrison Jr., the former Dorothy Krenwisch, who was married recently.

JACK LEWIS, announcer of KARK. Little Rock, has been named program director to succeed John Uglehner who has returned to WMC, Memphis. Dale Alford has joined the announcing staff of KARK.

WELLINGTON MORSE, production manager of KLS, Oakland, became the father of a baby girl July 11.

ELEANOR JACKSON, formerly of KYTR, Los Angeles, recently joined the staff of KGGB, San Francisco, as a commentator.

HARRY LEROY, sports announcer at KGGB, San Francisco, was stricken with the flu recently and was replaced during his absence by Bill Grove.

GORDON WILLIS, KGGB, San Francisco, has been named special events announcer.

PEGGY RILLEN, continuity writer of WISN, Milwaukee, sailed July 23 for a month's vacation in Ireland.

FRED TRACY, one of New York's first radio announcers, whom thousands of fans from the crystal-set days will remember, is staging a comeback on WBL, New York. Tracy is producer and master of ceremonies of a Friday afternoon variety program, FXT & His Radio Pot, which will feature professional entertainers as guest stars in addition to the regular cast.

BERT CAIRNS has resigned as publicity director of CJCA, Edmonton, Canada, to join the United Broadcast Sales, Toronto, in a similar capacity. Norman Potterrell, formerly of CFAC, has taken over Mr. Cairns' former CJCA duties. Tom Tewd, formerly of WINS, New York, has succeeded Potterrell at CFAC.

FRANKLIN TOKE, announcer of WOWO-WGL, Fort Wayne, has been appointed advertising manager. Bill Davie, formerly of WLB, Muncie, has joined WOWO-WGL to handle the production of the program.

LARRY NIXON, until recently publicity manager of WJCA, New York, has been appointed to the newly-created post of director of special events at WNEW, New York.

MYRON FOX, announcer of KDYL, Salt Lake City, for a three-week period, recently was appointed to the newly-created post of director of special events at KNX, Los Angeles.

CHET CLARKE, of Washington, and Hugh Ferguson, formerly of WCAU, Philadelphia, has joined the announcing staff of WFDJ, Frederick, Md.

GEORGE CASE, formerly announcer-producer of WCKY and WCP, has joined WJS, Columbia, S. C.

WESLEY YOUNGBLOOD, member of the announcing staff of KFYO, Lubbock, Tex., is the father of a baby girl born recently.

MANNING OSTROFF, writer-producer of KNX, Hollywood, has been appointed assistant to Bill Ray, production manager.

JOHN CLARKE, formerly news editor of KNX, Hollywood, has been made assistant to Bill Ray, production manager.

Mr. Morrow, announcer of the London Evening Standard. The article explained how E. R. Morrow, CBS European manager, called his New York office to get permission to broadcast to this country a typical English village scene.

The broadcast was arranged for July 17 with BBC engineers handling arrangements, but the BBC did not carry the program with the result that British listeners were compelled to pick it up from American stations.

Superiority of American news broadcasts was described in the London Sunday Referee on July 6, which commented on Mr. Morrow's appointment by CBS as follows:

"A marvelous job that, getting an expert on each event or the leading actor in it, to tell America all about it. The news service that America gets from its two big hook-ups, Columbia and National, is infinitely more informative than the carefully colorless snippets that are all we over-nursed English are allowed to know."

LEWIS S. PATTERSON, formerly of the editorial staff of the Washington Herald, A associate publicity director of WCAC, Pittsburgh, has been appointed to a similar post on KEIE, Los Angeles. He succeeds Fred Jones, resigned.

ERNST FELIX has been made manager of the advertising department of WINS, New York, which is now an independent unit. Formerly the WINS advertising was handled by the advertising department of Hearst Radio Inc.

WILLIAM MOUGLER, formerly of the sales staff of the New York State Broadcasting System, is now handling traffic for the network. A. A. Grobe, former traffic manager, has been made manager of the program director WINS, New York, key station of the group.

DON KNEAHS, announcer, recently of KOX, Portland, Ore., has returned to KGW-KEK. Jack Little has resigned from KGW-KEK.

DON McENAMARA, formerly of KSOO, Sioux Falls, S. D., returned from the Air Force to KMOX, Minneapolis, where he was a member of the announcing staff of KOMO, Portland, Ore.

CARLETON KADELL, Hollywood announcer of the NBC Chase & Sanborn Hour, sponsored by Standard Brands Inc., is now also announcing the CBS Hal Kemp's Dance Band program, sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes), from that city. He succeeds Don Forbes.

JOE BOLTON, sports announcer at WHN, New York, has been signed for the opening of the new New York rink, Madison Square Gardens, for whom he has been doing special assignments for the past three years. His contract will not affect his baseball broadcasts, at WHN.

ALERTNESS of American broadcasters to please the audience as contrasted with program policies of the government-operated British Broadcasting Corp. was described in a recent article in the World's Leading Newspapers, for whom he has been doing special assignments for the past three years. His contract will not affect his baseball broadcasts, at WHN.

ENGLISH BRITISH Tune to American Stations
- For Choice Programs -

W. with the new Presto 170-A telephone coil you can pick up both sides of a telephone conversation so that it may be recorded or fed to loudspeakers through your own input equipment. The same coil can be connected to the amplifier output to feed a recorded message or a complete radio program into the telephone circuit. No need to disturb the telephone wiring. Simply lay the coil on the ringer box as illustrated.

RADIO stations use the 170-A coil on stunt broadcasts to record interviews with listeners. . . to record reports of new events which are later edited for broadcasting . . . to produce special sound effects for use in dramatic sketches. Radio programs may be auditioned to prospective sponsors any time by long distance telephone.

Price 170-A coil with 25' shielded cable and plug $10.00 NET

Presto Recording Corporation
147 W. 19th St., New York City

World's Largest Manufacturer of Instantaneous Recording Equipment

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www.americanradiohistory.com
Harold Smith Recovering

HAROLD E. SMITH, president of WOKO and WABY, Albany, is recuperating from injuries suffered July 9 in an airplane crash near his summer home at Clarcksdale, N. Y. Flying his new Arecora from the Albany Airport, with Pilot Warren White at the controls, Mr. Smith intended to land privately flying field when the plane went into a spin on a turn and crashed into a tree. Mr. Smith suffered a triple fracture of the left ankle, deep cuts about the head, and severe body friction burns. Pilot White suffered a fractured left leg, right arm and severe lacerations.

Jack Lescault, who conducts the daily half-hour early morning Groosch Club on KFWB, Hollywood, is acting as relief announcer of KFWD, Los Angeles, during the vacation period. ARNOLD SCHEEN, news commentator of KSTU, Syracuse University, has joined the announcing staff of WSDY, Newburgh, N. Y., for the summer.

Charles Glenn Hicks Jr., announcer of WSOQ, Charlotte, has been promoted to program manager, succeeding Paul Norris, who is organizing a new department for the station.

MARY ROBINSON, journalism student, at Iowa, is producing and broadcasting a 15-minute program, The Stratton on WHBF, Rock Island, Ill., which includes interviews with engineers.

STANLEY REESE, of the staff of KSL, Salt Lake City, was married July 20 to Helen Guide.

Florence George, coloratura soprano who made her debut on NBC during the National Farm and Home Hour less than a year ago, has signed a motion picture contract with Paramount Pictures Inc.

Capital Columnists Sue Commentator for Libel

SUIT for $500,000 alleging libel was filed July 28 in the U. S. District Court for the District of Columbia against NBC and Arthur Reilly, the Globe Trotter of the Hearst newspapers who appears as a commentator regularly over WRC, Washington. Plaintiffs are Drew Pearson and Robert S. Allen, authors of the newspaper column "Washington Merry Go Round," whose article July 19 stating that the late Anning S. Prall had been stricken with paralysis and would not return to Washington was criticized by Mr. Reilly on one of his broadcasts.

Plaintiffs charge that Reilly called them "character assassins" who distributed "dastardly misinformation" and claim their request for a retraction in a subsequent broadcast was not heeded. Their counsel is William Leahy, Washington attorney. Mr. Reilly, an intimate friend of the late chairman of the FCC, who died July 23, asserted he followed the Prall family's request in denying rumors then current in Washington regarding the seriousness of Mr. Prall's illness. Pearson and Allen at one time were sponsored under the column title over Mutual Network by Gruen Watch Co.

George Dixon Snell, assistant production manager of KDLV, Salt Lake City, who also writes novels and short stories, has been informed that two of his stories have been selected by the famous critic Edward J. O'Brien for inclusion in his yearbook Best Short Stories of 1937.
Wendt With Hearst

R. P. WENDT, formerly with the Botsford-Constantine-Gardner Advertising Agency in San Francisco and Portland, Ore., was recently appointed national sales representative of Hearst Radio Inc. at San Francisco.

He acts as sales representative for the Hearst radio stations in California as well as the California Radio System, making his headquarters at KYA. His appointment came on the heels of that of John Livingston, Hearst Radio Inc. sales representative who is making his quarters at KEHE, Los Angeles.

DL&W Plans Net, Discs

DELWARE, LACKAWANNA & WESTERN Coal Co., New York, will use a combination Yankee and Mutual network to broadcast The Shadow, half-hour mystery programs, on Sunday afternoons in the interest of Blue Coal. Program will be broadcast twice each Sunday at 4:30 p.m. on WNPC, WICT, WEX, WATG, and at 5:30 p.m. on WOR, WBAI, WOL, WGR, WGN and CKLW. A few additional anthracite-burning cities will be included in the campaign through the use of transcriptions of the network programs. Rithrauff & Ryan Inc., New York, is handling the campaign, which will continue through the winter.

State Legislation

(Continued from page 44)

crime news failed of passage, as did a Washington bill directed against broadcasting sex matters. The effort to stop broadcasting of dog and horse racing information was not successful in Massachusetts, California, Indiana and Illinois.

Libel and Slander Laws

Of considerable importance to broadcasters were the bills in California, Connecticut, Florida, Illinois, Indiana, Iowa and Oklahoma on the subject of radio libel and slander. For the first time, a bill became law which takes an objective view of the extent to which the broadcaster should be made liable for defamatory utterances of others. The Iowa bill (H-302) became law which provides, in effect, that where the broadcaster proves he was not negligent he is not liable in any degree for defamatory statements spoken by others. A Florida bill (S-956) identical to the Iowa act was not acted upon by the legislature. In Indiana S-80 was enacted. In effect, it operates to make stations free from liability where retractions are made within certain limits of time, but the statute is of little use with respect to political broadcasts because of the time restriction limitations.

Each legislature saw the introduction of numerous bills on labor matters. Many of them were on subjects such as those having to do with age discrimination, child labor, collective bargaining, intimidation, wage assignments, deductions and kick-backs, time of pay, women and minimum scales. In addition, bills were introduced in some states on rights of privacy and upon the suppression of man-made interferences with radio signals.

Federal Bills Pending

Bills in the Congress dealing with radio subjects are more numerous than has been the case in most other sessions, but no important radio bill has yet received Congressional approval. A list of the Congressional bills follows:

Copyrights: S-7, 2081, 2246; H-3065, 3004, 5725, 6073.

Pure Food & Drugs: S-5; H-300, 5826, 5414, 5426.

Advertising: Liquor—S-1369; H-19, 3140, 4753; Foreign Products—H-4600; Testimonials—H-5360.

Investigations: H Res-61 and 92; S-133 (Ohio case).


Taxation: Voltage Tax—H-6440; Dist. of Col.—H-7475.

Administration Court—S-273; H-2240.

Labor: H-7190, 7206, 7401.

Education, Social, etc. program—S-755, 2736, 3577; H-3053, 3058, 3359.

Broadcasting Congressional Proceedings: S-93.

State—Aliens: H-90, 5454, 6290.


Department of Arts, etc.; H-Res-79.

licensing Corporation in Commerce: S-10, 721.


Anti-Trust Laws: H-4726.

Licenses: Newspapers—H-3892; 5 years—H-3088.

WASHINGTON, D. C.

has an Annual Payroll of $350,000,000

Reach it with

WOL

Washington, D. C.
WOR, Newark
(Ullies Engineering Institute, Chicago (training school), weekly t, direct.

Baldwin Laboratories, Saegerstown, (Devin insecticide), 6 weekly ads, thru Pedlar & Ryan Inc, N.Y.

Gambarelli & Davitto, New York (wines and vermouth), weekly ap, direct.

Refraction & Air Conditioning Institute, Chicago (training school), weekly t, thru Critchfield & Co., Chicago.

Rogers Peet Co, New York (men's stores), 5 ap weekly, thru Marshall & Pratt Inc, N.Y.


Ironies West Co, Atlanta (prize tablets), 2 sp weekly, thru Rushrauff & Ryan Inc, N.Y.

Anders Ol Pin Ind, Sweet Master, weekly sp, thru Schwab & Beauty Inc, N.Y.

S. Gunther Bros Inc, Brooklyn (hotel supplies), 3 sp weekly, thru Rose-Martin Inc, N.Y.

Oliver Boxing Co, Jersey City (Superbuds), 5 sp weekly, thru Benton & Bowles Inc, N.Y.

R. C. Remedy Co, Durham, N.C. (headache powders), 3 sp weekly, thru Charles W. Hoyt Co, Inc, N.Y.

Procter & Gamble Co, Cincinnati (Ivy), 30 weekly t, thru Compton Adv Inc, N.Y.

Procter & Gamble Co, Cincinnati (May), 5 weekly t, thru Pedlar & Ryan Inc, N.Y.

WNAC, Boston
Simmons Co, Chicago (Beautiful mattress), 50 sa, thru J. Walter Thompson Co, N.Y.

Irish Land and Homesteads (Ironized yeast), 8 t, thru Rushrauff & Ryan Inc, N.Y.


KRRD, Los Angeles

Cyster-Knoll Co, Kansas City, (Cystex), 3 weekly t, thru Logan & Nebbia, Los Angeles.

WGN, Chicago
Dubuque Chamber of Commerce, Dubuque, Minn. (tourist business), daily as, thru Stewart-Taylor Co, Des Moines.


KFBB, Sacramento, Cal.

WHK, Cleveland
Procter & Gamble Co, Cincinnati (Dreex), weekly t, thru H. W. Kas- cartter Co, Inc, Chicago.


American Ironized Yeast Co, New York (live pills), 6 weekly as, thru Street & Flum Inc, N.Y.

American Tobacco Company, New York (Sea Sen), weekly as, thru Badger & Browning and Hershey, N.Y.

Western Growers Protective Assn, Los Angeles (lettuce), daily as, thru J. Walter Thompson Co, San Francisco.

