POWERED FOR THE JOB

Sweeping across the fertile prairies, merchandise is carried swiftly, surely and ECONOMICALLY to its destination by equipment powered for the job. And for the vital responsibility of carrying sales messages to the midwestern customers who are ultimately to purchase this merchandise, radio advertisers find that the powerful facilities of Station WHO, are similarly swift, sure and ECONOMIC.

CENTRAL BROADCASTING COMPANY
J. O Maland, Mgr.  Des Moines, Iowa

WHO-Des Moines-50,000 watts
• With a half-million more acres under cultivation and a 20-million-dollar small grains crop already in the bin, indications are a record year for “sure-crop” Colorado agriculture. Farm experts are forecasting a return around the $200 million - dollar mark for the 1937 crop.

Present peak buying will continue this fall and winter throughout the Denver-Rocky Mountain region . . . and KLZ, entrenched in top place with listeners, is in a strong position to exert a vital influence on behalf of your product in this big, able-to-buy market.

KLZ Denver
Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative
E. KATZ SPECIAL ADVERTISING AGENCY
"Don't fire till you see the whites of their eyes!"

At Bunker Hill, Colonel Prescott did not have to explain that a volley at short range would have a more devastating effect than long range sniping. His men knew they couldn't miss a big target, close up.

Like the men at Bunker Hill, you are aiming at a mass formation in every New England major market. You can't miss if you are close enough to the target.

It is the function of the Colonial Network to bring the big targets into close range — 15 of them. Each station covers an important retail center where nationally advertised merchandise moves across the counters in large volume.

The network strength of Colonial's 15 stations is a powerful medium for mass appeal to create volume sales for you in these same markets.

Colonial stations also provide lower-cost access to this widespread area and a greater choice of desirable time.

Choose the Colonial group. Bring your entire New England market into close range economically.

The Colonial Network

21 Brookline Avenue, Boston, Massachusetts

Edward Petry & Co., Inc., Exclusive National Representatives
THE COMPLETE CATALOG OF RECORDING SERVICE FOR AGENCIES, ADVERTISERS AND STATION OPERATORS

Ready for your permanent files and available on request, this catalog gives complete information on transcription programs for radio broadcasting—answers many questions about effective spot broadcasting.

WRITE TODAY FOR YOUR FREE COPY

NATIONAL BROADCASTING COMPANY
ELECTRICAL TRANSCRIPTION SERVICE
RCA BUILDING, RADIO CITY, NEW YORK
MERCHANDISE MART, CHICAGO

A RADIO CORPORATION OF AMERICA SUBSIDIARY

Page 4 • August 15, 1937
There will be Tudor Plate on tables in thirty-four American cities this Fall because of a program in the Fall of 1936 over WGR, Buffalo, and KSTP, St. Paul. WGR does not claim coverage in half of those thirty-four cities (despite new, ultra-modern equipment and the highest vertical radiator in New York State). Here's the story:

"Peggy Tudor" was first heard by Buffalo and Minneapolis-St. Paul listeners in a test campaign to determine whether daytime radio could sell medium-priced silver plate. Retailers were invited to the WGR studios to hear "Peggy Tudor" and to see the line of Oneida Tudor Plate. They were enthusiastic about both.

The public was equally enthusiastic, and the sales curve in the test markets began to climb. The radio schedule that started with service for two goes to service for thirty-four this Fall.

Success of the thirty-four station campaign is a foregone conclusion. "Peggy Tudor" has been thoroughly tested over an ideal test station in a natural test market, WGR's daytime audience is quite willing to serve as the laboratory material for your test this Fall. We'll wrap it up and deliver it in any package of time that you suggest.

P.S. Yes, Batten, Barton, Durstine and Osborn have schedules all set. Please don't call them or us about the list.
A cheerful willingness to spend money for worth-while products is characteristic of the South Texan. No hoarder, he, and now that wages are up and work is plentiful, he has plenty of money to spend... and he's spending it. Many of his purchases are influenced by what he learns from KXYZ or KRIS—no matter where he is located on the Gulf Coast, it's dollars to doughnuts that one of this fast-moving duo is his chief reliance.

... and, back of this constant influence that reaches into practically every home in one of the Nation's most prosperous sections, there is a merchandising service that, through frequent contact and a feeling of mutual confidence, operates to keep dealers actively, personally interested in the products we "go to bat for"...

We have said in former advertisements "These stations are interested primarily in creating Advertising Value for the buyer of station time." It is this dominant interest, recognized and appreciated by advertisers, that has made our amazing growth possible... and that has enabled us to score decisively in every case where effective merchandising could be brought into the picture.

An attractive combination rate puts both these stations, and two complete merchandising units to work at one small cost.

NATIONAL REPRESENTATIVES
Graham A. Robertson
Chicago       New York

KXYZ • KRIS
General Offices
GULF BUILDING       HOUSTON, TEXAS

ASK US FOR THE INFORMATION YOU NEED ABOUT SOUTH TEXAS

..... We Know the Gulf Coast
Given mediums such as WBZ and WBZA, serving the largest concentration of purchasing power in New England, and your program becomes a magnet for sales. Records prove the response WBZ and WBZA attract.
"Take some letters, Miss Schmutz!"

STOP, Miss Schmutz! — if they're call letters you're taking, we can help you make a good selection!

First, because we know exactly what station in every part of the country can do the best kind of job for your particular product.

... Second, because we know what times are best for you in each section....

Third, because we have a pretty good idea of what programs are most effective for products in your classification. And remember that all those factors vary from season to season and from year to year.

So let us help you pick your stations. Naturally enough, we'll hope that all our list will meet your needs. But if they don't, we'll tell you ... and ten to one you'll be glad you called us in. How about it?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4333

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WHO  Des Moines  WGR-WKBW  Buffalo  WHK-WJAY  Cleveland  WHKC  Columbus  KMBC  Kansas City  WAVE  Louisville  WTCN  Minneapolis-St. Paul  KOIL  Omaha  KOIN-KALE  Portland  KSD  St. Louis  WFBL  Syracuse  KOL  Seattle  WSCG  Charleston  WIS  Columbia  WOC  Davenport  WDAY  Fargo  KTAT  Fort Worth  WDRC  Hartford  WNOX  Knoxville  KFAB  Omaha-Lincoln  WMBD  Peoria  WPTF  Raleigh  KVI  Tacoma  KTUL  Tulsa  WKBN  Youngstown
Thorough Senate Radio Probe Seen Certain

White Resolution Gets Favorable Report; President Considering Many More Names for FCC Vacancies

AN ALL-INCLUSIVE inquiry into the radio regulatory structure, involving top personnel of the FCC and striking at the roots of the law under which it functions, now appears imminent as a result of activities on the Washington scene during the last fortnight.

With two appointments on the FCC to fill existing vacancies expected momentarily, another Congressional manifestation of attitude toward radio and the FCC developed suddenly on Aug. 11 when the Senate Interstate Commerce Committee reported favorably the sweeping White Resolution (SRes-149) for a “fact-finding” inquiry into all phases of broadcasting and communications practices and regulations.

Unless Congress adjourns post haste, the resolution [BROADCASTING, July 15] will be passed and the joint bills presented by the Senate or House Commerce Committee, or both, will come before the Congress in January. A fund of $25,000, to defray investigation expenses, and to compensate special counsel, is sought.

Looking for Business Man

At the White House it was announced that President Roosevelt has before him several dozen names as prospective appointees to fill the two vacancies existing on the FCC—one of them the chairman, vacant by the death last month of Anning S. Pratt. That he is searching for an outstanding figure in business life for the FCC helm has been clearly indicated, but he appears to be having difficulty in getting that type of man to accept the call.

In informed circles, it is thought the Administration desired to short-cut a possible inquiry into the FCC by appointing to the existing vacancies men of highest reputation. The White House has indirectly resisted other investigation efforts, it is reported, because it was loath to see a New Deal agency under possible political attack and because the presidential family itself probably would be drawn into the inquiry. The position of Elliott Roosevelt, son of the President, as vice-president of the Hearst Radio in charge of its Southwestern stations; his status as FCC approval seeker (see page 12); a similar purchase of KFJZ, Fort Worth, by Mrs. Elliott Roosevelt, son of the President, are signs of FCC activity, as are the tremendous informal radio activities in New England of James Roosevelt, eldest son of the President, now of the White House Press Corps—have all been mentioned as possible inquiry fodder.

If the Senate approves the far-reaching 27-point White Resolution [see July 15 issue for text] during the waning days of this session, then it is likely that the Interstate Commerce Commission will begin its inquiry in November and be completed or before the next Congress convenes. Senator Wheeler (D., Mont.), chairman of the Committee, favors such procedure, as does Senator White (R., Me.), author of the resolution and the best informed man in Congress on radio and communications.

Should the resolution fail of enactment at this session, its consideration at the very outset of the next Congress would appear as a certainty. In the House there is pending the Connery Resolution (HRes-92) for an inquiry mainly into alleged monopolistic tendencies in broadcasting by a select committee, but the necessary rule to bring it up on the floor has not been forthcoming in spite of strenuous efforts by some members to fasten it loose.

The White Resolution embodies a full portrayal of perhaps every question raised pertaining to broadcasting and its regulation during the last half-dozen years. It also covers completely the common carrier aspects of communications and its regulation. In addition to the many questions, it looks into purported play of politics by the FCC; sale of stock by stations and companies; so-called “trafficking” in licenses; extent and desirability of newspaper ownership of stations; effect of chain operations upon affiliates and independent stations, and the desirability of special regulations governing commercial, educational, and religious stations.
Is AFM Acting as the Catspaw of ASCAP? — An Editorial

RADIO faces another crisis. The American Federation of Musicians threatens to strike Sept. 16 unless the broadcasting industry brings in an acceptable plan for reemployment of musicians. AFM lays down "14 points" to broadcasters and 16 more to transcription and phonograph record manufacturers, which, if complied with, would spell the doom of many independent stations — conceivably destroy the industry.

The whole operation of AFM has a familiar ring. It fits the mold of ASCAP which has several times subjugated the broadcasting industry by employing a technique of manipulation and lobbying seldom encountered in other pursuits. We find that the very plans of AFM's international board were concocted in the ASCAP headquarters in New York; that the "conferences" at which the AFM demands were made likewise were held in those offices, and that ASCAP is openly seeking to align itself with the American Federation of Labor of which AFM is a chapter.

At this juncture we interpose several questions: Can it be that ASCAP is aiding AFM in an effort to divert the industry's attention from its own affairs? AFM, which has had rather telling effect in recent months? Is ASCAP's plan to slide under the wire when present contracts expire at the end of 1939 with more arbitrary demands for increased royalties for the right to perform music? We'll leave the answers to the reader's judgment.

Sound Movies Created Unemployment

Why should the musicians make the demands they do from radio because of unemployment? The movies, and not radio, are responsible for it. From the day in 1927 that the first sound picture (The Jazz Singer, with Al Jolson) appeared, the local musician began to hit the skids. The fiddler and the two-fingered pianist, the organist and the horn-tooter, in thousands of local motion picture houses, lost out. Only theatres having stage shows kept staff orchestras. Few of them were qualified for anything else and have remained without musical employment. (Many are only musically in the stage show business.)

And the movie industry, we understand, have made their peace with AFM simply by agreeing to cease re-recording, or "dubbing" of music from film to film or film to disc, and thus making mandatory the use of an original orchestral rendition for each film production. There isn't any requirement for "stand-by" orchestras in theatres throughout the country, and the producer isn't "licensed" by AFM.

Now let's see where radio came into the picture. About the time of the advent of the sound picture and the demise of the theatre orchestra, broadcasting began to come into its own. NBC was born in 1926. CBS came the following year. Both hired many musicians.

Name bands began to prosper. There are several hundred today, getting radio spots, tour ing circuits, answering an unprecedented demand. Before radio the name bands could be counted on one hand.

A Local Problem for AFM

Also, we understand, the various locals of the AFM are autonomous. They decide for themselves the rules under which they function. Why should AFM demands on a national basis? It seems to us that the matter is one for the locals to decide with their local stations and not for the national organization to attempt to solve.

The fact is that the bulk of the unemployed musicians probably could not qualify for radio anyway. The majority are old motion picture house musicians, or symphonic players whose instruments are the oboe or the French horn or the flute. Radio does not require that type of talent because the public does not demand it. The modern tempo requires modern musicians. If the driver of the one-horse street car couldn't qualify as a motorman, the traction company didn't pay him for "stand-by" work.

We do not condone that AFM does not have an unemployment problem. The nation has one too. But we do protest any such demands as are being made of broadcasting as confis catory, unjust, audacious and impossible of accomplishment. AFM, we understand, has 125,000 members who pay a tax of 10 cents per month per man. It is said to have a bank balance of $3,000,000. With that fund, and with a prospect of paying it off (largely to radio employment and promotion) it should be able to work out a form of unemployment relief for the older men who no longer fit into the modern musical sphere, without sapping the life-blood of radio.

There is perhaps some justification for the demand against so-called "dubbing" or re-recording of music for transcriptions. Likewise, we can see where the off-the-air recordings cut in on work to which musicians are entitled. But this proposal to make mandatory the employment of stand-by musicians whose chief work could be thumb-twiddling, and the "licensing" of stations and transcription companies by AFM, is untenable.

We think it high time that radio again assert itself. It did when Warner Bros. attempted to pull out of ASCAP, only to find that without plugging its motion picture business was seriously threatened. We think radio should not permit itself to be sabotaged and intimidated in the way proposed, even if radio suffers temporarily in the effort.

Plenty of Other Material

Let AFM call its "general strike" next September if it does not care to get down to reasons. There are thousands of records and phonograph records around which would make excellent program material in a pinch, along with hundreds of playing hours of high-quality transcriptions. Script shows, too, go nicely a part of the time, and of course the broadcast day, in such an emergency, can be abbreviated.

A few days, or even weeks, of that sort of operation, with the public kept fully apprised by the stations at regular intervals of the reasons for it, probably would shake AFM out of its dictatorial complex. And how long would AFM remain what it is if its best paying members, unwilling to accede to such orders, pulled out? Would CIO stand idly by with such an opportunity to crash into one of the strongest units in the AFL?

The public wants its radio. It isn't concerned about copyright or the degree of unemployment existing among 125,000 AFM members. It wants a station, a parent organization with $3,000,000 in the bank.

If there is going to be a strike, let's have radio walk out on the musicians, too, and make it unanimous.

Sleet Master Campaign

Timed for Fall, Winter

ANDERSON Co., Gary, Ind. (Sleet Master) — Thoroughly in football and radio sports and news program this fall following football broadcasts on WOB, Newark; a Saturday evening news sports summary on WIND, Gardner (Ill.); the Grenadiers on WTMJ, Milwaukee; Yankee News Service five times weekly on WNAC, Boston, WEAN, Providence, and WJAR, Hartford; and daily weather reports on WOKO, KDKA, WHAM, WFLF, KBB, WRBC, WRVA, WMC, WCN, WRBM, WJR, KTM, WCKY, WCTN, WHO, KSD, KMB, KFAB, KBO, KVOO, WFAA, KTHS and a few other stations yet to be selected. Schwab & Beatty Inc., New York, is agency.

Ralston on For Year

RALSTON PURINA Co., St. Louis (cereal), on Aug. 30 will start a series of three-weekly transcrip tions, Saturday quarter-hour shows, a full year on 25 stations. Time of presentation will vary slightly but for the most part will be broadcast around 9 a.m. The account is placed by Gardner Adv. Co., St. Louis. Stations are WHO, WOR, WFB, KDKA, KMOX, WACO, KGA, WBSZ-WBZA, WFLA, KBMC, KRKO, WUR, WOC, KPRC, KTSB, WSBS, W hobby, WOC, WCHS, WHAM, KFH, KWTQ, WBT.

WCTU Plans Drive

WOMEN'S CHRISTIAN TEMP ERANCE UNION, Evanston, Ill., is currently planning a series of 12 weekly quarter-hour transcriptions depicting the evils of drunk en-driving. Last spring eight weekly transcriptions were used on 22 stations in 41 states and an even larger group will be used this fall. Each station WCTU unit will place the transcriptions locally, according to Mrs. Munns, an official of the national board (a. e.) at Evanston. Critchfield & Co., Chicago, is the agency.

Coughlin May Return

FOLLOWING conferences the week of Aug. 16 with his new administrator, Edward Mooney, Father Coughlin is expected to announce plans for a new series of broadcasts over an independent hookup similar to those previously used. Tentative plans call for a 26-week Sunday series to begin Oct. 31.

Pancake Flour Spots

ALLIED MILLS Inc., Chicago (Kreamer Pancake flour) will start 25-word to one-minute audio sustaining series in symphony on the Moon was published in July, has been sustained for a sustaining series titled Hit of Life to be heard on NBC Red Saturdays, 8:30-8:45 p.m. (EDST), starting Aug. 21.

LINTON WELLS, noted American newspaper correspondent and globe trotter, may be added. Matins chosen so far are WGR, WESC, WHEC, WFB, WSYL, WBIX, W L E U. Morris - Schenker - Roth Inc., Chicago, is agency.
Industry Conferences Seek Music Solution

Stations, Networks Prepare Plan to Avert Strike

By BRUCE ROBERTSON

PUSHING all other causes to one side, leaders of the broadcasting industry are working on plans to present to the American Federation of Musicians the report of a comprehensive study of the status of broadcasting and the industry's willingness to meet the demands of the musicians.

At the breakup of the first conference, a series of informal discussions went on during the day. It was admitted by some of the representatives of the networks to representatives of the AFM that the question of contracts, as a result of which the industry has lost a number of its most successful and popular programs, is not a minor problem.

The Aug. 5 letter continued:

Both the purpose and tactics of the AFM are obvious. The AFM insists that many more musicians be regularly employed by broadcasting stations. It has elected not to follow the ordinary practice of approaching radio stations individually through local chapters of the AFM and considering the problem of each radio station locally and on its merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians. Not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

The International Executive Board of the AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is "satisfactory," although rates and, presumably, hours will be determined by local regulations. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

It is clear that every broadcasting station must solve this problem for itself in the light of its special situation. The behandled, one might say, is that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry.

We urge upon each broadcaster that he address himself to this problem as one of the most serious which has confronted our industry. All of the undersigned will continue to work cooperatively and to meet at intervals in New York during the period between the date of this letter and Sept. 16. It is our feeling that broadcasters will find it useful not only to confer with any one or more of us in order to get the full story of what has happened and what is happening but also that they will find it advantageous to confer with the appropriate persons at the AFM. The officers of the Federation have notified the broadcasters that they will be available for conferences during the ensuing period, and an executive committee of three has been formed and will be appointed which can be convened on two days' notice.

The solution to the problem definitely depends upon the cooperation of each and every member of the broadcasting industry. The undersigned cannot commit or even speak for you.

By letter and wire the networks are urging their affiliated stations to send representatives to New York to confer with them and with the AFM subcommittee, consisting of Webster, Coulson and Weems and the other members of the executive board, selected from the entire board as available. NABC is making group appointments for its stations; CBS is making group appointments for a number of its stations. We expect that by Sept. 1 the majority of their stations will have personally discussed the situation with union officials.

Two main purposes are achieved by this method: first, all men are given a chance to present their individual problems before the union representatives, and second, that the final decisions on how many men each station can employ must eventually be made with the local unions. The individual broadcasters are also given a first hand view of the seriousness of the situation, which quite a few broadcasters have been inclined to laugh off or to consider as a matter for the NAB and the AFM to handle but as of no special concern of the individual stations.

Asks "Collective Answer"

Typical of the meetings now being held between union officials met with a CBS delegation including Arthur Church, KMBC; WLY, KX, and Joe Eaton, WHAS; J. I. Meyer- son, WKY, KLZ, and KVOR; I. R. Taitz, Omaha; WJNO, WBN, and John A. Kennedy, WCHS, WPAP and WBLK, and John R. Beacham, WJNO. These broadcasters discussed the problem of their stations and offered to work out individual arrangements, only to be met by Weber's insistence that the problem is on the industry to deal with collectively.

"Find out how many men you can hire," he said, "and tell your representative so he can give us your collective answer. It is certain that the musicians would have to employ to be given a satisfactory listing by the AFM, and the undersigned are of the opinion that basis they should figure. Weber replied that these were questions for the broadcasters to determine for themselves. The top- gestation was made that station rates be used as a basis of figuring, as for example, a station employs one staff musician for every $10 of its one-time evening quarter-hour rate. But with the wage and payroll costs, hour and wage requirements among the various local unions, it was pointed out that the rate would not work out fairly to the broadcasters, and again it was urged by the broadcasters that the AFM should take a hold of the whole problem over to its locals to work out, which suggestion Weber agreed with.

As this sort of experience is apparently to be expected from all such informal conferences, network officers are being instructed to consider their local situations carefully and to report how many more men they will have to employ and to add to their payrolls to either the networks or to the NAB before Sept. 16. "Unless we can present the whole picture to the AFM at that time," one network executive stated, "we will find ourselves in a position to be caught short before Sept. 16."
Union Battle Squeezes WHN Pending Labor Board Decision

AFL Threatens to Call Strike of Its Affiliates; Station Willing to Accept Either AFL or CIO

By PAUL C. BRINES

WHN, New York, found itself in the middle of the bitter warfare between the United Artists Radio Technician Organization and the American Federation of Labor at a hearing in Washington, Aug. 11, before the National Labor Relations Board on the unionization of its employees.

AFL spokesmen threatened to call a strike of Federation affiliates if the WHN technicians joined the American Federation of Labor's Radio Technicians Association, a CIO affiliate, rather than the International Alliance of Theatrical Stage Employees & Motion Picture Machine Operators, its member union. Behind the apparent question of which union the technicians should join lay the essential issue of craft union (CIO) versus the industrial union (AFL), a struggle that will determine the future of broadcast labor relations.

Testimony taken before a trial examiner of NLRB in New York July 15 (reported July 15) plainly showed that the 18 WHN technicians wanted to join the AFL and had formed an agreement, it was stated.

Irving H. Greenfield, counsel for AFL, said that WHN said to station would not negotiate with either union, but when AFL threatened a strike powerful enough to force WHN 'off the air,' he declared that WHN didn't know what to do. WHN is owned and operated by the Loew Bookung Corp., which purchased Loew's Inc., Metro-Goldwyn-Mayer subsidiary. The majority of Loew's engineers are members of some AFL affiliate and a general strike would not only force WHN off the air, but would tie up the whole entertainment field, Mr. Greenfield said. He added that WHN had lost $2,000,000 in its 12 years of operation, a sum he said the station could not afford.

Mr. Greenfield said that the AFL had expected to recruit the 18 technicians to join the IATSE so that a strike might be averted.

Are Technicians Entertainers?

The essential question was whether or not radio technicians are an actual part of the entertainment business. Murray S. Kaplan, counsel for IATSE, argued that technicians are so closely connected with the entertainment business that they are a part of the entertainment business and as such belong under the IATSE. He said that IATSE contracts are close shop contracts and that IATSE controls the men who employ the WHN technicians. He stressed that at no point in the negotiations, that IATSE had had jurisdiction over WHN since 1932 and that ARTA did not begin to negotiate with the station until May 1937. CIO, he continued, controls only five radio employees in New York City and only 12 radio employees in United States, whereas affiliates of AFL have held a dominant position in the entertainment field since 1932.

Chairman J. Warren Madden of NLRB asked Mr. Kaplan if he felt that the WHN technicians should be allowed to dominate a situation now controlled by an AFL majority.

Mervyn Rathborne, president of ARTA, argued that the broadcasting industry is separate from the entertainment industry, radio engineers are not connected with entertainment. He stated that over 100,000 of the 125,000 stations are owned by theatrical enterprises. The technicians of Warner Brothers and MGM, are members of CIO, he said.

Of the remaining stations CIO has membership in 50 and contacts in 100. Of the 50 stations referred to newspaper-owned stations and argued that it would be well to consider the CIO as a bargaining unit. He pointed out that radio technicians are licensed by the government and may be employed in a business that has no connection with entertainment. The CIO, he concluded, has no desire to challenge the legality of the enterprise, but does insist that it has a legal right to organize radio engineers.

The hearing ended Tuesday for AFL threatening a strike and counsel for CIO urging the NLRB to let the CIO replace the IATSE to uphold the laws of the United States. WHN remained in the middle. The NLRB was expected to hand down its decision within a week.

WJJD-WIND, WXZ

JOINING WLW LINE
WITH THE ADDITION OF TWO MAJOR MARKET OUTLETS — WJJD-WIND, Chicago, and WXZ, Detroit—effective Sept. 15, the WLW Line will consist of stations representing 5,000,000 people and other affiliations are in the offing.

Awarded from the 500,000-watt Cincinnati station, the "line" is being built not as a nationwide network entity, but as a means of promoting the program service outside the WLW primary service area. Other stations which are being affiliated to WLW are WHN, New York; WFL, Philadelphia, and KQV, Pittsburgh.

