Advice to the Forlorn

DEAR WOR: I'm a swell cosmetic. But women avoid me. The other day I received an unsigned note reading, "Get in touch with WOR." Can you tell me what this means? Curious

Certainly. Please send me your name and address.

DEAR WOR: I was once the best-loved suspender in Greater N.Y. During the past two years men have lost interest in me. My dealers frown when I appear. What can be the cause? Puzzled

Don't despair. Puzzled. Have WOR build a program for you without delay.

DEAR WOR: I am a young and personable advertiser with 60% distribution in Greater N.Y. But my friends sneer when I tell them about my network show. Can anything be wrong? Junior

Tsk, tsk, Junior... SHAME! With that distribution you should know you ought to supplement your network show with WOR.

DEAR WOR: I dress smartly and meet the right people. But I would like to make new friends. However, strangers hide when they see me. Why is this so? Prune

You can't and won't win new friends until you use WOR.
Now's the Time to Talk it Over!

Tell the millions—in their own homes—your aims and ideals

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public. For inside the plant, man-to-man discussions and frank explanations have succeeded the curt command. And outside the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its judgment on the changing patterns in our industrial life.

The most direct and intimate way of presenting your industry's aims to the public and to your own workers is through Radio—the one medium which is invited into 24,500,000 American homes. The surprising records of NBC Network Programs on such missions are available to business through NBC representatives—everywhere.

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

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
There's more than one good TROUT STREAM in New England

... and more than one good market where angling for sales must be done on the spot.

Although more than 8,000,000 customers are concentrated within 2% of the country's area, the urban groups are divided among 13 large cities and many smaller cities. This whole territory is spotted with stations, many of which have network affiliations.

The Yankee Network's 15 stations comprise the strongest network group, and the only group affording complete coverage of all markets.

Pick any densely populated spot and you will find it within the intensive listening area of a Yankee Network station.

That's why New England is Yankee Network territory — why the Yankee Network takes the guesswork out of radio selling in New England. With it, you can definitely tie up coverage with distribution—sell the whole market.

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THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
"Headquarters for Radio Facts"

Glance over these typical questions. They are a few of the hundreds recently asked and answered at Columbia.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?

What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers’ measurements of “Primary” Coverage and how reliable are they as an index to station “circulation”?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?

Why do stations have such different “listening areas” day and night?

How do the listening habits of college students compare with those of the average audience?
What copy testing techniques are available for checking the effectiveness of radio programs?

What’s the difference in hours of listening by income levels in cities of 2,500 to 250,000?

How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?

What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?

Give us a report on the number and nature of “low-cost” network programs on the air in 1936, 1937.

What programs are now on the air, day or night, that are devoted to fashions in dress?

One of the more important jobs at Columbia is answering the many questions about radio which cross every advertising man’s desk, these days. We’re glad to help with them. It’s part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country’s largest advertisers, than any other network.

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue • New York City
of WEEI's new Listening Area brochure. Its eight pages set forth Day and Night maps prepared by the CBS Listening Area method, plus market data in 29 classifications, plus an explanation of WEEI's powerful signal, and a definition of new New England. ¶ With the full weight of the Columbia Network program schedule behind it for nearly a year, WEEI now has a new story to tell. "THIS IS... WEEI" tells it. It will be off the press in a few days. Get your copy from any office of RADIO SALES—or directly from WEEI, 182 Tremont Street, Boston.

¶ If you're interested in Boston and New England as a market, you will also want a copy of "WEEI Commands the Audience 5 Out of 7 Nights Each Week"—a detailed report of a recent coincidental survey in Boston.
The World's Greatest Feature Service
With over 800 daily newspaper clients

NOW
MAKING AVAILABLE

on an exclusive basis to one
radio station client in a city

Seven daily five-minute "one-man" programs—
(or can be broadcast as two separate 15-minute daily
periods)—offered only as a group—written in the
various NEA departments—under the supervision of
radio experts—outstanding, authentic programs that
will sell — TO your sponsors — FOR your sponsors.

SPORTS CRIME ODDITIES BEAUTY
MANNERS CHILD GUIDANCE COOKING

Opening Broadcast — Sept 27th • Brochure on Request

Represented exclusively by

STEPHEN SLESINGER, Inc.
250 PARK AVENUE
NEW YORK, N. Y.
FREE & PETERS, INC., is happy to announce the opening of an Atlanta Office—an office which we believe is destined to bring a new conception of radio co-operation to our many friends in Georgia and the entire South.