KNX, Hollywood
Johnson, Carvel & Murphy, Los Angeles (Kellogg's Ant Paste), 3 weekly sp, thru Wm. A. Ingoldsby Co, Los Angeles.

Wm. Wright Jr, Co, Chicago (chewing gum), 5 weekly as, thru Neis- ser-Meyerhoff Inc, Chicago.

Willington Transportation Co, Santa Catalina Island, Calif., (transportation), 15 as, thru Neisser-Meyerhoff Inc, Chicago.

Goodyear Tire & Rubber Co, of Cal, Los Angeles (tires), 6 weekly sp, thru Arthur Hinder Inc, N.Y.

WQXR, New York
West Distilling Co, Long Island City, N.Y. (disinfectant), daily sa, thru Al Paul Liftin Co, Inc, N.Y.

Grayson-on-Sound, Ryde, N.Y. (country store development), weekly as, thru Grant & Wadsworth & Co., Inc, N.Y.

Buckingham Inn Hotel, New York, daily as, direct.

KJBS, San Francisco
Peacock Sedan Service, San Francisco (transportation), 42 weekly as, direct.

Goodrich Silvertown Stores, San Francisco (umbrella accessories), weekly as, direct.

HOW THE MUSIC TIDE IS RISING

The Piano Business

1933 1934 1935 1936
34,305 47,193 65,086 90,358
$8,500,000 $13,000,000 $18,000,000 $23,000,000

BAND INSTRUMENTS

$2,120,000 $3,380,000 $4,040,000 $7,000,000

THE POPULAR SONG-HITS

1933 1934 1935 1936
100% 125% 166% 210% 3345%

KFI, Los Angeles
Bulova Watch Co, New York (time pieces), 14 weekly as, thru Bow New York.

M. Tablet Co, Pasadena, Cal. (watch tablets), 2 weekly ap, thru M. Tablet & Assocs, Los Angeles.

Sehgal & Roebuck Co, Los Angeles (department store), 14 sa, thru Dana Jones Co, Los Angeles.

Maurice Ball & Son, Los Angeles (furs), weekly sa, thru Lee Hiner & Co, Los Angeles.

Woolwine-Norrus Corp, Los Angeles (electric ranges), 6 weekly ap, thru Norrus & Woll. Co, Los Angeles.

Simmons Co, Chicago (beds & mattresses), 6 weekly as, thru J. Walter Thompson Co, Chicago.

Johnson, Carvel & Murphy, Los Angeles (kitchen paste), weekly as, thru Wm. A. Ingoldsby Co, Los Angeles.

WNOX, Knoxville
Armstrong Universal Co, Atlanta, 6 weekly sp, thru Gotteschald-Humphrey Inc, Atlanta.

Piney, ?? Fort Wayne, Ind. (pro- prietary), daily as, thru Baggaley, Horton & Hoyt. Inc, Chicago.

Post Radio-Telephone-Cable Co, New York, 4 daily as, thru Marshall & Pickel, Inc, N.Y.

Dr. W. R. Caldwell Co, Monticello, III. (proprietary), 6 weekly t, thru Critchfield & Co., Chicago.

KMPC, Beverly Hills, Cal.
Bobuta Watch Co, New York (time pieces), 23 weekly as, thru Bow New York.

Gilmore Oil Co, Los Angeles (gasoline), 3 weekly sp, thru Botsford, Cleaveland & Gardner, Los Angeles.


KMBC, Kansas City, (tobacco), 5 weekly as, thru Goodrich Insurance Co, Kansas City.

WAAB, Boston
Hecker Products Corp, New York (Vickers Ho), 50 sa, thru Erwin Wasey & Co, N.Y.

Woolwine-Norrus, Los Angeles (Girard cigar), 78 sa, thru N. W. Ayer & Son Inc, N.Y.

WBBM, Chicago
Simah Reiniug Co, New York (gaz- oline), 6 weekly as, thru The Media Adv Agency, N.Y.


WFAS, White Plains, N.Y.
Royal Dutch Products Corp., New York (mustard), 6 weekly as, thru Empire State Purchasing Co, New York (gold redemption), 6 weekly ap, thru Associated Adv Co, N.Y.

KFC, Los Angeles
Covered Wagon Co, Cal., (trailer), 6 weekly as, thru Raper Co, Los Angeles.

KFI, Los Angeles
Loma Linda Food Co, Inc, Loma Linda, Cal. (Loma Linda food), 25 weekly ap, thru Lisle Shield Radio Adv., Los Angeles.

WEAE, Providence
General Food St Co, New York (Certo), 10 ap weekly, thru Benton & Bowles Inc, N.Y.

KYA, San Francisco
Basic Science Institute, San Francisco (health products) weekly t, direct.

WHN, New York
(Voc's Cola Co, Atlanta, 6 weekly t, thru D'Areys Adv Co, St. Louis.

KFCF, Los Angeles
Loma Linda Food Co, Inc, Loma Linda, Cal. (Loma Linda food), 25 weekly ap, thru Lisle Shield Radio Adv., Los Angeles.

WEAE, Providence
General Food St Co, New York (Certo), 10 ap weekly, thru Benton & Bowles Inc, N.Y.

KYA, San Francisco
Basic Science Institute, San Francisco (health products) weekly t, direct.

WHN, New York
(Voc's Cola Co, Atlanta, 6 weekly t, thru D'Areys Adv Co, St. Louis.

MURDER OF MUSIC?—It was a revived musical trade that con- vened for the annual trade show of the National Association of Music Manufacturers in New York July 20-25, for the music business is definitely on the upbeat despite ominous signs that radio is responsible for declining instrument and song-hit sales. More than 225 musical manufacturers and seven radio concerns exhibited. The chart above is from the dealer trade journal Radio Today.

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BROADCASTING • Broadcasting Advertising
CHICAGO-MILWAUKEE Steamship Line, Chicago, recently started a quarter-hour three-weekly program over WMJ, Chicago. Entitled "Melody Cruise," the program, which is broadcast Tuesdays, Thursdays and Saturdays at 6:30 p.m., features Milton Charles, singing organist, and Edna Odell, organist. W. W. Garrison Co., Chicago, is the agency.

RATCLIFFE ADV. AGENCY, Dallas, has placed five morning shows with new and gossip of Hollywood on KRLI for Club Maid Bread. Chauncey Parson, radio director, handles the account.

DOYLE PACKING Co., Newark, with plants in Newark, Somerville, Ill., Kansas City and Los Angeles, has named Chas. Dallas Reach Co., Newark, to handle advertising for its Stronghurst dog food and cat food accounts. Radio, supplemented by newspapers, will be used. Account executive is Charles W. Scott.

GILMORE OIL Co., Los Angeles, (gas & oil), has placed its account with Botsford, Constantine & Gardner, that city. Cliff Clark continues as actor-producer of the Gilmore Circus weekly half-hour variety show sponsored on 5 XBT-Pacific Red stations. John Weiser of the advertising agency is supervising director.

XNN BUSH STOVE Co., Milwaukee, is advertising through Rutbauff & Ryan Inc., Chicago.

RUTHERFORD MFG. Co., Pittsburgh, (water heaters), has placed its account with Ketchum. MacLeod & Grove Inc., Chicago, is handling.

BRISTOL-MYERS Co., New York, has placed its Milkweed cream. Win. Patterson insecticide and Mineit Rob accounts with Young & Rubicam Inc., that city, effective Jan. 1, 1938.

GROCERY STORE Products Sales, Portland, has named McWilliam Erickson Inc., that city, agency for its entire account.

Inquiries are Invited Regarding a Few Desirable Daytime Periods Now Open.

WWNC
ASHVILLE, N. C.

In this great summer resort land... only UP from now until mid-September. For 1937

$200,000 Tourist Business!

... is the estimate for the Asheville area. And WWNC you know, offers real blanket radio coverage...
SALES BULLETINS, describing how stations have used Thesaurus selections to build programs for local advertisers, are being sent to all subscribers of this recorded library service by NBC's Transcription Division. Each bulletin outlines the problems of the advertiser and how they were solved by the use of the Thesaurus, and is accompanied by a sample script. Three recent bulletins are headed: "Station WJBG Sells Memorial Park Picnic, Using a Children's Show," and "How WTJN Sold Sears, Roebuck & Co." Bulletins are prepared by Robert Friedheim, sales promotion director of the division.

STANDARD RADIO Inc., Hollywood, announces the following new subscribers to its Standard Program Library Service: KHBG, Ogbuwe, Okla.; KIRO, Seattle; OPCY, Charlotte-town, P.E.I.; WSYR, Syracuse; KTKC, Visalia, Cal.; WGST, Atlantic; KWYO, Sheridan, Wyo. More than 70 stations have subscribed to the Popular Placement Service launched in July. Complete sound libraries have been sold to Radio City, Paris; Radio Scandinavia, France; Radio Liebe, Belgium; Lyon P. T. T., France; Palestine Broadcasting Services, Jerusalem; VABA, Hilversum, Netherlands; Institut National de Radiodiffusion, Brussels.

RADIO MERCHANDISINg Associates, Hollywood production concern, has moved to new offices at 701 K. Olson Bldg., N. Vine Street, that city. Frank H. Baum and Claire Kerlee, now in operation to operate the organization, Jack Smock having resigned to become assistant advertising manager of Western Stores Protective Association, Los Angeles.

Since July 15
A New Station • A New Market
For National Radio Advertisers

WMBS UNIOnTOWN PENNSYLVANIA

Now, national and regional advertisers can cover thoroughly and effectively, this prosperous area . . . the heart of Pennsylvania's richest bituminous coal fields, a thriving community and its environs representing steady payrolls and purchasing power.

WMBS is equipped with an RCA transmitter and speech input equipment, Western Electric microphones, a vertical radiator, new studios. Its balanced program schedule has already won the hearts and ears of its listeners.

Here is a new market for radio advertising, particularly ripe for foreign language programs because of the diverse population elements in and near Uniontown. We are expertly staffed to handle the advertising and merchandising of your product in this area.

FAYETTE BROADCASTING CORP.
JOSEPH C. BURWELL, President
Fayette Title and Trust Building
UNIOnTOWN, PA.

NBC Transcription Division announces that KTUL, Tulsa, WPMJ, Bridgeton, N.J., WSIX, Nashville, and WMID, Shreveport, La., have subscribed for its Thesaurus library service and that renewals for a third year have been received from WMC-Mem- phis; WSAI, Cincinnati, and WJBY, Garden City, Ala., and for a second year from WGBH, Boston; WOPR, Bristo- to; WOWO, Fort Wayne; CKCK, Rochester, S.D.; KGNO, Ken- nedy, and KIGM, Kansas City, Mo., and KCOO, Visalia, Cal.; WESB, Rocky Mount, N.C., and KMLB, Monroe.

ANTHONY ALVING Productions, new Hollywood program production concern, has established headquarters at 6501 Yukon, with Anthony Alving as business manager and Harry David Fields, production manager. Concern plans to build catalogues of original and original shows for agencies and spons- ors. Frederick H. Wagner, former picture writer, has been brought in to head the continuity department. Wagner created and wrote The Old Judge, Metropolis and various other radio shows.

IRVING FOGEL Radio Productions, Hollywood transcription and produc- tion concern, has moved to larger quarters at 6870 Sunset Blvd., that city. Fogle has obtained one-year radio rights to the character of Charlie Chan, created by the late Earl Derr Biggers and popularized by the Saturday Evening Post and the Century Fox Film Corp. Scripts for the Charlie Chan radio series are being prepared by a staff of writers includ- ing Hector Cheyney, Radio script writer, and producer Fred B. Claff and Earl Derr Biggers Jr., son of the author.

C. P. M & C G E G O R Hollywood transcription concern, in addition to series of five-minute dramatic com- mercials for Mutual Cirus Products Corporation, is utilizing a network plan- rally through Chas. H. Marce Co., Los Angeles agency.

3ZB, Christchurch, and 4ZB, Dene- dale, New Zealand, have contracted for WBS program service, through A. E. Bennett, Sydney, Australia, president of WBS of Australia. Order was placed through National Commercial Broadcasting Service of New Zealand. Other stations in that country subscribing to the service are 1ZR, Auckland, and ZZB, Wellington, Aus- tralian subscribers to World include: 4GB, Sydney; 2NK, Melbourne, 4RC, Brisbane, and 4XY, Adelaide.

ASSOCIATED Cinemas Studios, Hol- wood, has placed Hector Cheyney under contract to write the Lady of Hallelujah translated series running in Europe, which was to start Aug. 1. Series of 100-quarter-hour transcriptions will be read by May Robson and is being sponsored by Bauer & Black Inc., Chicago, for one of its cosmetics. They are to be placed on all networks through Blackett - Sample - Hummert Inc., Chicago.

THE STAR
SCRIPT FOLIO
A Comprehensive Library Of Continuity

EACH WEEK: Seven half-hour weekly continuity frameworks for musical, program, and news use, one man of your staff can present as live broadcasts.

TITLES: Meeting Night Sweethearts Forever Let's Remember Two For Tea Ex-Chair Cruises Country Fair Just Thinkin'

TOGETHER WITH: Twenty tie-in word, pre-commercial announce- ments AND Thirty announcement leads for routine musical introductions.

The Cost Is Amazingly Low!

STAR RADIO PROGRAMS INC.
250 PARK AVENUE • NEW YORK CITY

Page 66 • August 1, 1937

BROADCASTING • Broadcast Advertising
vacation days for many . . . but advertising executives are chained to their desks . . . working late hours . . . planning radio campaigns for fall and early winter placement. Your big job during these sizzling summer days is to tell your sales story to the men who control radio appropriations and influence time placement.

Your best advertising medium is BROADCASTING . . . because your sales messages reach the radio advertisers and agency executives at the time they’re thinking radio advertising. In BROADCASTING your advertising is concentrated where it will do the most good, economically.
AGENCIES AND REPRESENTATIVES

PAT WEAVER, New York production supervisor of Young & Rubicam Inc., is scheduled to return to Hollywood the first week in August to take over supervision of the new Parkard Show, which starts Sept. 7 on NBC-Red. Joe Stavller will produce the series. Tom Harrington, West Coast manager and radio director, has been supervising all shows produced by the agency in Hollywood, and with Weaver's arrival Young & Rubicam Inc., will have a double supervisory staff on the West Coast.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., after three weeks in conferences with New York executives of the agency, is scheduled to return to the West Coast Aug. 7.