The Line is represented nationally on an exclusive basis by Transcambian Broadcasting & Television, Inc., of New York, and Mr. Clark is president. Both WJJD and its sister station WIND will affiliate in the Chicago-Gary area because the former station, a 20,000-watt outlet, operates limited time, while WIND with 5,000 watts day and 1,000 watts night, full time. Neither station is now a network outlet.

Mr. Craig, who was 63 at the time of his death, was a pioneer in the station representing field, enter ing it with Scott Howe Bowen in 1928, and later forming his own organization. He began his broadcasting career as a stenographer with Armour & Co. in Chicago, later becoming manager of a group of local radio stations, and was president of the company which he left to enter the advertising business. He served as vice-president of Fuller & Smith in the same capacity with Frank Seaman and was later associated with Campbell-Ewalt before entering the representative field.

Graham-Paige Spots

GRAHAM - PAIGE MOTORS Corp., Detroit (motor cars), has started 100-word announcements four times weekly over the Michigan Network. In addition announcements are being used on KNET, Des Moines, and WBNF, Buffalo.

The auto firm has also renewed its ten-minute programs broadcast six times weekly on WCAU, Philadelphia, and is using one-minute announcements of two days on WAZA, WJSF, WISN and WOR. J. Wal ter Thompson Co., Chicago, has the account.

Elliott Roosevelt's Get Second Station

Acquire KABC, San Antonio, From Present Operators

PURCHASE of a second station—KABC, San Antonio—by the Elliott Roosevelt Co., was announced Aug. 2, subject to FCC approval.

Henry Lee Taylor, San Antonio attorney and investor, was planned for sale of the station to Mr. Roosevelt, second son of the President, and Seaman, former Hearst president. He had been Radio, had been announced that an application seeking official approval would be filed. The purchase price was said to be in the neighborhood of $55,000 on a “take it or leave it” basis.

Last June Mrs. Elliott Roosevelt, the former Ruth Giggins of Fort Worth, purchased the majority stock in KFJZ, local station operating on 1370 kc. The application for assignment of license was set for hearing by the FCC Broadcast Division at its meeting July 30.

KABC operates on 1420 kc. with 250 watts local sunset and 100 watts night. In addition to Mr. Taylor, who owns 30% of the stock, the other owners include Mervyn Barrett, holder of 35%, and R. E. Willson, producer, holder of 30%.

It is expected that it is understood, has arranged for the purchase of KABC as an individual investment rather than for Hearst Radio. He has been Hearst Radio vice-president in charge of its Southwest stations for the last two years.

Strike Crisis Is Eased By Philadelphia Stations

RADIO stepped into action in Philadelphia Aug. 2-4 when a local trucking union strike affected the Philadelphia area. The strike ended up food deliveries. WCAU immediately installed lines in Mayor WilliamEngler's office and the station under the supervision of Ken Stowman, public relations director, and all stations in the city joined together to distribute news hie tins, reports and comments by the Mayor. The broadcasters stay at their station 24 hours a day for five days until the settlement of the strike was first announced over the radio by Mayor Wilson. Micky Fields, writing in the local Radio Press, commented on the cooperation of radio and television. "Radio jobs ever attempted in Philadelphia, and particularly commend ed the stations for forgetting their rivalries and cooperating for the common welfare.

Cuban Tobacco Plans

DISCLOSURE of the intention of the Cuban tobacco industry to use radio advertising in this country is associated with the announcement of a cabramby WCKY, Cincinnati, from President Bru of the Island Republic. In a message to President's office Wednesday, the station on dedication of its new 10,000-watt transmitter, President broadcasted a statement to the effect that Cuba is "a great help" to the commercial relationship of the country, and that the station as a medium for advertising for Cuban tobacconism abroad," the message said.
Tricks of Time Buying That Broadway Doesn't Teach; An Answer to Some Recent Criticisms of Radio

BY WALTER J. DAMM

PROLOGUE

Day after day, broadcasters are being admonished not to use showmanship in program building. They are urged, cajoled, and pleaded with to make use of the time they have been given—time of which is fine—as far as it goes! But what happens when stations do all they can? Do they inspire the station manager when they are told that such and such a program at such and such a time built up a following and that in the station manager’s opinion it will do a better job for them than their proposed programs?

No! The ready-made program comes through along with a demand for a specified time.

The following might well be a copy of a file of correspondence, but it isn’t. Although, it is as true as life!

* * *

NEW YORK CITY, July 8, 1937

FRANK FOAKS, RADIO STATION ABCD, PEANUTVILLE

JOE DOAKS AGENCY ON BEHALF OF FIVE-CENT CIGAR ACCOUNT PLACING THREE PROGRAMS PER WEEK 4:30 P.M. SUNDAYS, SIX HOURS IN ALL.

MONDAYS, WEDNESDAYS AND FRIDAYS ANOTHER EXCLUSIVE. DRAMATIC TRANSCRIPTION BASED ON HISTORICAL HIGHLIGHTS STORY TOLD IN BROADCAST LATER.

HENRY HOAKS, YOUR SPECIAL REPRESENTATIVE, PEANUTVILLE, JULY 8, 1937

HENRY HOAKS, YOUR SPECIAL REPRESENTATIVE, NEW YORK CITY

GLAD TO KNOW JOE DOAKS AGENCY HANDLED THIS BUSINESS. SHELDON PLAYS IN ALL ITS THREE FIFTEEN MINUTE PERIODS STOP THIS BUSINESS WELCOME ADVICE. WE WANTED TO SCHEDULE THE SUGGESTED AGREEMENT, BUT YOU LEFT IT UP TO US TO LINE UP A SHOW WHICH OVER PERIOD OF TIME HAS BUILT UP UNBELIEVABLY. THE FACT THAT MAJORITY OF FIVE-CENT CIGAR ATTENDANTS ARE NOT GREATLY INTERESTED IN DRAMATIC PROGRAMS AND MUCH LESS IN HISTORICAL HIGHLIGHTS. F. FOAKS—STATION ABCD

YOUR SPECIAL REPRESENTATIVE

New York City, July 9, 1937

Mr. Frank Foaks, Manager, Station ABCD, Peanutsville.

Dear Frank:

Prior to receipt of your wire, in fact, I wired the same thing to the station manager before the show time clearance on the behalf of the Joe Doaks Agency (the 5c cigar account) and I feel that they should consider the space buyer regarding the Peanutsville situation. We pointed out—should be an ideal market for their five-cent cigar account as 70% of the male population is in the so-called working class.

EDITOR, BROADCASTING:

Once upon a time the writer, a small station manager, attended an NAB convention in Chicago where Arthur Pryor Jr. “spanked” radio stations (as I afterward read in BROADCASTING). Mr. Pryor said stations should build good sustaining programs and submit them to his and other agencies, and that they would be considered. He also said that you were secondary, and had the support of his colleagues, Ned Midgley.

With mouth open, the writer thought of one program that had been rejected for two years. This program is of high calibre and has a tremendous following.

After the convention the small station manager flew back to his home town hitting his fingernails over his program that would be neglected by mail to Arthur Pryor and Ned Midgley. He called the printer and ordered a nice cover for the presentation. The program was mimeographed and along with it went market data obtained from

BROADCASTING • Broadcast Advertising

August 15, 1937 • Page 13
**Time Sales for the Half-Year**

**Reveal an Increase of 28.7%**

NAB Finds Six-Month Volume Totals $65,426,432; Usual Seasonal Letdown Is Lessened

GROSS time sales of networks and stations increased 28.7% for the first half of 1937 as compared with the first six months of last year, according to figures released Aug. 13 by the National Association of Broadcasters. Total network and station time sales totaled $65,426,432 which compares with the 1936 half-year figure of $51,226,264.

The principal increase for the half-year period occurred in the national network field, with volume rising from $11,557,860 in 1936 to $16,528,100 for the current year, a percentage gain of 45.4%. Close behind this figure was the 22.6% surge in national network business as computed by the NAB, the total mounting from $25,181,076 in 1936 to the current figure of $35,564,039.

Local advertising for the six-month period rose from $10,447,- 870 a year ago to the 1937 volume of $12,665,000, an increase of 21.1%. Smallest increase among the local figures occurred in the regional network field where a gain of 3.5% was reported. This compares with a decline of from $644,473 to the current figure of $605,293.

Broadcasting far outstripped other advertising media in the percentage increase for the first half of 1937 as compared with the same period a year ago. The gains were followed by a gain in national farm papers and a slight increase in newspaper advertising.

**Types of Rendition**

Transmission volume for the half-year rose from $5,723,950 to $7,121,580. Live talent programs soared from $1,093,592 to $1,459,890. Records increased from $5,184,880 to $6,948,420 and announcements went up from $5,184,880 to $6,948,420. These rendition figures apply only to nonnetwork business.

Program advertising for the month of June reached the figure of $10,611,913, reflecting a loss of 5.7% from the like period of 1936. June advertising was above June of last year with national nonnetwork volume again showing the greatest gain over 1936 with its 44.2%. National and nonnetwork advertising climbed over a year ago, regional network 21% and local business 13.5%.

**Zephyr's Placements**

AXTON-FISHER Tobacco Co., Los Angeles, will usefully introduce its new Zephyr cigarettes, starting by sponsoring extensive radio stunts and innumerable large followings on stations in New York, Chicago, Milwaukee, St. Louis and Indianapolis. In New York, Martin Block's Make Believe Ballroom on WNEW will be used. Both WIRE and WFBM, in Indianapolis, will carry a 15-minute program of local Zephyr promotions, with the campaign, which will start in late August.

**Major Network Time Sales for July Total 24% Above Figure Last Year**

NATIONAL advertisers spent $4,996,512 for network time in the national networks in July, 1937, making it by far the largest July in radio history, 24% ahead of the July 1936 total of $4,002,243. For the seven months of the year the coast-to-coast networks have collected $46,547,616 from the advertising industry, an increase of 26.8% over the $37,977,542 taken in during the January-to-July period of 1936.

Considered individually all national networks show a gain for the seven months over the same period a year ago, although NBC-Blue and Mutual had lower July incomes than the like period of 1936. To date this year, NBC-Red has a total income of $15,973,431, a gain of 34.8%; NBC-Blue, a total of $6,826,152, a gain of 0.7%; the combined NBC networks having taken in $22,555,583 during the current seven months, 22.5% ahead of 1936. CBS total for this period is $16,791,677, an increase over last year of 34.8%. Mutual income was down 0.3%, with an income of $1,100,382 for 1937 as compared with $1,100,019 for last year.

For the month CBS showed the largest gain both in dollars and in percentage increase, with an income of $1,988,412 exceeding the $1,922,775 figure for July 1936 by 3.3%. NBC-Red had the highest income for the month, $2,018,280, a gain of 22.7% over July 1936. NBC-Blue's July total of $885,650 was 15.7% below the $1,045,535 of July 1936. Mutual's July income, $494,236 or 3.7% over July 1936. For the first half-year, $27,731,671, a gain of 19.5% over 1936.

**Daytime Record**

**Summer Time Sales Are For August**

MIDSUMMER radio advertising has hit an all-time peak on CBS, according to that network's report at the end of the week in August, midpoint of the summer season. During this week CBS advertisers spent $459,200, an increase of over 1936, spent $422,105, an increase of 51% over 1936. Average time costs per advertiser for the week were $38.61, paid to 79 stations with $9,978 in 1936. Evening sales for the week totaled $296,530, a gain of only $1,735 over July 1936, or 2.5% over July 1936. The day-rate appearing in traffic reports for August 1937, weekday daytime billings aggregate $6,250,862, a gain of 74.2% over July 1936, to $5,276,470. Evening billings were $15,127,518, passing last year's mark by 7.5%.

**Household Goods Lead CBS Advance**

BREAKING down its time sales for the first half of 1937 CBS reports a squeeze in the number of advertisers, the prices realized and the average expenditure at all times of the day. By industries, show improving. Tobacco, for instance, showed the largest gain over a year ago, 98%. Tobacco gained 26.8% for foods and drinks, 59% and automotive accounts, 57%. Time sales for the first half of 1936 and 1937 follow:

**New Athens, Ga., Station Is Equipped by Examiner ON THE heels of the recent removal of WFTI from Athens, Ga., to Macon, WAGA has been established by the Atlanta Journal as WAGA, Examiner Hill on Aug. 12 reported. The new station is on the application of the Atlantic City Press Union for a new 190-watt day and 250-watt night license in Athens. The new company is a partnership headed by Earl B. Brazelton, former WFBM manager and publisher of the Peo-

**Bakery List Enlarged**

ADDITIONAL stations carrying the 15-minute transcription of "The Freshest Thing in Town" this fall have been announced by Fred- erick W. Render, CBS Western rep, in an application to the Southern Regional Broadcasting Co. for three and five programs a week, with the powers of the Baker in Bozeman, Mont.

**May Add Outlets**

FITZPATRICK BROS. Inc., Chicago (Automatic Soap Flakes and Kitchen Kleaner), may add other outlets for its "Vesta" and "Granite Dodgers" this fall. Call and interview programs this fall. Quarter-hour programs broadcast five times a week, on WBBM, WJW, WJR, WSKC, Neisser-Meyerhoff Inc., Chicago, is agency.
WLS first broadcast its Dinner Bell program from the Illinois State Fair at Springfield in 1924.

Illini demands to see the WLS National Barn Dance became so persistent that fair officials arranged for its presentation. WLS ticket sales always break opening day records.

In 1937 the WLS National Barn Dance will again officially open the fair for the third consecutive year — by demand.
Wage-Hours Bill Is Not Applicable Directly to Radio

Congress Nearing Final Action On Black-Connery Measure

The Black-Connery bill, providing for minimum wages and maximum hours for industry generally as a modified substitute for the outlawed Fair Labor Standards Law, is not expected to affect the broadcasting industry in any material way in the pending legislation.

Although involved in an eleven hour legislative jam, it is expected the bill will become law this session. Specifying broadly a minimum wage of 40 cents per hour and a maximum work week of 40 hours, the legislation does not appear to affect any of the important employee groups in broadcasting, with the possible exception of miscellaneous help, such as messengers around stations and in other branches of the industry. Practically all classes of station employees which might be classified in the professional group, according to industry information, are well above the minimum standards specified in the pending legislation.

Limited Provisions

Unlike the NRA legislation, the Black-Connery measure does not provide for control over trade practices within industries, but is restricted entirely to wages and hours and protection of collective bargaining arrangements.

The measure passed the Senate on Aug. 2 but has been involved in controversy in the House Labor Committee which on Aug. 12 reported out one bill only to revise it substantially Aug. 11. Basic provisions however, remain the same.

The revised House bill provides that employees may be worked a maximum of 40 hours per week, except on extraordinary occasions, but no maximum is set for any particular day. In some industries employees could work 10 hours per day for four days during a week and still fall within the terms of the bill without pay.

A board of five members would administer the act. The law would apply only to industries in interstate commerce and would not affect purely intrastate business. Such boards would decentralize administration. The board would be permitted to determine minimum wages and maximum hours only in industries where substantial labor conditions exist.

Nothing in the act interferes with the right of employees to bargain collectively or to seek a wage above the minimum or a shorter work week.

Malt-O-Meal Discs

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start a transcribed program, Rube Appleberry, over WGN, WCAU and WIL Sept. 27 with other outlets to be added later. The quarter-hour show will be broadcast six times weekly. Mitchell-Faust Adv. Co., Chicago, is agency.

comet rice Expanding

COMET RICE Co., New York, and Steinhein Milling Co., Beaumont, Tex., have consolidated to form Comet Rice Mills Inc. Headquarters will be in Beaumont and the advertising account has been transferred to Freitag Adv. Agency, Atlanta. The product will continue to be marketed as Comet Rice, first of all rice to be marketed in this country in sealed packages. The original Comet company has used radio in the Southeast but a wider campaign is planned for autumn in the Southeast and Southwest, including radio. Later it is planned to expand the advertising to other sections.

Pinex Placing

PINEX Co., Fort Wayne, Ind. (Pinex), will start a new quarter-hour broadcast program on at least four of the WLW-line stations with the possibility that other stations of the new network may also be used. The new program will originate in WLW and will be on WHN, WFIL and KGV.

The program will be broadcast from 7:45-8:00 p.m. (EST) five times weekly with a full hour, 7-8 p.m. (EST), on Saturday nights. In addition to the network show, transcriptions of the program will probably be recorded on other stations.

Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

NEW HOME OF WGY—Architect's drawing of new studio structure of General Electric's 60,000-watt station at Schenectady, which will occupy 20,000 square feet of space and ground floor for which was broken early this month. Building will be of steel, granite and brick and stories in height and 173 x 102 feet in dimension. Above, General Electric officials break ground for the new home of WGY, to be ready by Christmas. Left to right are Kolf, Hagen, GE TV manager; E. Smith, all-metal head of GE Realty Corp.; Chester H. Lang, minister of GE facility department. Among modern conveniences in the building will be a two-story audience studio and a kitchen studio. Work is under way on the new 600-foot antenna.

1940 RADIO COUNT

U.S. Census Bureau Plans

WHEN THE U. S. Census Bureau makes its Six-Year Population census in 1940 there will be a "nose count" of radio sets, it was learned in official quarters Aug. 6.

Already drafting the questionaire to be used by censuses takers, the Bureau has tentatively decided a "nose count" of a more accurate identification. One in which it is planned to expand the advertising to other sections.

New firm Project Dropped by Petry

Assets Proposed Rep Concern Might Divide Attention

BECAUSE it might lead to "divided attention", Edward Petry, president of Edward Petry & Co., national account, announced Aug. 7 that he and his associates have abandoned their plans to form a new firm to represent all classes of stations, including local.

Mr. Petry's original plan for the affiliated company at a luncheon meeting of the 40 Petry-represented stations during the National Association of Broadcasters, Inc., July 1. It was announced then that the stations had raised no objection to the projected plans for which included taking some of the present Petry stations and placing them in the larger.

The firm's tentative name was to be Chrisital, Petry & Vaynow, after the three partners in Edward Petry & Co. which it was planned to have a separate manager and separate staffs.

Mr. Petry's statement gave the reasons for dropping the plan as follows:

"After a thorough study of the various factors and considerations involved, we have definitely decided against establishing a subsidiary concern that would be simply that of the particular household has a radio set, whereas the farm program will include both the set and whether it is powered by a direct power line or through a farm electrical system.

In discussions involving radio questions, it is understood that has been tentatively decided to break down the set inquiries into two categories—radio and urban. Petry representatives the sets will be recorded be simply that of whether the particular household has a radio set, whereas the farm program will include both the set and whether it is powered by a direct power line or through a farm electrical system.

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horse & mule Series

HORSE & MULE ASSN. of America, Chicago, is planning resumption of activities in 1938, using announce-ments as in previous campaigns. Regular meetings are expected, the agency for the Association and not Gale & Pietsch, as incorrectly announced in the Aug. 1 issue of Broadcasting.
**WHAT ABOUT THE PACIFIC NORTHWEST?**

*Ross Federal Research Corporation interviewed 300 leading dealers, distributors and retailers in Seattle, between dates of April 12th and 18th, 1937.*

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**Question No. 1:**

"What radio station do you, as a businessman, listen to most frequently?"

<table>
<thead>
<tr>
<th>Type of Business</th>
<th>No. of Interviews</th>
<th>KOMO-KJR</th>
<th>All Other Stations*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug</td>
<td>50</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Radio</td>
<td>50</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Electrical Equipment</td>
<td>50</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Hardware and Paint..</td>
<td>50</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Gas and Oil</td>
<td>50</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Groceries and Foods..</td>
<td>50</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>300</strong></td>
<td>70.66%</td>
<td>29.34%</td>
</tr>
</tbody>
</table>

**Question No. 2:**

"What radio station do you think is most valuable to a national or local advertiser in Seattle?"

<table>
<thead>
<tr>
<th>Type of Business</th>
<th>No. of Interviews</th>
<th>KOMO-KJR</th>
<th>All Other Stations*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug</td>
<td>50</td>
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<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Electrical Equipment</td>
<td>50</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Hardware and Paint..</td>
<td>50</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Gas and Oil</td>
<td>50</td>
<td>84%</td>
<td>16%</td>
</tr>
<tr>
<td>Groceries and Food..</td>
<td>50</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>300</strong></td>
<td>76.34%</td>
<td>23.66%</td>
</tr>
</tbody>
</table>

* There Are 12 Other Stations in KOMO-KJR’s Area.

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**KOMO**

*NBC Red—5000 watts l.s.*

**Seattle’s Pioneer Radio Stations**

**KJR**

*NBC Blue—5000 watts.*

Complete Ross Federal Survey Available at All Offices of Edward Petry & Co., Inc.

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[www.americanradiohistory.com](http://www.americanradiohistory.com)
Over Half of Radio Sets Are in United States, Federal Survey Reveals

About 56,285,000 radio receiving sets are owned throughout the world, 30,000,000 within United States, according to the Electrical Division, Bureau of Foreign & Domestic Commerce. The United Kingdom is second with 10,000,000 units. Ownership of other countries follows:

- Germany: 8,200,000
- France: 2,600,000
- Czechoslovakia: 8,200,000
- Canada: 6,000,000
- Belgium: 740,000
- Australia: 745,000
- Denmark: 631,000
- Italy: 536,000
- Poland: 519,000
- Switzerland: 344,000
- Hungary: 365,000
- Union of Soviet Socialist Republics: 350,000
- Mexico: 250,000
- Norway: 240,000
- New Zealand: 148,000
- Russia: 136,000
- Union of South Africa: 137,000
- Finland: 144,000
- Uruguay: 110,000
- Irish Free State: 104,000
- Cuba: 100,000
- Arabia: 13
- Ethiopia: 25
- Swaziland: 13
- French Guiana: 8

Ownership of receiving sets has increased materially in recent years in countries where possession is not hindered by the economic status of the population or by some unnatural restrictive measures," according to J. H. Payne, Chief of the Electrical Division.

Many of the receiving sets originated in the United States, according to Mr. Payne, who stated that exports of American-made sets in 1936 numbered 835,984 units, valued at $16,041,147, a high figure for all time.

American sets have established an "enviable reputation" in foreign countries and future sales abroad will be in proportion to the efforts which are devoted by American manufacturers to share those markets which will develop with the increasing ability of foreign peoples to purchase sets of a quality such as are produced in this country, Mr. Payne stated.

General Paint to Place

General Paint Corp., San Francisco (paints), thru Walter Adv. Agency, Los Angeles, in April of 1938 will launch a radio campaign in the 11 western states, plus Denver, Dallas, Tulsa and Salt Lake City, using a quarter-hour transcribed series featuring Cordelia Pearl, color consultant and interior decorator, with production recorded by the program division of Walter Biddick Co., Los Angeles. Series will tie-in with the firm's new Colorscope Magazine, due from the press April 1, which will be available through retail stores carrying General Paint Corp. products. Sponsor has previously used a color horoscope as a giveaway on its radio time. Although station list will not be made up for some time, actual production of the transcriptions is scheduled to start Sept. 1.

World Peaceways Inc., New York, non-profit organization devoted to combating war, on Aug. 8 started a series of talks by W. F. Ambrose, director, titled World Observer, on WNPR, New York, with object of placing them later on other stations on sustaining basis. Organization for several years has been placing advertising in leading class magazines on a gratis basis accepted because of its aims.
Power—with a purr

... that's Columbia

Power to drive a message home—geared to the most precise measurements in radio to tell you whose home and where. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world’s largest radio network. That’s Columbia—year after year, the choice of more leading advertisers than any other network.

Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET • CHRYSLER • DE SOTO • DODGE FORD • LINCOLN-ZEPHYR • LINCOLN • NASH • PLYMOUTH • PONTIAC

The COLUMBIA
Broadcasting System
Radio Walks the Plank at St. Louis Ad Club Session

ALL OF THE old bugbears of radio advertising, plus a host of new ones received professional treatment last month at the "Shirt Sleeve Session" of St. Louis Advertising Club, with four of the city's broadcasters on the receiving end.

Members of the Club, including local advertisers and agency personnel, popped siziling inquiries at the panel of broadcasters assigned the subject "This Business of Radio." Bob Convey, president of KWK, presided at the July 27 session with James D. Shouse, KMOX general manager; Robert Goe, KSL chief engineer, and Bill Durney, WIL promotion manager, comprising the balance of the broadcasting battery. The meeting, described as the most successful of the summer series of the club, was heralded in the Club's weekly bulletin as "Radio Walks the Plank".

"And Is That Salad Dressing De-licious!"

Betty Barton and her jolly chef have been welcome forenoon guests in Detroit and Michigan homes since last October.

"Happiness Hour" is the title and it's correctly descriptive of this popular program.

Interesting chatter, helpful suggestions, an occasional chuckle, a weekly guest speaker, usually feminine—all this so informally done as to suggest the ad-lib.