In calling F. Lacelle Williams to this important new post in Atlanta, we have secured a man whose experience covers fourteen years of advertising work in both the radio and newspaper fields—a man whose experience, and judgment, and sincerity are already well-known in Atlanta. . . . Whether or not your radio activities originate in the South, we hope that you will avail yourself of Lacelle Williams' facilities for serving you. Behind him is every resource of this pioneer radio-representation company, and of all the top-flight radio stations we have the honor to represent.

FREE & PETERS, INC.

(AND FREE, JOHNS & FIELD, INC.)

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

WCSC — Charleston
WIS — Columbia
WOC — Davenport
WDAY — Fargo
KTAT — Fort Worth
WNOX — Knoxville
KFAB — Omaha-Lincoln
WMBD — Peoria
WPTF — Raleigh
KVI — Tacoma
KTUL — Tulsa
WKBN — Youngstown

FREE & PETERS, INC.

Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 East 42nd St.
Lexington 3-8660

DETROIT
New Center Bldg.
Trinity 2-8444

ATLANTA
516 Bona Allen Bldg.
Jackson 1678

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Page 8 • September 1, 1937
Industry Acts to Avert Musicians Strike

B Y B R U C E R O B E R T O N

NAB Calls Board Meeting; Other Conferences Planned; Assessment of Over $5,000,000 a Year Discussed

NO DEFINITE solution to the problem of furnishing work for many more musicians in broadcasting was reached by representatives of 154 independently-owned network-affiliated stations who met at the Waldorf-Astoria Hotel in New York Aug. 23-24. However, the majority of the same 110 station owners and executives left with the feeling that the meetings had done much to convince the American Federation of Musicians that broadcasters are seriously and sympathetically trying to work out an equitable solution to the problem and that musicians will be less apt to rush into a general strike on Sept. 16 if an absolute answer is not forthcoming by then.

NAB Board Meets Sept. 10

A special meeting of the NAB board in New York on Sept. 10 was called by President John Elmer, following a meeting in Washington Aug. 27 of his executive committee. The committee comprises advisors to the network's president, Harold V. Hough of WBAP, and Managing Director James W. Baldwin.

The board session was called in lieu of a general membership meeting, which had been under consideration. The advisory committee, representing the network affiliate group which met in New York, was a voluntary association of non-network stations at the call of the NAB on Sept. 11, which proposal was not accepted.

The board meeting, Mr. Baldwin announced, was called "to canvass the result of negotiations" by the special committee of the Network Affiliates with President Weber. President Elmer has notified the special advisory committee" the NAB announced, "that all information which will be helpful to them in their cooperation with Mr. Weber is available. He also announced fullest cooperation of the officers of the NAB with that Committee and said he trusts they will be able to reach an accord with the AFM which will be in keeping with the principles and independence of the broadcasting industry."

A scarcely less important result of the New York sessions was the suggestion by Joseph N. Weber, NAB president, to the broadcasters' committee, tentatively named "independent Radio Network Affiliates," that a possible yardstick to be used by the stations would be a weekly expenditure of $35 a week. The gathering of Barry Bingham, of WHAS, Louisville, following a meeting of a dozen stations at Chicago and St. Louis on Aug. 14, at which time it was learned that the station talents for a week's work might be expected of them toward a common solution."
ASSUMES FCC LEADERSHIP SOON

FRANK RAMSEY MCNINCH

New FCC Chairman To Assume Post With An Open Mind

By WALTER BROWN

IT WAS a typical, hot, sultry Washington summer afternoon when Frank Ramsey McNinch picked up the buzzing phone at his office in the Federal Power Commission to hear a voice not unfamiliar.

"The White House calling." Within a few minutes the Federal Power Commission chairman was pacing the two blocks which separate the Hurley-Wright Building and the White House, and as he walked into the Executive offices he thought just another power problem was bothering the President. But before he left he had been asked, and had agreed, to take over one of the stormiest posts in Washington—the chairmanship of the Federal Communications Commission.

The President had to move fast. Many ugly rumors were floating around, and the Administration was having to exert pressure to keep him away from the Senate Audit & Control Committee the White Resolution calling for a sweeping review of the Commission. Someone had to be appointed as head of the Commission who would instill confidence in Capitol Hill, and a review of the background and political stamping that had gone into the appointment of 12-year-old North Carolinian will explain why he was suddenly called to the White House Aug. 17 and asked to go to Washington. McNinch and the President had been getting along so well that the President wanted to get rid of his "radio headache".

Liberal, But Not Radical

What manner of man is this new head of a Commission that controls the operation of every radio station in the nation, not to mention its regulation of the telephones and telegraph industry, and what makes the Radio Industry and the listening public expect from his exercise of the "free hand" Mr. Roosevelt has given him in his new duties?