W. HOWARD SCHENDORF, formerly of Lord & Thomas and the Blair Organization Co., Chicago, has been named manager of the Chicago branch of Edward L. Nederwich Co., agency with headquarters in Peoria, Ill.


Back-fence neighbor to 520,500 corn belt homes—that's KMA, the Earl May station in Shenandoah, Iowa. Farm and small town listeners know KMA intimately as a friend, advisor since 1925.

Now with its five kilowatt, high fidelity transmitter, KMA is the dominant sales force in the bumper crop sections of Iowa, Nebraska, Kansas and Missouri.

Let us prove this to you! Let us tell you of the many leading advertisers who consistently report that KMA brings the greatest results per dollar spent in America's No. 1 agricultural market.

Heads Blair N. Y. Office

Mr. Bolling

ABBBOTT KIMBALL Co., Inc., new agency, has been formed at 250 Park Ave., New York, by Abbott Kimball, chairman of the board of Kimball, Hubbard & Powell Co., who has withdrawn from that firm.

N. W. AYER & Son of Canada Ltd., established a branch in Toronto in charge of John F. Graydon, with offices in the Victory Bldg.

EDDIE & NEWTON, Beverly Hills, Calif., agency, is now known as the Howard W. Newton Co., Robert E. Eddie having withdrawn from the firm, Alden S. Byers, former of the NBC San Francisco publicity department has joined the agency as account executive and copy writer. Richard Clarke is in charge of radio.

LYNN M. HAYES, writer on the staff of J. Walter Thompson Co., New York, has been transferred to Hollywood and assigned to the NBC Western Janssen program (Fleischmann's year), and Chase & Sanborn program (Pepsi-Cola), both sponsored by Standard Brands Inc. He was writer of the Rudy Vallee and other network programs from New York.

J. ELWOOD ROBINSON Adv. Ageny, Los Angeles, has moved to 341 S. Spring St., that city.

STEVENS & WALLIS Inc., Saline Lake City, has moved its offices to 36 Richards Street.

BRANHAM Co., Chicago, is representing KBIX, Muskegon, Mich., on an individual basis while the other seven stations of the Oklahoma Network as well as the network as a unit are being represented by Joseph Hennessey McGilla, New York.

KWK

... the Home Town Boy with the Great BIG VOICE!

(All of which means—PROFITS to You.)

Thomas Patrick, Inc.
Hotel Chase St. Louis
Representatives
PAUL H. GRAYMER CO. NEW YORK CITY SAN FRANCISCO

Heinz Expands Radio

H. J. HEINZ Co., Pittsburgh, has launched campaigns for two of its products. A children's program, Adventures of Tommy Tucker, broadcast by Russell Pratt five quarter-hours weekly on WFTM Chattanooga, promotes Rice Flakes. For strained baby foods the company is using a series of 13 tran scripts heard on WMPR, Angelo Radio, New York. Broadcasting three times a week on WJSV, Washington, and WAPL, Birmingham. By the time the test market satisfactory it is planned to extend the programs into other markets. Both campaigns are placed through Maxon Inc., New York.

Ayer Staff Shifted

FRANCIS C. BARTON Jr., for merly in charge of time buying in the New York office of N. W. Ayr & Son Inc., was transferred on July 26 to Chicago, where he will head the firm's office, principally engaged in handling the advertising of the Green Island Pork Broker. On the same date Thomas McDermott and Frank Coule were transferred from New York to the firm's home office at Philadelphla, as the increased volume of radio advertising calls for a close coordination between radio and publication activities and henceforth the agency's time buying is expected to be handled for the most part in Philadelphia. Fred Fugl Guide continues as head of the New York radio staff.

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Slice of Eastern Appeal by Appointment at Your Speaksman.

KFRQ

"Voice of Longview" - TEXAS

BROADCASTING • Broadcast Advertising

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Co-Owner of AMERICAN RADIO HISTORY

www.americanradiohistory.com
**Wallis Armstrong**

**Shift in Hollywood**

**Agency Plans Central Control Of Hollywood Activities**

ESTABLISHMENT by F. Wallis Armstrong Co. of a major agency office in Hollywood, to handle an increasing radio production originating on the West Coast, heading all accounts under a single supervisor, is in prospect within a few weeks. L. Ward Wheelock, president of the firm, has taken over the lead in California, while in Hollywood during July looking over the West Coast office setup, intended that such a plan was under way.

The agency, now producing the CBS **Hollywood Hotel** and CBS *Ken Murray broadcasts* for Campbell Soup Co., and preparing to take *Amos 'n Andy* on Jan. 1 for the same sponsor, is contemplating the Hollywood expansion to accommodate itself to the marked swing of radio emanations from the city. Contemplated move will set up a large enough production office to handle all agency accounts under one responsible man and thereby increase the Hollywood staff considerably, putting it on a par with Van-Cronth & Rutherfurd & Ryan, J. Walter Thompson Co., Lord & Thomas and other agencies handling West Coast handling several shows.

Bacher to Join M-G-M

With Bill Bacher resigning last month, production of **Hollywood Hotel**, temporarily in the hands of Ken Allen, announcer of that show, and Diana Bourbon, producer of the *Ken Murray* broadcasts, will continue until final decision on the move. Mr. Wheelock said that the producer selection hinges largely on the production setup under prospective expansion, and in any event is not likely to be made for several weeks.

Meanwhile Bill Bacher is scheduled to join Metro-Goldwyn-Mayer Studios, Hollywood, as supervisor of radio advertising under a seven-year contract. He will also occupy an executive position in the production department. MGM is paying the way for its players to continue their activities to studio-produced radio shows with Bacher producing. He also will have charge of all talent and will call on their services for shows.

**Roesler Resigns**

GEORGE ROESLER, on Aug. 1 resigned as head of the foreign language division of VanCronkhis Associates, Chicago, having sold out his divisional interest in the business to the firm. Both VanCronkhis and Roesler declined to state the purchase price or terms of the agreement. Roesler and Bob Howard last year organized the foreign language firm of Roesler & Howard Inc., which was taken over by VanCronkhis Associates two months ago. The New York office of Roesler & Howard Inc., at 89 E. 45th St., will be discontinued.

**Flycasting Champ**

FRANK STEEL, radio director of the McJunkin Advertising Co., Chicago, recently won the Illinois flycasting championship in Chicago, retaining the title which he has held almost every year since 1925. Mr. Steel is also the world's record holder in the national flycasting tournament, his record cast having been made in 1932 and never equaled. In addition to his Illinois title, Mr. Steel also holds the Wisconsin state flycasting championship.

**Frothingham Joins Weed**

ROY FROTHINGHAM, pioneer radio executive and for a number of years sales promotion manager of the NBCs western division, has been named Pacific Coast manager for Weed & Company, international radio station representatives with offices in New York, Chicago and Detroit. The appointment was made by J. J. Weed, head of the company, while visiting San Francisco on his current tour of Weed-represented stations. Mr. Frothingham left the NBC post in San Francisco about three years ago to go in business for himself as sales counselor, specializing in radio surveys. He will assume his new duties in conjunction with his present business.

**Revere in Hollywood**

TOM REVERE, head of Benton & Bowles Inc., New York City department, was in Hollywood late in July to check up on the agency's broadcasts and to survey possibilities of origination. He will leave the West Coast on his current tour of Weed-represented stations. Mr. Frothingham left the NBC post in San Francisco about three years ago to go in business for himself as sales counselor, specializing in radio surveys. He will assume his new duties in conjunction with his present business.

**Pinex to Use 102**

PINEX Co., Fort Wayne (Pinex Remedy), will use 102 stations in the fall campaign starting Oct. 1. Two and three live spot announcements will be used daily, five and six times weekly. In addition, the new Log Cabin broadcast for fall origination on the NBC-Blue network from Hollywood, in addition to the Maxwell House Show Boat now on NBC-Red.

**The War's on . . . but---**

WHY FIGHT

When the price of peace is so small . . .

To be exact

$3 PER YEAR

And your personal subscription to 

BROADCASTING includes the

YEARBOOK NUMBER and the MARKET DATA EDITION

Send Your Order Today!

BROADCASTING, National Press Bldg, Washington, D. C.
Are You Nosey?

We Know People Who Are—

for they tell us they keep tuned to WSPD for last-minute News Flashes of the United Press.

You see, they’re “nosey”—and newsy—because they’re afraid they’ll “miss something.”

And You, Mr. Advertiser

are missing something if you don’t buy yourself a couple of United Press News spots which are now available over WSPD.

15 minutes Monday through Friday at 9:45 A.M. and 1:30 P.M.

BE “Nosey”—

learn all the facts regarding the best radio buy in the Northwestern Ohio and Southern Michigan markets.

A basic station of the NBC Blue Network

5000 WATTS DAY
1000 WATTS NIGHT

WSPD
Toledo, Ohio

Purely PROGRAMS

Reviewing London Plays

A SERIES of reviews of the new plays in London will be broadcast on the nights of their openings on WMCA, New York. This novel arrangement, made possible by the flight difference in time on the two sides of the Atlantic, was made by Donald Flamm, president of WMCA’s European trip. J. M. Marriott, noted English author and critic, will serve as London reviewer attending the openings and cabling his views to New York, where they will be broadcast by local reviewer on WMCA and the Inter-City Network.

Mike Mistakes

A VARIATION of the kangaroo court for announcers who make mistakes in diction is the weekly Phlub Club program on WMBD, Peoria. Listeners report the “phlubbes” and recommend punishment, such as tongue twisters or tongue sentences. Brooks Watson and Bill Vickland are in charge of the court for WMBD and report an unusual listener response to this amusing program.

SWING with a vengeance, is the gyst of a late Saturday night program on WBWM, Chicago, during which five bands are chosen from local night clubs to vie for the honor of the hottest, swingiest band in town. Ken Ellington of WBWM introduces the band leaders and comments on the songs. Late tonight listeners love it, according to WBWM.

What Parents Should Know

A PROGRAM dedicated to parents, telling them that they are chiefly to blame for their children’s misbehaving, has been started on WMCA, New York. Nightly, a twice-weekly feature. Conducted by Dr. Bernard V. Grossman, child psychologist, the series is called the Voice of Understanding, and endeavors to create a better understanding of parents and children.

All About Babies

TO HELP mothers in the care and training of infants, WOR, Newark, has started a weekly series of Wednesday afternoon broadcasts with prominent pediatricians and other children experts as speakers. The New Jersey state department of health has cooperated. The extension service of Rutgers U are cooperating with WOR in presenting the programs.

Ask The Bargain Hunters

ANOTHER slant on interviews is given in a segment of an over-announced Friendly Store on KFOX, Long Beach, Calif., when Foster Rucker, KFOX’s program director, questions women shoppers in the Walker’s Department Store, sponsor of the program. Questions are current events to bargains at Walker’s and each woman interviewed gets her choice of sample cosmetics.

Mind Your Manners

TEACHING etiquette by radio is the purpose of new Manners column, new series on NBC conducted by Allen Prescott, writer and commentator.

Station Questions

WSPD, Toledo, has inaugurated a new series The Letter Box, with Joe Rockhold as commentator. It is intended to give the listeners an opportunity to write to Mr. Rockhold, asking questions that may concern the Toledo station and its staff. The radio audience is invited to write letters of criticism, which will be read and answered as readily as those of comment, or simply questions regarding the station, its personalities or its programs. Letters will be read and answered over the air providing the sender signs his or her full name, although only the initials will be used in the broadcast.

From the Skysays

INTERVIEWS with passengers and members of the airport personnel make up Your Skysays Reporter, a new program on WANN, Jersey City, broadcast from 6:05 to 6:15 p.m. three evenings weekly. Bob Becker handled the interviews from the American Airlines terminal at the Newark Airport, covering the departure of the sky-sleeper for Los Angeles and the arrival of a non-stop plane from Chicago.

Panning the Fans

AN INNOVATION in baseball radio interviews, The Fan Speaks, was inaugurated by Bill Williams, sports commentator of WZBF, Boston-Springfield, July 22. It gives baseball enthusiasts an opportunity to tell their story, for microphones are placed at National League Field and Fenway Park each afternoon before the game, and Bill Williams interviews the fans on their way into the park.

War and Peace

A SERIES of programs dedicated to neutrality and broadcast under the auspices of the National Council for the Prevention of War has been launched on the Inter-City Network under the title The Road to Peace. Leaders in the peace movement and in the plan to keep America out of any future European wars will speak each Tuesday evening from Washington.

Women and Good Will

WCFL, Chicago, is cooperating with 91 women’s organizations in its coverage area to publicize the Third Biennial Greater Cincinnati Women’s Exposition to be held November 10-17. Mrs. Eugenia M. Thorpe, executive secretary of the exposition is interviewing the leaders of the women’s organization in a Wednesday morning series. Slant: Good Will.

Your Health and You

AN INFORMATIVE program called Health Questions will be presented by Carl F. Meyer Jr., vice-president of Meyer Bros. Drug Co., is broadcast in a Monday night series on KWK, St. Louis. Prominent physicians and chemists discuss interesting developments in medical and drug science and give answers to questions that are received and answers from physicians dedicated to family physicians and are devoted to public information on science and medicine.

DRESSED UP—at special events, announcers of KCKX, Kansas City, wear uniform sports coats like this. The formal suits, asked about by left to right are Announcers Randall Jesse, Ralph Nelson, also director of special events, and Karl Willis.

The Little Show

The musical variety show, The Little Show, which is broadcast twice daily on WBZ-WBZA, Boston and Springfield, as a participating program, has made such a hit with New England listeners that NBC is now broadcasting a special Saturday afternoon half-hour Little Show as a coast-to-coast sustaining feature on the Blue network. No commercials are accepted for this weekly network broadcast.

Built to give local announcement support a musical background for their announcements and to give the audience good entertainment for the mid-nights periods the mid-night and in the early evening, The Little Show has also been used as a testing ground for new talent.

Wilderness Drama

WORC, Worcester, Mass., recently began a weekly half-hour program titled Adventures in Exploration, designed for young listeners. The programs deal with the eccentric side of science and explorations, with accepted scientific or educational facts as the basis. The first, The Legend of Komodo, dealt with the big lizards of the East Indies. The programs are produced and presented by Dr. Edward M. Weyer, Sherman Voorhees and Donald R. Barton, of the Museum of Natural History.

BROADCASTING • Broadcast Advertising
STUDIO NOTES

THE ANNUAL "On to Alaska with the Buca" group of boys and girls, numbering over 40, left Detroit July 15 for a personally conducted tour of the Northland by George E. Buch- man, Detroit philanthropist, who as- sists the boys and girls in dashing the journey. Accompanying the party this year was Miss Betty Boberts, in charge of women's activities at WJBK, Detroit. She will conduct the picture tours of the city's many attractions, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

WFMD, Frederick, Md., has started construction of new studios and offices to occupy the third floor of the Seminary Bldg. A large theatre studio, two medium-sized, speaker's studio, audition room, reception room, including new speech input equipment.