Foods are mentioned naturally. Commercials become integral parts of the day's dialog.

Miss Barton pulls a heavy spontaneous mail and a significant array of gifts and tokens.

Here's a natural for you. Mr. Food Manufacturer. A quarter-hour, Mondays through Fridays at 11:15 A.M. Intact or participating—you say which.

Ring-Trendle Broadcasting Corp.
300 Madison Theatre Building • • Detroit
Wm. G. Ramboeau Co. Representative
Home Office: Tribune Tower, Chicago

The Michigan Radio Network—
WXYZ Detroit, WOOD Grand Rapids,
WBCM Bay City - Saginaw, WDFD Flint, WJIM Lansing, WZZO Kalamazoo, WIBM Jackson and WEL Battle Creek—gives your sales message a primary coast of 85% of Michigan's buying power.

What of Television!

Bob Convey, engineering expert at the session, answered the technical questions, which, in the main, had to do with television. He said that television by its very nature and its many complications answers the question generally in coming into common use. "The three-year-old radio will still replace the old programs," he pointed out, "but television equipment of three years ago would be in the recreation Bureau.

Acceptable Advertising

The highlight came with the question: "Why does radio accept certain advertising contracts which are not acceptable to newspapers?"

Mr. Convey parried for further details. "Did the questioner mean," he asked, "that radio's advertising back yard should be kept as clean as the national average in newspapers?" "Did he mean that radio's general advertising tone should be kept at par with one newspaper in St. Louis which had exceptionally rigid requirements?"

This might mean in the audience to his feet, who purported to be employed by an East St. Louis furniture house that would give two apple trees and build a garage, with the purchase of a "colossal, sumptuous, extraordinary over-stuffed living room suite selling for only $29!" "Why, as an example," queried the young man, "would radio stations accept business from his furniture house, when newspapers would not?"

With this to guide him, young Convey said his guess why radio should in any sense regard newspapers as a shining example of good advertising behavior. Radio could stand on its own feet, so why make invidious comparisons. As a matter of fact, said Convey, newspapers might with good reason follow some of the examples of radio. "There are plenty of ads running in St. Louis newspapers today that radio would not touch with a ten-foot pole."


This at point, an official of the St. Louis Better Business Bureau took the floor to point out that indeed there is no uniformity among the press on what constitutes good advertising and what is bad. He made a short plea for the various media to get together on what business they should accept or reject.

Page 20 • August 15, 1937

BROADCASTING  Broadcast Advertising
if a melon's big and ripe . . . why nibble?

- This non-academic question is directed mainly to national advertisers . . . and specifically those who are already using network or spot radio, but not WBBM: The Chicago market is a big melon, a ripe melon . . . a rich melon. So why nibble?

No matter what your choice of network or station, no matter what your particular appeal, a campaign on WBBM reaches new millions . . . yes, millions . . . in an area which accounts for more than 10% of the entire nation's purchasing power.

Many advertisers have already found the way . . . the WBBM way . . . for WBBM is carrying more national spot programs than any other station in Chicago—programs that pay. All this in addition to the complete and exclusive schedule of the Columbia Broadcasting System, world's largest network.

The Chicago market deserves extra effort. For extra results from that extra effort, use the leading station in the nation's second largest market.*

* WBBM • 50,000 WATTS •

CBS-Owned-and-Operated • Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York • Chicago • Detroit • Los Angeles • San Francisco

BROADCASTING • Broadcast Advertising

August 15, 1937 • Page 21
Federal Shortwave Bill, Station Tax To Die With Congress Adjournment

ADJOURNMENT of Congress will mark the death of two bills against which broadcasters have taken a vigorous stand, namely, the Celler Bill (HR-4291) proposing a government-owned international shortwave station and the Boylan Bill (HR-6440) proposing to tax broadcast stations $1 to $3 per watt per year according to power. Both bills were suggested originally by Telegraph Commissioner George H. Payne, but in neither case was a companion measure introduced in the Senate.

Whether either bill will be revived in the next Congress is problematical. Neither was pushed very strenuously in this Congress, although Rep. Celler (D-N.Y.) reported in a speech July 20 that Secretary of State Hull had recommended his measure favorably to President Roosevelt and said that it was also backed by the Navy and the FCC.

The Celler Bill proposed erection near Washington of a powerful shortwave station by the Navy under a $750,000 construction appropriation, and a $100,000 annual appropriation for operation, to broadcast programs of national and international interest. Rep. Celler would call the station the "Pan American Radio Station" and he wanted it used to combat foreign shortwave propaganda, particularly from Germany and Italy. Five frequencies set aside by executive order after the Montevideo conference of North and South American nations would be utilized for the station, which Mr. Celler said would be "powerful enough to permit shortwave broadcasting that would reach to the nethermost ends of the earth."

Both the Navy Department and the Budget Bureau were understood to have approved the station, whose programs would be handled by the U.S. Commissioner of Education, but no word was ever expressed publicly on it by President Roosevelt. The NAB at its recent convention passed a resolution opposing it as threatening an encroachment on the nethermost ends of the earth. Both the Celler and Boylan proposals were opposed by the Federal Communications Commission.

RCA's Half-Year Gross Rises 9 Million Dollars

TOTAL gross income of RCA and its subsidiaries during the first six months of this year, amounting to $53,167,621, represented an increase of nearly $3,000,000 over the figure for the same period in 1936 when it was $49,382,100, according to the report for second quarter operations made public Aug. 2 by David Sarnoff, RCA president. Net profit of $4,641,386 for the first six months of 1937 represented an increase of $2,883,606 over the corresponding period of 1936. The second quarter of 1937 alone showed a net profit of $2,404,329.

While RCA does not break down its report to show the revenues and profits of its subsidiary companies, the report on gross time sales revenues of NBC for the first six months of this year showed $199,948,107, indicating that these represent some two-fifths of the parent company's gross.

Six stations were added to the NBC Farm & Home Hour Aug. 2, bringing the total to 70.

The Tallest, Vertical, Self-Supporting Tower RADIATES SALES FOR ALERT ADVERTISERS OVER WJBO

Baton Rouge, La.

On a New Wave Length—

1120 KILOCALCIES

500 WATTS

HIGH FIDELITY

ALL WESTERN ELECTRIC EQUIPPED

Rogers Silver to Resume INTERNATIONAL SILVER CO., Meriden, Conn., will launch a series of half-hour dramatic programs on a nation-wide CBS network early in October in the interest of 1847 Rogers Bros. silvers. Programs on the series will be broadcast Sunday afternoons, will be dramatizations of short stories and novels of Hollywood and broadcast under the title "The Silver Theater." Series is placed through Young & Rubicam Inc., New York.

Page 22 • August 15, 1937
DIXIE is BUSY

The charts, the maps, the indices by which economic diagnosticians feel the pulse of business all show that the South is booming.

Particularly North and South Carolina. The tobacco and furniture factories, the textile mills, and the agriculturalists are beaverishly busy this year meeting the growing national demand for their products.

*Forbes Sales High-Spots* for June, for instance, shows the Piedmont section of the Carolinas second in sales increases for the entire country.

*That* is where WBT does its best work. Its 50,000-watt signal welds the 1,750,000 people who live in its service area into one neighborhood. These people are good buyers—and good listeners, too. If you'd care to convert them into good customers, enlist the aid of their favorite station—through any office of RADIO SALES.

50,000 WATTS, CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.
Fight Broadcasts Found Effective in Buick’s Promotion
Ready-Made Audience Secured; No Big-Show Competition

By THOMAS A. CORPE
Advertising Manager, Buick Motor Division, General Motors Corp.

BUICK will broadcast, on Aug. 26, the fourth major boxing match it has sponsored in the past three years. The continuation of such efforts in itself is testimony to their effectiveness, at least from our standpoint, and we have every reason to believe that the broadcasting of the Tommy Farr-Joe Louis match will be as successful as its predecessor broadcasts.

Buick’s adventures in the radio program field during the past few years have been exclusively confined to major broadcasts of the big pugilistic events. From time to time, we have gone in for spot radio announcements locally, but we have not used the usual type of radio program advertising.

We have found the fight broadcasts extremely valuable. They have the first priority of having a huge, ready-made audience. It is unnecessary to build up a program or interest in program. The listener interest in the program inasmuch as the fight broadcasts are a spot news event of greatest sports interest and concern, and the attention of millions.

Furthermore, this special broadcast is not in competition with other highly expensive network programs that have been in effect for some time, such as the Maxwell House program, Lucky Strike program, and many others equally successful and appealing.

No Time Problem

When a major ring event is broadcast there is no difficulty in clearing station time. The event is of such importance that it is given right of way over the large networks. The radio audience listening to the fight broadcasts is not selected, but covers all types of listeners, including women and children as well as men if they are ardent fight fans—which often they are. In the case of the Braddock-Louis fight, I believe this radio audience was the largest ever to tune in on a major broadcast.

In this connection, it is interesting to note the comment of the New York Herald-Tribune under the heading “Pugilistic Kilowatts”: It said:

“Owing to the fact that many New Yorkers were unable to attend the Braddock-Louis fight Tuesday night in Chicago, those listeners to the radio broadcasts at home got an unusual demand for electricity during the fight program. At 11:15 p.m., according to the chart from Consolidated Edison Co., the load showed a gain of 171,000 kilowatt hours or 20 percent, over the night before at the same time. The nearest approach to Tuesday night’s peak was during the Baer-Louis fight at the Yankee stadium when the demand was 131,000 kilowatt hours above that of the night before, or 40,000 kilowatt hours.

BUICK TO SPONSOR THREE MORE FIGHTS

Coincident with announcement that the bout between Joe Louis, heavyweight champion of the world, and Tommy Farr, British challenger, on Aug. 26, will be broadcast by 243 stations in NBC’s combined Red and Blue networks, with the Buick Motor Co. again sponsoring the blow-by-blow description of the battle, it was learned that NBC had obtained from Mike Jacobs, fight promoter, the exclusive radio rights to not only this but the next two heavyweight championship fights as well.

Buick is said to have options on these bouts too, but this could not be verified. Network and agency officials also refused to comment on the price paid for the broadcasting rights. From informed sources it was learned, however, that the three championship broadcasts cost NBC $100,000, of which Buick is paying $35,000 for the present fight. If this rate is maintained for each of the three events, NBC will have retained only one third of the $15,000 it charged off to prestige on the Braddock-Louis fight, according to the same sources who state that the network paid $50,000 for the exclusive broadcast but collected only $35,000 from Buick.

As the event was signed so shortly beforehand it was impossible for Buick to merchandise it through boxes in the regular newspaper advertising of the concern. Window posters announcing the event and tying in with the slogan “It’s Buick Again” have been sent to all dealers, however, Arthur Kudner Inc., New York, Buick agency, handled the details.

less than Tuesday’s gain. The increase in the use of electricity on these occasions is not due to the use of the radio alone, but to increased illumination in the homes.”

Buick, as is well known, broadcast the two fights above referred.

As a result of the Braddock-Louis broadcast, the Buick division of General Motors has received fan mail numbering thousands of letters and telegrams, predominantly commenting upon the excellence of the broadcast and commending Buick on keeping its commercials short and unobtrusive. These letters also complimented Buick on the selection of Clem McCarthy and Edwin C. Hill as broadcasters of the event.

Another advantage of the fight broadcasts is that it has so happened that the fight broadcasts so far sponsored by Buick have been timely from the standpoint of sales strategy. The events have allowed us to capitalize upon our dealers by means of various sales promotion activities in connection with the fights. Dealers likewise have been able to capitalize on local coverage by taking local time immediately behind the broadcasts. A great many dealers did this and found it well worth while.

The whole sponsorship has limited Buick’s unwanted broadcast. We, of course, have no definite means of ascertaining the actual number of listeners resulting from the broadcasts, although it might be of interest to know that we are satisfied with the Braddock and Joe Louis, both bought new Buicks and are now driving and enjoying them.

Of three major Twin City Stations, this LOCAL ADVERTISER chooses WTCN because he KNOWS it returns more sales per dollar spent.

Because there are scores like him who have experienced the same good returns, WTCN has MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

Owned and Operated by the
MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS
With Over 300,000 Circulation Both Daily and Sunday
FREE & PETERS, INC., National Representatives

Page 24 • August 15, 1937
2 Stage line amplifier

Incorporates Western Electric system of Stabilized Feedback. Impedances: input 600 or bridging (10,000); output 600. Frequency response: flat within ±1 db from 30 to 10,000 cycles. Gain: approximately 45 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105-125 volts, 50-60 cycle AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -60 db unweighted, -75 db weighted (as the ear would hear it) at maximum gain. Occupies only 7" of standard rack space.

3 Stage, high gain unit

Stabilized Feedback. Impedances: 30 and 600 ohms input, 600 ohms output. Frequency response: flat within ±1 db from 30 to 10,000 cycles. Gain: approximately 70 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105-125 volts, 50-60 cycle AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -55 db unweighted, -65 db weighted (as the ear would hear it) at maximum gain. Includes v. i. and plate meters. Occupies only 10½" of standard rack space.

High level amplifier

The 94C gives remarkable performance as a bridging amplifier due to Stabilized Feedback. Gain: approximately 45 db. Output power stage for driving permanent magnet or other loud speakers to a volume adequate for any normal service. Noise level: better than -40 db unweighted, zero level being 6 milliwatts. Impedances: 600 ohms or bridging (25,000) input, 8 or 500 ohms output. Frequency response: flat within ±1 db from 40 to 10,000 cycles. Power supply: completely self-contained, operating from 105-125 volts, 45-65 cycles, AC. Either metal or glass tubes. Dimensions: 19 x 7 x 7½.

Single stage pre-amplifier

A high quality, low cost, fixed gain unit—extremely compact and economical to operate. Gain: approximately 29 db. Frequency response: flat within 1 db from 30 to 10,000 cycles. Impedances: 30 or 250 ohms input, 30 or 500 ohms output. Dimensions: 5½ x 4½ x 6¼.

Three 104A's on 998 type mounting plate (as shown) occupy only 5½" space on standard relay rack.

For details: Graybar Electric, Graybar Bldg., N.Y.
Rate Card of CBS Has 105 Stations

Cleveland Switch and Increase In Louisville Rate Noted

LISTING 105 stations in 104 cities as against 91 stations in 90 cities, CBS on Aug. 12 announced a new rate card to become effective Sept. 1. The card (No. 25) supersedes one which became effective last January.

For the complete nationwide facilities of the network covering 104 cities, a full-hour evening rate of $21,770 is quoted as against $19,920 under the current rate card. The half-hour rate is quoted at $13,070 as against $11,960, and the quarter-hour at $8,720 as against $7,880. Daytime and late night rates are substantially one-half of the night rates, being $1,004, $6,622 and $4,400 respectively.

The only impending change noted on the new card is the Cleveland switch, effective Sept. 26, at which time W GAR, present NBC Blue outlet, replaces WHK on CBS while WHK becomes the NBC basic Blue station.

For the basic network of 21 cities plus three out of five optional basic cities, a $50 increase is noted on the one-hour rate. The half-hour rate for WHAS, total for 24 cities is $8,475 as against $8,525, on the new rate card. The $50 increase is absorbed entirely by an increase in rate for WHAS. Louisville, from $400 to $450. The half-hour night rate for WHAS was increased from $240 to $270, and the quarter-hour rate from $160 to $180.

With the addition of WGBI, Scranton, and WEOA, Evansville, the basic supplementary group is increased from 14 to 16 cities, with Nelson-Woodman Shifted

A. E. NELSON, since 1934 general manager of ROA, Denver, and former owner of WIBO, Chicago, has been appointed to the same position at KDKA, Pittsburgh, where he will take charge on Sept. 1. On the same day, H. A. Woodman, present KDRA general manager, will report at NBC's New York headquarters for an executive assignment. Robert H. Owen, chief engineer of ROA, will succeed Nelson as station manager.

Each station individually available with the basic network. The aggregate one-hour night rate for the basic supplementary group thereby is increased from $1,975 to $2,250.

The Southeastern group of seven cities, quoted at an aggregate of $1,150, is increased to 12 cities quoted at $1,600. New stations listed in this group are WAIM, Anderson, S. C.; WCHS, Charleston, W. Va.; WMNZ, Macon, Ga.; WPAP, Parkersburg, W. Va., and WJNO, West Palm Beach, Fla.

In the Southcentral group, an increase from 10 to 12 cities is noted, with KLRA, Little Rock, shifted from the Southwestern group and WOC, Meridian, Miss., added to it. A new rate of $1,850 per night-hour is quoted as against $1,675 under the old rate.

The group is reduced from 10 to eight cities, with one of the deletions accounted for by the KLRA shift. In addition, KNOV, Austin, quoted separately on the current rate card, is quoted along with KTSAB, San Antonio, on the new card as a single rate instead of offering. The present card rate for the Southwestern group is $1,750 for a night-rate and $1,400 under the new rate card. The Florida group of four cities and the Canadian group of two cities remain the same.

The present Northwestern group of four cities, however, is increased to nine cities with the addition of the following stations: WRBB, Dubuque; KDAL, Duluth; WTAQ, Green Bay; WKBH, La Crosse, Wis.; KGLO, Mason City.

The Northwestern group rate of $875 per basic night-hour was doubled to $1,600.

The Mountain group of six cities was increased with the addition of KOY, Phoenix, and the rate increased from $1,000 to $1,125, the entire increase being absorbed by the rate quoted for KOY.

The Pacific Coast group of five cities remains the same. No mention is made in the rate card of the projected switch in the Seattle outlet from KOL to KIRO, KOL still being named as the Seattle outlet along with KVI, Tacoma.

United Biscuit May Add

UNITED BISCUIT Co., comprising independents in various cities and now on 13 stations, may add other outlets this fall. Quarter-hour Man-in-the-Street programs broadcast six times weekly are currently being used on seven stations in addition to a chain program over six stations of the Michigan Network Stations are WGN, WWJ, WTAM, WDAY, WMJ, WIRE, KMOX. Michigan stations listed as outlets in this program include WCBM, WZQZ, WDFD.

Sheaffer Pen Net Spots

SHEAFFER PEN Co., Fort Madison, Ia. (pens) on Aug. 27 will start weekly musical program over three MBS stations. The program will feature the orchestra of Harold Stokes, WGN musical director, and will be broadcast over WGN, WOR, and CKLW. Baggage, Horton & Hoyt, Chicago, is agency.

Sheaffer Pen will also start spot announcements on a long list of stations Aug. 16, included among which are WEN, WNEW, WRME, KTRU, KHJ, WAVE, WREC, WPL, KSTP, KSL, KOA, WOW, KFRC, KOMO, WNAK.

KINGS COUNTY Communist Party will sponsor a half-hour broadcast on four New York stations the evening of Aug. 26. Talks by Earl Browder, candidate for president on the Communist ticket last year, and other speakers will comprise the program, which will originate on WINS and be fed to WHCA, WNEW and WQXR.

Within the WOWO one-half millivolt area there are more than 300 towns of 1000 population and over—a radio main street 100 miles long.

—and the 517,003 families who shop along that main street spend $520,300,000 annually for all manner of merchandise.

To these 517,003 families, 417,500 of whom own radios, WOWO is their home town station.

E. KATZ SPECIAL ADVERTISING AGENCY

WESTINGHOUSE RADIO STATIONS, INC.

FORT WAYNE, IND.

10,000 Watts — NBC Basic Blue

BROADCASTING • Broadcast Advertising

Page 26 • August 15, 1937

www.americanradiohistory.com
DO, MI, SOL—DOUGH! Between the lines of the musical score of "Frigidaire Frolics" lies sales appeal that has brought cash results to the sponsor. Program just renewed for third time over WHEC by Harold J. Weisberg, Pres., Chapin-Owen Co., Inc., Frigidaire distributor, pictured going over the score with J. Gordon Baldwin, Musical Director, WHEC.

SAFE AT HOME—in the Rochester territory are Socony sales, thanks in good part to good will created by "Socony Sport Review" over WHEC. Ray Blades (in uniform), Mgr., Rochester Red Wings, has dashed from the baseball stadium to take part in a broadcast. Others (from left): G. V. Swenoleman and Charles G. Thayer of Socony, Lowell MacMillan, WHEC Sports Announcer.

MORNING PROGRAM CATCHES "EARLY BIRDS"! Rochester Packing Co. entertains early birds with "Musical Clock" program daily at 8:30 a.m. over WHEC. Edward Harrison, Adv. Mgr., Rochester Packing Co., and Francis Owens, WHEC Program Announcer, inspect with amusement a symbolic gift presented by one of the program's fans.

THREE WISE MEN from Rochester's advertising agencies cooperate with WHEC in judging a contest to determine the number of people in WHEC's audience at various hours on different days of the week. Left to right: E. C. Rogers, E. C. Rogers, Advertising; H. Lyman Hart, Pres., Hart-Conway Co., Inc.; and Albert T. Stewart, Pres., Stewart, Hanford and Frohman, Inc.

UP, AND OUT, AND INTO more homes in the Rochester territory go the programs of WHEC, thanks to the new high fidelity R.C.A. transmitter and Blaw Knox vertical radiator antenna recently purchased. The increased coverage amounts to 100 per cent, daytime, and 76 per cent, night time. —And it's all "bonus" because WHEC has not increased its rates. New market and coverage data now available. Write for folder.

www.americanradiohistory.com
A SALE THAT RADIO SOLD
San Francisco's Largest Department Store Uses
Air Waves and Breaks Records for Event

A UNIQUE sales campaign by San Francisco's largest department store, in which only radio advertising was used, has won acclaim because of its results. The plan was conceived by Maurice H. Hyde, advertising director of the Emporium Downstairs Store, to promote the 26th anniversary sale. The only newspaper space used was that employed to call attention to the intensive broadcast appeal, which ran through two days on KJBS (July 31 and Aug. 1), climaxing with a big birthday party broadcast on the afternoon of the second day over KJBS and its sister station, KQW, in San Jose—50 miles away.

The blast was accompanied by widespread distribution of 250,000 copies of a 12-page sales circular. The front page of the circular was devoted to flash copy and a color reproduction of the new KJBS studio and tower, the latter highlighted with red neon-like coloring down the sides. The first day's receipts in the sale substantially exceeded last year's opening receipts, according to Mr. Hyde, despite the fact the sales circular was eight pages smaller, no newspaper advertising was used, and the costly three-month hotel strike had just closed.

"The results far exceeded our original estimates and more than vindicated our radio campaign," Mr. Hyde declared.

Spot announcements were used every half-hour on July 31 and Aug. 1. Two half-hour programs were presented on July 31—Concert Masters, a transcribed feature at 10:30 a.m. and Cocktail Hour, a transcription, at 4:30 p.m. On Aug. 1 two quarter-hour recorded programs were presented, Rhythm Revue at 9:15 a.m. and This Rhythmic Age at 11:45 a.m. The campaign was topped off Aug. 1 with a 60-minute birthday party from 3 to 4 p.m. over KJBS and KQW.

Kellogg Football
CONTINUING the intensive sport schedule begun in Chicago last spring, the Kellogg Co., Battle Creek, Mich., has signed for sponsorship of the Northwestern home and away games this fall over WBBM. Although merchandising plans for the football games have not been completed, it is possible that they may be almost as great a scale as the company's promotional work in conjunction with the current baseball broadcasts on WJJD, which included car cards, full-page newspaper ads and billboards, in addition to presenting famous sports personalities on the broadcasts. John Harrington, regular WBBM announcer, now broadcasting the baseball games over WJJD, will also announce the games. N. W. Ayer & Son Inc., Philadelphia, is agency.

NOW AVAILABLE ...
THREE SURE-HIT
KFYR NEWSCASTS
MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA
* FURGASON & ASTON National Representative

ALL NEW ORLEANS PHONED BY WDSU
PERSONAL telephone calls to every residential telephone in New Orleans were resorted to by WDSU, Aug. 1 as a means of informing housewives or heads of families that the station was joining the NBC Blue Network. Denied the customary newspaper cooperation on such matters, because radio news is restricted in all local papers, Joseph H. Uhalt resorted to the telephone notification method.

One of ten Southern stations which joined NBC on Aug. 1, WDSU used many novel promotion methods to acquaint the audience with its affiliation. Flags and bunting used in decorating the main street for the Mardi Gras were ordered out by Mr. Uhalt a week in advance of the opening day. Hugh blue lettering on white banners carried the legend "Welcome to NBC Blue Network over WDSU". Street cars carried the same message and banners were placed in many stores and all windows. The new NBC "Blue Gown" [see page 47] was displayed in a large department store and special broad- casts were made from the store.

Mr. Uhalt explained he resorted to this manner of promotion after one of the local newspapers refused a special tabloid section by WDSU on the ground that its request for a small amount of news space in the 22-page section being used for pictures of WDSU and of NBC stars was in conflict with its policy.
Milwaukee is an up-and-stirring industrial community not addicted to late sleeping. At least 70.3% of Milwaukee’s male population is at work between 7:30 and 8:00 a.m.