These are some of the questions that are being sought for Broadcasting in a two-hour talk with the new chairman soon after he was confirmed by the Senate.

Although a thorough liberal in his political philosophy, Mr. McNinch will take no radical steps when he first moves into the Communications office sometime during the middle of the month. He will take with him several trained members of his staff and for the first several weeks will stick to familiar problems concerning him as chairman of the Commission, both from an administrative and quasi-legislative viewpoint.

"I go to my new task with a completely open mind and no preconceived policies that I would be forced to implement," Mr. McNinch declared.

"I shall give the industry and the public a businesslike administration without rear favor and in the interest as I conceive it of the industry, the workers and the public."

During his service on the Power Commission, Mr. McNinch has become recognized as a man of judicious temperament, who cautiously and thoroughly weighs all the facts before acting. But once his mind is made up he goes into action with valid decisions and there is no backing down.

His political life, as well as his private life, is as clean as a hound's tooth, and while he enjoys the friendships of numerous members of Congress no amount of high pressure from Capitol Hill could cause him to make a decision for political purposes and not in the public interest.

As he twirled his heavy horn-rimmed glasses and ran his hand through his thinning gray hair, Mr. McNinch leaned back in his large chair and frankly declared that all he knew of radio was what he had heard over his own loudspeaker.

"But I intend to learn," he asserted. When I first took this Power Commission job I devoted three months to studying the work, and that is what I intend to do when I go to the Communications Commission.

Asked how long he thought it would take him to complete his new assignment from the President and return to the Power Commission, Mr. McNinch would not hazard a guess.

More Than Three Months!

Certainly his service with the Communications Commission will take much longer than three months, and probably will continue during the remainder of the President's term, with the North Carolina civilian on call for special "officework service" with the Power Commission.

Mr. McNinch regards radio as a utility, and while he has encouraged public ownership in the power utility field, this should by no means indicate that he favors abandonment of the private owner-theory of broadcasting. It is interesting to note that in the state of New York, Mr. McNinch is regarded as a liberal, but not Radical, in the interests of the public it is his duty to see that the people are served.

By the time the Commission meets next month, Mr. McNinch will have to make a decision as to whether or not he will ask for a new charter for the Northern New England Telephone Company.

"I will, of course, address myself to the question of the Northern New England Telephone Company, and I feel strongly that it is in the interest of the public to have a charter for that company," Mr. McNinch said.

In Utilities Fights

In his fight in utilities the President has the support of the radio industry. The gun that Mr. McNinch would probably use in the fight against the Northern New England Telephone Company is the World War I spirit. He is reported to have said recently that the war is a battle for all of us, and that the radio industry is the only industry that has been able to indicate the new spirit of the day.

Mr. McNinch's experience in utilities has been through the National Rural Electric Cooperative, of which he was national chairman at one time.

More than three months may pass before the Commission acts on Mr. McNinch's recommendation that the Southern New England Telephone Company be dissolved. But Mr. McNinch does not intend to slow down until the job is done.

Moving to Charlotte

Mr. McNinch moved to Charlotte, which is only a few miles above the South Carolina line, where he is living in a small Virginia town, North Carolina, and engaged in the manufacture of furniture, and later serving as chief of police at Charlotte.

The McNinch family, like most other families in the South after the war, had to struggle for existence, and there was no silver spoon to prop Frank's mouth when he was born April 27, 1873.

A Degree That Was Earned

The lad had to quit school when he was 16 and help with the family budget. He odd jobs around Charlotte, such as carrying mail and clerking in stores. When he received his law degree in 1897 he attended night school and a few sessions of the Barrier Military Institute to get his law degree.

Mr. McNinch received his law degree in 1897 and took double courses and completed the course in half the regular time.

During his time in the South he was able to get his law degree in half the time of the usual students. He also attended night school and the Barrier Military Institute to get his law degree.

Mr. McNinch was born in Charlotte in 1873 and was educated in the public schools of the city. He received his law degree in 1897 and took double courses and completed the course in half the regular time.

He attended the University of North Carolina and received a law degree in 1897.

His work in the radio industry has been through the National Rural Electric Cooperative, of which he was national chairman at one time.

Mr. McNinch has been active in the radio industry for many years, and has been a leader in the movement to improve the living conditions of the farmers of the South. He was elected chairman of the National Rural Electric Cooperative in 1915, and served as such for three years.

His work in the radio industry has been through the National Rural Electric Cooperative, of which he was national chairman at one time. He is now serving as chairman of the National Rural Electric Cooperative.