WORC, Worcester, Mass., was to dedicate its new studios at 65 Elm St., Aug. 1.

RESULTS . . . that's what counts

The excellence of the job being done for advertisers by WDBJ in the rich Roanoke and Southwest Virginia mar- kets . . . is shown by the fact that 80% of WDBJ's contracts are renewal con- tracts. To cover this prosperous area consistently and satisfactorily at all times you must use WDBJ.

WDBJ
5000 WATTS (DAY)
1000 WATTS (NIGHT)

RESULTS! COUNT MOST

The international scope and growth of this organization are the re- wards of experience and service applied to station representation.

BROADCASTING • Broadcast Advertising

Page 72 • August 1, 1937
Movie Tactics Adopted By Atlas Radio Corp. to Promote Disc Serials

A PLAN to apply to the transcription industry the methods of distribution employed by motion picture companies has been announced by Herbert R. Ebenstein, president of Atlas Radio Corp., new entrant into the transcription producing field which opened its offices at 1540 Broadway, New York. Mr. Ebenstein, formerly a producer and distributor of motion pictures, stated that his company has had orders ready for distribution, consisting of 900 quarter and half-hour episodes and representing an investment of $400,000.

He said that Atlas is entering into franchising contracts with distributing organizations throughout the country, and that stations in 24 cities will be exclusively engaged in the distribution and servicing of Atlas productions. Under the terms of the Atlas franchise contracts, each distributor must maintain offices in specified cities, Criterion Radio Products Inc., 1540 Broadway, has been appointed distributor in the eastern states with offices in New York, Boston, Philadelphia and Pittsburgh. Mr. Ebenstein has left New York to complete franchising negotiations in those areas, and when negotiations are completed, he said, he will graduate from motion picture ranks.

As in the film industry, Atlas productions will be leased to stations for one playing only and will not be sold. Two separate sales organizations will be maintained for the purpose of leasing programs to stations, to other to contact advertisers and advertising agencies as a service to radio stations in securing sponsorship of Atlas features.

In addition to Mr. Ebenstein, officers of the new company are Lou R. Winston, vice president in charge of production, and Harold P. Hopper, treasurer in charge of advertising and radio operations. Both Mr. Winston and Mr. Hopper are former executives of the William Morris Agency, one of the largest talent agencies in the United States.

LADIES MILLER, responsible for the Bigelow-Sanford Co. Hollywood office, has moved its West Coast headquarters from KXX, Hollywood, to the Equitable Bldg., that of the former Western Radio White continues as head of the Arthur White handling the concert clients.

THE SOBY YARDSTICK OF AUDIO VALUE

The SOBY Yardstick of Audio Value is the impartial and comparable data about the size and location of the audience that is made available to radio program and station managers. Write for information and prices.-wing Pemberton & Co., 231 South Main St., WBNX, PA.

The Other Fellow's Viewpoint...

Scouts Pleased

EDITOR, BROADCASTING:
May we through you and your excellent publication thank the radio networks and the stations of America for the splendid cooperation they gave the Boy Scouts of America prior to and during the first National Jamboree, which took place in Washington, D.C., June 30 to July 9.

It was a great source of satisfaction to Walter W. Head, President of the National Council, Dr. James E. West, Chief Scout Executive, and the writer, to learn that both the networks and the stations were definitely interested from the very beginning in our planned Jamboree Public Relations program on the basis of service to their audiences.

I have reported in my letters substantiating everything I say.

For six months prior to the Jamboree we were in close contact with the radio stations serving the American people, and I have written evidence of the cooperation they gave us during that period. This cooperation was, undoubtedly, a direct result of an understanding and sympathetic attitude on the part of the program managers of the values that accrue to the nation in Scouting and on the part of the Boy Scouts of America.

All of us in Scouting are conscious of the rich contribution the networks, stations, executives, artists, and commercial sponsors, made in behalf of the greatest gathering of boys ever held in the Western Hemisphere.

While Dr. West has thanked all who have cooperated with us, I feel that your publication, which so definitely represents the industry, should carry this letter as a further acknowledgment of our gratitude.

LESLEI C. STRATTON,
Director of Public Relations
Boy Scouts of America
New York City
July 23, 1937.

Pear List Made Up

CALIFORNIA Fresh Bartlett Pear Advisory Board, Sacramento, Calif. (pears), on July 26 started for three months, a fall campaign featuring daytime spot announcements on 26 stations nationally. One and two live spot announcements are being used daily, and six and seven times weekly on the following stations:

KAUE, WJW, WWJ, WWJ-A, WICT-F, WKBK, KYW, WB2, WBZ, WEEI, WAC, KDKA, WCAE, WBC, WWJ, WJAY, WTM, WFBP, KSD, ESTP, WSAI, WCKY, WDAF, KMBC, KSFO, KFRC, KFI, KNX.

Agency is J. Walter Thompson Co., San Francisco.

The Other Fellow's Viewpoint...

Program Cooperation

EDITOR, BROADCASTING:
I have been away and this is my first opportunity to answer your letter of July 1 with regard to Mr. Scripp's article in your July 1 issue.

There is certainly a lot of food for thought in Mr. Scripp's article and I believe most of us feel that a large number of stations have not paid sufficient attention to programming and have permitted too many similar shows to be broadcast in a period of time. I believe that the advertisers using transcription can work with the station managers and help the stations have a more balanced daily program.

During the past two years we have watched this point quite carefully in spotting The Monticello Party Line. I am convinced that listeners are becoming wiser about becoming wise in the wares of script shows, then a bunch of musical shows, and another flock of variety shows when cooperation between the advertiser and the station manager can improve the picture.

I The past two years we have watched this point quite carefully in spotting The Monticello Party Line. I am convinced that listeners are becoming wiser about becoming wise in the wares of script shows, then a bunch of musical shows, and another flock of variety shows when cooperation between the advertiser and the station manager can improve the picture.

MILLIONS OF SUBWAY RIDERS DO!
You may not find a WBNX listener in a luxurious, private railroad car. But you'll be sure to find him and some 4,000,000 like him, on the subway. He's the man who works for a living and spends a liberal portion of his income on standard advertised goods. He's the mans purchasing type... the kind your product is designed to reach!

"It's the Four Million Who Listen to WBNX!"

By The Way!

Savannah wholesale grocers are reporting 75 to 100% increase in the sale of Wheaties. The reason? The Wheaties baseball broadcasts over WTOC. Investigate the rich Coastal Georgia market when making up your fall advertising campaign.

WTOC
1260 Kc. CBS NETWORK Represented Nationally By Paul H. Raymer Company

 FTC Stipulations
THE Federal Trade Commission announces action in the following cases: Stipulations—R. L. Watkins Co., New York, to revise claims for Mulsified Coconut Oil Shampoo; Affiliated Products Inc., Chicago, to revise claims for Outdoor Girl cosmetics; Oneida Ltd., Oneida, N. Y., to cease certain claims for William A. Rogers Ltd. and Simeon L. & George H. Rogers Co. silverware in which half-price sales are advertised. Complaints have been issued against Cal-A-Mo Laboratories, Los Angeles; Duopak Co., St. Paul, and General Motors Corp. and Ford Motor Co. (allegedly false claims for auto prices). Cooleridge, St. Galibah, has been ordered to cease allegedly disparaging statements regarding mechanical or electrical refrigerators.

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www.americanradiohistory.com
CBS Training Course
TO PROMOTE better organization and a fuller understanding of its various departments, CBS is scheduling a series of ten 30-minute meetings to start this month at its Hollywood headquarters. Meetings are directed to the younger men of the network and will consist of presentation and discussion of every phase of CBS activity, according to Donald W. Thornburgh, Pacific Coast vice-president. Discussions will be based on a training course for the future. Subjects to be discussed at the ten meetings include: CBS and the Radio Industry; How CBS Sells Radio; Programs; Radio Production; Music; Engineering; The CBS Network Sales Promotion; Public Relations and Policy; Office Procedure.

DON'T forget
THIS SUMMER WTAQ LIS-
FULLTIME STATION
WTAQ
GREEN BAY WISCONSIN
WABC
ALBANY NY

try it for Smashing
SELLING
POWER

WOKO, basic Columbia Network outlet, is the buyers' guide in The Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything" . . .

HAROLD E. SMITH, General Manager

STATION WOKO
ALBANY, N. Y.

BROADCASTING • Broadcast Advertising

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Federal Trade Bill Held in Committee

House Group Delays Plan to Consider Related Measure

At its July 15th meeting, the House Interstate and Foreign Commerce Committee more than a fortnight ago, the amendment to the Federal Trade Act, giving the Federal Trade Commission advertising jurisdiction over food and drugs and cosmetics, has been held up until the House calendar.

Inquiries at the Committee bring the answer that the report on the amendment has been delayed pending consideration of the Copeland and Chapman food and drug bill.

Members propose to hold up the amendment until the food and drug bill is near completion to make certain that advertising features in the former measure will not be hampered by provisions of the latter bill, it was said.

Both bills, it was indicated, might be brought to the floor simultaneously. In that way, some Members say, the Committee might secure a more favorable consideration of the whole plan involved in both bills.

Minority Report Likely

It was learned, however, that the minority of the Committee is preparing a report on the advertising features of the FTC amendment and causing some delay. The minority report may be expected to press for a floor vote in the adversarial committee.

The minority probably will demand that civil and criminal prosecution by the attorney general be provided. The bill as approved by the Committee would give the FTC powers to bring civil and criminal suits against fraudulent advertising, and grant injunctions to the Department of Justice upon complaint of the FTC.

With a drive being made for a journement by Aug. 14, food and drug legislation may again be placed in the legislative shuffle. For years efforts have been made to redraft the bill to write the existing food and drug laws, in force since 1909, but they are often defeated by the Senate.

A split on the current measure appears certain again between House and Senate conference on the Federal Trade Act, which is awaiting a full and complete report by the Department of Agriculture and the Trade Commission.

A split on the current measure appears certain again between House and Senate conference on the Federal Trade Act, which is awaiting a full and complete report by the Department of Agriculture and the Trade Commission.

DOLLS AND SENSE!

A common-sense program policy has brought to WSOO thousands of common-sense listeners. A healthy percentage of each dollar they earn (and they earn many) is spent for products advertised over "The Friendly Station." Join us and profit.

WSOC
Charlotte, N. C.
N. B. A. Affilate

KFY—Spokane
KCI—Butte
KXL—Portland

Serving 80% of the people of the Pacific Northwest

TIMELY PROMOTION
KXYZ, Houston, Has Tie-in
With Phone Service

A BELIEVER in advertising of all kinds, KXYZ, Houston, was quick to recognize the advertising value of the Houston Telephone Time Service and has placed a contract with this bureau for advertising by telephone. Three thousand calls an hour clear through Houston Telephone Time Service, and one announcement out of every five calls, messages of some KXYZ service to the thousands who call this bureau for the correct time.

"Nice entertainment," KXYZ, NBC-Blue Outlet, 1440 on your dial! Is a typical announcement delivered by the announcers over the telephone. So popular has this service become that the telephone announcers are receiving fan mail and much local interest has been created with this useful service.

Van-Tage Testing
VAN-TAGE MEDICINE Co., Los Angeles, which has devoted its entire advertising appropriation to newspapers in the past, spending $40,000 monthly to attract consumer interest, for the first time is using radio, having started July 19 for 13 weeks, a test campaign on KDKD, that city. This weekly-quarter-hour live talent program, titled Dr. Nature, with Chuck Brul, as program director, is educational in nature. If test is successful, sponsors will extend campaign to include other West Coast stations, General Adv. Agency, Los Angeles, has account.

WOR ON CRUISE—When a hundred or so members of the Madison Square Boys' Club were taken on their first sea fishing expedition in July aboard the yacht Sylph, Bob Edge, hunting and fishing commentator of WOR-MBS, went along as advisor and judge in the contest for the biggest fish, and with Bob went the men and equipment necessary to broadcast two programs from the yacht. Pictured (left to right) are Charles Singer, engineer in charge of the broadcast; one of the boys; Dr. Herman Berens; Bob Edge, with the winning catch; and Dave Driscoll, special features announcer.

Cemetery Lots
"CAN RADIO sell cemetery lots?" This is the question put to WWOA, Fort Wayne, some 10 weeks ago. Assured that it could, the Greenlawn Memorial Association went on KWL, Fort Wayne, WWOA's associate station, on Sunday night at 1:30 p.m. (CDST), with recordings of Homer Rodeheaver, evangelist, and his sister Ruth Rodeheaver Thomas. The account reports present sales increasing, at rate of 10% to 30% each week.

JOE E. BROWN, movie and radio comedian, arrived in Chicago from Hollywood last week, and over a three-week job as announcer on the WJJD ball games which are sponsored by the Kellogg Co. The comedian will work with John Harrington, regular announcer on the games. While in Chicago, Mr. Brown will make two weekly appearances at various Chicago playgrounds given over to instruction to youngsters at the Kellogg Baseball School.

The CBS

KOBY-A STATION
KIRKLAND, WASHINGTON

www.americanradiohistory.com
Bullock's Boosts Radio As Medium For Retail Stores

Department Store Programs
As See by Agency Expert
By O. V. JOHNSON

PERHAPS it is a bit premature. And perhaps there's nothing to our own private surmise. But if you were in our place you would at least be inclined to agree that department store radio is just happen. They never do. The KIDO's Kitty

KIDO's Kitty
A FOUNDLING kitten crept into the studios of KIDO, Boise, Id., the other morning during a variety program, fell on the piano keys while chasing a fly, and became a radio star five minutes later. The announcer told about the kitten and asked for a name. More than 200 listeners have sent in names which range all the way from Wimpy and Raspoutine to Static and Roosevelt. The KIDO Kitty is a regular feature of the early morning program now, purring and feline singing all over the Northwest.

Mr. Johnson's

THUG SHOOTER—J. E. Denton, who was kidnapped by the notorious Traylor duo, tells how he shot the two kidnappers. WKY, Oklahoma City, broadcast the account from Kingston, 120 miles away, with Allan Clark interviewing the hero. Earl Hull, chief engineer, is at the controls.

Our mail has increased over 65%!
That's our record for the first six months of 1937 as compared with '36 -- and even in '36 we were an outstanding "mail" station.