The other 29.7% dash for desks not later than 8:30. And of the 20% of Milwaukee women who work, the great majority meet an 8 o’clock deadline. A comparative few (lucky gals!) hit the deck at 9:30.

Which proves that the use of early morning time on WTMJ is both productive and profitable. Not because Milwaukee hands turn off alarm clocks in the wee hours. But because these same hands turn on radios almost as soon as the alarm is stifled!

Researchers discovered that of the 185,514 radios in Greater Milwaukee, nearly 75,000 were in operation between 7:00 and 8:00 a.m. Between 8:00 and 8:30, the sets tuned in soared to 103,887. And from 8:30 to 9:00, the number reached the astonishing total of 109,453!

Here, certainly, is a numerical market that even top flight space buyers can’t afford to laugh off! Here’s a vast listener audience whose a.m. tuning habits are largely a result of WTMJ’s morning program menu! Here are more ears for less money than can be bought at any other time of the day!

Action, advertisers!

---

**Flash**

On July 25 WTMJ switched over to its new transmitter and vertical 400-foot radiator. The following message from hard-to-reach Ladysmith, Wis., 298 miles from Milwaukee, is typical of the widespread listener reaction:

"... and when the switch was made, ‘On Wisconsin’ came in much clearer and louder. Your station has been hard to locate and next to impossible to hear over our set in the daytime, but we have been able to hear it plainly today. Congratulations on the improvements!"

---

**WTMJ**

THE GREATER MILWAUKEE JOURNAL STATION

Edward Petry & Co., Representatives
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
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"SOUND PICTURE"

- Whether sustaining or sponsored—whether for local, regional or national advertising—your program is "a perfect portrait in sound" when recorded by World's modern Wide Range Vertical method. Your listeners hear the individual artists exactly as they are—music, drama and commercials as true-to-life as the most candid camera print.

Here's the picture:

1. Transcription Headquarters, with complete recording facilities, in New York, Chicago and Hollywood.

2. A thoroughly-coordinated service organization operating in close teamwork with radio stations and advertising agencies.

3. Selective Broadcasting—uniform, high-quality programs in markets of the advertiser's own unrestricted choice.

And remember—the WBS method of Vertical Recording and Reproduction is Selective Broadcasting at its best! . . . For full information, write Transcription Headquarters, 711 Fifth Avenue, New York.

Ask to see the new WBS sound motion picture "On the Air with World"—now showing at Transcription Headquarters in New York and Chicago.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

SUBSCRIBERS

OKLAHOMA
KADA Ardmore
KESO Ada
KEHC Edmond
KEJX Muskogee
KEVO Tulsa
OREGON
KFI Portland
KOPN Portland
PENNSYLVANIA
WCBA-WSAN Allentown
WLAE Erie
WBER Harrisburg
WCAU Philadelphia
WIPB Scranton
WQBI Scranton
RHODE ISLAND
WJAR Providence
SOUTH DAKOTA
KBAB Aberdeen
TENNESSEE
WOPY Bristol
WYDO Chattanooga
WEJC Memphis
WLAC Nashville
TEXAS
KFDM Beaumont
KGGI Brownsville
Kemsp Corpus Christi
WABA Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KLRL Midland
WQAI San Antonio
KCMR Taos
EGEO Wichita Falls
UTAH
EDYL Salt Lake City
VERMONT
WCAX Burlington
WNEX Springfield
VIRGINIA
WSVA Roanoke
WRVA Richmond
WDIV Roanoke
WASHINGTON
KEDG Aberdeen
KYOU Bellingham
KGY Olympia
KCM Seattle
KMO Tacoma
KUW Walla Walla
KPO Wenatchee
KIF Yakima
WEST VIRGINIA
WHIS Bluefield
WISCONSIN
WEAU Eau Claire
WYVP Green Bay
WREN La Crosse
WRTY Madison
WOMY Milwaukee
WNRK Sheboygan
WEAU Wausau
WYOMING
KDFN Casper
KWYO Sheridan
HAWAII
KGMB Honolulu
CANADA
CFAC Calgary
CJCA Edmonton
CJAT British Columbia
CKWW Trail
CKSB Winnipeg
CIRC New Brunswick
CHSJ Saint John
CECW Moncton
CEU Nova Scotia
CHNS Halifax
CEPC Ontario
CFCO Brantford
CCRQ Sudbury
CCLL Toronto
CECL Windsor
CEAC Province of Quebec
CEMC Montreal
CEKC Quebec
CHLJ Sherbrooke
CSTM Saskatchewan
CIRM Regina
FOREIGN
Australia
5 CN Adelaide
4 BC Brisbane
2 ZA Melbourne
2 GB Sidney
New Zealand
1 ZB Auckland
3 ZB Christchurch
4 ZB Dunedin
2 ZB Wellington
France
Radio-Toulouse
Paris
Mexico
Radio-Mexico
MEXICO CITY
Union of South Africa
South African Broadcasting Corporation (Cape Town, Durban, Grahamstown, Johannesburg)
Cycles and Kilocycles

LOTS of things run in cycles, besides radio waves. Among them is the pastime of making the broadcast medium Target No. 1 of the advertising field.

Of late there has been a deluge of pot-shotting at broadcasting, particularly from agencies. Perhaps Arthur Pryor Jr. and Ned Midgley have been as vehement as any of the critics in their suggestions to the industry, although both are known to be friendly to radio advertising.

Now the cycle seems to be going the other way, judging by the literary output of two broadcasters who contribute to this issue of Broadcasting. Curiously, both chose dramatic literary devices to tell their stories. Walter Damm, of WTMJ, one of radio's pioneers, uses a letter-telegram exchange to implant several friendly suggestions in the skyscraper offices of metropolitan time buyers. Maurice C. Coleman, manager of WATL, Atlanta, obviously a bit skeptical of the sincerity of some agency promises, chose the fable method of telling his story, and he tops it off with an authentic premium offer with no box tops required.

Both sides, in their more candid moments, will admit that honest criticism is healthy and beneficial to all, since all are interested in the spending of the same dollars. To date the criticism has been honest and apparently is exercising a helpful influence. Here's to more and better verbal battles, and may both sides win!

Into The Discard

INTO THE discard with the impending end of Congress, will go not only the Celler and Boylan bills but possibly the proposals to investigate the broadcasting industry and its FCC regulators. This means merely a breathing spell until the next Congress, for we may expect to see the measures crop up again in one form or another next January. So far as the broadcasting industry is concerned, their revival and a thorough airing of their purposes at that time may be wholly desirable.

The Celler Bill proposes a shortwave broadcasting station to be operated by the government to combat subversive radio propaganda from abroad. The Boylan Bill proposes a $1 to $5 tax per watt on various power classifications of broadcasting stations. Both had the same origin, that is, were inspired and, in the case of the latter, written by a member of the FCC. Both are opposed by the broadcasters—the Celler Bill as an encroachment upon private operation and a needless waste of taxpayers' money since existing stations can do the same job without the onus of governmental propagandizing, and the Boylan Bill as an inequitable tax on a business that already pays its just corporate and excess profits taxes.

With regard to the Celler Bill, we doubt whether it would have survived the scrutiny of a Congressional committee despite the good intentions of its author, for he was ill-advised technically when he was informed that any single station, even using a variety of frequencies, could possibly "reach the nethermost ends of earth." As for the wattage tax bill, some sort of franchise tax may eventually be imposed on radio stations but not one that so simply and blithely fixes a rate per watt regardless of the varying values of frequencies, capacity to pay, etc. It is based on wholly misleading statements regarding "enormous profits" and on the theory, not followed in the case of either the Trade or Interstate Commerce commissions, that a regulated business should directly defray the cost of regulation.

As for the investigation resolutions, we repeat what we have stated in these columns again and again: All radio will welcome a fact-finding investigation along the lines of the White Resolution, for it will air and perhaps cleanse an atmosphere clouded by mis-statements, misapprehensions and suspicion. Neither a "fishing expedition" nor "headline hunt," from our observations, is contemplated in the sweepingly factual purposes set forth in the White Resolution.

Believe It or Not

RADIO learned a lesson the other day about testimonial advertising: It grew out of the battle of breakfast foods and the quest for big-name athletes to endorse them.

In baseball lore the prize "boner" story is that of the famed outfielder Snodgrass who stole second with the bases loaded during a world's series. Now radio has its counterpart of that "bloomer" and all because of testimonial advertising.

On the last Friday of last month, Lou Gehrig, stellar slugger of the New York Yankees, stepped before an NBC mike as the guest star at the Kellogg-sponsored Believe

The RADIO BOOK SHELF

AN exceptional book on the non-technical phases of radio is Handbook of Broadcasting by Waldo Abbot, director of the Broadcasting Service and assistant professor of speech at Michigan, and chairman of the Federal Radio Education Committee (McGraw Hill Book Co., New York, $3.50). Designed as a guide for teachers and students of broadcasting in planning and presenting programs as well as for those who at some time may make a radio address, the book is a practical treatise written by a man of practical experience in radio. The section devoted to program planning includes reprints of successful scripts and a critical analysis of production problems. Particularly informative are the chapters on the networks, local station problems, transcriptions and phases of radio reception. The section devoted to radio's legal aspects traces the historical growth of the industry and the litigation resulting from copyright and libel. Very readable and complete in bibliography, the Handbook of Broadcasting should be helpful to the general public and students of radio in understanding the scope of the industry.

CREDO HARRIS, who was a playwright, newspaperman and novelist before Ambassador Robert W. Bingham called him into the Louisville Courier-Journal office one April morning back in 1922, and told him he was to run a broadcasting station, has not let some 15 years of radio pioneering dull the keenness of his pen. In that momentous decade-and-a-half he was watched and has been a part of the development of the broadcasting industry, guiding the destinies of WHAS, Louisville. Therefore he is mechanically as well as factually equipped to turn out Microphone Memoirs, a collection of anecdotes that deal with the high and hot spots of interesting and exciting years (Robbs-Merrill Co., New York, $1.75).

Taking the journalistic approach to the subject, Credo Harris fills 281 pages with as fascinating a group of tales as radio literature has ever produced. Always the human and the humorous side are featured in his account of the horse and buggy days of radio and the days when the radio and the horse and buggy had to work side by side. He describes the job of starting and operating a broadcast station at a time when he didn't know a tube from a condenser.

It Or Not program, on behalf of the Kellogg's Huskies. After a dramatic build-up of Gehrig's prowess as a home-run hitter and the "iron man" of the diamond who hadn't missed a game in years, his interviewer asked him about his favorite breakfast food.

And, believe it or not, the Columbia University graduate replied: "Wheaties."

Silence shattered the ether. After an eternity, the interviewer finally collected his wits and inquired whether there wasn't some other breakfast food he liked. Gehrig then admitted a deep affection for Huskies.

On the following Friday, with another famous athlete as guest star, ample safety precautions were employed. The interviewer inquired whether he did not regard Huskies as the ideal breakfast food. A one-syllable answer was all that was necessary.
We Pay Our Respects To —

JOHN RALPH LATHAM

GO OUT and find out. There, in five words, is the radio creed of John Ralph Latham, director of spot radio operations for the clients of Young & Rubicam Inc. There also is the explanation for his frequent absence from his office, for Jack Latham practices what he preaches and a good share of his time is spent in the field, visiting stations, talking with managers, salesmen, announcers, talent, learning policies and practices, talking with listeners and local business men, learning how the stations are thought of in their own home towns by audiences and advertisers.

First-hand knowledge is essential to the intelligent use of spot broadcasting. Jack believes. Speaking before the New York Advertising Club recently, he urged investigation before purchase as the only sure way of getting the best out of spot broadcasting. “Get out into the field and learn for yourselves how the stations handle their present accounts,” he said. “And learn in advertising and promotion, what they really think of their audiences and what audiences really think of them. Don’t be fooled by power and frequency. Sometimes a low-powered station or one with a poor wave-length will be so stimulated by more powerful or better located competition and will go after the audience with such vigor that it actually becomes a better buy for the advertiser.”

He also believes that live-wire local stations are usually the best judge of the likes and dislikes of the listeners in their communities and in spot campaigns he advocates the purchase of local programs wherever possible. “A program that has been built by a station either as a sustaining feature or for local sponsorship is usually built to the specifications of the station’s audience,” he says, “and if it has a good past record in audience and sales response it will probably be equally successful for a national advertiser. And here again the only way to know what are the good local programs is by personal inspection.”

This theory—perhaps conviction is a better word—of Latham’s that the way to learn is through seeing and doing has kept him on the move through most of his 30 years. A native New Yorker, born Jan. 17, 1907, Jack began his migrations early, dividing his elementary education among the schools of New York, Greenwich, Conn., and Pittsfield, N. H. He started his secondary education at Regis High School in New York, but quit at the end of his second year to become quarter-master on the Panama-Pacific Lines. With his wanderlust momentarily satisfied, Jack returned to Greenwich and worked for six months in his father’s restaurant. From which he jumped to a job in Newark as manager of a factory engaged in making novelties for the 5-and-10 cent stores. In 1925 Jack realized that his formal education needed brushing up, so he enrolled in the Greenwich High School where he cleaned up the four-year course in one and found time on the side to win his letter at football as high point scorer of the team.

Following graduation from high school Jack entered Lehigh University, where his activities included football, glee club and the stewardship of his fraternity (Psi Upsilon) house. But in 1929 the lure of boom time salaries combined with his drive for first-hand knowledge to outweigh Jack’s desire for more college and he quit school to take a position with G. L. Ohrstrom Co., a firm of underwriters which was active in the public utility field. As an executive in the purchasing department Jack spent two years in investigating securities, but when Tri-Utilities, a holding company in which Ohrstrom was deeply interested, collapsed in 1931, Ohrstrom failed also.

Following a short term as a section manager at Macy’s, Jack went into the sound engineering business, building and installing public address systems, operating sound trucks, recording sound on film and similar tasks gave him a valuable knowledge of the technical side of radio. Serving as monitor man and frequently doubling as an announcer, Jack handled meetings ranging from style shows and night clubs to political rallies and thereby gained an even more valuable first-hand view of the effect of the amplified human voice on an audience.

From this it was a natural step to radio and when, in 1933, after four years in management in manufacturing a patented card table he had invented (“We made thousands and couldn’t get our customers to buy this venture”), he joined the merchandising and research department of Mid-West & Home Bureau, which was soon transferred to the agency’s radio department. At first he spent part of his time on production but found he enjoyed going on location and more on buying and for more than a year he has been in charge of this activity.

In 1934 he married Donna Brace, daughter of the publisher. As this is written the Lathams are residents of Manhattan, but by the time it appears in print that statement may no longer be true. The development of a place in Connecticut that with just a little fixing up and remodeling . . . . “Jack says, “is among the projects for the near future.” His hobbies are working with his hands, building things, furniture, and he really has a flair for this. Music is Jack’s passion and during the summer he is more likely to be found at the tiller of his boat than at the races.

What the future will bring no one knows, least of all Jack himself. As a matter of fact if it is radio work he is very probably be involved, for as Jack says, “Radio is an ideal voca- tion for a man who likes to travel. The whole business moves so rapidly and changes so quickly that it’s all a man can do to keep up with it.”

George McCAUGHLIN, assistant to Edward Buckwale, CBS Pacific Coast general manager, Hollywood, has been promoted to assist- ant Transatlantic traffic manager. He has been placed in charge of all CBS Hollywood and Los Angeles the- ater and studio contacts. Bennett Anderson, who recently resigned to handle the business affairs of several Hollywood producers, is now in New York to negotiate agency deals for clients, having left the West Coast Aug. 9.

R. H. STEBING, vice-president of Rintoli-Slepock Inc, New York, is the father of a boy, Robert Clarke Stebing.

RALPH NORDBERG, former sales manager of WGY, Schenectady, has joined the NBC New York sales department.

Robert S. TAPILINGER, head of WBC, New York, brought back a Sicilian donkey and cart from Italy after a recent vacation there.

DONALD L. HUMPHREYS, CBS Pacific Coast vice-president, Hollywood, is on his way to New York for a week of conferences, having left the West Coast Aug. 13.

COHLS KLAXON, staff announcer of WLB, Muncie, Ind., has resigned to join WXXX, Richmond, Ind., as head of local sales.

PAUL WING, NBC director of child labor, returns to New York before the Wharf Theatre School, Provincetown, Mass., on “Footlights and Music.”

GEORGIA NEFF, formerly in the publicity department of N. W. Ayer & Sons, is now with the Hollywood CBS studios in a similar capacity.

RALPH ATLAS, head of WJJD and West End-Gar, left Chicago Aug. 9 for a two-week motor trip during which time he will visit several national parks. Joe Kirth, formerly on the sales staff of WDAY, has been added to the WJJD sales staff.

Edgar “Teddy” Bill

EDGAR D. (Teddy) BILL, 19-year-old son of Edgar L. Bill, former management and sales executive of the Transamerican Artists Bureau and operator of WMBD, Peoria, died July 27 at Phoenix. Arizona lover ill of eight months. He would have been a senior this fall at Peoria High School and was a budding genius in radio engineering. He frequently aided WMBD operators.

Albert E. Short

ALBERT E. SHAW, NBC staff engineer in Chicago, died Aug. 10 after a stroke of apoplexy at the age of 46. He was once a member of the military band of the orchestra. He is survived by his widow and a daughter. Interment was Aug. 12 at Springfield, Mass.

Lew Anker

LEW ANKER, WSB, former WIP announce, died Aug. 6 at the Mt. Sinai Hospital after an illness of eight months which had been ill for the last year. Surviving is his wife, Anice Ives, who directs the Hemisphere’s Club at WMCA, New York.
ANNOUNCING SLEUTH

CLARENCE GARNES, man-in-street announcer for KBST, Big Spring, Tex., questioned a youth from Bakersfield, Calif., who gave his name as Jimmy Lyles, formerly of Big Spring. Deputy sheriffs who were listening to the program recalled that Lyles was wanted in Fort Worth to face charges of forgery. They took him in custody a few minutes later.

BILLY LAWRENCE has been assigned network producer of the CBS Hollywood in Person program sponsored by General Mills, Inc., from Hollywood. Tom Wallace, of Bugaleys, Horton & Hoyt Inc., continues as agency production head.

ROBERT EHRMAN, former professor of German at the University of Richmond, has been named contin- uing director of WJHD, Richmond, succeeding Bernard M. Dubay, named publicity and promotion director.

MALCOM (Buzz) EAGLE, assistant program director and head of the station's bureau of the Broadcasting System, has joined KYVH, Denver, where he will build special programs for local sponsors.

WALTER WORTH.formed announcer for WNEW, has been elected to the board of directors of Radio Station WNEW, Inc.

FRED YOUNG, formerly announcer for KBYW, who was recently at WSNY, to become general manager of WUAC, Rochester.

ROBERT S. DAVIS, president of the Music Publisher's and Composers' Guild, has been named as the new assistant program director of WLS, Chicago.

ALFREDO BAKAY and JAMES E. THORNE, respectively announcers for KSB, San Antonio, and WBAA, Fort Wayne, Ind., have been named as the new program directors of the stations.

LYNN HAYNES, formerly with WNEW, has been named as the new program director of WABC, New York.

The program will be broadcast from the station's new studios at 80-30 36th Street, Long Island City.

JACK S. BROWN, vice president in charge of the program department of Republic Pictures, has been named as the new executive producer of the program.

The program will be distributed by Republic Pictures and will be syndicated to all stations.

You can't cover the WSM Market without WSM!

Clear Channel

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., Inc.
What Happened to Punkin or HOW UNCLE HENRY SAVED THE DAY!

What's wrong, Punkin? --Did Almagated drop to day?  
No, but don't worry your sweet little head. It's the coverage problem in the Middle West.

Uncle Henry says this year Iowa's having their greatest big money harvest since 1928. A $18,000,000 crop of wheat alone.

Um-humm! Big money harvest. $18,000,000 in wheat you say?

And Punky, dear, that doesn't even include corn, Iowa's biggest crop, or the other small grains!

Why Punky?  
Ye boy! Bless your lil' heart fluff!

And Punky, dear, that doesn't even include corn, Iowa's biggest crop, or the other small grains!

Yea boy! Bless your lil' heart fluff!

Why Punky?

With a market like that baby and the Iowa Network, we are goin' to town!

Ye mam, we'll get the most effective consistent, advertising coverage in that moneyed market at lowest cost per thousand families with the Iowa Net!

G'bye baby, gotta get E.Katz agency on the phone for rates and time availabilities!

G'bye baby, gotta get E.Katz agency on the phone for rates and time availabilities!

You mean KSO-KRNT and WMT?

Yea mam, we'll get the most effective consistent, advertising coverage in that moneyed market at lowest cost per thousand families with the Iowa Net!

Yea mam, we'll get the most effective consistent, advertising coverage in that moneyed market at lowest cost per thousand families with the Iowa Net!

G'bye baby, gotta get E.Katz agency on the phone for rates and time availabilities!

G'bye baby, gotta get E.Katz agency on the phone for rates and time availabilities!

IOWA NETWORK  
WMT linked with either KRNT or KSO

Radio Stations of the Des Moines Register and Tribune

WMT: Des Moines, Cedar Rapids, Waterloo
KRNT: Des Moines
WMT: Des Moines
KSO: Des Moines

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GENE FERGUSON of WCHS, Charleston, W. Va., who is master of ceremonies on the WCHS weekly broadcast The Old Farm Hour, Aug. 6 celebrated his birthday and the fourth anniversary of the program. The Friday night show is broadcast from the station's auditorium before 3,600 paid admissions.

QUIN RYAN, commentator and announcer of WGN, Chicago, departed Aug. 13 for a trip to Sun Valley, Idaho; Lake Louise, Canada, and Alaska.

BROOKS WATSON, former police reporter of the Pearin (III.) Star, has joined the staff of WMID, that city, as news editor and announcer.

JAMES BEGLEY, program manager of KYW, Philadelphia, recently swam in the Pacific and Atlantic oceans on the same day when he flew from Hollywood to Camden, N. J., at the conclusion of his vacation.

JOSEPH J. AURICHAN has resigned as publicity director of WNYC, New York's municipally-owned station. Aurichan has been associated with radio since 1924 and at one time was executive secretary of the Broadcast Owners Association, an organization of independent broadcasters.

EDITH BRINSON, secretary of WAKA, Richmond, has sailed for Europe aboard the Conte di Savoia. She will visit Palestine and Egypt, returning from Alexandria about the first week of September.

ROBERT ST. F. HURLEIGH, formerly in theatrical and announcing work in Washington, has joined the production staff of WSPR, Baltimore.

RAY SCHNEIDER, announcer of WWSW, Pittsburgh, a second lieutenant in the reserves, served with his company during summer maneuvers during August.

RENAUD WERNERATH Jr., member of NBC's guest relations division in New York, married Elizabeth Imbrie recently.

WPG ANGLERS — Nine members of the WPG, Atlantic City, sales staff and their national representatives took a day off recently to go fishing. The picture was taken as they started out, left to right: top row, J. Fennell, W. S. Shock; center row, Walter Doyle, Paul Von, Charles Plaherty, Sidney Bogatin; bottom, William H. Appleby, sales manager; Hildard Ayer of Sears & Ayer, George McGinley.

ANITA DAY HUBARD, who conducts the "Good Neighbor" column in the San Francisco Examiner, is presenting a quarter-hour talk over KYA, San Francisco, giving advice to the perplexed. Josephine Avis of the program department of KYA, is writing script for a new story and music feature at the station's Saturday morning Musical Clock hour conducted by Bert Busini.

IVAN EPPINGOFF has been appointed musical director of KEHE, Los Angeles, succeeding Leon Rosebrook resigned. Eppinoff came to the West Coast recently to appear in MGM's production of "Cameille" after gaining prominence in Chicago and eastern cities as a violinist and conductor.

VIRGINIA SEEDS, head of the publicity department of WLS, Chicago, is leaving the station Aug. 15 to free lance. Miss Seeds started with Prairie Farmer in 1931. In addition to her publicity work, she was also managing editor of the station's magazine, Stand By.

CARLOS DEL PRADO has been added to the CBS Hollywood continuity staff.

GEORGE T. CASE of WIS, Columbia, S. C., married Miss Marilyn Geiselman Aug. 3. Both have been in radio work for a number of years and met while working for stations in Cincinnati.

HARR CONNOR, Hollywood writer of the Don Lee network dramatic serial House Unedited sponsored by General Foods Inc (Satina) from KDKA, Los Angeles, has returned to the West Coast after a New York conference with sponsors on releasing the series nationally.

AUSTIN PETERSEN and Jess Oppenheim, editor and writer respectively of last season's NBC Packard Hour, have been re-signed by Young & Rubicam Inc. Hollywood, as members of that show fall season writing staff.