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New FCC Leadership to Start Cleanup

By SOL TAISOFF

Five-Man Divisions May Be Adopted in Reorganization; McNinch and Craven Likely on Broadcast Division

WITH ITS new leadership in- 
structed by the White House to "clean up" from within, the FCC is expected to undergo a basic realignment of personnel and duties. Major aspects of the re-
making of the FCC will be overseen by Frank R. McNinch, incoming chair-
man, drafted by President Roose-
velt from the Federal Power Com-
mission for the transition, and 
Comdr. T. A. M. Craven, chief 
engineer elevated to a commission-
er by the President.

Just how the reorganization will be 
effectuated will await the next full 
meeting of the FCC, expected in mid-
September, at which time Mr. McNinch officially will take a three-month leave of absence 
from his job. He reportedly will be named chairman of the FCC, to succeed the late Anning S. Payne.

Several possible reorganization 
projects are being discussed in-
formally. The Commission now is on 
its last legs of the 1936-37 Broadcast, 
Telephone and Telegraph—
with two members assigned to each 
department, with chairman 
serving as the third member of each 
entity. Serious thought has been 
given to eliminating the tele-
graph, and chairman 
will be revived, for assign-
ment of each commissioner to two 
divisions with five instead of three 
members on each.

FCC Seen Bolstered

The Broadcast Division, most important and most beleaguered branch of the FCC, will be bol-
stered in the reorganization. Both 
Mr. McNinch and Comdr. Craven, 
it is anticipated, will serve on that 
division. But Mr. McNinch, with 
his broad experience in the 
circle of the Power Commission since 
1930—and its chairman since 1933 
is expected to devote consider-
able attention to the public utility-
common carrier aspects of the 
FCC's work, which embraces the 
entire Telephone and Telegraph.

The incoming chairman proposes to 
remain only until the Adminis-
tration feels satisfied that the 
FCC, target of constant Congres-
sional criticism during the last 
session, is functioning smoothly.

Assignments in September

Mr. McNinch has informed an official call at the FCC that 
his first step will be to bring 
the key divisions together for 
the first time. Revision of assign-
ments of members probably will not 
be in effect until about the middle of Septem-
ber when Mr. McNinch takes his 
oath of office. Comdr. Craven was 
sworn in on Aug. 19, and immedi-
ately afterward left for a one-
week leave of absence.

Mr. McNinch, whose reputation 
as a resolute, industrious executive 
led President Roosevelt to 
draft him for the FCC, won speedy 
confirmation by the Senate. Held in high esteem by Chairman 
Wheeler of the Senate Interstate 
Commerce Committee, his nomina-
tion was favorably reported Aug. 
19 without opposition, and con-
firmed the following day. Immedi-
ately afterward, Mr. McNinch an-
nounced he proposed to clear his 
desk at the Power Commission during the ensuing two or three 
weeks and then would take over 
the FCC post.

In contrast, however, Comdr. 
Craven's nomination precipitated 
one of the most heated Senatorial 
rows over a Commission appoint-
ment in recent years. It was used 
as the vehicle for an airing of 
Congressional demands for an 
investigation of the FCC, with the 
Chairman's office caught in the 
crossfire [See page 67]. At two 
sessions Aug. 19 and 20, Senator 
White, senior member of the 
Chairman's stock in several stations 
while he was a consulting engineer 
from 1930 to 1933, was able to 
become FCC chief engineer at the 
behest of the President.

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The confirmation controversy 
was provoked initially by James R. 
Kiernan, formerly with the 
Craven had holdings in other 
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Farlane (D-Tex.), and Wigglesworth 
(R-Mass.), both of whom 
repeatedly demanded an FCC 
and industry investigation, parti-
cipated in the attack.

Reports that an American Fed-
eration of Labor representative 
would seek to block the Craven 
confirmation developed just before 
the Senate took up the nomination, 
but William Green, AFL 
president, later let it be known 
that Mr. Craven had his support.

White's Tribute to Craven

The controversy over confirma-
tion of Craven developed into a dra-
matic incident on the Senate floor. 
The White Resolution of which 
finding and investigation of the 
whole FCC and radio situation [BROADCAST-
ING, Aug. 15] was drawn into it. 
It appears that the debate, and 
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One thing was made certain dur-
ing this debate—that the appoint-
ements of Messrs. McNinch and 
Craven, even though motivated by 
an administrative desire to clean 
up the FCC once and for all, would 
not obviate an investigation or a 
"fact-finding" study of that agency. 
While the Senate Resolution was 
ed off at this session, it re-
mains on the calendar for the next 
session, a matter of urgency, when its passage appears assured.