What's the secret? Well, first, we've built local shows which our listeners won't miss (for the same reason that you didn't miss seeing your wife in that last Little Theatre play) . . . . Second, we carry the best of N. B. C. . . . Third, we sell our entertainment. Which, in turn, sells your products.

"A Blind Spot" for All Outside Stations—
If you want to cover rich Central Pennsylvania
You MUST Use

WFBG
 Altoona - Pa.

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and
PETERS, INC.
FARGO 940 KILOCYCLES
N. D.
5000 WATTS DAY
1000 WATTS NIGHT

Broadcasting - Broadcast Advertising

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NETWORK ACCOUNTS

(All times EDT unless otherwise specified)

New Business


HECKER PRODUCTS Corp., New York (Hecker H-O), on Sept. 7, will start Hecker's Information Bureau with Jean King and Myra Kingsley on 25 MBS stations, Mon.-Fri., 11 a.m. and noon, 1-2 p.m. Agency: Erwin, Wasey & Co., Inc., N.Y.

JOEY'S LIVING PUBLICATIONS Corp., New York (Journal of Living), on Sept. 13, resumes a series of programs. on 13 NBC-Blue stations; on WOR, WAAB, WEAN, Mon.-Wed., noon-12:30 p.m., and Fri., noon-1 p.m. Agency: Stuhmann & Zahrndt Inc., St. Louis.

VARADY OF VIENNA Inc., Chicago (cosmetics), on Sept. 20, resumes Teenage Red Head series, Sun., 1:30-2 p.m. Agency: Baggs, Horton & Hoyt Inc., Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (radio), started the same name, Sept. 1, 1949, on 4 NBC-Blue stations, Sun., 1-2 p.m. until Dec. 5 and will remain for 26 weeks. Agency: Bettmann & Zahnrdt Inc., St. Louis.

PEPPERELL MFG. Co., Boston (sheets), on Nov. 5, will start Dr. Karl Reiland on 38 NBC-Blue stations, Mon., 3:30-4 p.m. Agency: BBDO, N.Y.


GROVE LABORATORIES Inc. (St. Louis), on Sept. 27, starts Gabriel Hetter, on 25 NBC-Blue stations, Mon., 8-8:15 p.m. Agency: Burrows & Co., Inc., New York.

VICK CHEMICAL Co., Greensboro, N.C. (Feb. 6, 1939) will start Dr. Andrew K. Fillmore, on 4 stations, Mon., Wed., Fri.; 10-11 a.m. Agency: Sinkham & Zahrndt Inc., St. Louis.

COCA COLA Co., Atlanta, early in September, plans to release a 50-city variety show on approximately 50 NBC-Blue stations, Fri., 7-8 p.m. Agency: D'Arcy Adv. Inc., St. Louis.

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Calif. (life insurance), on Sept. 17, will start News Behind the Headlines with Ed Scharf, commentator, on 6 NBC-Blue stations, Sun., 7-7:30 p.m. Agency: Morse International Inc., N.Y.

COSMOS CHEMICAL Co., Boston (Sanovon), on June 21 began 15 participations in Griech-Imulien Household Program on 16 NBC-Blue stations. Agency: BBDO, N.Y.


GOLDEN BEAR COFFEE Co., Los Angeles (coffee), on July 19, started for 12 weeks Sycamore Street, drama, 11 a.m. to 12 p.m. Agency: Kem安慰, NBC-Blue stations.


MACFADDEN PUBLICATIONS Inc., New York (True Story Magazine), on July 5 began Good Will Hour on 12 stations of a combined Inter-MBS network, Sun., 10:11 p.m. Agency: Rurthau & Ryan Inc., N.Y.


DUART MFG. Co., San Francisco (candles), on July 22, started Passions of Paradise with John Nesbitt on 14 MBS stations, Sun., 11:15 a.m. to 12 p.m. Agency: Blacketts-Sample Hummert Inc., Chicago.


RICHFIELD OIL CORP., Los Angeles (gas & oil), on Aug. 15, will renew 15 weeks Richfield Report series on 93 Stations in KFI, KPO, KIHO, KOMO, KGW, KFSI, and KTTH, Sun. through Fri., 10-11 a.m. and 8-9 p.m. Agency: Houston O'Donnell Inc., Los Angeles.

GRIFFIN MFG. Co., Brooklyn (shoe cleaner), on Aug. 11, will start 12-weeks Harvest Reapers, on 45 NBC-Blue stations, Mon.-Sat., 7:30-8 p.m. Agency: Bermingham, Castelman & Pierce Inc., N.Y.

TO NEW HOME—Ed Rogers (left). WRC announcer, outspent Jim McGrath, WMAL announcer, in a relay race from the old to the new home. The old house was opened in the Trans-Lux building but McGrath won because Rogers forgot to ring chimes and announce himself as he reached the goal line. At right with mikes is Gordon Hittennark of WRC. Other announcers are FRAZER, on 27th St., and Ted Kimball, Bud Barry, Lee Everett, John Hurley, Bryson Rash, Bill Verner and Hugh McLeriey.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 13 resumes Lux Radio Theatre and on Sept. 23, will renew it for 52 weeks on 57 CBS stations, Mon.-Fri., 9-10 p.m. Agency: J. Walter Thompson Co., N.Y.

NETWOK CHANGES

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Aug. 2, moves Myrt of Marge on 55 CBS stations, Mon.-Sat., 8-9 p.m., to 10:15-11 a.m. with a reiteration of the same network. Agency: Benton & Bowles Inc., N.Y.

FRANCISCHI FRARS of St. Christopher's Inn, Garrison, N. Y., July 22, started 15 weeks Marlo Hour on Inter-City Broadcasting System, Sat., 8:30-10 p.m. Program is a typical variety show and is sponsored by Francischi Frars.

GEORGIA FOODS Inc., New York, will start Jack Halley of Red Yardley House Show from NBC-Blue half-hour Log Cabin Syrup show. Fri., 8-9 p.m., on NBC-Blue stations.

RICHARDSON HAYES Inc., Philadelphia.

TIME Inc., New York (Time and Life), is keeping the March of Progress show in New York. The show is broadcast Sat.-Sun., 10-11 a.m. and is being handled by BBDO Inc., regular Kendall agency, Lewis and Clark, 500 Madison Ave. Agency: BBDO Inc., New York.

TIME Inc., New York (Time and Life), is keeping the March of Progress show in New York. The show is broadcast Sat.-Sun., 10-11 a.m. and is being handled by BBDO Inc., regular Kendall agency, Lewis and Clark, 500 Madison Ave. Agency: BBDO Inc., New York.

WIGLASS, WOL, WGAL. WPRO. It is placed direct.

KELLOGG Co., Battle Creek (Kellogg's Corn Flakes), on Aug. 4, moved Mack White and The Singing Lady on NBC-Blue stations from Mon. thru Fri., 5:30-5:45 p.m., to Mon. thru Fri., 5:30-5:45 p.m. Agency: W. Ayer & Son Inc., Philadelphia.

GENERAL FOODS Inc., New York, will switch Jack Haley of Red Yardley House Show from NBC-Blue half-hour Log Cabin Syrup show. Fri., 8-9 p.m., on NBC-Blue stations.

TIME Inc., New York (Time and Life), is keeping the March of Progress show in New York. The show is broadcast Sat.-Sun., 10-11 a.m. and is being handled by BBDO Inc., regular Kendall agency, Lewis and Clark, 500 Madison Ave. Agency: BBDO Inc., New York.

Gillette Appoints Maxon

GILLETTE SAFETY RAZOR Co., Boston, now sponsoring Gillette Summer Hotel on CBS through Rector-Tisch Network, has appointed Maxon Inc., New York, as its agency. No plans have been announced.

Parker Watch Plans

PARKER WATCH Co., New York, is planning a radio campaign to cover New York and Chicago, probably a half-hour broadcast. It will be handled by Garmo Corp., New York.

DOYLE PACKING Co., Newark, which has placed the advertising of Standard Brands Outboard Power Boats, is opening a division in Newark, with Charles Dallas Reach Adv., Newark, has started a series of five-minute programs. It will be handled by WRWX, Newark, and may extend into New England in the fall.
Radio Talent Union

Radio Artists Guild

Union Requests Stations

They Don't Listen

to your program if they can't get your station.

In Southern California, only one station (a 50,000 watt) has a ½ mil/v signal embracing a larger area than KEHE's. A mere 3,538 people live in the area serviced only by Station A.

KEHE's potential ½ mil/v audience, however, is

18,307 greater than Station B's:

106,544 greater than Station C's:

331,465 greater than Station D's:

339,115 greater than Station E's.

National Representative: Hearst Radio

LOS ANGELES, CALIFORNIA
A Member of the California Radio System
"Serving the Public Interest"

BROADCASTING • Broadcast Advertising

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Los Angeles Restriction
On Radio Performances
Of Musicians Challenged

SUIT attacking constitutionality of the rule recently passed by Los Angeles Local 47, American Federation of Musicians, which limits radio assignments of individ
utarians. A suit, filed by Harold L. Carpenter on behalf of himself and other members. Carpenter asks the court to declare the measure unconstitutional and void. Carpenter contends that the rule infringes upon the rights and duties of members.

The measure prevents musicians regularly employed from playing or contracting to play more than a limited number of transcontinental programs weekly. Carpenter's suit also claims that the rule is threatening to enforce the ruling and are intimidating members who play with musicians violating the ruling. Carpenter also alleges that he and other musicians have lost radio contracts and other engagements as the result of this ruling. They seek declaratory relief and an injunction against its enforcement.

In his suit further declares that the measure was not passed in compliance with the by-laws of the organization and that it is a violation of the Constitution of California and of the Constitution of the U.S. Constitution.

Union has requested extra time to answer the suit and enter pleading until August 17. L. Bagley, attorney for Local 47, has returned to Los Angeles from the New York executive meetings of the American Federation of Musicians.

Union Convenes Aug. 2

NATIONAL convention of American Radio Telegraphists' Association, C.I.O. union, at present active in organizing technical employees of radio stations, will be held at the Hotel Edison, New York, beginning Aug. 2. Approximately 40 delegations of various ARFA chapters are expected to attend. ARFA recently won an election of "live traffic" employees of RCA Communications Inc., in New York and is now negotiating with the company on a nationwide contract. A hearing was held on its application for the right to represent the technical employees of WHN, New York [BROAD-

CASTING, July 13], under the au-
spicies of the National Labor Re-
lations Board and a decision is ex-
pected shortly.

AN INCREASE in day power from 2,500 to 5,000 watts was given to KEFB, Great Falls, Mont., by the FCC Broadcast Division July 30. The station operates with 1,000 watts at night.
Transcribing New Serial

MRS. DELLA WEST DECKER, author of the serial Helen's Home, now appearing as a morning sus-
tainer five days weekly over WBAF, Fort Worth, received word recently that J. Walter Thompson,
Co., Chicago, had placed 42 scripts of another Decker show, Your
Home Town, with a flour milling
account. Louis Jackson, of the
staff of J. Walter Thompson, Chi-
icago, is in Fort Worth producing
the new serial on transmissions. The
Your Home Town scripts are
now appearing over 14 stations in
the East and Midwest.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Purposes,
Allocation and Radio Coverage
Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFFER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUCU, J. B. UNIT ORCHESTRA
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering
2935 North Henderson Avenue
Telephones 3-0393 and 9-2945
DALLAS, TEXAS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great
value for routine observation of transmitter perform-
ance 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.

WROK'S UNIT.—This $4,000 mo-
bile transmitter and sound unit in-
cludes a 5-watt ultra-high fre-
quency Transceiver pack set; me-
dium wave 56-watt Collins trans-
mittter; Two Half Rafter Super
Skyrider all-wave receivers; Pio-
nier 1 kw. generator; Gibbs p. a.
system; sleeping accommodations
for four, and kitchenette. The
Rockford station covers many rural events.

The Navy's Cravens
T. A. M. CRAVEN, Jr., son of the FCC chief engineer,
has passed his examinations as a plebe at the U. S. Naval
Academy, following in the footsteps of his dad, also an
Annapolis graduate, who re-
tired as a commander in the
Navy in 1930. Thus the seventh
generation of the Craven
family is represented in the
Navy, which has had a
Craven in its ranks since its
inception during the Ameri-
can Revolution. Craven's
brother is a Navy lieutenant,
and Admiral T. T. Craven is his
cousin. He himself retains a
commission in the reserve.

WANTED—experienced radio salesman.
Preference given to territory who has good
record. Salary and commission. Right man should
work three to five years. Write this year.
Write your desires to your
Commissioner or Office Manager WKBZ-
Mohegan, Chicago, Ill.

Announcer who can really sell. Sober,
dependable, experienced. Submit references,
photograph, recording of voice if possible.
Must be enthusiastic, hard worker.
Good openings for right man.
Box 734 Broadcasting.

Situations Wanted

ANNOUNCEMENT—producer, 24, $25 weekly to start.
Will audition anywhere in east or south.
Box 728 Broadcasting.

Employed radio operator, 1st class, des-
desires change. Fair announcing and sales
abilities. Experienced. Industries. Box 735
Broadcasting.

EXPERIENCED Radio Operator, 1st class
radioelectrician. Tunes up radio telephone
license. Desires reliable connection
Box 739 Broadcasting.

YOUNG, experienced radio announcer and
operator, first class license, desires radio
position anywhere. Excellent references.
Box 726 Broadcasting.

Sports commentator—announcer. Four
years New York experience all sports,
radio, cable and newspaper. Opera, theater,
also experienced at wire services.
Box 737 Broadcasting.

News—Broadcasting

Girl, age 17, college graduate, two years
experience continuous, editor and com-
nitor, desires new situation, Can produce
salable material on women's programs.
Write Box 733, Broadcasting.

News can be heard at any time on any
station that holds your audience in the
man who presents it. Crack newsmen
with three years experience now available.
Also does straight announcing. State salary.
Box 732 Broadcasting.

FCC Under One Roof
THE FCC staff is under one roof in the New Postoffice Bldg. as the
result of the transfer of the examin-
ers unit, and the accounting, sta-
tistical and tariffs departments
from a private office building se-
veral blocks away during the week of
July 26-31. The Docket Room
has been transferred from the sixth
door to Room 2293. The Legal and
Engineering departments have been
shifted from the fifth floor
to the 7300 and 7500 corridors,
with the exception of Assistant
Chief Engineer Ring, in charge of
broadcasting, who continues to oc-
cupy his same suite, 7213-17. The
examiners' unit has been located in
the 2400 corridor and the account-
ing department in the 2200 wing.