JOHN MURRAY, CBS Hollywood producer of Cassandra, Pacific Coast network dramatic serial sponsored by Sylmar Packing Corp., (olives), has returned to his studio duties after being confined to his home through illness.

RISING RADIO STANDARDS SEEN IN CANADA BY WEED

CANADIAN broadcasting is on a par with American broadcasting, according to Joseph J. Weed, president of WEED & Co., New York station representatives, who returned recently from a six-week tour of Canadian stations. Extensive equipment and rebuilding programs are going forward in many parts of the Dominion, according to Mr. Weed who said that CKY, Winnipeg, is spending $100,000 on new equipment and that CKCK, Regina, is building new studios and transmitter at great cost. The equipment, he continued, is the latest and for the most part comes from the United States.

Mr. Weed said further that in his opinion Canada leads America in the standard of its daytime programs and in its brand of radio humor. He stated that daytime programs are not treated as fill-ins in Canada and because of expert programming there are probably more daytime listeners proportionately in Canada than in the United States. "American comics," Mr. Weed said, "use takeoffs on vaudeville technique while Canada's radio comics use an honest-to-goodness radio technique solely designed and patterned for the edification of the home listener rather than for a visible studio audience."

NORMAN BROKENSHIRE, veteran network announcer, on Aug. 4, began a new series of thrice-weekly programs, sponsored by the Journal of Lfe, and booked through MBS, on WAWA, Boston; WEAN, Providence, and WOR, Newark, originating in the latter's studios.

IF YOU EXPECT TO SELL DETROIT...

...you must reach not only the English-speaking population in Detroit area, but also the very large foreign-language group within its borders.

WJBK broadcasts Programs in:

- POLISH
- GERMAN
- JEWISH
- UKRAINIAN
- HUNGARIAN
- ITALIAN
- ARABIC

Augment your English Program by using one or more of these foreign language programs.

WJBK

JAMES F. HOPKINS, Manager

ROESLER & HOWARD, Foreign Language Representatives

BROADCASTING • Broadcast Advertising

National Representatives:

JOHN BLAIR & CO.

New York • Detroit • Chicago • San Francisco

Page 36 • August 15, 1937
A CHICKEN IN EVERY POT!

With a 68-million-dollar wheat crop (best cash crop since 1928) already in, rural Oklahoma is buying. The best cotton crop in years is now practically assured as well as bumper harvests in all other farm products. This year is the year for rural Oklahoma with yields and prices well above the 10-year average... and there'll be "a chicken in every pot" throughout Oklahoma this fall and winter.

WKY serves 63% of Oklahoma's million and a half rural population with a signal intensity of .5 millivolts or better. But above this ability to cover the biggest chunk of Oklahoma... WKY is the most frequent and welcome guest in Oklahoma homes... a direct route to where big buying ideas are in the making.

WKY OKLAHOMA CITY

* AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY
Procter & Gamble buy 1 hr., 5 times each week, on WOR to increase coverage in the wealthiest market on earth.

WOR carried 49% more national spot campaigns during the first quarter of 1937* than any other station in the United States.

*based on an analysis made by Sales Management from figures compiled by the Publishers Information Bureau.

Known as one of America’s smartest time buyers, Procter & Gamble believe that only by using WOR, plus their national network campaign, can they hope to gain the additional coverage the world’s wealthiest market demands. And to WOR goes the biggest slice of P & G’s local radio appropriation. For WOR has proved (is proving) day in and day out that it is the shrewd advertiser’s logical choice when he thinks of Greater New York. Advertisers vote WOR their "spot" favorite, too. In fact, 101 of them planked down cold cash for WOR campaigns during the first quarter of 1937. Or 49% more than picked any other station. And they got very good RESULTS at very little cost. Next, please? WOR
New Shortwave Methods To Be Employed by GE For Foreign Broadcasts

NEW DEVELOPMENTS in shortwave broadcast technique will be employed in the operation of the 100,000 watt transmitter being installed by General Electric Co. in Schenectady under FCC authority granted last month, according to Boyd W. Bullock, assistant broadcasting manager of GE.

The new transmitter, to be used by W2XAD and W2XAF, will entail an expenditure of more than $100,000 and will be the most powerful shortwave transmitter in the world [BROADCASTING, Aug. 1].

One of the innovations is the panel antenna developed by Dr. E. F. W. Alexander, inventor of the famous Alexander alternator. With this aerial, it is claimed, it is possible to send signals into one direction on a beam so narrow that very little energy is dispersed more than 15 degrees on either side of the line of direction. Thus, it will be possible to send more than three times as strong a signal in one direction than is possible with the conventional types of shortwave antenna.

And understood, the effort will be made to concentrate the beam in the direction of South America for best possible reception, with the result that the signal trained toward that locality will have an intensity ratio of 500,000 rather than 100,000 watts. A second development to be incorporated into the transmitter is a new type of transmitting tube which, according to GE, will make practical shortwave broadcasting with much higher power being used.

The equipment will be ready for operation by the first of the year, according to Mr. Bullock.

Central Shoe Series

CENTRAL SHOE Co., St. Louis (women's shoes), will start a transcribed show, Footsteps to Beauty on 12 stations starting in October. The program will be broadcast 15 minutes once a week. The entire series will be produced and transcribed by Transamericans, Kelly, Stuhlman & Zaranst, St. Louis, is agency.

TEXAS COCA COLA ON QUALITY GROUP

SUCCESS of their Coca Cola College Night program over WFAA, Dallas, has led the Coca Cola Bottlers of Texas to extend the series to the Texas Quality Network, starting Sept. 30, Thursdays and Saturdays, 6:30-7 p.m., until Nov. 27. The 18 broadcasts, produced by remote control from the campuses of the various universities and colleges of Texas, will be handled by Wilson Crook Advertising Co., Dallas.

For nine weeks last fall, the shows were carried on WFAA, featuring pep rallies from the week's honor college on Friday nights with football predictions and comments by Jerry Mann, and band shows from the participating colleges on Saturday nights. A merchandising tie-in called for the predictions of the outcome of the games from listeners, with cases of Coca Cola as the reward. As a mail puller the show set a record at WFAA, running 200,000 entries in seven weeks.

This year's series will again have Hal Thompson, WFAA chief announcer, at the microphone, with Benny Lee Boynton, Southwest football official, predicting the scores on the Thursday night shows.

WIXAL Extending To Latin Nations

Pan American Union to Assist Educational Broadcasts

EXTENSION of the broadcasts of WIXAL, international shortwave station at Boston, into the Latin American field is planned under a cooperative arrangement between the World Wide Broadcasting Foundation, licensee of the station, and the Pan American Union at Washington. Station WIXAL is interested in educational broadcasting, working under a grant by the Rockefeller Foundation in cooperation with Harvard, Massachusetts Institute of Technology and other institutions of higher learning. Its founder and director is Walter S. Lemmon, radio inventor who is regularly employed as head of the radiotype department of International Business Machines Corp., New York.

Purpose of the new series will be to improve knowledge of the American republics among one another. Broadcasts will be in English and Spanish, relayed to 10 cooperating stations in Central and South America for rebroadcast there. In addition, arrangements of all programs will be made during the broadcasts and will be repeated time and again at WIXAL. Disks will also be made available to any and all stations in Latin America without cost. Some of the transcripts, it is planned, will be made in the Pan American Union headquarters in Washington, where recording equipment is installed under Mr. Lemmon's direction.

Longer Schedule

Mr. Lemmon announced that WIXAL will go on a seven to eight hour daily schedule with the beginning of the fall college year. Its technical equipment is being expanded and improved, he said, with an addition of beam antennas to focus the shortwaves toward South and Central America. In addition, the station has concentrated on Europe, particularly Great Britain, and on domestic listeners. Its educational courses, Mr. Lemmon said, have had a regular listenership of at least 500,000.

The station uses the 6040, 11790, 11350 and 21460 ke frequencies, directing them to various points of the globe according to season and time of day.

Dr. Louis B. Andrews, of the Harvard Observatory, who is program director of WIXAL, is due to return to Boston about Sept. 1 after a five-month study period with the British Broadcasting Corp. in London. His attention has been directed toward the BBC staff college, working on program developments and studying listener reactions to WIXAL's programs in Great Britain. Chief engineer of WIXAL is Hollis Baird.

WHEN the studio clock at KGMB, Honolulu, gets too near the straight-up mark, and the show looks like the Flat Faced Spelling Bee is about to run over-time, the professor always has a stopper. It's the name of one of Hawaii's smallest fish—Hamuhumu-

Have you a copy?

Wick for the new UTC broadcast bulletin describing transformer, equalizer and amplifier components for every broadcast and recording application.

UNITED TRANSFORMER CORP.

72 SPRING STREET

NEW YORK, N. Y.

BROADCASTING • Broadcast Advertising

Page 40 • August 15, 1937

www.americanradiohistory.com
"It seems to be better every issue, if that could be possible."

FLETCHER & ELLIS, INC.
Advertising

500 FIFTH AVENUE, NEW YORK

July 16th
1937

Mr. Holcomb's interest in BROADCASTING is not unique. For included in BROADCASTING's 7,000 circulation is practically every time-buyer and radio advertiser of national and regional consequence in the United States. They read each issue from cover to cover. And that's why you will want to tell your story to these buyers — through BROADCASTING.

Mr. Norman R. Goldman
Broadcasting Magazine
1270 Sixth Avenue
New York, N. Y.

Dear Norman:

This is just a line to tell you how much I think of BROADCASTING. It has made an enviable niche for itself in the radio field. It seems to be better every issue, if that could be possible. I trust that all of you connected with it will maintain the fine pace which you have set for yourselves. With best wishes for your continued success.

Sincerely yours,

Radio Director

LAWRENCE HOLCOMB
Radio director, producer, writer and time-buyer, few men know radio better than Mr. Holcomb. He has served as radio head of Joseph Katz Co. and Fletcher Ellis; continuity editor of NBC. Among his current radio accounts are Ward Baking Co. and Quaker Oats Co.

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Independent Federal Status for FCC Is Advocated by Sykes at Senate Hearing

RETENTION of the FCC as an independent agency was advocated Aug. 9 by Acting Chairman E. O. Sykes in testimony before the Senate Committee on Government Reorganization which has before it the Administration bill (S-2700) under which that agency would be absorbed by the Commerce Department.

A drive for enactment of the President's plan developed suddenly by Aug. 10 when a special House Committee reported favorably a modified bureau merger bill but with 12 independent commissions and agencies including the FCC, specifically exempted from its provisions. Under its terms the President would have authority to consolidate and revamp all other independent agencies within a two-year period. Prompt passage by the House was predicted.

One of several witnesses representing independent agencies who opposed the President's reorganization plan, Judge Sykes delivered an analysis of the bill prepared under the direction of FCC General Counsel Hampson Gary. Responding to questions of Senator Byrd (D-W. Va.), opponent of the President's reorganization plan, Commissioner Sykes said that possible harmful effects upon the efficiency and responsibility of the FCC repose in the bill's provisions that the hiring and discharging of employees be taken away from the Commission under the Commerce Department.

Moreover, he intimated, separation of the administrative functioning of the FCC, which would be placed in the Commerce Department, from the quasi-judicial actions of the Commission, would tend to place the responsibility of regulation upon the FCC without giving it the staff necessary to perform the task efficiently.

"If the power to employ and the power to discharge for cause be taken away, I fear for the efficiency of the Commission," Judge Sykes said.

In the legal analysis, the FCC Law Department pointed out that under one section of the bill the executive department would be permitted to handle "routine" budgetary, personnel and supplies details for the FCC but that this section could be subjected to broader interpretation and therefore was ambiguous. It could be construed, for example, the memorandum stated, to place under an executive department such matters as appointment and discharge of personnel, which are of primary concern to the Commission.

Along with other independent agencies, the FCC had been called upon by the Senate committee to submit its views on the President's reorganization plan but up to Aug. 9 had failed to do so. Judge Sykes explained this was due to the sudden death last month of Chairman Prall. In its legal analysis, the FCC Law Department said that the Commission had a well-defined law under which it operated and that in its coordination of work with other agencies there had never been any appreciable overlapping or duplication of effort.

Most vigorous opposition to the reorganization proposal came from Joseph B. Eastman, ICC commissioner, who termed it "dangerous and ill-advised." The bill, he declared, gave the President "a blank check" to reorganize the ICC in any way he desired and would precipitate a harmful political influence on the ICC affairs. Chairman Byrnes (D-S.C.) of the Senate committee nevertheless, said, that there would be ample safeguards in the measure to protect the ICC.

Chairman Hull of the Federal Trade Commission, also assailed provisions of the bill. An administration official with sympathy with the Trade Commission, for example, said, could "hammer" it through this power.

Other witnesses opposed the measure and praised the ICC for its notable record of impartial, non-political governmental regulation. The National Association of Railroad & Utilities Commissioners, through R. Lester Hooker, chairman of the Virginia Corporation Commission, asked that the ICC, FCC, Federal Power Commission and Securities & Exchange Commission be specifically exempted from the terms of the proposed government reorganization legislation. He asserted the independent commissions ought to be as free of political influence and control as the courts.

With adjournment of Congress anticipated this month, little hope is held out for enactment of a reorganization program along the lines advocated by the President in a special message Congress earlier in the session. Such legislation, however, appears to be earmarked for consideration when the new Congress convenes next January.

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WAVE DOESN'T COVER 121,704,128 PEOPLE!

According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the nearest N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on both the Red and Blue Networks. . . .

And that's a good many people, when you consider that they really listen!

National Representatives:
FREE & PETERS, INC.

Funds are Sought for Havana Meet

President Roosevelt on Aug. 3 sent to Congress a brief message urging approval of an appropriation of $15,000 to defray the expenses of the delegation to the forthcoming Inter-American Radio Conference to be held in Havana May 11-21.

The State Department recommended approval of the appropriation. The purpose of the conference, which will have legal powers, will be to ratify the allocation plans worked out at the preceeding Inter-American conference held in Havana last March which, along general lines, incorporate the so-called Mexican border station agreements, pending before the FCC as a result of the allocation hearings last fall.

The House Foreign Affairs Committee on Aug. 10 reported favorably its resolution (HJRes-476) for the $15,000 fund for the Conference.

The President's message was accompanied by a report from Secretary of State Hull, which covered the purposes of the conference. It stated that participation had been approved by the FCC last May 27. The report added that the preliminary engineering conference held in Havana before the March was "highly successful." FCC Assistant Engineer T. A. M. Craven headed the American delegation to the conference and was commended by the State Department for the excellent work done.

Mr. Hull pointed out that broadcasting problems dealing with the allocation of clear channels, interference, the so-called Mexican border station agreements and allocation and use of high frequencies were the dominant subjects to be considered at the Nov. 1 conference. Also enumerated were the 15 resolutions adopted at the conference last March.
If you plan to increase the efficiency of your antennae, it will pay to consult Blaw-Knox.

BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH,
PA.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.
we are sending you under separate cover.

5. After the first broadcast you contact a representative number of dealers and ascertain the number of cigs are in receipt of your order.

6. After the program has been on twice, you contact a representative number of listeners and get an expression from them as to their opinion of the program.

7. Prior to the commencement of the program you make at least three announcements per day calling attention to this new feature. (Be sure that the name of the sponsor is mentioned each time.)

Please send us copies of all stories, etc. as well as a detailed report of the work done.

Your very truly,
Joe Doaks Agency,
By Harry Roaks.

** ** RADIO STATION ABCD
Peanutville, Ill.

Mr. Harry Roaks,
Joe Doaks Agency,
New York City.

Dear Mr. Roaks:

We were engaged to help with the request, the costs involved would be greater than the profits accruing to the station on this 13-week order. We should be happy to comply with your request and bill the work to you at actual cost.

Please understand we are duly appreciative of this business. How-

ever, we are in the broadcasting business and not in the display distributing, direct by mail, or brokerage business.

We shall do everything within our power to be of assistance to you along sales line or carry within the provinces of a radio station.

Your very truly,
RADIO STATION ABCD,
FRANK FOAKS, Manager.
* * *

NEW YORK CITY,

RADIO STATION ABCD
Peanutville.

CLIENT NOT INTERESTED IN PAYING FOR SERVICE STOP DO NOT BILL. YOU CAN FREE OF CHARGE.

JOE DOAKS AGENCY
Aug. 27, 1937
New York City

Mr. Frank Foaks,
Radio Station ABCD,
Peanutville.

Dear Mr. Foaks:

Our client manufacturing the Smokem five-cent cigars reports sales in Peanutville have not been up to expectations. Unless sales pick up the client has instructed us to cancel the contract.

We realize the prestige and popularity of Radio Station ABCD but are positive that it cannot be the program's fault as it produced when tested in Peanutville. Therefore, we are at a loss to understand why the program is not producing in Peanutville.

May we suggest that you do everything in your power to contact ABCD staff and urge them to push this cigar.

Yours very truly,
Joe Doaks Agency,
By Harry Roaks.

** ** RADIO STATION ABCD
Peanutville.

Mr. Henry Hoaks,
Our Special Representative,
New York City.

Dear Hank:

Enclosed is a copy of the letter from the agency relative to the results but produced by the Historical Highlights program of the Smokem Cigar Co.

To answer with “I told you so!” is useless. However, we would appreciate your taking this matter up personally with the agency. It is, of course, not surprising to us.

First, let us point out that Walnutville and Peanutville are as distinct in the composition of their population as is black from white. Peanutville is an industrial community— a workingman's town— while Peanutville is more of a white collar town. As a matter of fact, experimentally statistics show that there is very little manufacturing there, and while wages are not much above the average, the working day is considerably different and the general tone of the population is more inclined to the social side of life.

Here in Peanutville, when the average man gets home from work he sits down with his family at dinner some time around 5:30 and is finished by 6 o'clock. Then he spends his time reading the newspaper, talking to the family, and if it's summer, he probably goes out in the garden or to a movie (Peanutville neighborhood movies open around 5:30). If it's winter he either goes to the movie or to the neighbor for a game of "Schafskopf". In other words, Peanutville is a town of "gemütlichkeit".

Therefore Mr. and Mrs. Peanutsville, as we have pointed out to you before, and as our surveys have proved, are not inclined during their dinner hour, nor shortly thereafter, to sit down and listen to dramatic programs of cut and dried speeches. Neither do they permit their children to the dinner to get all excited by listening to some of the children's programs that are on the air.

Under the circumstances, it is not surprising to us that this program has not produced the expected results. As a matter of fact, we have, within the past week, had the John Boaks Research Inc. make a check of our market and we more or less expected this reaction on the part of the client.

Surveys was, of course, not made on the extensive scale that our usual surveys of this nature are made. The results, we believe, are accurate enough to reflect the general conditions. An analysis of some of the thousand cards return shows that the percentage of radio sets tuned to ABCD at 6:15 to 6:30, Mondays, Wednesdays and Fridays (which is the period Historical Highlights has used for the last month) has dropped from 55% to 17%, while that of our competitor has gone up from 9% to 36%, and some of the other stations also show increases.

This survey also shows that on Tuesdays, Thursdays and Saturdays, at the same time (which period still carries the Musical Roundup), the percentage of sets tuned to ABCD has increased over that shown in the previous survey.

Under the circumstances, there can be no question that it is the program's fault and not the station's.

We again suggest that if the client wants a good job in Peanutville, he either take over the local program, which we had on as a sustaining feature, or better still, that he switch his program to the noon hour or early morning hour.

Cordially,
FRANK FOAKS, Manager.

SMOKEM CIGAR CO.
New York City
Peanutville, Sept. 15, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.

Dear Louis:

Who in the hell ever ordered that radio program Historical Highlights over ABCD Station ABCD here in Peanutville? I have been here three days now and I can tell you positively that you will never get anywhere here with that program. I have gone up and down the streets and have stood at factory gates, and asked men whether they heard the program, and what they thought about it. And was my face red at times!

These people here, when they turn their radio set on during the dinner hour, and when Pa tells Ma...
PEANUTVILLE, Sept. 19, 1937

H. HOAKS
OUR SPECIAL REPRESENTATIVE
NEW YORK CITY

SUGGEST TWELVE FIFTEEN AT NOON MUSICAL ROUNDBUP WHICH HAS BEEN ON AIR FOR SEVERAL YEARS AND HAS BUILT UP LARGE FOLLOWING.

YOUR SPECIAL REPRESENTATIVE
New York City
Sept. 21, 1937

Mr. Frank Foaks, Manager
Radio Station ABCD,
Peanutville.

Dear Frank,

The John Doaks Agency has decided to experiment with local programs. They are following your suggestion. This puts the burden of proof directly on you.

We have no doubt from past experience that this change will be for the best. However, if it hadn't been for the Smokem Cigar Co.'s Sales Manager having personally visited Peanutville, we doubt whether this contract would have been reinstated.

Cordially,
Your Special Representative,
Henry Hoaks.

"SMOKEM" CIGAR COMPANY
New York City
Peanutville, Dec. 1, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.

Dear Louis,

Well, it worked, Louis. No matter where you go now the men in this town know about Smokems. Not only do they know about them, but you can usually see one or two sticking out of their breast pockets and one out of the corner of their mouths.

Sales here, as office records will show, have been phenomenal. I couldn't believe it, and that's why I stopped off here on my way back to the office to check it out. Thanks for your cooperation in this experiment in using local programs. I hope we can do the same in every one of our communities.

Yours for more and more local programs,

Smokem Cigar Co.,
Geo. Coaks, Sales Manager.

KEA, are the call letters assigned for the new 500-watt station on 1440 kc, which the FCC has authorized for construction in Centralia, Wash. (Broadcasting, July 15.)

Music Code Conference

HOLDING of a trade practice conference for the music publishing industry in early October was authorized Aug. 3 by the Federal Trade Commission, according to Jerome George McCorkle, in charge of the trade practice conferences. The NAB, it is understood, may ask permission to participate in the conference on behalf of the industry. Among problems to be taken up are song plugging and bribery.

Ibs Names Montgomery

E. F. Montgomery, regional sales manager of WMT, Waterloo, la., on Aug. 4 was appointed national sales manager of the Iowa Broadcasting System. He was formerly commercial manager of KOIL, Council Bluffs, and has been associated in the past with the commercial departments of KSTP, St. Paul, and WCCO in Minneapolis, and John Blair & Co.

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

WAKE UP!
Everybody is buying

in America's
No.1 Farm Market!

FARMERS in IOWA, Nebraska, Missouri and Kansas have just harvested the biggest small grain crop in years! A history-making corn crop is assured! Farm products reach new high prices almost daily! The Mid-West is WEALTHY and SPENDING FREELY.

Now is the time for YOU to share in this harvest of SALES and PROFITS! Cash in on the confidence and loyal following that Earl May and KMA have built up during the past twelve years. Reach and SELL the 250,500 farm and small town homes served by this powerful regional station.

We know this market and these people intimately! We're boosting sales for ALL of our advertisers every day. Let us do the same for YOU!

The Earl May Station,
KMA, Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City

August 15, 1937 • Page 45

www.americanradiohistory.com
The Business of Broadcasting

KDFK, Pittsburgh

Boston. Revere & Air Conditioning Sales Tracing Corp., Youngstown, 15 sp., thru Kenyon & Eckhardt Inc., N. Y.


Bosco 9 Corp., Chicago.

KFWA, Dallas


Simmons Co., Chicago (beds), 78 sa, thru J. Walter Thompson Co., N. Y.

Hiteen Corp., Chicago (Hiteen), 26 sa, thru Ruthrauff & Ryan Inc., Chicago.

National Bellas Hess, Kansas City, 165 sa, thru Ruthrauff & Ryan Inc., N. Y.

WJJD, Chicago
Soft-Wash Products Co., Chicago (hard water softener), daily sa, thru Schwimmer & Scott, Chicago.

Kent & Lane, Drugs, N. Y. (Omega powders), 15 weekly sa, thru Hughes, Wolff & Co., Rochester.


Knox Co., Los Angeles (Cystex), 7 weekly sa, thru Dillon & Kirk, Kansas City.

Western Union Telegraph Co., Chicago, daily sa, thru Sun. sa, direct.

KNX, Hollywood

Procter & Gamble Co. (Cincinnati Oxydol), 5 weekly sa, thru Blackett-Hummer Inc., Chicago.

F. Garin Co., San Francisco (Fougue — spring cover crop), 5 weekly sa, thru Charles Hertz Inc., New York.

Petri Cigar Co., San Francisco (cigar), weekly sa, thru Emil Bribacher & Staff, San Francisco.

KVO, Colorado Springs
Kerr Dry Goods Co., Oklahoma City, 2 weekly sa, direct.

Derby Oil Co., Wichita, 7 weekly sa, thru Potts-Turnbull Co. Inc., Kansas City.


WBZ-WHZA, Boston-Springfield

Sun-Rayed Co., Frankfort, Ind. (tomato juice), 26 sa, thru Caldwell-Baker Co., Indianapolis.

WFBD, Frederick, Md.
Schmidt Baking Co., Baltimore, 3 daily sa, direct.


WOAI, San Antonio
Refrigeration & Air Conditioning Institute, Chicago, weekly t, thru Chicago Tribune Co., Chicago.

"Honest, Senator, Nobody's Trying to Be Funny . . . Wind Are Our Only Letters."

Snell Says Democrats Solicited Radio Stations
A CHARGE that the Democratic National Committee, in its sale of "local color" convention spots, had solicited every radio station in the country to contribute $250 "with the threat implied that the stations licenses would be revoked," was presented to the House Rules Committee Aug. 12 by Rep. Bertrand F. Snell, the Republican leader, in his demand that a Congressional investigation be made of the sale of convention spots. The book bore the signature of President Roosevelt. The charge was based on a letter from a businessmen leader dated June 15, 1937, Rep. Snell told the Committee.

MCA Hollywood Expansion
MUSIC Corporation of America has augmented its Los Angeles radio personnel with the transfer of Fred Toombs, former New York office and addition of Ward Byron, formerly of San Francisco NBC production staff. W. H. Stein, executive vice-president, has been transferred from New York to the West Coast and has taken over the making of the major entertainment program. Taft Schreiber's position as MCA coast manager is not affected by the additions. MCA is now erecting its own studio-office building in Beverly Hills, Calif., which will be ready for use by the end of the year, to house the enlarged activities of the organization.

Wrigley's Western Spots
WILLIAM WRIGLEY Jr. Co., Chicago (gum) has started one-minute announcements on six Pacific Coast and has initiated its Scottiego Bawes shows. The local announcements immediately dedicated to its network program, and in addition to paying tribute to the local dealers, a national extension. MCA is also making a special effort to build up the sale of the program. Stations are KNX, KOIN, KSFO, KOL, KVI, KFPP, Nezins-Meyerhoff Inc., Chicago, has the account.

Packard Resumes Sept. 7
THE Packard Hour, Tuesday evening NBC program sponsored by Packard Motor Car Co., Detroit, will start its fall season for Sept. 7, when the current line-up of talent is replaced by a new cast featuring Lanny Ross, Charles Butterworth, George Millard, Walter Wilson and Raymond Paige's orchestra. Program is placed through Young & Bancroft Inc., N. Y.

Lever's Extra Period
LEVER BROS. & Co., Cambridge, Mass., which was to end July 6, will resume on Sept. 6, when the current line-up of talent is replaced by a new cast featuring Lanny Ross, Charles Butterworth, George Millard, Walter Wilson and Raymond Paige's orchestra. Program is placed through Young & Bancroft Inc., N. Y.

Page 46 • August 15, 1937

BROADCASTING • Broadcast Advertising
RADIO ADVERTISERS

HOUSE OF HATHWAY BAKERSIES, Boston (New England bakersies), has renewed one-minute radio programs dramatizing historical half-lives of that section of the country, for a 22-week period on eight stations. The programs, broadcast six times weekly or thrice daily, are on WBZ, WEBS, WPRO, WJAR, WBAM, WPLR, and WORC, W.E. Long Co., Chicago, is the agency.

The Association of National Advertisers will hold its annual convention Oct. 25-30 at the Homestead Hot Springs, Va. A portion of the session will be open to interested guests.

BUDGET FINANCE PLAN Corp., Hollywood (finance company), which has confined its advertising entirely to newspapers, for the first time is using radio, having started Aug. 2 for 52 weeks, using a quarter-page of United Press News on KECA, Los Angeles, five nights weekly, Block & Co. Inc., Los Angeles, is the agency.

J. W. McCORMACK REALTY Co., Chicago, has renewed its contract with Home Planning Co., "the Friendly Philosopher," for a fall and winter schedule over Chicago stations to begin early in September. In addition to his broadcasts, Mr. Griffith also has been appointed director of sales and publicity for the Realty firm.

EAST WASHING MACHINE Corp., Syracuse, N.Y., announces the appointment of Morton Gilde as general sales manager.

CANADA PACKERS Ltd., Toronto (Scuri-Gain concentrates) has expanded its radio program on CFRB, Toronto, to include CKXN, Wingham. Ontario. The station listeners of thrice-weekly livestock reports.

IN CONFORMITY with a newly-inaugurated nationwide policy the Pacific Coast League baseball games are now being broadcast under split sponsorship. The B.F. Goodrich Rubber Co. of Akron, is now alternating with General Mills on KTA.

UNION PACIFIC Railroad, buying time for the third time in less than a year on KSL, Salt Lake City, contracted for two one-hour periods Aug. 14 and 15 for remote covering of the rodeo from its famous Sun Valley Lodge in Southern Idaho, to be handled by Announcer Wally Sandack and Chief Engineer Eugene Pack.

DURHAM GAS Co., Durham, N. C., is sponsoring a new women's show called Magic Chef on WNCN, offering recipes and kitchen advice and giving away cookbooks to housewives who write in.

GILLETTE RUBBER Co., Eau Claire, Wis., on Aug. 27 starts a series of weekly quizzes hours on WHO, Des Moines. Cramer-Krasselt Co., Milwaukee, is agency.

New Kellogg MBS Plays

KELLOGG Co., Battle Creek, Mich., will supplement its quarter-hour broadcasts of Irene Wicker as the Kellogg Singing Lady on NBC-Blue, Monday through Thurs-day afternoons, with a Sunday series of half-hour musical plays, written and performed by Miss Wicker with the assistance of a dramatic cast, a chorus and a small orchestra, to be broadcast on an MBS network beginning Oct. 3. The broadcasts, which are similar to those put on by Miss Wicker last spring on Friday afternoons, are produced for a juvenile audience in the interest of Kellogg's Corn Flakes, and are sponsored through N. W. Ayer & Son Inc., Philadelphia.

Gen. Hugh Johnson Joins Radio Columnists Ranks

SECOND of the noted syndicated columnists to be signed for radio during the last few weeks is General Hugh S. Johnson, former NRA administrator, now writing a column occasionally critical of New Deal policies. Gen. Johnson on Sept. 27 will begin a series of four weekly commentaries on the day's news on NBC-Blue under the sponsorship of Grove Laboratories, St. Louis (Grove's Bromo Quinine). He will be heard Mondays and Thursdays, 8-8:15 p.m. (EST), and Tuesdays and Wednesdays, 10-10:15 p.m. (EST), broadcasting from New York, Chicago or Washington. Agency is Stack-Goble Inc., Chicago.

Signed last month for a similar series was Dorothy Thompson, wife of Sinclair Lewis, novelist, and a former European newspaper correspondent, who on Aug. 6 started People in the News on NBC-Red, Fridays, 10:45-11:15 p.m. (EDST), sponsored by Pail Mail cigarettes. Agency is Compton Adv. Inc., New York.

Radio and Insurance

LIFE ADVERTISERS Assn., holding its annual convention at Old Point Comfort, Va., Sept. 21-22, has scheduled a 45-minute round table discussion of the use of radio in life insurance promotion which will be conducted by Ed M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., operator of WSM, Nashville. Mr. Kirby plans to secure several figures from the broadcasting industry as speakers.

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* * *

FROM HERE

THIS SUMMER WTAQ LISTENING AUDIENCE INCLUDES PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at resorts. Write or wire for details.

James A. Wagner, Man. Director
Small & Broers, National Representatives
250 Park Ave. New York City
307 N. Michigan Ave., Chicago

August 15, 1937 • Page 47
News Editors to Meet

THE Association of Radio News Editors and Writers is planning to hold its first annual convention at the Sherman Hotel, Chicago, Sept. 10-12. A program is being formulated by the program committee, consisting of Jack Harris, WSM, Nashville; Beckley Smith, WLS, Chicago; Al Hollender, WJJD-WIND, Chicago, and Ken McClure, WOAI, San Antonio. Outstanding speakers from the broadcasting and newspaper industries will be invited to speak. John Van Cronkhite is the current president.

TO REACH BIRMINGHAM
"HOME FOLKS" YOU NEED WSGN

THE NEWS AGE-HERALD STATION
in Birmingham
1310 KC.

AFFILIATED WITH N.B.C. BLUE NETWORK

...and SUDDEN WEALTH

WOW listeners will spend it!

WOW

500 Kc. 5,000 Watts
John Gillin, Jr., Mgr.
JOHN BLAIR CO.—Representatives—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Sovereign Camp of the Woodmen of the World

MIKE STIVER, Australian manager of Walter Thompson Co., arrived in Hollywood Aug. 9 for two weeks during which time he will survey radio advertising, confer with agency executives and buy transcripts for clients. Thomas Luckenbill, general production manager of Walter Thompson Co., New York, is also in Hollywood Aug. 10 to discuss plans for that organization's fall network program emanating from the West Coast. Accompanying him will be several General Foods Corp. executives.

ANDREW CONE ADV. AGENCY, New York, has moved to 400 Madison Ave.


Brbanom Co., newspaper and station representatives, announced Aug. 6 that on Sept. 1 it will take over national representation of KTBS, Shreveport, La. Brham will continue to represent WLS, Shreveport, in the Southeast, which is under the same management.

FOREST JOHNSON, of the sales staff of Van Cronkhite Associates Inc., has been elected assistant director of the firm's foreign language stations on the west coast. succeeding George Boesler, resigned. Sam Knott, formerly with United Press and later director of WLS Transradio, has been appointed managing editor of the VCA newsmen.

WCFL, Chicago, has appointed Erwin, Wasey & Co., Chicago, as special promotion counsel. Holland E. Engle, radio director of the agency, will be account executive supervising production and program activities for the station.

GILBERT M. HUTCHINSON, formerly with WCPD, Cincinnati, has joined the Chicago sales staff of Walter H. Rubicam Inc.

WIL, St. Louis, has named Small & Brewer as national representatives.

WPA Study Shows Radio Indispensable in Homes

A RADIO is an indispensable part of the average unskilled working man, according to a survey of costs of living in 58 representative cities made by the Works Progress Administration. The study, released Aug. 1, disclosed that in the salary bracket ranging from $1,180 to $4,165 per year, covered in the 58 cities, practically all of the families have "a small radio but no automobile." These average families read a daily newspaper and listen to the radio once a week and enjoy other simple leisure time activities.

KFPY—Spokane
KGR—Butte
XXL—Portland
Serving 80% of the people of the Pacific Northwest

WE ALWAYS PLAY SAFE!

About the best advice we've received in a long time was not intended as a "7-D". It emanated from the promi-

nent Chicago TV executive: "When I'm in my man's place, he'd buy the WGES list of stations for a new client I always have to keep in mind that if the others fall WGES will produce excellent any day of the week. That's another reason WGES is first with Chicago accounts!"
George Bijur Organizes Advertising-Sales Agency

FOLLOWING his return early in August from a six-month survey of European advertising and marketing techniques, George Bijur, who resigned early this year as vice-president of Fletcher & Ellis and who formerly was advertising and sales promotion director of CBS, on Aug. 9 announced the establishment of George Bijur Inc., new advertising and sales promotion agency with offices at 9 Rockefeller Plaza, New York. The agency will begin operating Aug. 20.

Mr. Bijur visited eight countries and 23 cities in Europe and spoke before business conventions in Paris and Vienna. During his trip he studied histories of recent successes in European advertising campaigns, including radio. Although only 36, Mr. Bijur has been in the advertising field 15 years. He formerly was advertising director of Weber & Heilbronner, Brokaw Bros., and Bonwit Teller, New York, and director of publicity for L. Bamberger & Co., Newark. In the agency field he was a group head at Erwin, Wasey & Co., where he created and wrote campaigns for Log Cabin Syrup, Maxwell House Coffee, Baker's Chocolate, Primrose House Beauty Creams, Barbasol, Whiz Antifreeze, Philco Radios, etc.

Political Network

A STATEWIDE network of five Virginia stations was used during the first week in August by candidates for state, county and local offices. Included in the network were WRVA, Richmond; WDBJ, Roanoke; WBTM, Danville, and WPJR, Petersburg. Candidates were invited to submit data for biographical sketches which were presented during the last few days of the campaign so that each was given a morning, afternoon and evening audience in the feature Meet Your Candidates. No charge was made for this broadcast, and campaign speeches were billed at regular rates.

Ballou Joins Aerogram

DAVID S. BALLOU, formerly of KDOL and later general manager of KDFN, Pampa, Tex., has joined the Aerogram Corporation, Hollywood, it was announced Aug. 8. The new transmission organization is headed by G. Curtis Bird and Gordon d’A Soule and recently completed new studios at 1611 Cosmo Street. It has started production on two series of quarter-hour children’s programs.

James Leaves Fogel

WILLIAM M. JAMES, for several months manager of Irving Fogel Adv. Agency, Hollywood, has resigned to become affiliated with Lockwood-Shackelford Co., Los Angeles agency, as account executive. James, who is well known in Pacific Coast radio and advertising, was formerly on the sales staff of KJIJ, Los Angeles, and prior to that a member of the commercial department of Associated Cinema Studios, Hollywood. Transcription concern. For more than a year he was on the staff of KMPC, Beverly Hills, Calif., as writer, producer and announcer.
Plans for New WOMI

RCA equipment has been ordered, but otherwise plans for the new WOMI, Owensboro, Ky., are still indefinite and the station may not go on the air until sometime in October or November, according to Lawrence W. Hager, publisher of the Owensboro Messenger and Inquirer, which secured the construction permit last June 15. Manager of the station, Mr. Hager reported, will be Lyell Ludwig. Chief engineer will be Jack Starks, formerly with WAVY, Louisville. The rest of the staff has not yet been selected. The station will operate with 100 watts on 1500 kc.

CANADIAN Broadcasting Corp. has ruled against any liquor advertising on the radio, but permits privately-owned stations to accept wine and beer accounts if they do not contravene provincial or local laws.

**BLANKETING**

**the**

8th Largest TRADE MARKET in the United States at Lowest Cost

**Saint Paul**

**Minneapolis**

WMIN/WZNY

St. Paul, Minnesota

In the SPOTLIGHT of "SOUND" PROSPERITY

The business condition map of the United States, as shown in "Nation's Business", of July 1, 1937, spotlights the entire primary coverage area of Radio Station KFH, in WHITE. Here is YOUR rich harvest market.

**WJBO, Now With NBC, Using New Transmitter**

INSTALLING a completely new transmitting plant in record-breaking time, WJBO, Baton Rouge, La., on July 30 took the air as a regional station with 500 watts power in lieu of its former 100 watts local assignment. On Aug. 1, the station joined the NBC Blue Network, having been one of the 10 Southern outlets to become affiliated with NBC on that date.

Under the direction of Charles P. Mock Jr., president of the station, installation of a new Western Electric transmitter, a 486-foot Truscon vertical radiator and a new transmitter house was begun July 6. The work was completed on July 30, at which time the switch-over from 1420 kc. with 100 watts to 1120 kc. with 500 watts took place. The station is affiliated with the State Times and Morning Advocate, Baton Rouge newspapers.

Walker's Austex Returns

WALKER'S AUSTEX CHILE Co., Austin, Tex. (chile), has returned to radio with a series of 150 station break announcements on WFAA, Dallas, starting Sept. 1 which will be divided into a fall series of 65, with the remaining 65 solidly into December. The Agency is Wilson Crook Ad. Co., Dallas.

An Aid to Baseball

DOES radio cut into baseball attendance? An emphatic "No" is registered by WNEW, New York, and Earl Harper, its ace sports announcer who broadcasts games of the Newark team of the International League. Once a year Harper asks his listeners too show their appreciation of the broadcasts by attending a Radio Appreciation Night. The paid turnout of Aug. 3 in Rutgers stadium totaled 17,816, and the crowd was treated to a 45-minute vaudeville act by records and talent before the game. Last year's show brought out less than 10,000. The best previous attendance for the Newark Club for a daytime double-header was slightly over 20,000.

CIO UNION PLANS WEST COAST DRIVE

WITH KFVD, Los Angeles, the first station to recognize Los Angeles Local 15, American Radio Telegraphists Association, as exclusive bargaining representative for announcers and technicians, the union now is making plans to carry its CIO membership drive into Hollywood and other parts of Southern California.

KFVD, which was negotiated on July 27 with J. F. Burke Jr., manager, by Ernest V. Roberts, CIO organizer and approved by C. H. Jordan, CIO leader, Union, which will act as a sole bargaining agent for the 15 employees on the station claims that announcers, technicians and office workers are organized 100%. No attempt will be made to negotiate on questions of wages and working conditions until J. F. Burke Sr., owner of the station, returns from his world tour on Sept. 1. ARTA is negotiating with KFAC, Hollywood, for recognition and Roberts said at least nine other stations in the Los Angeles area will be the objective of the drive. There are 17 stations in the Los Angeles area. KFAC is reported to be 100% organized and KFJI, 99%.

**Los Angeles Musicians Prepared to Strike if Disc Impasse Develops**

FOLLOWING the ultimatum handed down by the American Federation of Musicians on July 30, Southern California executives remained noncommittal on issues involved in the complaint of musicians. They denied requesting the controversy on the basis that their representatives are negotiating an agreement of Aug. 1, but expressed the hope that a satisfactory compromise would be reached and the threatened general musicians' strike avoided.

Los Angeles Musicians' Mutual Protective Association continued its present warm members not to sign further contracts until the entire problem of transcriptions and records has been solved. Jack B. Kenny, vice-president of the association, and a member of the California State Assembly, said his organization would make no further move until advised of results of the Sept. 16 meeting in New York, but he predicted that the delay simply means a postponement of the strike threat deadline.

"Broadcasting stations are building up vast libraries of phonograph records or electrical transcriptions which can be used over and over," he said. "Every time a musician participates in the production of classical music, he is working himself out of future employment. The local union, third largest craft organization in the world, stands ready to participate in a strike if necessary to curtail the commercial use of transcriptions and records." Los Angeles Local has 5,000 members.

Meanwhile transcription plants in Southern California hit a new low in production these past few weeks. Air checks and dramatic productions remain the only consistent activities, with the latter being cut to a minimum. Production of several large programs for sponsors has been stopped temporarily waiting the outcome of the New York meeting.

**Parker Signs Friedman**

BENNY FRIEDMAN, former University of Michigan football player and now coach at City College of New York, has been signed by Parker Watch Co. for a weekly series to start Sept. 12 over a special hookup of WOR, Newark, and WGN, Chicago, signed by MBS. New angle of the series will be his postmortem on Sunday mornings.

The Script Library, New York, has opened a department for the preparation of sales promotion material. Each promotion plan of booklets, give-aways, cards, window displays and special continuities will be an integral part of the script program for which it is planned. A separate service, the material may or may not be purchased by the stations having scripts.

**Standard Radio**

Electrical Transcriptions for Stations and Sponsors

Hollywood & Chicago

Broadcasting • Broadcast Advertising
McFarlane Blasts Radio Once More
Advises Control of Rates and Investigation of Industry

A RECESS investigation of "this whole communications situation" by enactment of the so-called Connelly resolution (HRez-92) was undertaken in the House Aug. 10 by Rep. McFarlane (D-Tex.) in his second attack within a month against alleged "radio monopoly".

Concluding, McFarlane charged that the so-called "second channels" owned by NBC, CBS, RCA and other groups in the metropolitan fields are nothing but the owners of newspapers.

BROADCASTING

WASHINGTON, D. C.

McFarlane, who praised the outspokenness of the House Ways & Means Committee which had failed to act upon the Connelly Resolution and the Boylan Bill (HR-6640) proposing a franchise tax on a voltage basis for stations, stated, "I urge rate regulation in radio and asserted that remedial legislation could be offered at the next session if the special investigating committee proposed in the Connelly measure functioned during the recess.

No Word of Defense

During his address, Mr. McFarlane was interrupted by several members of the House, each of whom supported his views. There was no voice raised in defense of radio during the debate.

Rep. Wigglesworth (R-Mass.) supported Mr. McFarlane's demand that an investigation be under- taken, pointing out that for more than a year he had advocated such action and that the Rules Committee had failed to report out a rule whereby the Connelly resolution could be taken up on the floor.

Injected into the discussion also was the newspaper ownership issue. Rep. Leavy (D-Wash.) inquired whether the speaker had given consideration to the "abuse that is generally recognized of newspapers in the country acquiring radio stations and then hook in with the great radio chains and thus controlling channels of news through radio as well as through the press." The Texas Congressman replied that in his original remarks of July 10 he had brought out that some 200 newspapers own the "largest radio stations in America".

Rep. Wearin (D-Ia.) interposed that he had been pending for several months a bill proposing divestiture of newspapers from radio station ownership and vice versa but that he had been unable to get the bill out of committee. In the ensuing discussion in which Rep. Martin (D-Col.) participated, Mr. McFarlane held that the big newspapers control radio and that the newspapers in turn are controlled by "the same crowd that controls almost everything that is worthwhile—the banking interests of Wall Street".

"The fact is," interjected Mr. Martin, "that the big newspapers of the country are nothing but the

NEW MEXICO—Station operators meet in Albuquerque to form the New Mexico Broadcasters Association. Here they are gathered before the "second channels" display of KGGM; left to right: John C. Sweeney, national sales manager, KGGM; Charles Alsup, KICA, Clovis; John E. Hollander, manager, KGGM, elected president; Jack Hawkins, manager, KLAH, Carlsbad, named vice-president; W. E. Whitmore, manager, KGFL, Roswell; L. Lawrence Martin, manager, KRQA, Santa Fe, secretary-treasurer.

loadspeakers and the cash regis- tered business."

In his prepared address, Mr. McFarlane discussed lengthily the CBS ownership structure and its profits based on its investment. Control of RCA, he charged, constituted a "Wall Street directory".

The Texas Congressman, among other things, said the "radio trust has a complete monopoly of the clear channels"; that 85% of all broadcast power is in the hands of "this monopoly"; that trafficking in "radio frequencies" has proven a "foulshoring racket", and that FCC officials have admitted "the present existence of the radio monop- oly and its racketeering prac- tices are either unwilling or unable to protect the public and enforce the law."

Sail for Europe

SEVERAL figures prominent in American radio, headed by David Sarnoff, president of RCA, sailed for Europe on the Normandie Aug. 4. In addition to Mr. Sarnoff, others on the boat included Hugh J. Brearley, president of WJAS and KQV, Pittsburgh; Abe Sche- cter, director of special events of NBC; Howard Clancy, NBC announcer, and Loyd A. Griggs, European manager, RCA Com- munications Inc.

CBS will broadcast an important football game each Saturday of the coming fall with the Ohio State game on Sept. 23, and the Nebraska-Minnesota game on Oct. 2, already scheduled. Ted Hugiel will broadcast the play-by-play des-criptions from the fields.

Iraci From Rome

JOHN IRACI, president of International Broadcasting Corp. and general manager of WOV and WBIL, New York, and WRAK and WPEN, Philadelphia, extended goodwill greetings from Rome on Aug. 5, his talk being short-waved from L2RO and rebroadcast by WBIL and WPEN. Mr. Iraci, who is touring European capitals investigating continental radio technique and appraising foreign talent, under- took the invitation of officials of the Italian station. The rebroadcast was arranged on three hours' notice.

MBS Grid Schedule

TEN of the fall's outstanding midwestern football contests will be broadcast over a Mutual network as a sustaining feature. Quin Ryan, manager of WGN, Chicago, and a noted sports announcer, will describe the games for the coast-to-coast MBS audience. The sched- ule follows: Oct. 2, Iowa State at Northwestern; Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michigan at Illinois; Nov. 6, Illinois at North- western; Nov. 13, Army at Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, Southern California at Notre Dame.

KWK

makes good* in its own Home Town

#"PROFITS" for you

THOMAS PATRICK, Inc.
Hotel Chain
Representative:
PAUL J. RAYMER CO.
New York, Chicago, San Francisco

KWK L.A.BY, N.Y.
ALBANY, N.Y.
C A P I T A L C O V E R I N G O F T H E C A P I T A L D I S T R I C T

WABY, Blue Network outlet in this rich trading area for the NBC, produces results.

TELL YOUR STORY

In The Heart of "The State That Has Everything."

Harold E. Smith, General Manager

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

STATION W•A•B•Y--ALBANY, N.Y.

WASHINGTON, D. C. has an Annual Payroll of $360,000,000
Reach it with WOL
Washington, D. C.

FRIENDS AND DIVIDENDS

WSOC has earned its enviable popularity. Every listener is a friend... every friend a supporter... every supporter a nice ripe prospect for your product. You can depend on WSOC's friends to pay YOU dividends! Let's get together!