The Largest Independent
Frequency Measuring
Service in the Country

NEWCASTER: Experienced
reporter—desk man, now employed,
seeks post where he can combine
voice and typing experience to
produce salable women's stories.
Box 736 Broadcasting.

Chief Engineer: 31, formal training, 15
years continuous and extensive broadcasting
experience, now under contract. Speciality:
execution of equipment layouts, plans and supervi-
sing technicians. Expect to be available
early 1938. Travel anywhere for personal
interview. Native N. J. Box 720 Broad-
casting.

For Sale—Stations
For Sale: Radio Station at all page 71.
One hundred watt station. Full time.
Fifteen thousand cash down. Reasonable
balance on monthly payments. Considers
cash offer now. Act quickly. Box 724
Broadcasting.

For Sale—Equipment
150-100 watt Doolittle and Falknor trans-
mitters. For details and price, write W211M,
Lansing.

For Rent—Equipment
Approved equipment, RCA TV50-B
field strength measuring unit (new),
direct reading; Estillt Anson Automatic
Recorder for fading on distant stations;
B. R. radio frequency bridge; radio oscil-
lators, etc. Reasonable rental. Allied Re-
search Laboratories, 260 East 116th Street,
New York City.
Chicago Increases Programs on NBC

OF THE FOUR leading cities originating NBC programs only Chicago fed to the network more programs hours of the day than in May of last year, New York, San Francisco and Hollywood, all showing losses from the previous month.

Contrary to reports that the network was losing listeners in Chicago in keeping with the same trend a year ago, however, shows gains for New York, Chicago and Hollywood with San Francisco taking a loss. These monthly figures are not especially significant and prove little except possibly to point out that Hollywood is originating far more programs this year than last, although still far behind the other three cities. The transfer of the Procter & Gamble Gospel Singer programs to Chicago, the return of Fibber McGee & Mollie to that city from Hollywood, where they have been making a movie, and the visit of Amos 'n Andy to Chicago probably accounts for much of the gain shown by this city for the month.

Tabulation of program hours from these four cities follows:

<table>
<thead>
<tr>
<th>June 1937</th>
<th>May 1937</th>
<th>June 1936</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>611 hours</td>
<td>627 hours</td>
</tr>
<tr>
<td>Chicago</td>
<td>442</td>
<td>417</td>
</tr>
<tr>
<td>San Francisco</td>
<td>298</td>
<td>315</td>
</tr>
<tr>
<td>Hollywood</td>
<td>109</td>
<td>109</td>
</tr>
</tbody>
</table>

Percentages of all NBC programs according to their origination by the network's three divisions follows:

<table>
<thead>
<tr>
<th>Division</th>
<th>June 1937</th>
<th>May 1937</th>
<th>June 1936</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern</td>
<td>43.5%</td>
<td>44.9%</td>
<td>50.8%</td>
</tr>
<tr>
<td>Central</td>
<td>29.2</td>
<td>27.4</td>
<td>25.5</td>
</tr>
<tr>
<td>Western</td>
<td>27.3</td>
<td>27.1</td>
<td>23.6</td>
</tr>
</tbody>
</table>


DAVID MURRAY, former stage dancer and producer of stage acts and routines, has been appointed manager of the New York radio department of United States Adv. Corp. In the past, most of the agency's radio activities have been handled from the home office in Toledo, but prospects of an increase in radio billing have caused the agency to expand its New York staff.

THE radio audience that heard the All-Star baseball game played at Washington, July 7, was almost as great as that of the leading evening show, according to a recent report of The Cooperative Analysis of Broadcasting (Croosley), with 15% of the set-owners reporting hearing it.

BREAD THAT BROADCASTS SELL

Baking Concern Breaks Into Closed Market by Radio and Quickly Builds Business

IT IS not unusual for a concern to enter a new territory and in a short time build business and prove itself, but when this is done in a closed market, that's another matter. That's what the Somers Bakery interests did.

Mr. Wilbur, the baker, was already doing a good business in a new territory, but it is unusual for this concern to do a fair amount of business providing it turns out a good product that has a good market where it is sold. Wilbur jumped 50%—almost overnight—that is very much out of the ordinary, and instantly the wide-awake competitors want to know why.

The Somers Bakery interests came to St. Petersburg, Fla., from Winona, Ind., where they have been a bakery owner, and established a new bakery. A brand new establishment was soon founded and production began last Jan. 11. Sales at first were very moderate; a few announcements were made, and WSUN staff, using the idea sold bread, and sell it in a hurry. As soon as the first broadcast was over, things began to happen.

There was a complete sellout—

and merchants demanded more bread. Up and up went the sales. It was a show of the Somers Bakeries showed a 50% increase in business. The reason? The Talk of the Town.

The man-on-the-street broadcast is not a new idea, but if worked with a little imagination from the cut-and-dried manner, will draw a huge audience. Wilbur, knowing this to be true, worked out a sample set of questions for the first few broadcasts. Then he asked listeners to send in what they thought were the most humorous and ridiculous questions along with the answers. Letters poured in from all over the state, even from no less than 400 miles away. The best question of each broadcast was rewarded by weeks supply of Town Talk Bread. Each person interviewed was given a voucher for two loaves of Town Talk Bread. Commercial announcements were not used, the only clues being remarks about the bread when the interviewed person received his bread.

St. Petersburg, being a winter resort, brings in people from all over the world. Thus, those interviewed represented an interesting group. Their remarks prompted by intricate questions from Wilbur, provided lots of laughs for the audience on the street, and the radio listeners.

The market into which the Somers Bakeries stepped was, according to many, a closed territory inasmuch as three bakeries were already in the territory. However, with a good product and a live wire broadcast business went up quickly.

Japan Already Planning Previews of Olympics

JAPAN Broadcasting Corp. will soon begin arrangements to broadcast the Olympic games of 1940 to be held in Tokyo, according to an official Japanese statement reported to the Department of Commerce by American Trade Commissioner Carl H. Boehringer at Tokyo.

It is planned to discuss the matter with the larger broadcasting systems in the United States and with 24 other representative radio organizations in other countries. They will be asked whether they plan to send announcers to broadcast accounts of the games. The 24 nations include England, France, Germany, Italy, Belgium, Australia, Hungary, Finland, Sweden, The Netherlands, Canada, and Mexico, Argentina, Chile, Brazil, the Philippines, China, Manchukuo, India, South Africa, Egypt, Austria, New Zealand and Netherlands India.

Most UNUSUAL

Reminds me of the Carolina Combination

Buying two good stations like the Carolina Combination for one low rate is like bagging two elephants with one shot. It gives you intense coverage of the two best markets in the Carolinas and doubles the value of advertising dollars.

**Fast Music LISTENERS**

phoning WPTA, Providence, and giv-

ing Phil Saltman, pianist, their number are re-

warded within five seconds with a new tune based on the number. Saltman, pianist, takes the phone number, the digits 1 to 9 representing nine consecutive notes starting with "do" and the naught is wild. He writes 9-bar choruses at the rate of two a minute and is expected to rise from a 5 p.m. weekly sustainer to a twice-weekly commercial. The idea was conceived by Lew Rogers, announcer.
AN AUTO FIRM TURNS TO RADIO
And Turns Over Its Stock With Unheard of Speed,
The Story of Big Spring Motor Co.

By V. A. MERRICK
Manager, Big Spring Motor Co.
Big Spring, Tex.

A FEW short months ago the business of buying and selling used cars was considered more or less plebian. Early transactions of used automobiles were made at very great risks to the purchaser, for they were sold then entirely "as is", and in the same condition as when leaving the last owner. However, today, among legitimate dealers, this business is being handled very successfully. Dealers in used cars use just as much care in reconditioning them to sell than the car manufacturers give the new cars just being delivered to first owners.

All of this, of course, has called for a complete change in the system of merchandising used cars. The old plan of listing make, model and price of a car in the classified section of newspapers had to be abandoned by those dealers who had not paid much attention to this type of business. Prospective purchasers wanted to hear a story about the used auto in which they were interested.

In January of this year, C. M. Garnes, commercial manager of KBST, called at our office to discuss a new method by which we had never utilized as an advertising media, because KBST had used it only once, and that was in the previous month. After a short discussion, we ordered a series of spot announcements in the radio, which we felt that the program at the time would be very acceptable. At the same time we invited Garnes to start planning a program which he believed would really be interesting to our audience.

Crazy. But It Clicked
After a few days he returned with what he termed a "crazy" idea, but one which he felt assured would "sell." The idea was to install remote lines to the largest one of our four used car lots. To initiate the broadcasts there would be no entertainment during the 15-minute periods, merely informative discussions about the automobiles on sale. Loyal listeners with a keen interest in these cars would increase our sales to a level we had not experienced before.

The sponsor is sincere in his desire to do well, and he believes is far more important than a spectacular sale of the moment. Throughout the years, this radio contract has gained a loyal audience which frequently responds with many fine letters of appreciation.

The effect upon sales, however, is determined by the sales manager of the organization, Virgil H. Neff. He reports that the Inglewood Park Cemetery continues to lead all other local cemeteries in the number of interments of the dead each month. Neff says Mr. Noe: "Our problem has been to create a friendly reception for the cemetery salesmen, to enable them to approach the home and be accorded the opportunity of a proper presentation. We have made every effort to achieve this, and I believe we have done it successfully. We have also been able to trace a considerable number of sales as a direct result of the program. No longer is the cemetery salesman free as a 'come-on.' The salesmen, without exception, favor the program's continuance, and the alone is quite significant of its success."

Very Little Merchandising
Sales Manager Noe does not attempt to merchandise the broadcast. While Inglewood Park Cemetery Association seldom uses any advertising other than radio, small two-column-inch ads announcing each week's concert are inserted in each of the advertisements for the program on radio. For a while, bookmakers measuring 2% x 10 inches, were distributed at the local branch libraries. They carried pictures of the participating artists as well as titles of the concert programs and the dates of the broadcast. For a while, bookmakers measuring 2% x 10 inches, were distributed at the local branch libraries. They carried pictures of the participating artists as well as titles of the concert programs and the dates of the broadcast. Frequently, executives and advertising managers of dignified institutions have said to me: "I do not see how radio can help us." And say that they remain ineffective while their competitors get results. My experience with the Inglewood Park Cemetery Association has proved to me that consistent institutional advertising does pay.

Just the other day there came to me a dealer's report which read: "I have listened to your broadcast for a long time, but have never been able to determine how they got their results. I particularly enjoyed last night's concert and the voices of If your cemetery is as outstanding as the one advertised on WAFS, it is must be pretty fine. Please send me full information."
Fagan Leaves CBS Sales To Join Benton & Bowles

WILLIAM FAGAN has resigned from CBS sales staff to join Benton & Bowles, Inc., New York, as business manager of the radio department. Fagan succeeds Chester McCracken, who was recently transferred to a similar position in the agency’s new Hollywood office. Others new at the agency include Jack Hamm, formerly a partner in the firm of Moore & Hamm Inc., who will assist in handling the colgate - Palmolive - Peet account; Adolph J. Toigo, formerly research director of John H. Dunham Co., and Lester S. Danzinger, formerly with the Lye Association, New York research company, both of whom will work under Dr. Lyman Chalkley, director of research. James S. Adams, formerly vice-president and general manager of the agency, has been elected executive vice-president.

Heinz Renews, Expands

H. J. HEINZ Co., Pittsburgh (food products), will renew its contract with CBS on Aug. 31, at the same time expanding its daytime broadcasts from three morning half-hours to two half-hours and three quarter-hours a week. Nature of new program and exact time schedule not yet settled. Mazon Inc., Detroit, is the agency.

GEORGE DRAWSOLL, former special events engineer of WHAL, Rochester, has been appointed technical representative and wholesale distributor to Western and Central New York State and Southern Ontario for Presto Recording Corp. He is touring the area with a sedan equipped with a recording installation capable of handling 16-inch discs and transcribing them for broadcast purposes.

10th Anniversary on Air Is Observed by WTMJ

With its new 400-foot antenna tower and Western Electric transmitter nearly completed, WTMJ Milwaukee, on July 25, celebrated its tenth anniversary with an open house and all-day program presented from an outdoor studio at the transmitter on the Bluemound Road, 12 miles from Milwaukee. The entire staff participated and visiting former station favorites included John Dunlevey and Louis Isen, now with NBC in Chicago, and Merle Blackburn, now with WCML, Chicago. Recorded greetings came from Stan Morner in Hollywood and Jack Turner, with ABC in Chicago. Gov. Philip LaFollette was one of the speakers in the program which included a 45-minute review of outstanding WTMJ programs and an illustrated chronology of WTMJ’s progress. The new tower and transmitter were in place for the visitors to see, but they will not be ready to go on the air until latter August.

Fagan Leaves CBS Sales

Show at Home

MOUNTAIN VIEW Dairies, Long Beach, Cal., (dairy products), which sponsors Hal Nichols and His Mountain View School Kids six days weekly on KFOX, that city, gives away free radio scripts as a promotion tie-in. Quarter-hour live talent program is directed primarily to school children and listeners are informed that they can secure a copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the commercial announcements and sound effects. Attention is called to the fact that listeners can produce their own program at home, then turn it into the actual broadcast of the show at a later date and compare production idea with those of the station. Idea has taken on with a decided increase in sales. Max Becker Adv. Agency, Long Beach, has account.

New Names for FCC

(Continued from page 12)

opments is viewed as an unquestioned effort on the part of the Administration to clean up the communications regulatory structure and to bolster it in every possible way. In so doing, the Administration evidently has in mind that it would obviate or at least minimize the demand for a Congressional investigation of one of the New Deal agencies which has been under almost constant fire during the last two years.

Should Comdr. Craven or General Counsel Gary win appointments on the Commission itself, there would immediately arise the necessity for filling their staff positions. Lieut. E. K. Jett, USN retired, assistant chief engineer in charge of telegraph, is generally regarded as a logical successor as chief engineer. For the general counselship, it is reported that Mr. Wheat, if he is not appointed to the FCC, would be chosen, although close friends have indicated that he is not interested in that post.

Reactions in Congress

Reverberations on the FCC situation developed almost daily in Congress. During debate July 29 on wages and hour legislation Senator Borah (R-Idaho), in a colloquy with Senator Barkley (D-Ky.), remarked that "if the Communications Commission continues along its present course, I certainly would abolish it without the slightest hesitation."

On the same day, Rep. Wigglesworth, (R-Mass.) broke loose in the House with a renewed plea for an investigation of broadcasting as proposed in the Conrey Resolution, and supported the views advanced July 19 by Rep. McFarlane alleging monopoly and improper practices.