WSOC Charlotte, N. C.
an NBC Affiliate

BROADCASTING - Broadcast Advertising

August 15, 1937 - Page 51

www.americanradiohistory.com
Educational Series

MUTUAL-DON LEE on Aug. 16 starts Radio University on 11 stations. The feature will be conducted by Dr. Seth Maker, who has just concluded a series of broadcasts over KYA, San Francisco. Dr. Maker successfully tried his Radio University in the Pacific Northwest some 20,000 young people applying for the course, which was given over the air. The number was too large to handle, but Dr. Maker's Radio University gave diplomas to upward of 5,000 persons. The new series will be conducted along the same lines, with the audience taking an active part in the day-to-day sessions. On Monday, Wednesday and Friday the program will be presented under the sponsorship of the Parker Dental System. The Tuesday and Thursday programs will be sustaining features. Time of broadcasts will be 1:30-1:45 p.m. Stations to release the feature will be KFRC, KJJ, KDB, KGB, KFXM, KPMC, KDON, KGD, KVOE, KXO and KQW.

Six Shooter Serial

THE hard-rin', fast-shootin' atmosphere of the old West is created in a new NBC-Blue dramatic serial titled Gun Smoke Law, covering the adventures of rangers.

Cops and Drivers

A UNIFORMED traffic officer acts as broadcaster on the safety programs of WGR, New Albany, Ind., which has been cooperating in the Louisville safety drive. The officer stops motorists and pedestrians on a busy street and asks them questions about driving and crossing. The program, Your Invading Traffic Policeman, was conceived by Bob McIntosh and Sammy Silverstein, of WGR, and is credited by Capt. Estel Hack, traffic engineer, of Louisville, with aiding materially in reducing fatal accidents.

CHOICE SPOTS WILL BE SCARCE

On WDBJ This Fall

Although several desirable periods are still available, present inquiries indicate that it will not be long before WDBJ's best hours will be taken. Act now. Don't let delay deprive you of a good spot in WDBJ's excellent coverage of the rich Roanoke and Southwest Virginia markets.

ON MOWDOWK—Charles Irving, show announcer of WTCN, Duluth, Minn., hopped aboard the elephant Mowdock when the circus came to town and interviewed one of America's top circus performers. He then rode around the big top, broadcasting an elephant eye account of the proceedings. * * *

Questions With a Price

PRIZES for Man-on-Street broadcasts seem to be the order of the day. One variation is suggested by WBTM, Danville, Va., which offers a gift of furniture to the listener sending in the best weekly question. Schewel Furniture Co., that city, is sponsor. WBTM puts the name of everyone who mails a question into a hat and gives a weekly cash award to the person whose name is drawn, providing the listener writes WBTM within 24 hours and says he heard his name called. * * *

Who Are You?

The current craze for character analysis is the basis of Ask Yourself Another, a new feature on the Friday evening program of swing music by Tommy Dorsey's orchestra, sponsored on NBC-Blue by Brown & Williamson Tobacco Co. for Kool and Raleigh cigarettes. Five persons each week will answer a set of ten questions prepared by a prominent psychologist. Each question appears innocent in itself, but the combined score is said to be a true index of character. * * *

Towns Full of Talent

DAILY making a variety program from 2-3 p.m. is broadcast on WHBR, Rock Island, Ill., with the specific intent of home town talent. WGRB programs under the direction of Forest Cooke are divided into fifteen-minute periods of foreign language broadcast, populating bees, juvenile acts, civic features and fishermen's forums. Newscasters for the foreign language presentations are readily recruited from the local churches and newspapers, according to WHBF.

Clearing House for Pets

THE dogs get a radio break in Hawaii with The Pet Exchange of the Air on KGMB, Honolulu. The program offers to find homes for small pets. Each broadcast announces available animals for those wanting pets, and also puts out an appeal for pets. The balance is about even with a slight edge on the side of dogs and cats.
HEAVEN'S PENNIES
The side walk interviewer of KGMB, Honolulu, known as the 'man in the green shoes,' is giving away 'pennies from heaven in response to the ancient adage, 'A penny for your thoughts'! KGMB has begun this twice weekly from the Bata shoe store, interviewing passers-by and giving away brand new pennies to everyone willing to look up and say a prayer.

At the halfway point on the 15-minute program, a fanfare gets forth and the question and answer stunt changes hands, the public taking over the show and the announcer digging up the answer.

Five questions are permitted and if the announcer gets stumped on three of the five, the interrogator gets a pair of shoes free. So far the score is about even.

Beauty and the Cop
COPPS and pretty girls make excellent announcements on WHBF, Rock Island, Ill. Local cop motions drivers to the curb and interviews them during the Cop on the Street series with a free washing job given by the Firestone dealer who sponsors the program. Betty Lewis is the only one who has parked for curb service in front of Harvey's ice cream stores.

She is a sponsor in a series titled Harvey's Honey Gal. The cop scours folks talking and a pretty girl can make anyone talk, says WHBF.

Northland lumberjacks
NOW, in its tenth week, Northland lumberjacks is presented three mornings a week. Starting as a weekly feature, Northland Lumberjacks is now presented three mornings a week. Salone Ellis, author, appeals to the feminine audience by introducing romance and thrills into the atmosphere of the lumber country.

Your Nose Notes
HOW BEETHOVEN mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals and other Musical Oddities will be described and illustrated in a new series that title on WGAR, New York, conducted on Wednesday afternoons by Alma Lubin, music commentator and lecturer.

The Negro Hour
FOR THE 100,000 negroes living in and near Cleveland, WGAR has inaugurated a Sunday morning series called the Negro Hour. Prominent negro artists appear on the programs which are selected by local clergyman. Each program has an average mail pull of 650 letters with 25% of them coming from other than negro listeners.

Praise the Lord! AN ALL-NEGRO community sing broadcast Tuesday evenings on WPTF, Raleigh, N. C., from a recently completed negroid nondirectional center with hundreds of rich, unrivaled voices singing spirituals and folk songs.

Farm Income up 31% It will pay you to schedule 1000 watts KGVO Missoula, 1260 kc. three man network
Columbia Broadcasting System Affiliate

Martha Deane Honored
MARY MARGARET McBRIDE (Martha Deane of WOR) was selected as the winner of the 1937 award of the Paper Institute in recognition of her distinguished service in stimulating better decoration of American homes and was presented with the award by G. Fred Beaudry, Institute president, during her broadcast Aug. 10, when she was guest of honor at the Paper and Wall Style Show at the Waldorf-Astoria, New York. The Institute also honored another radio star, Jessica Dragone, by selecting her as the model and inspiration for a new form of wall decoration especially designed for radio and music lovers. The paper was designed by Emilie Erickson, who sketched Miss Dragone as Thais, Pink Lady and Rio Rita, roles she had chosen as her favorites from the countless characters she has portrayed before the microphone.

KVOX Starts Oct. 1
WESTERN ELECTRIC transmitter and speaker input apparatus and a 170-foot Blaw-Knox tower have been ordered for the new KVOX, Moorhead, Minn., designed for construction last year by the FCC to operate with 100 watts on 1310 kc. Delay in securing a transmitter site has held up construction and Manny Marget, former program director of KXBY, Kansas City, who will be manager, reports that Oct. 1 has been set as the tentative starting date. Owner of the station will be the Herbst Department Store of Fargo, N. D.

Reminds me of the Carolina Combination
(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE UNITED PRESS

Humble Grid Plans
HUMBLE OIL & REFINING Co., Houston (gas & oil), for the third consecutive year will sponsor play-by-play broadcasts of the South-West Conference football games on the Texas Quality Network (WFAA, WABP, WQAJ, KPRC). The broadcasts will be handled by Ken Tye, manager of KPRC, Houston; Cy Leland of WABP, Fort Worth; Hal Thompson and Bill Hightower of WFAA, Dallas. Texas-Wilkinson-Schweitz Inc., Houston, has the account.

MOTION picture rights for Phillips 66's 'Tang Busters program, heard on CBS every Wednesday night for more than a year, have been purchased by Metro-Goldwyn-Mayer and a full-length feature picture will be released within a year.

National Representative EDWARD PERRY & CO.

Reminds me of the Carolina Combination

WIS and WPTF—The Carolina Combination, offers a double value by intensely covering the rich cotton-tobacco sections of the two Carolinas for one low rate. Try it for double results.

The Carolina Combination

WIS WPTF
COLUMBIA, S. C. RALEIGH, N. C.
5000 WATTS NBC 5000 WATTS NBC

Represented by Free & Peters, Inc.

Sold at one low rate.

August 15, 1937 • Page 53
ENGINES—Of WMBD, Peoria, Ill., examine tube-coolers in front rectifier rack while installing new 5,000-watt Western Electric transmitters, expected to go into operation Sept. 15. Left to right are Chief Engineer Ted Giles and Engineers Bob Connors, Bert Giles and Harry McCormick.

LYNEE C. SMITH, supervising engineer of WXYZ, Detroit, will be married Aug. 28 to Miss Evelyn True, daughter of Harold True, news commentator of WXYZ and the Michigan Network.

GLENN KOEHLER, professor of electrical engineering at the University of Wisconsin, has been named consultant engineer of WHA, Madison, and WLNL, Stevens Point, state-owned stations.

GEORGE M. PATTISON has been appointed chief engineer of KASA, Elkhart City, Okla.; and George B. Fenton has been named as his assistant.

WILLIAM SLATER, former engineer of American Airways, has joined the technical staff of WOAR, Cleveland.

JOHN M. VAN HORN, graduate of the Van Buren (Ark.) High School and reputed to be one of the comedians Bob Burn's many relations from that community, has joined KFRO, Longview, Tex., as a relief operator. He formerly was with KKNY, Kansas City, and KFPT, Fort Smith, Ark.

J. ALFRED WIES, NBC field engineer of New York, is the father of a baby boy.
EQUIPMENT

J. EDWIN H. ARMSTRONG, Columbia University professor and inventor, has placed an order for a 600-foot tower with the American Bridge Co., Pittsburgh, to be erected on the shores of New Jersey for experiments in connection with his short-wave “frequency modulation” developments.

KOTN, Pine Bluff, Ark., has completed erection of a new vertical antenna atop the Simmons National Bank Bldg., an 11-story structure. The vertical antenna now towers more than 500 feet above street level, and is by far the tallest structure in southeast Arkansas. The antenna is fed by a concentric transmission line. New equipment includes complete antenna tuning and coupling devices. R. Whitworth, chief engineer, has charge of installation and moving of transmitting and studio equipment.

AEROVOX Corp., Brooklyn, manufacturers of transmitting condensers and other condenser equipment, has issued a 15th anniversary edition of its annual radio parts catalog. The booklet is 32 pages in color.

WEJ, Hagerstown, Md., began operating from its new transmitter house, located just outside of the city limits, using a new vertical antenna, on Aug. 5. The transmitter house and tower were designed and built by Grover C. Riley, general manager of the station. Installation of equipment was under the supervision of G. Harold Brewer, chief engineer. Construction has started on a building to house new studios for WEJ. Station offices and studios will use the entire second floor, and are to be completed by Dec. 45.

XRO, Aberdeen, Wash., on July 25 dedicated its new 250-watt transmitter and plant. A new Western Electric transmitter and an 180 ft. Bloa-Knox vertical radiator were placed in operation.

KSFO, San Francisco, and KGW, San Jose, Calif., have installed Western Electric 30A program amplifiers.

HANDY — KPQ, Wenatchee, Wash., has a convenient workroom in its transmitter house, with turntables, transmitter and panel within easy reach of the operator. The station distributed a souvenir 12-page newspaper on the occasion of its dedication June 27.

THE new 5,000-watt transmitter of KOIL, Omaha, goes into operation this month, along with its 310-foot Truscon radiator, about two miles east of the South Omaha Bridge. Dedication celebration is planned for the week of Sept. 13 with General Manager John Henry, Bob Cunningham, Paul Hamman and R. Bruce Wallace in charge of arrangements.

THE Western Electric 71A-1000-watt amplifier formerly used by KRKD, Los Angeles, has been sold to the Central Broadcasting Corp., Centralia, Wash., now building a new 500-watt station in that city on 1440 kc. Amplification unit was used by KRKD before it built its present 2,500-watt transmitter, according to Willis O. Freitag, chief engineer.

UNITED ELECTRONICS Co., Newark, has issued a new catalogue covering some 34 models of electronic tubes designed for all types of transmitting equipment.

AN RCA 400-H transmitter with complete studio layout has been ordered from Camden for the new KARM, Fresno, Calif., 100 watt on 1310 kc.

TYPICAL of Johns-Manville’s service to modern broadcasting is the design of this organ studio at WGN, Chicago. Here, the predominance of low-frequency sounds not only raised a problem in reproduction, but also the question of effectively confining these sounds within the studio itself.

Studio design by Johns-Manville solved this problem, as it has solved many another for leading stations throughout the country. Stations that have found that better broadcasting quality can be created and permanently protected against faulty acoustical conditions by designing and building their studios in accordance with the present-day sound-control methods developed by Johns-Manville. For information, write Johns-Manville, 22 East 40th Street, New York City.

Organ Studio—WGN—Chicago

Johns-Manville
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

August 15, 1937 • Page 55
There is no substitute for experience

GLEN D. GILLET
Consulting Radio Engineer
982 National Press Blvd.,
Washington, D. C.

EDGAR H. FELIX
22 ROCKLAND PLACE
Telephone: New Rochelle, 2474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Purposes,
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Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HERBERT R. SKIFFER
Consulting Radio Engineer
Design of Directional Antennas
and Antenna Phasing Equipment.
Field Strength Surveys, Station
Location Surveys.
200 E. 161st St.
NEW YORK CITY

GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of
Professional Background"

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FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of
Broadcast Transmission and
Coverage Development.
P. O. Box 742
Evanston, Ill.

ROBERT L. WILSON
Consulting Radio Engineer
1500 W. 16th St.
CHICAGO 5, ILL.

RICHARD S. RAINS & CO.
Special Consultants
Accounting, Taxes and Engineering
Manley Building—Washington, D. C.
Telephone: Metropolitan 2430

HERBERT MEYER
Consulting Radio Engineer
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Radio Engineer
5700 Irving Place, N.W.
WASHINGTON 17, D. C.

LAWRENCE E. GODLEY
Radio Engineer
St. Louis, Missouri

EDWARD M. GODLEY
Radio Engineer
1000 W. 46th St.
CHICAGO 9, ILL.

BERMUDA BEAMS
WBAL, Baltimore, and WJZ, New York, are checked by
the navigator of the Pan American airship Bermuda
Clipper for radio bearings on New York to Ber-
muda runs, according to an article titled "Five Hours to
Bermuda" featured in the Aug 7 issue of Saturday
Evening Post.

WANTED—KSD, St. Louis,
spent three months hunting some-
one willing to paint its directional
reflector tower, rising some 300
feet above street level. The steeple
jack had to swing back and forth
until he gained impetus to carry
him: above each prostrating strut.

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
Design of Directional Antennas
and Antenna Phasing Equipment.
Field Strength Surveys, Station
Location Surveys.
200 E. 161st St.
NEW YORK CITY

ROBERT S. RAINS & COMPANY
Special Consultants
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Telephone: Metropolitan 2430

Herbert S. Rains
Former Special Consultant
Federal Communications Commission

W. E. HENDERSON
Broadcasting Consultant
45 Laurel Ave.
Trenton, New Jersey

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great
value for routine observation of transmitter performance
and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

BROADCASTING
• Broadcast Advertising

New Home of KRE
KRE, Berkeley, Cal., recently dedi-
cated its new transmitter which is
located on the mud flats along the
eastern shore of San Francisco
Bay. The transmitter is a new
high-frequency 310-B Western
Electric, equipped with the latest
4E speech apparatus and the six miles
of ground wire were laid in the
salt water near the tower to
increase its efficiency. The 100-foot
Blaw-Knox vertical radiator is
shunt excited, the first on the
Pacific Coast to employ this recent
development in broadcast engineer-
ing, according to KRE. The trans-
mmitter house is of modern Cali-
ifornia architecture and is air con-
ditioned, while the control room is
sound-proofed so that programs
may originate in it.

The Largest
Independent
Frequency Measuring
Service in the Country

Manufacturers and
Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADS
Help Wanted and Situations Wanted, 10c per word. Minimum
charge $1.00. Payable in advance.

HELP WANTED
Announcer, Program Manager, with ex-
pense, someone interested in chance of
advertising. Station located in the North-
west. Box 744, BROADCASTING.

Situations Wanted
Wish permanent selling connection on
small city station. Seven years inside and
outside experience. Box 747, BROADCASTING.

Radio Operator desires position. Experi-
ence at 50 kilowatt RCA broadcast trans-
mitter. References furnished. Box 748, BROADCASTING.

Announcer, third year. Specialty: news.
Training: journalism, law. A competent
addition to any staff. Box 749, BROADCASTING.

Station Manager available September 1.
Ten years' practical experience in Broadcast-
casting with background of Advertising
and publishing. Seasoned Executive who
Can create and sell as well as direct. Some
major city preferred. Box 750, BROADCAST-
ING.

Broadcast Engineer, 10 years' experi-
ence, desires change. Permanency neces-
sary; age 25; married; will locate any-
where. (new), U. S. A. Studio and transmitter
operation, maintenance and administra-
tion, 1st Phone and 1st Telegraph License
since 1926. Box 751, BROADCASTING.

Creative salesman with excellent record
selling the "four ones" desires position
on sales staff in large city, or position as sales
manager in small-sized city, anywhere.
Will create sales ideas for sallemen and
get out and scratch for himself and
them increase their volume. In reply please
state complete details. Box 756, BROADCAST-
ING.

For Sale
FOR SALE: 1,000 Watt Station, located
in good market, Station now making
money. Box 740, BROADCASTING.

Wanted To Buy
Wanted modulation monitor. Quote price and condition. Radio Station WHERF.
Jackson, Mississippi.

For Sale—Equipment
260-100 watt Doolittle and Falknor trans-
mitter. For details and price, write W3JM,
Lansing.

For Rent—Equipment
Approved equipment, RCA TMY-70B
field strength measuring unit (new),
direct reading; Estelle Angus Automatic
Reactor for finding on distant stations;
G. R. radio frequency bridge; radio oscillator,
etc. Reasonable rental. Allied Re-
search Laboratories, 260 East 16th Street,
New York City.

www.americanradiohistory.com
700 MILES FROM HOME
KERR DRY GOODS Co., Oklahoma City department store, is following its custom into the mountain routes of Colorado by sponsoring a program titled News From Home on KVOY, Colorado Springs, more than 700 miles away. The twice-weekly quarter-hour series features transmitted by former Oklahoman now active in radio as well as Oklahoma City social and sports news. It is heard at 10 a.m. Sundays and 10:15 a.m. Wednesdays. Only commercial suggestion that vacationers can use their Kerr charge accounts and personal shopper.

WHO, Des Moines, is broadcasting a Sunday morning series of Hymns and Music, a public service program under auspices of the Iowa Christian Educator Union and consisting of hymns selected from hymnals of all churches.

WFBR, Baltimore, will broadcast the Chesapeake Bay Fishing Fair Assn. contest from the middle of the bay Sept. 11. Expert fishers from all over the country are expected to participate, according to WFBR.

The WOHO programs are being made to a former residence at Worcester, Mass., being used as the new studios of WORC. The station made its first broadcast from the new studios early this month and plans to hold formal opening late in August, according to Ted Hill, manager.

BEGINNING August 16 the 45-minute women's program conducted by Martha Dwane on WOH, Newark, will drop the Saturday broadcasts and will change the time of the Monday broadcasts through Friday periods from 2 to 3:45 p.m., to 3:30 to 4:45 p.m. The programs are cooperatively sponsored by a maximum of 12 participating advertisers, each of whom has been included three times weekly. Under the new schedule each advertiser will receive three commercial messages one week and two the next.

KSONOBED on WSNX, Albentown, Pa., broadcasts on Safety, presenting Edgar P. Paulsen, giving a course on traffic safety for the J. C. Watts. All phases of the safety subject are discussed, winding up with one-minute transcribed message from the State Highway Safety Patrol. The series is being transmitted by Lopez Recording Co. for use at other stations.

KPRC, Houston, Tex., announced Aug. 11 that Kenneth A. Millikan has concluded 1,500 broadcasts of daily topics in the new program under sponsorship of Sterling & Baker, local brokers and investment counselors.

TOWARD TOWERING RESULTS
The Big Brother of The Oregonian stations, takes pleasure in announcing the completion of the new 625 foot vertical antenna.

Greater power and increased coverage and reception—tops in a booming market.

OREGONIAN STATIONS BRING RESULTS

The Radio Stations of The Oregonian

are represented nationally by

EDWARD PETRY & CO., INC.

New York Chicago Detroit San Francisco

BROADCASTING • Broadcast Advertising

August 15, 1937 • Page 57
IN WASHINGTON

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

Rooms—

Single from $3.00
Double from $4.50
Complectely Air-Conditioned

The HAY-ADAMS HOUSE

LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

The PART broadcasting plays in developing public opinion in the United States will be debated during the 1937 Williamstown Institute of Human Relations at Williams College, Williamstown, Mass., Aug. 29-Sept. 3, Dr. Franklin Dunham, of NBC, Sterling Fisher, of CBS, and James M. Gillis, editor of the Catholic World, are among those who will speak on radio at the morning forum Sept. 3, over which Harry A. Garfield, president-emeritus of Williams College, will preside. Some of the proceedings will be broadcast via the networks.

The theme of the conference will be, "Public Opinion in a Democracy." The Institute will have two specific aims: "To consider the motion picture, the press, the radio and other agencies by which American public opinion is shaped, from the point of view of their relation to ethics and religion;" and "to suggest how these agencies of public opinion may promote more wholesome human relations in the United States, consistent with the New World tradition of religious liberty, and civil rights for all culture groups in our population."

JOE LOUIS a Sponsor

JOE LOUIS, heavyweight champion, is sponsor of a commercial program which advertises his "Brown Bomber Chicken Shack," Detroit restaurant. Fifteen minutes long, and as "The Shambles," featuring hot transcribed tunes, are broadcast every morning at 2:15 a.m. during the Nighthawk stretch over WJJK, 24-hour station.

WNBF Joins N. Y. Net

WNBF, Binghamton, N. Y., will join the New York Broadcasting System on Sept. 7, as the seventh station in this intraestate network. The station operates on 1500 kc., with 250 watts day and 100 watts night, and is a supplementary outlet of CBS. Other stations in the network include WINS, New York key station; WABY, Albany; WMJX, Utica; WABO, Auburn; WSAY, Rochester; WBNY, Buffalo.

Barth Leaves WSYR

HOWARD C. BART, veteran manager and secretary of WSYR, Syracuse, has resigned and has sold his interest in the corporation. He left in July for an extended trip to the Gaspe Peninsula of Canada and the Adirondacks and made no announcement of his future plans. Owners of WSYR, who are believed to have taken over Barth interests, are Col. Harry Wilber and his father, Mark S. Wilder.

Kaltenborn in Spain

H. V. KALTENBORN, CBS news commentator who won the Headliners Club radio citation for his reporting of the Spanish war from the battlefront last year, is back in Spain gathering material for more broadcasts. After touring rebel Spain, he was due to go to Paris to broadcast back to CBS on Aug. 15. He then returns to loyalist Spain and will broadcast his observations on that sector on Aug. 22.

Radio Helps Piano Sales

WITH piano shipments for the first half of the year up 34% over 1936 and amounting to 49,556 units, the National Piano Manufacturers Association was told at its recent convention in New York that radio has been a boon rather than a deterrent to piano sales.

Broadcasting has developed a new national appreciation developed the nation's appreciation of music which has been reflected in increased sales of musical instruments, it was added.

BETTER SPEECH INSTITUTE

BETTER SPEECH INSTITUTE of America, Chicago (correct speech booklets), plans to return to the air in September using a quarter-hour program. As a result of the NBC feature last year, Austin & Lee, Chicago, is the agency.

CBS Starts Work In San Francisco

New $350,000 Plant Will Be Ready in Early November

CONSTRUCTION of the CBS new northern California headquarters and studios in the historic Palace Hotel in downtown San Francisco was started last August. Although the site had been picked and publicly announced a number of weeks ago by Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, the 89-day hotel strike in San Francisco delayed the start of the actual construction work. The strike was settled and hotels again opened just before the start of August.

Bliss & Fairweather, San Francisco architects have drawn plans, with William Lescaze, designer of the new KNX building in Hollywood, as consultant. The project will include two stories to accommodate the elaborate housing of CBS and KSFO. Five broadcasting studios, each with its own control room, are planned. Two main studios will have extraordinarily high ceilings for proper acoustics and each include an observers' balcony. Plans call for entirely new construction work for the entire plant above Al.-Gold Ballroom of the hotel. From the lobby of the hotel itself swinging doors will lead directly to a smaller lobby with an entrance on a rear street and a special elevator to the Columbia reception room.

Special Facilities

Besides the studios, included on the first floor will be the executive offices, a special program planning department and announcers' lounge. The second floor will include the music library, traffic, publicity and news departments, a transcription library, engineering department and two client rooms. Air conditioning and ventilation equipment independent of the hotel plant will be installed on this floor also.