EDWARD K. CABGILL, president-manager of WMAZ, Macon, made his first solo airplane flight July 17 and is now using the slack summer season to attain the 50 hours necessary for a private pilot’s license.
SUMMER COURSES IN RADIO
Many Colleges Offering Instruction During the Warm Season in Broadcast Technique

Unusual activity in radio teaching, among the colleges and universities this summer, with more than a score offering courses not only to undergraduates but to instructors who are preparing to teach radio technique during the regular semesters. This summary of the courses being offered and the instructor-teacher-credit system is reprinted from NBC's "Educational Bulletin."

FROM the Atlantic to the Pacific, in the Great Southwest, in the Rocky Mountain area, on the fertile plains of the Midwest, in nearly every area of America, "radio wave" and incidental courses begin this summer. Staffed by college instructors with practical radio experience, these courses will train for greater and more intelligent production and writing of radio, as the creative faculty and a widening of broadcast experience.

At New York University, the Radio Workshop is giving its fourth session this summer under the direction of Philip Cohen, who has been associated with the General Radio Education Project. At Teachers College, Columbia University, Dr. Cline M. Koon, specialist in Radio in the U. S. Office of Education, will give his course in Aural Education, now in its fourth year. At Louisiana State University, Dr. Harley Smith (in absence) is himself in training at the NBC, preparing for an active year, beginning September 1937.

Courses in the West

Moving westward, we find Waldo Abbott, the new Handbook of Radio Broadcasting is being widely accepted as a text, giving six courses this summer at the University of Arizona, with Paul C. Reed, who has carried on those most interesting current events programs at Rochester, carrying on radio courses at Northwestern University in Chicago. At Champaign, the University of Illinois is continuing its series of radio courses under the direction of Joseph Wright. George Jennings, production chief at WLS, is NBC's Radio City studios in training this summer.

Course offered at WSYU-WSYR will carry on his courses at Syracuse University as usual. Sara Lowrey is training young aspirants at the University of Texas, while Ben Darrow, newly-appointed educational director at WLS, is at Southern Methodist University, Dallas, this month, going over to Austin for University of Texas courses in radio next month.

At Ohio State University, ten courses in radio are being offered this summer under the direction of Harold Tyler, who has ably edited the Ohio Radio Announcer this past year. At the University of Wisconsin, consin Madison, training is being offered by Dr. H. L. Ewbank in conjunction with practical experience at WIA under direction of Harold McCarty, manager of that university station.

Drake University in Des Moines offers a four-week course under the direction of Edwin Barrett, while William Duffy is carrying on a study of radio at the University of Wisconsin, at La-fayette, Ind., the director of radio in the Indianapolis Schools, Blanche Young, is offering courses under the auspices of Purdue University.

Wayne University, the municipal teaching institution of the county in which Detroit is located, offers work under Garnet R. Garrison. At University of Minnesota is Dr. E. S. Reeman, University of Minnesota, has acquired the fine broadcast experience of E. W. Ziebarth.

Further west, King Whyte is carrying on work for the University of Arizona, while Dr. Cline M. Koon, is conducting a series of lectures at the University of Wyoming, prior to going East to Columbia.

Missoula, Mont., will gain from the experience of Marguerite V. Hooe, who is offering courses for university credit at the State University.

On the Pacific coast, we find Dr. Grayson N. Kefauver, who handled the NBC American Educational Forum out there this past year, offering a comprehensive course built on his experiences.

At Washington University, a faculty to give courses in radio broadcasting has been assembled by Philip Jacobsen, which will give this year adequate work in both the theory and practice of broadcasting.

These and many more, undoubtedly, which have not yet reported, represent a great upswing of interest in radio-broadcasts and become particularly impressive in light of the fact that the summer session is being utilized for such work, thereby attracting many teachers.

Dr. Franklin Dunham, educational director of NBC, has been engaged as special consultant to the music education department of North Western University and also in the courses on school public relations at Teachers College, Columbia. He served in the past months on the radio education boards of many of the projects now being carried on in every section of the country.

CBS Language Expert

DR. W. CAPEL GREET, editor of American Speech Quarterly and Columbia University authority on languages, has been appointed to the CBS radio network. He is making a systematic study of the speech of the network's announcers and other regular speakers and holding individual consultation with each. He was a member of the editorial board of the San Francisco Chronicle while in the Army and from and in the halls and offices into the voices of all CBS broadcasters.

MARY MARGARET BANNING, daughter of novelist Margaret Culkin Banning, joins NBC audience mail division in New York as a correspondent, effective Aug. 1. She is a Phi Beta Kappa from Vassar, Class of 37.

Freedom Claimed

FOR British Radio

Sir John Reith Asserts It Is Free From State Control

THAT British broadcasting, though controlled by the government, is free from state control and is not mouthpiece of the party in power, Sir John Reith, director general of the British Broadcasting Corp., speaking of the relationship of radio news before the recent Empire Press Conference in London. At the same time, Mr. John took a left-hand slap at competing broadcasting in intimating that it might be controlled.

He said:

"What is the meaning of freedom? It wants definition, and I doubt if there is any freedom which is not conditioned, whether by local, national, or world conditions. By what else than by the state? Is there not freedom at the same time conditioned by moral responsibility? Is every possessor of a great power and influence conditioned by its responsibility? Some of them may be, but some of them don't give much evidence of it. Anyhow, freedom wants defining."

"You mean you are independent of state control. Well, so is broadcasting. Is he more responsible for his freedom of the BBC is curtailed; it is in black and white in the chart. Are there more responsibilities than others? All the over, I'm sure, something which it does not want to do by government orders, the BBC does.

"In Germany, Russia, and Italy, broadcasting is a mouthpiece of the government and is in the hands of the government. Said Sir John, "the censored press and a controlled broadcasting system may mean loss of news. But there are other forms of control. I suppose it is possible to have a consensual control, which produces something like the same sort of result— in general effect."

Discussing the broadcasting of news bulletins, Sir John asserted they merely give a taste of the news. It is absurd, he said, that any one outside London in reach of a newspaper is going to be satisfied with the Empire news bulletin that is given.

Dr. Stanton's New Duties

DR. FRANK N. STANTON has been appointed manager of the CBS market research division and will take over many of the routine duties heretofore handled by John Petrie, recent new member of the network, allowing Karo to spend more time on creative work. Dr. Stanton came to CBS about two years ago as assistant professor of the University of Texas, where he had done research on the strength of eye vision under conditions of color.

JAMES W. BANNERT, chief of the Press-Radio Bureau in New York, or Aug. 16, will finish Petrie in the job of his choice. Home contest as the best country newspaper's correspondent of 1897, over the National Tribune, Petrie, died in a general store in Opal, won $20 for the next trip to New York and Washington.

ALLIE LOWE MILES, in the course of 350 broadcasts of her women's club, has obtained from Newark, has received more than 300,000 pieces of mail. The tri-weekly broadcasts, which participation is increasing, are now in their third year of WOR.
Almost everyone overnight became an owner of a radio broadcasting station and they knew as little about their medium as the prospective purchasers of their service. Therefore, it was easy to understand why so many hard-boiled business men became impresarios of their nightly. Even the hardest-boiled of them all—the ones who never could be talked into becoming an angel for a Broadway show—insisted on becoming an angel for a radio show.

He knew exactly what would get their results, and he knew exactly what the people wanted. He thought he did. And he knew his borse who owned告诉他 that he was convinced that he knew how to cater to the whims of an enter- tement-seeking public. He overlooked the years that were spent in the study of this phase of business by people who knew the vaudeville, dramatic and musical shows and motion pictures. His company had a lot to learn, and they learned it. But the business man knew all this, and very complaantly jumped the hurdle of their experience as meaning nothing at all.

What I really wanted to talk about was that the doctor said you had tuberculosis. If you had tuberculosis, you would not look like some calm person, but you're wrong. I have what is known as the pikep, and what I have is entirely different. For instance, you don't say that. You take that the doctor tells you as au- thentic because you don't know much about the human body and he knows something about it—and you're sick and something's got to be done about it.

The Never Learn

But radio programs! We must go through talking about what used to happen. If you think it's different today, you just don't know anything. People in the radio business who have been with it for a number of years and made a study of it know it quite a few of them—are called in by an advertiser who wants to do some radio advertising. He believes that radio experts the symptoms the same as he would to his doctor, and the expert asks a lot of questions and studies the case very carefully. He makes his diagnosis and then writes out the prescription.

And here is where the simile ends! The patient starts to tear the prescription apart because he is sure that it's wrong. He is sure it's wrong because of his experience and that of his wife and aunt Tilly tell him so. He has not learned, what the radio experts know—that personal opinion means nothing. The advertiser blithely goes ahead, ignores all suggestions and then sits back and waits for results. And what a wait! As a matter of fact his grandchildren will still be waiting, but occasionally a radio expert runs into a mild-minded advertiser who doesn't know anything about radio and who is foolish enough to take the expert's advice. He, too, sits back and waits, but he doesn't have to wait long. His results come quickly, and they are measured in sales and the clutter of the cash register and the hum of the factory that is busy every day.

**KMPC**

"The Station of the Stars"

The Most Talked of Station in Southern California

17 new program features

inaugurated in past two weeks

G. A. RICHARDS
President

KMPC

LEO B. TYSON

President

Beverly Hills, Calif.
GETTING TAXPayers’ Money

Tax Supervisor in North Carolina Spreads His Message Successfully by Radio

Once each week in April Mr. Hudson delivers his 15-minute talk, reading the North Carolina law on listing taxes, citing various points of public misinformation and misunderstandings involved. He carefully goes into the limits of exemption for household goods, illustrating each point in graphic form so that the unlettered citizen can readily understand just what is to be done, how it is to be done, and where he is to report to list this property. There are five such short addresses each April.

The second attack is through 50-word spot announcements every night in April. On the last day in the month short hourly announcements warn the public that the available time is rapidly expiring and urge that immediate response be made.

Results That Count

That is the simple but effective Hudson program through the air. It brought results from the first. In the last four years the number of returns made by Guilford county taxpayers increased 16.5 percent. There were 16,000 listings the previous year.

The big advance was in personal property. Of course, since real estate can not well escape attention. The total of personal property listed for taxation in Guilford county in 1932 was $22,000,000. In 1936 the aggregate had risen to $36,000,000. In 1937 Mr. Hudson is confident that this year’s total will be another $5,000,000.

He will not think this increase has come from merely scaring the taxpayers by radio and scaring them into making returns. He is convinced that there are many thousands of citizens who do not realize their responsibility and do not know they are evading it. In instances after interviews his assistants have been approached by taxpayers who admitted they had not listed their property and would not have realized their duty to do so, unless they had listened in to the frank explanations over the radio.

During the peak days of the listing period, Mr. HUDson and his assistants buttonhole several hundred taxpayers and ask them what caused them to respond so promptly. They have found that in a large proportion of such cases, the radio reminders had been the sparkplug that brought action.

One of the most pleasing features of the publicity over the airwaves has been the lightening of the burden which in other years has been so overpowering on the last days of the month. To illustrate, in the last week of April 1,800 Guilford taxpayers listed as compared with 3,600 on April 30, 1938, and that tremendous increase in larger numbers on the last day of preceding April.

Mr. Hudson ungrudgingly gives credit for these advances, but he points out that he has continued his other forms of advertising without cessation.

That’s the picture as to tax listing. And the point is immediately presents itself that broadcasting would undoubtedly prove as effective in the spurring of taxpaying as it has been in the listing of them. Hudson is not concerned with the field of collecting taxes, but he feels that radio public service is as badly needed there as in his own province and that tax collectors in the future are going to be found in steadily increasing numbers addressing pertinent and timely appeals to taxpayers for the prompt payment of ad valorem levies. It opens up a vast new field for public information and a corresponding large one for development by progressive radio time salesmen.

There is already plenty of evidence that others are following the pioneering work over WBIG. Radio waves stop at no county or state boundaries. Tax supervisors from every part of the nation have written Mr. Hudson and asked for the explanation of his publicity methods. He is a member of the National Association of Assessing Officers. At last year’s convention in Detroit he was asked to make a keynote speech, outlining his radio publicity methods. The waves were plainly marked for the progress and profit of other tax assessing officers, of other broadcasting stations.

The proportionate cost is slight, he says. The appeal reaches those individuals who would otherwise be touched and public cooperation is assured.

PETER DOELGER BREWING Corp., Harrison, N. J., has appointed Leonard F. Winston, New York, to place the radio advertising for Doelger’s First Prize Beer. Company is using five announcements daily on station WGR, Buffalo, and a twice weekly musical program in German on WBNX, New York. Through a tie-up with the Buffalo Guild of America, the sponsor is offering booklets on various radio points free to listeners requesting them.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P.M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & PETERS

28,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

KOMO
SEATTLE
5000 Watts L.S.  WASHINGTON
NBC Red
National Representatives — Edward Petry & Company

KJIR
SEATTLE
5000 Watts
NBC Blue

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

KVO "THE VOICE OF OKLAHOMA" — TULSA

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www.americanradiohistory.com
DEMANDS GIVEN RECORDING COMPANIES

1. Dubbing of records is prohibited.
2. Records must be registered with AFM and cleared by AFM before usage.
3. Musicians will no longer assign rights for use of master records to recording companies.
4. AFM members will not work at any place where records are used unless agreement exists between employer and union.
5. Making records by lines from broadcasting studios or off the air is banned.
6. All recording companies must be licensed by AFM and no records can be used without consent of local union.

Invitations called for the phonograph record companies to attend meetings July 26 and 27, at which time a tentative agreement was made. The meeting was held at the AFM convention, and the transcription companies were to meet August 2 to discuss further.

Weber's Viewpoint

Since July 25 the executive council of the musicians' union had been holding daily meetings in New York to discuss the conditions of the phonograph record companies. The musicians wanted guarantees of employment, but the companies were not willing to agree to this. They wanted to continue to use the same number of musicians as before.

Point of view of the musicians is that they can only be protected from the large companies by creating competition with their own services. When that competition comes, they will be able to demand better terms.

Licensing Proposal

Another demand of the musicians was for a form of licensing of recording companies. They want the same rights that copyright companies have, which would make it unlawful for any company to use their music without the permission of the musicians. This would help to eliminate the major companies from doing business with the musicians.

Joseph N. Weber, AFM president, stated at the beginning of the meetings that the musicians should have a voice in the industry. He believes that the musicians should have control over their work and that they should be able to set their own rates.

Questions regarding the board meetings on July 25 will be answered at the next meeting. The musicians are not satisfied with the results so far and are planning to continue their fight for better conditions.

DOWN UNDER—The ACORT, Argentine radio organization, checks broadcasts of Buenos Aires stations with Ediphone wax cylinders, which are then transcribed. The service is used by stations and advertisers as a check and it is a precaution necessary because of the uncertain copyright situation. ACORT has recorded and broadcast equipment and acts as sales agent for American transcription companies.
HARRY SHELBY, formerly of KMTR, Hollywood; Leo McConnell, Los Angeles, and H. C. Romero, Mexico City, have joined the technical staff of XERB, new 25,000-watt broadcasting station at Rosarito Beach, Lower California, Mexico, scheduled to start operating with a series of tests Aug. 15. George Berger, construction and supervising engineer, announced the appointments.

CARL DRUMMILER has joined the technical staff of KVOR, Colorado Springs.

ORIN MILLER, assistant in the Omaha traffic and accounting departments of Central States Broadcasting System, has taken over new duties as transmitter engineer for KOH, Omaha. He has been replaced in the office by Lois Farnady.

MARTY ADAMS, NBC engineer, recently returned to the San Francisco studios from Canton Island in the South Seas, where he spent several months with the National Geographic Society-Navy Eclipse Expedition.

WENDELL ROBERTS, assistant engineer of WAIM, Anderson, S. C., is the father of a baby girl born July 18. She is named Cecile Barbara Sharon Roberts, all family names, and will be rolled CBS Roberts in commemoration of the station's affiliation of July 18 with the network.

SCOTT BLEDSOE, former engineer of KYFY, Lubbock, Tex., has been appointed chief engineer of the Phialus Radio Broadcasting Co. With headquarters in Amarillo, he will be in charge of KYFY and KGNC, Amarillo.

JOHN AIKENHEAD, chief engineer of WADC, Akron, Mrs. Aikenhead and Mrs. Allen T. Simmons, wife of the owner of WADC, sailed July 17 on the Orienta for a cruise in the West Indies. They are due to return early in August.

ART PECK, formerly field engineer of KSST, St. Paul, has joined WCCO, Minneapolis, as an operations engineer. Ross Person will be transferred from WCCO's master control board to the transmitter.

LEO P. YODER, Purdue graduate, has joined WQIO-WGL, Fort Wayne, as engineer, coming from WCAE, Pittsburgh.

GLENN THAYER, new engineer of WOWO-WGL, Fort Wayne, on July 1 married Miss Betty Van Campen of Grand Rapids.

PAUL VAN DEUSEN recently joined the engineering staff of WADC, Akron.

R. O. THATCHER, of NBC's technical service department, arrived in Philadelphia July 15 to supervise construction of the new KYW studios at the Walnut St. Foundations were already in place and building and steel work started the week of July 19.

CARL CHRISTIANSEN, technician at KYA, San Francisco, recently received his final papers of American citizenship. He was a Danish subject.

WILLIAM G. GROVE has been added to the technical department of KGBC, San Francisco.

DALE E. PHILLIPS Jr. has joined the technical staff of WCAE, Pittsburgh.

H. J. BUCKLEY, formerly chief operator for Northwest Airlines, Chicago, has joined the engineering staff of WGN, Chicago.

WARRIN J. STEVENS, former control operator at the Statler Hotel, Malden, Mass., has joined the technical staff of WGBH, Boston.

GETS HAT — George McElrath, NBC operating engineer in New York, was presented recently with a high-capacity hat by the Black hills Roundup Committee. Mrs. McElrath received a silk neckerchief.

PATRICK F. SIMPSON, formerly of WNEW, New York, has joined the technical staff of WHN, that city.

DON McILWAIN, former police department radio operator at Little Rock, Ark., has joined the engineering staff of WGY, Schenectady.

PRINC M. KING, formerly of WEHL, Buffalo, has joined the engineering staff of WJTN, Jamestown, N. Y.

F. E. STAHL, engineer of WRC, Washington, has been promoted to the rank of Lieutenant, J.G., U.S.N.R.

T. W. MILLER, formerly of WGR, Buffalo, has joined the technical staff of CCLI, New York.

GEORGE ROBINSON, assistant supervisor at the WJR transmitter at Cartersville, N. J., is the father of a baby girl born July 26.

WILLIAM KLINEK, Berry Berg and Larry Flavin have joined the engineering staff of WJJD, Chicago, former assistant chief engineer at WGB. Flavin has been promoted to chief engineer.

DONALD ABBOTT, formerly with WEAN, Providence, and WQAR, New York, has joined NBC New York as a studio engineer.

CHARLES BUTLER, NBC-Chicago, has been elected chairman of the ATE, Chicago engineers' association.

ROBERT BIGWOOD, formerly chief engineer at WCAX, Burlington, Vt., has joined the studio engineering staff of NBC in New York.

LEROY NURS has joined the technical staff of WIP, Philadelphia.

TED NOLEN, NBC audio facilities engineer, is the father of a baby boy.

CBS Starts Tests

INTERNATIONAL SHORT WAVE tests for the purpose of measuring the effectiveness of directional antennas were started July 15 by CBS in collaboration with BBC [Broadcasting, July 1]. Intensity of signals directed toward and away from observation posts in Buenos Aires and in Brussels are measured and compared by engineers of the International Broadcasting Union, under whose auspices the project is being carried out. Final results will form the basis for recommendations to the International Radio Conference meeting in Cairo next year.

BROADCASTING • Broadcast Advertising
COLLINS 20/300 SERIES BROADCAST TRANSMITTERS
FOR POWERS OF 100 TO 1000 WATTS

The owner of a broadcast station is interested in one quality above all others in his transmitting equipment, and that is its ability to stay on the air. Uninterrupted service day after day and year after year means more to him in dollars and cents than any other feature of his technical plant. The Collins Radio Company has considered this fact of utmost importance in building the 20/300 Series Broadcast Transmitters. Over a period of years it has followed their operation in the field and has overlooked no opportunity to build in greater dependability. The record of field service of the 20/300 Series Transmitters is remarkable. The Collins transmitters of this series have a combined field operating time totaling nearly half a million hours and the number of component failures in service have been so few as to be practically nil.
Decisions

JULY 20

APPLICATIONS GRANTED:

WTRG, Norfolk, Va.—Temp. auth. directional antenna.

WJZ, Baltimore, Md.—Dir. antenna.

WICG, Ashstuba, Va.—Mod. CP change equating 1500 kc.

MISCELLANEOUS—WHFT, Allentown, Pa.; granted pet. interferes with station.
What Goes Up...

WHEN NBC dedicated the new studios of WRC and WJIL in Washington, D.C. on July 22, 1937, the initial time schedule was revealed. This new station will be called WNWO, Winona, Minn., 100 watts daytime and 400 watts nighttime, with a transmitter located 13 miles south of the town. WNWO is scheduled to begin broadcasting on August 15, with all equipment ordered from Westinghouse Electric, according to M. H. White, business manager of WNWO, Republic-Winnipeg, and one of the partners in Winona Radio Service, Inc., operators of the construction permit. Personnel has not yet been selected.

COMBINED new studio and transmitter building of WJRL, Caddo, Ala., ultra-modern in design, is expected to be in operation any day. On Aug. 1 construction of a new vertical antenna began.

TWO new portable range shortwave transmitters are being built out by Harold Singleton, chief engineer of KGW-KEX, Portland, Ore., for special events.

COMPLETION of the 854-foot vertical tower for WJR, Baton Rouge, La., will be announced by A. 1.

WHITFORD DRAKE, president of Electrical Research Products Inc., New York, after four weeks in Hollywood, is having a conference in New York at the time of this writing. Drake attends the opening of the West Coast Conventions, July 28. He was in Hollywood to inspect Epri's new plant additions at Romaine Street, Los Angeles, where the company's West Coast activities are centered. The new plant is being erected at a cost of more than $250,000.

WESTERN ELECTRIC has issued its new 104A, 105A and 106A series of amplifiers, and takes up the new 110A program amplifier, and the third describes the new 218 input equalizer, which is being tested in the Transus Building, when the operators ride channel gain by means of the main gain control.

RCA Mfg. Co., Camden, N. J., announces its new portable Palm Beach—Palm Tower, for 1937, and Leitch, technical supervisor of WCAU, announces that the new portable tower will be located atop a downtown building, will operate with 100 watts on four frequencies and have a ceiling of over-operation within a radius of 25 miles.

WBCA, Philadelphia, has begun construction of its new high-frequency station, WBCA, in August and expects to start operation early in 1538. John G. Leitch, technical supervisor of WBCA, announces that the new tower will be located atop a downtown building, will operate with 100 watts on four frequencies and have a ceiling of over-operation within a radius of 25 miles.

VGX, Sehnechany, has begun construction of a new modernistic studio building, with completion required by the fall. The new tower will be located atop a downtown building, will operate with 100 watts on four frequencies and have a ceiling of over-operation within a radius of 25 miles.
Golfers on Clock—I Like Magazine—Travel Help

MERCHANDISING & PROMOTION

Oxydol—Sky Smoke—Milk Screen Tests—Milk Jingles

MARSHALL FIELD & Co., Chicago store, capitalized on the $10,000 Chicago Open golf tournament won by Gene Sarazen by interviewing famous golfers on the store’s morning Musical Clock broadcast and offering them a chance to win a gold watch. The program, titled The Market Basket, is a participating program with 12 sponsors. Each daily driveing the broadcast either the owner or a clerk of the sponsor’s establishment goes to the radio studios and reads a spot and an introduction to the woman listener to telephone KYBS the name of the clerk and the place of business. The market basket filled with $1 merchandise orders from each of the department stores.

Since the inauguration of the program women have been pouring into the stores of the firms mentioned on the Market Basket to learn the names and voices of the clerks and managers.

HORRIBLE SUGGESTIONS
BORDEN’S FARM PRODUCTS Co., Inc., New York, will bring Borden’s Special Edition back on WEAF Sept. 10 following a month’s layoff. Program, advertising milk, cream, and other dairy products includes the delivery of a half-hour radio newspaper for women. A printed tabloid newspaper going to women requesting it, has attained a weekly circulation of 300,000. Program is written and produced by the New York department of Erwin, Wasey & Co., Inc. New York.

WJEJ, Hagerstown, Md., is offering 52 quarter-hour periods to local merchants as the prize for the best program idea submitted. The contest is open only to merchants. It was started at the same time a $2,000 prize was awarded to the store department store, and is said to have offset objections to the new scale.

LONGINES—WITTNAUER Co., Inc., New York, has placed metallic counter plates in jewelry stores offering any $12 watch as the prize for the best idea. The idea is appropriately illustrated.

WHOY, Dayton, is placing two-colored streamers on all local taxi cabs suggesting that there is “Always a Good Show on WHOY at 1260 on Your Radio Dial.”

WOAI, San Antonio, has issued a 24-page promotion booklet titled News, which covers every phase of the WOAI news department’s activities. Members of the news staff are shown, along with the booklet being literally illustrated. Sections are devoted to special events, timely interviews, personalities, human interest editing, local news and publicity, each being appropriately illustrated. Mail and sponsor materials are included.

Upon completion of the brochure members of the News staff began a friendly rivalry to see who could garner the most mail from various types of offers. Ken McClure offered a booklet on traffic safety. Pat Flaherty, sports editor, offered a baseball book. Leon Bender offered a booklet on foreign program dealing with women’s news.

POSSIBLE ENTRIES on the Union Pacific’s crack train “Portland Rose” are greeted like this as the train gets within 30 miles of KIDO, Boise, Mont. “And we play the following brief interlude of music especially for passengers of the “Portland Rose” that are friendly welcome to the city of Boise.” Passengers are urged to visit the Howard Platt Gardens surrounding the Union Pacific Depot.” The idea is a builder of good-will among passengers.

BARNETT’S MILLINERY STORES, Chicago, is offering a chance for an RKO screen test and a trip to Hollywood with all expenses paid to winners of its Amal- gia contest, being run by WJEJ, Los WIND, Gary, July 30. The outstanding amateur selected by the end of August will be given a two-week trip to the RKO studios for the Carnival of Lakes and an opportunity to participate for the grand prize. Winner will be chosen in contest with RKO pictures. In addition, cash awards are being offered the winners as well as sets for the coming Carnival of Lakes, a feature of the Chicago Charter Jubilee.

GLORIOUS Malted Milk
corp., Racine, Wis. (malted milk) started a four-week jingle contest for KIDG in Des Moines, Iowa. The contest is to submit a jingle of 10 seconds, with copy, the company’s last line to a jingle read on the program with a top rate prize of $500. Second prize is $350 for the powder or tablet form. Judges in the contest are Dr. Lyndon O. Irwin, head of the Northwestern University (M.D.) department of radio advertising department, and Esther Schultz, radio director of the Chicago Tribune. The Chicago Sun-Times and the Chicago Times, Chicago, is the agency.

EMPOWERED REGISTRATION
CIRCUMVENTING the U. S. postal requirements that the name of the sender must appear on each envelope to 1325 national advertisers and advertising agencies. Twelve books, wrapped in colored paper and containing the station’s advertising message, were mailed to each individual on the list. Simultaneously the booklets were mailed at random specifically during the year. The Yankee Network also has made a match mailing using asbestos boxes.

ORELLI NDJUS, manager of WNEW, New York, is encouraging program suggestions from station employees on programs it may consider for any ideas good enough to try out on the air. Stressing the company’s idea is the effort to provide variety for the viewers who may be getting tired of a particular show. One of the ideas being considered is the old Western novel which is traced through the air by the “Stone Age Man” series. The program would stress the group’s idea of family values and the entertainment value in the format.

WKBW, Dubuque, has published a weekly 72-page catalog for the entertainment market and trade data covering that market.
MORE LISTENING

4,500,000 auto radios have added, not only to the number of radio listeners, but to the number of listening hours.

WLW's 500,000 watts enables advertisers to cover more miles of highways than any other station in America.

THE NATION'S STATION
—a money-saving 5 kilowatt transmitter

**CUTS POWER COSTS NEARLY IN HALF**
Save up to $3,000 a year! Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

**COMPLETELY AIR-COOLED**
Use of new RCA air-cooled metal tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

**LOW AUDIO DISTORTION**
Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier and noise level. Feedback is stable. No critical settings.

**LOOK AT THESE OTHER NEW FEATURES!**
Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightning over-load protection, air interlocks for power tubes, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, simple circuits—easy to keep in perfect adjustment, design thoroughly tested under service conditions.

**WRITE ANY OF THE OFFICES BELOW TODAY FOR FULL TECHNICAL DETAILS**

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