All the technical installation will be under the supervision of James Middlebrooks, CBS construction engineer, who also directed the erection of the new KSFO transmitter at Islais Creek, San Francisco. The new studios are expected to be ready for occupancy by Nov. 1. Mr. Thornburgh said that the estimated cost of the plant will be about $300,000.

Meanwhile, the new 5 kw. WE transmitter, transmitter house and Trucon radio for KSFO, CBS outlet in San Francisco, have been completed at Islais Creek. During the construction of the transmitter KSFO maintained a number of special programs from the site, to create public interest in the forthcoming new station facilities. Manager Phil Lasky stated that he planned to use car cards and space in the daily newspapers to promote the dedication, scheduled for this month.

H. Z. Sutker, construction engineer sent to San Francisco from New York to supervise the work on the towers for the new set up. As a result of the CBS future move into the Palace Hotel, NBC loses its remote from the hostel.

The outlet already is picking up the music of Paul Pendavis from the Rose Room.
NAB Report on SESAC Repertory Indicates List Falls Below Claims

CULMINATING several months of intensive research, the NAB on Aug. 15 will release to its membership a detailed report analyzing the copyright repertories of the Society of European Stage Authors & Composers Inc. (SESAC), designed to portray to its membership the scope of the works held by the organization so as to permit stations to gauge their needs for the catalogs.

Resulting from complaints from many stations that they have been paying SESAC royalties for an "unknown quantity" because it had never divulged its actual repertory, the analysis was undertaken by James W. Baldwin, NAB managing director, and his copyright staff after SESAC had declined to supply the information requested and had displayed "a lack of cooperation in supplying to the members necessary information."

The voluminous report, together with some 400 pages of exhibits, tended to show that SESAC is not the important entity in the copyrighted musical field it has claimed to be in negotiating performance contracts with stations, some 400 of which are said to be paying SESAC royalties. As far back as January, 1936, the report brought out, NAB endeavored to obtain from SESAC a list of musical compositions it owns and controls, and when it was not furnished the NAB undertook a search of the files of the Library of Congress to ascertain precisely what compositions were involved, based on a SESAC brochure dated June 1, 1936, in which it named the catalogs it was authorized to license without going into the actual numbers involved.

The brochure contained the names of 76 publishers or organizations but duplications in the items reduced the number to 52. In addition, 17 publishers were eliminated by SESAC's own admission and broadcasters who entered into license agreements with SESAC as of that time apparently acquired the right to perform musical selections of 35 publishers or organizations, instead of 76, the report states.

On Jan. 1, 1937, SESAC distributed a new brochure which added and deleted certain firms and showed the total number of publishers and organizations as 62 as of April 1, 1937. "We find," on examination of the musical copyright entries in the Library of Congress," said the NAB report, "that a total of approximately 5,500 unexpired musical copyright entries are credited to these 62 publishers or organizations." Of these 62, the report states, 13 were not credited with any musical entries, three had not been credited with any musical copy entries during the last ten years, and 35 had been credited with a total of less than 50 entries each during the last ten years. The remaining 11 publishers as of April 1, 1937, had entries totalling about 3,500 numbers.

In detail, the report covered conflicts in connection with claims made by SESAC on exclusive rights to perform numbers with the rights of ASCAP. The disclosure, the report stated, emphasized the "urgent need for remedial copyright legislation."

Chapter by chapter, the report covered the individual catalogs claimed by SESAC, and designed to show by title, name of author, composer, and publisher, all of the musical selections which the NAB could find credited to those publishers in the musical copyright entries of the Library of Congress of April 1. "These data should enable the broadcasters to evaluate the need for the music in all these catalogs with the possible exception of the Spanish catalogs," said the report.

**SHERWIN-WILLIAMS Spots**
SHERWIN-WILLIAMS Co., Cleveland, will start a spot campaign for its paints early in September, using participating programs on schedules varying from one to six times weekly on the Yankee Network, the Iowa Network and a network on the Pacific Coast. Individual stations signed are WOR, WDFIL, WBEN, WGY, KDKA, WPBR, WBT, WJAX, WLS, WGGJ, WJR, WFBM, WCCO, KMON, KNBC, WJAA, WCKY, WSB, WTMJ, KPRC. Programs will be placed through T. J. Maloney Inc., New York.

**FRATELLI BRANCA & Co. Inc.**
New York (bitters) is sponsoring a weekly sports review in Italian on WME, New York, and WPBN, Philadelphia, featuring Leandro Forno. Series is titled "La Rossa Genova Sports."
Conferences Seek Music Solution
(Continued from Page 11)

The networks are also very much concerned about the possibility of
some of their stations refusing to hire a number of musicians satisf-
factorily to the union and being put on the AFM unfair list. In such
cases the networks would be for-
bidden by the union from feeding any musical programs to these
blacklisted stations, under threat of
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work for any one serving a
blacklisted station.

This situation applies to
the transcription and record man-
ufacturers. On Aug. 10 a letter
was sent to NAB by all stations,
over the signatures of Advertisers
Recording Service Inc., Atlas
Radio Corp., E. V. Brinckerhoff &
Co. Inc., Jean V. Grombach Inc.,
Lang-Worth Feature Programs,
MacGregor & Sollie, NBC Trans-
Inc., Transamerican Broadcasting
& Television Corp., WOR Record-
ing Service and World Broadcast-
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Pointing out that the demands
of the AFM on transcription mak-
ers mean that they "cannot make
transcriptions using AFM musicians
station which fails to employ a num-
ber of AFM musicians satisfac-
tory to the AFM" and that "an attempt is to
be made on or after Sept. 16 to have
transcriptions to be licensed by the AFM'
the letter continues:

Danger of Blacklist

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one musical strike, and none of
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exercising all the pressure we can to
make our member stations appreci-
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their part, and if the non-network
stations will take the same point
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... in Radio Language that’s WSAI

A potential audience of more than one million
listeners in the rich industrial Cincinnati area.

These WSAI listeners are your buyers... and
WSAI is the Cincinnati Buy.

Robert G. Jennings, in charge of Sales and Programs, Cincinnati
New York and Chicago Offices: Transamerican Broadcasting & Television Corporation
J. Ralph Corbett, Inc.
- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

THE CINCINNATI MARKET

Page 60 • August 15, 1937
AFM Recording, Transcription Demands

Demands upon phonograph recording companies and electrical transcription companies by American Federation of Musicians:

1. Explain the evil of circumventing of the right of artists by reason of the uncontrolled use of recording companies.

2. There is no objection against record-ings for home use, when such are used and found in candy stores, railroad stations, etc., thereon used in places where otherwise musicians could not make their livings, and to destroy employment opportunities of musicians.

3. Manufacturers of phonograph records or electrical transcriptions may make records for audition purposes or for their own use, and such phonograph records or electrical transcriptions must not be commercially used, and the American Federation of Musicians must be advised in each instance when made as is the case of records.

4. Members of AFM will not get into future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatever where the use of such records has the result of destroying employment opportunities of musicians.

5. Recording companies are requested by a sponsor to make recordings for which the sponsor is his own musician, then such recording companies obligate themselves to do only on condition that it be done in accordance with their understanding with AFM, the recording companies to be used only to where members of the AFM are employed.

6. Industrial recordings are permitted only on condition that they are not to be used at all. That is, inasmuch as they are used solely for the purpose of acquainting with their customers not the choice of the musicians by which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at all times when the general public is invited.

7. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some arrangement with the employers using such records as the number of musicians to be employed.

8. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an employer where there is the tendency to destroy employment opportunities or the developing of such.

9. Records hereafter made by a corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purposes whatsoever, a clearance pass must be secured from the AFM.

10. Records are agreed to be furnished the AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation has so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised.

11. Manufacturers of phonograph recordings when making regular records for radio by them, must also send copy of the script of the recordings made in order to provide the AFM with all items advised of what these recordings contain.

12. Manufacturers of recordings shall at all times to be made available through the Federation, to furnish the recording companies a copy of all recordings made by members of those unions of the Federation and the Federation will not agree to such arrangements.

13. Members of the Federation will not be prepared at any place where recordings of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that such employees have been employed in addition thereto.

14. The making of any record by running a line through radio corporation stu-
Senate Radio Investigation Foreseen

(Continued from Page 9)

tive appointees, meeting the "business executive" qualifications, it is understood, had been offered the chairmanship, but each refused for undisclosed reasons. The chairmanship appointee would fill out Mr. Prall's unexpired term of five years, while the other vacancy—that created by the retirement June 30 of Dr. Irvin Stewart, Telegraph Division chairman—is for seven years.

The death this month of Associate Justice J. A. Van Orsdel of the U. S. District Court for the District of Columbia, the radio appellate body, gave rise to renewed speculation regarding the possible transfer of Acting Chairman E. O. Sykes to that court. He was considered for it several times in the past. A former Mississippi Supreme Court justice, Judge Sykes is regarded as especially qualified for that bench, particularly since it is the FCC appellate court prescribed in the law.

New Names Mentioned

Many new names have been added to the list of prospective appointees to the FCC, and most of the old ones remain. Foremost among those considered initially for the Stewart vacancy and also for the chairmanship are Comdr. T. A. M. Craven, FCC chief engineer; Hampton Gary, FCC general counsel, and Carl J. Wheat, FCC telephone rate counsel.

New names which have been advanced are those of Ewin L. Davis, member of the Federal Trade Commission, who as a former engineer from Tennessee was one of the framers of Radio Act of 1927; Smith W. Brooklyn, former Iowa Senator; W. W. Howes of South Dakota, former Assistant Postmaster General; Rep. Ram- speck (D., Ga.), a member of the House Merchant Marine Committee which until three years ago was charged with radio legislation; William E. Dodd, Ambassador to Germany; Judge Hall Lack of Portland, Ore.; Willard Bliss, general organizer of the American Radio Telegaphists Association, who has CIO endorsement and whose name was substituted for that of Hoyt S. Haddock, former ARTA president; Capt. S. C. Hooper, USN, former director of Naval Communications, and Comr. C. R. Clark, retired Naval Communications officer on the Pacific coast, a native of Plattsburg, N. Y.

One of the "big business" executives reported to be under consideration is John D. Biggers, president of Libby-Owens-Ford Glass Co., Rockefeller Center, it is claimed, when his appointment was authorized that he had not been preferred the post, and that even if the offer should be made his business commitments are such that he would not be in a position to accept. Breckinridge Long, former Ambassador to Italy, and former Assistant Secretary of State, is another understood to have been offered one of the posts, which he declined.

WCBD Ready to Start With Entire New Plant

WCBF, Chicago, will start its new 500-watt, 410-foot, trunk self-supporting mast on Aug. 16. The station is using the facilities of WBG, with which it shares time, since its $60,000 fire April 2. The new transmitter is located at the Elmhurst, Ill., at the old WMAQ site.

Studies and offices of the three Chicago stations managed by Gene T. Dyer, formerly in different locations, have all been moved into the Madison-Wesley Bank Bldg., 2400 W. Madison St., in the heart of Chicago. Modernized offices and studies have been built for the three stations—WBC, WCBS, and WBCD, which had studios and transmitter at Waukegan and Zion, Ill.

New Equipment Firm

BRAINARD - WALDER CORP., Hollywood manufacturers of communication, transmitter, and recording equipment will change its name to General Communication Corp., and move to larger quarters at 8245 Lexington Ave., that city, within the next 30 days. A. S. Fairly, majority MacGregor & Solie, Hollywood transcription concern, and Harold H. Frank, co-owner of KIEM, Eureka, Cal., have joined the organization which is headquartered by W. E. Brainard, president, and Robert R. Walder, formerly president and general manager of Techno Corp., San Francisco equipment manufacturers.

Payne Resumes Probe of Crosley

(Continued from Page 9)

McFarlane (D-Tex.), in the latter address the superpower operation of WLW was criticized. No direct mention was made of the recent conclusion by Crosley of Harold Michelson, publicity director of the Democratic National Committee as public relations counsel, charged with the management of the campaign of then Pres. Franklin D. Roosevelt, at the Democratic National Convention.

Concluding, the Payne letter said that it was in the nature of a formal notification that the Commission had received Telecommunications on the questions proposed for Sept. 13, 1937. Questions were asked of those of the experimental for the worst cases, as well as the best. The data was requested for each calendar year since the Commission granted the experimental for the last full calendar year.

JOHN McPHERSON, sales manager of Bauer & Black, Chicago (cosmetics), is in Hollywood conferring with Frank W. Putnent, vice president and general manager of Associated Picture Studios, on the May Robin, a series of programs for the Blue Book and other advertisers. The series will be distributed nationally.

HECKER PRODUCTS Corp., New York (Silver Dust) is planning a net product using Beattie Fairfax in an afternoon program dramatizing heart problems. Personality charts will be incorporated in the listeners. BBDO, New York, is agency.

News

is your best bet

TRANSPROD

Page 62 • August 15, 1937

BROADCASTING • Broadcast Advertising

Page 62 • August 15, 1937

BROADCASTING • Broadcast Advertising

Page 62 • August 15, 1937

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Page 62 • August 15, 1937

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Page 62 • August 15, 1937

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Page 62 • August 15, 1937

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Page 62 • August 15, 1937

BROADCASTING • Broadcast Advertising

Page 62 • August 15, 1937

BROADCASTING • Broadcast Advertising
Decatur Newspaper Deal

NEGOTIATIONS have been completed for the sale of 49% interest in WBLC, Decatur, Ill., to the Decatur Newspapers Inc., publishers of the Review, for $200,000. The station, owned chiefly by Charles R. Cook, operates with 1,000 watts at 1290 ke. It has applied for a shift to 1310 ke, asking 400 watts. The local network, which now reaches War Eagle, Missouri, will be continued. Willard F. Tallman, Chicago, is agency.

Color Film Spots


ATLANTIC TRAINS GRID ANNOUNCERS

ATLANTIC REFINING Co., Philadelphia, will broadcast at least 158 football games between major Eastern and Midwestern college teams this autumn, using 69 announcers on 64 stations. The change in rulings of the networks, this year, permits Atlantic's use of NBC and CBS stations, has allowed the inclusion of almost every 50,000-watt station in its territory.

Announcers for these broadcasts are selected by a unique method developed by Joseph R. Rollins, Atlantic's advertising manager, and Les Quailey, former analyst and assistant to Ted Husing who now has charge of the Atlantic announcers. Candidates are given charts for the first quarter of a football game, from which they broadcast, naming the players and describing the action.

More than 150 candidates were auditioned before the 60 announcers, analysts and color men were finally picked. A general get-together for all announcers will be held in Philadelphia within the next week, when Quailey will train the men in calling plays so that the listeners will understand exactly what is happening. No announcements will be made during actual play. The account is handled by N. W. Ayer & Son Inc., Philadelphia.

Goodwin Joins Esty

BILL GOODWIN, for three years CBS Hollywood announcer—producer and contact on Lux Radio Theater and Hollywood Hotel, has resigned to join William Esty & Co., Inc., that city, as assistant to Savaington Crampton, producer in charge. He will assist Crampton on CBS Oakie Country sponsored by R. J. Reynolds Tobacco Co. (Camels), to be resumed Sept. 28. Larry Holcombe, on the coast several weeks, will return to New York to handle the Benny Goodman end of the Oakie Country program which will be piped from the East. George Covey continues on the Hollywood continuity staff.

Wallis Armstrong Shift

CONCENTRATION of its production activities in Hollywood will be effected by W. Wallis Armstrong Co., agency producing the CBS Hollywood Hotel and Ken Murray programs, both sponsored by Campbell Soup Co., with transfer of broadcasting to larger offices in the Equitable Bldg. Aug. 16. Diana Bouron continues in charge as West Coast manager, with Fred Ibbet heading the Hollywood Hotel program as producer. It is understood he has a three-year contract.
Tallest Antennas
RISING 828 feet, the newly-installed antenna at KHQ, Spokane, is the tallest in the United States broadcasting on 5,000 meters and 1,000 meters on 590 kc. Originally designed for 803 feet, it was extended another 25 feet to provide for shortwave and eventual television broadcasting. The tower was ordered from Bethlehem Steel Co. Tallest American vertical radiator is that of WSM, Nashville, rising 878 feet, while WLW at Cincinnati is 831.

Education Conference
WITH a wider list of educational groups sponsoring it, the Second National Conference on Educational Broadcasting will be held in the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to its executive secretary, C. S. Marsby, 744 Jackson Plank, Washington. The American system of broadcasting, an evaluation of broadcasting from the point of view of the listener, educational broadcasting and the future of radio have been selected as the topics of discussion. Dr. George F. Zook, president of the American Council on Education, will act as conference chairman.

ARTA Votes to Change Its Name; Member on FCC Urged at Meeting
A REQUEST that Willard Bliss, general organizer of their union, be appointed to fill the one of the existing vacancies on the FCC, was sent to President Roosevelt by the delegates at the third annual convention of the American Telegrapher's Association, held in the Hotel Edison, New York, beginning Aug. 12. At the same session the delegates also voted to change the name of their union to the American Communications Association, as more fitting for an organization which in the past two years has grown from a small organization of maritime radio operators to a CIO affiliate with jurisdiction over the entire communications field.

In the broadcast division, Harold Kibbey, executive secretary, urged that all organization activities be concentrated on New York and New England territory with a view of making an impact in this small geographical area, generally improved business conditions and larger salaries being paid to workers. "

Artist Federation Board Will Hold First Session
NATIONAL board of the newly-formed American Federation of Radio Artists will hold its first meeting Aug. 10, to elect officers and apply for a charter from the Associated Artists & Artists of America, parent body under whom the AFRA will operate as an AFL union. The 45 members of the board were elected by the Screen Actors Guild, Actors' Equity Association, American Federation of Musicians and American Guild of Musical Artists, sponsoring the new union, which was formed last month with the main purpose of organizing all activity to the AAAA. The board was also approved by the radio locals that Equity had formed in New York and Los Angeles, whose members, numbering about 700, will now become the charter members of AFRA.

While members of the AFRA governing body have not been announced it is assumed they include actors and actresses in both stage and radio and who have been active in Equity as well. Members were chosen in three groups, 15 for one-year terms, 15 for two and 15 for three.

Officers selected Aug. 16 will serve until the first AFRA convention is held in the mid-winter of 1938. This new group will proceed with organization of radio talent begun by Equity and with plans designed to include all of the broadcasters as soon as they are strong enough to ask for recognition from the appropriate branch of Equity. All radio entertainers.

Page 64 • August 15, 1937

BROADCASTING • Broadcast Advertising
Merchandising & Promotion

Grape Juice Exploitation—Dance Lessons for Yeast—Yank's Million's Match News—Postal Cards

WELCH GRAPE JUICE CO., Wellaid, N. Y., grape juice, is sending out a four-page newspaper-size promotional piece to salesmen, other customers, and other grape juice manufacturers announcng the addition of three more stations to the firm's Irene Rich program on NBC-Blue and a change in stations and situation of the broadcast. The programs will originate in Hollywood, where auction is to be held under contract. Announcing the addition of three more stations to the firm's Irene Rich program on NBC-Blue, and a change in stations and situation of the broadcast. The programs will originate in Hollywood, where auction is to be held under contract.

WEAN, Providence; WICC, Bridgeport, and WSFD, Toledo, will start out the sales broadcast making a total of 41 stations. BROADCASTING's radio map, which will show all of the stations, is being incorporated in the brochure. In addition, sales and success material is being used in the brochure. Last year, the grape juice firm was forced to quit taking orders for a time because it was impossible to meet the demand. A large part of the firm's success is attributed to the radio program. H. W. Kastor & Co., W. N. Y. Co., Inc., Chicago, is the agency.

ON THE Rich & Same program, a participating broadcast is the new entry KFRC, San Francisco, by Bill Davidson, a sponsor is paying for the program, but refuses to be identified in the program. The sponsor tells us about a free gift, but to get the gift the listener must mail in the post card which the sponsor is using. There are no clues and none will be given until the 100 free gifts have been disposed of.

AN EIGHT-PAGE brochure, Mrs. Cohen Goes A-Buying, has been issued by WLTH, New York, covering the results of a survey recently made by Ross Federal Research Corp. Booklet, which was prepared by Adrian James and Associates, station's promotion counsel, is part of a systematic campaign to present to tune buyers the largest Jewish market in greater New York.

STANDARD BRANDS Inc., New York (Fleischmann's yeast), on its NBC-Blue network Werner Jansen's musical program from Hollywood, Sunday at 3:30 p.m. (EST), is offering a booklet of dance lessons written by Arthur Murray, New York's famous dance teacher, in return for Fleischmann yeast table labels. J. Walter Thompson, New York, is the agency.

RANKING as the State's outstanding sales promotion of the year, KOGM's Pot of Gold in Albuquerque, N. M., closed late in July with a total of almost $750,000 in cash and prizes. A postcard scheme, which consists of two postcards, a one-clip type of promotion, was engineered by General Manager Mike Hunsinger, who was able to obtain $100 cash awards to the organization which membership showed best proof of purchase from station sponsors.

MORE THAN a million booklets of matches have been distributed by Burroughs Wellcome to almost 150,000 retail advertisers and radio people during the last year. Each month a five-cent postage stamp is offered with each booklet box is mailed to every name on the mailing list. A new contract for over two million booklets has been signed.

ROGER BAKER NIGHT—There was a double reason for Roger Baker, Buffalo Broadcasting Corp. sports announcer, to celebrate on July 26. First was the eighth anniversary of his WGR Kendall Sports Column. Second was completion of a contest which had pulled more than 78,000 entries from boys and girls in Buffalo and Western New York. Both celebrations were combined in a baseball game at O'Farrell stadium with 35 youngsters personal guests of Roger Baker. Not present at the ball park, but listening eagerly at home to the broadcast of the game, was Robert Bagwell, of Sanborn, N. Y. Almost since birth the 10-year-old is a victim of infantile paralysis. Faced with the problem of completing a set of pictures of the Buffalo Bison baseball team through visits to Kendall gasoline stations, Robert had him- self hoisted into his uncle's milk truck. Diligent work on his own part and "swapping" with other youngsters in the neighborhood gave him the complete set of pictures in time to win a first prize. Robert selected a baseball mitt and bat which were presented to him personally by the WGR-sports announcer. Next year he expects to be at the ball park for Roger Baker Night and the ninth anniversary celebration.

BOOTH AT FAIR—Where WKBZ, exhibit for the 200,000 Centennial articles typical of the various accounts served by WKBZ since 1934.

LEISY Baking Co., Cleveland, sponsor of Leisy's Sports Review on WTAM six weekly for three years, is offering a weekly sports award to the outstanding amateur in the territory covered by WTAM. Listeners and newspapermen send in their nominations and gold plaques are awarded the winners each Tuesday evening.

WCAU, Philadelphia, is distributing a brochure titled "The Women's Clubs of the Year," a morning and afternoon feature program five days weekly, which lists the talent, advertisers and program rates.

KLZ, Denver, which has no newspaper affiliation, is distributing cards urging those who know of any news to phone it to the station. The cards list the counties of Colorado with numbers to facilitate the calls.

THE Screen Children Magazine, Hollywood national motion picture publication, which started July 6 for 26 weeks a weekly quarter-hour variety show titled Screen Children on KHJ, Los Angeles, is offering screen tests and other prizes to juveniles in a contest. Listeners are invited to subscribe to the magazine and thereby obtain free 10-inch professional photographic of their talent child. Photo in turn is entered in the contest. At end of 26 weeks, photos submitted, 15 children will be chosen and screen tested by Paramount Productions Inc., Hollywood. First 100 chosen in contest will be awarded free dramatic, dance and talent shows, when produced by Robert Herrick, besides presenting variety of juvenile enter-tainers, features well-known comic picture shows in interviews. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

KMBC, Kansas City, has prepared a file folder titled "KMB Test Program" for radio buyers. Mailings of the promotion piece were preceded by a letter enclosing a card which said "Miss me immediately." This scheme was carried to carry the piece through mail-culling secretaries.

PICTURE postal cards of WBT, Charlotte, N. C., are being printed, to be sold at a penny each in local stores, in areas and on streets or scenes of the tower, control room and largest studio. WBT announced that it was the only commercial institution selected by the postal card firm for inclusion in its series.

WMCA, New York, is basing new promotional material on reviews of its programs. It is using the comments of radio editors printed on colored post cards with cartoon illustrations. These cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

WHO, Des Moines, is offering total cash prizes of $275 for the most effective design of postcard blank of its stations during the corn season. Herb Plambeck, WHO farm editor, notes the entry of 15,000 cards which set a virtual world's record stall of 18 feet 5 1/2 inches is expected to be surpassed.

WJR, Detroit, has issued a brochure covering its Household Economics series, a noncompetitive participation program.

Page 66 • August 15, 1937

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