The appointments of Mr. Mc-
Ninch and Comdr. Craven 
were announced by the Pres-
ident Aug. 17 by the President, were 
described at the White House as a 
recognition by the President of Mr. McNinch's 
services to the FCC. Mr. McNinch's nomination for the 
five-year unexpired term of the 
later Chairman Prall was a 
complete surprise. He was not 
nominated until two hours after the 
Craven a press conference held on 
the White House and the 
announced his resignation from the 
second appointment was revealed.

The Craven appointment for the seven-year term of Prall 
was announced. Since it had been 
expected that the FCC would 
choose, among other names, a 
former New York newspaperman, politi-
cian and tax commissioner.

Payne "Rebuke" Reported

Immediately following the two 
appointments, there was a 
rumor that other changes 
were to be announced. 
This was, however, 
untrue, since all reports 
have been verified. The 
Commission has been 
mentioned in newspaper 
reports as being in 
the nature of a "slap" and 
"rebuke" to Mr. Payne. 
George H. Payne, who has 
been in dispute with the new commissioner on several 
occasions acts as a former New York newspaperman, politi-
cian and tax commissioner.

Acting Chairman E. O. Sykes, 
who is regular chairman of the 
Broadcast Division, was called to the 
Senate Commerce Committee before 
the appointments were 
announced—and talked with the Presi-
dent at considerable length. 
There was no statement forthcoming, 
It is thought that, in addition to the 
appointments, policy matters 
were discussed, particularly the 
paper-on-paper situation and in-
vestigation matters.

This court is the first 
instance on appeals from FCC deci-
sions.

Normally, the lineup of the FCC 
under its present organization, 
would be for Mr. McNinch to join the 
Broadcast Division, taking the 
place of the late Chairman Prall, 
Continued on page 60.
Bank Series to Resume

GROUP of banks which cooperatively sponsored the Philadelphia Symphony for three weeks last fall, will initiate another three-week series this Oct. It will begin Oct. 18, and return to the air Oct. 25, on NBC. The broadcasts will emanate from the Civic Auditorium in Phila., and will feature names such as Ormandy, guest conductors and soloists. Dr. George J. Mathes, head of the series, is planning to have 50 stations carry the talks.

Malt-O-Meal's Show

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start a radio show of its own on Sept. 27, transferring its sponsorship of the popular cereal to the medium. The program is continuing to air on WGN and CKLW, but will be augmented by the addition of WWJ, and WCAU plus four un-named stations. The show is being heard in San Francisco, Portland and Seattle.

Acme Feeds’ Spots

ACME FEEDS Inc., Forest Park, Ill. (protein feeds) will start two-minute live daily announcements on five stations at the first of Sept. The program will begin on the WGN, also heard on WOC, and WOCX, Des Moines, WSO, Moline, Ill., WOC, Rockford, Ill., and WOCX, Davenport, Iowa.

Fr. Couglin List Is Being Selected

PREPARATIONS are going forward to complete the schedule of stations which will carry the recently-renewed weekly Sunday sermons of Father Charles E. Couglin beginning late in October. So far, 21 stations are definitely on the independent network which will use the program. At the Royal Oak headquarters of the radio priest, no doubt was expressed as to his return to the air on schedule Oct. 31, though he has left the Shrine of the Little Flower for an extended vacation due to an attack of indigestion.

No word is available as to the author of the sermons. Fr. Couglin’s talks, although the general topic is there that he will follow the lines of his addresses last spring and summer on current topics only gentry.

Stations that have cleared time up to now for the Couglin talks include 1400 WOC, Des Moines, 500 WGY, Schenectady, 1310 WTMJ, Milwaukee, 950 WLS, Chicago, 620 WHB, Kansas City; 1450 WDM, Des Moines; 1260 WLY, Boston; 730 WHA, Milwaukee; 1240 WBBM, Chicago; 880 WJAR, Providence; 680 WOCX, Davenport, Iowa; 580 WOCX, Moline, Ill., 1450 WOCX, Rockford, Ill., 560 WOCX, WOS, Moline, Ill., 1450 WOCX, WOCX, WOCX, and WOCX, Davenport, Iowa.

WLW Plans Million Dollar Structure

LOCATED on Clifton Heights overlooking Cincinnati, a new $1,000,000 broadcasting center has been projected by Crosley Radio Corp., operator of the 500,000-watt WLW and its companion station WSAI.

President of the company announced Aug. 26 that construction will start within two weeks, culminating plans which have been under way for two years. The plant will be of modern architecture, the storybook barge, and a five-story tower in front.

Situated at the corner of Warner and Chicasaw streets, the gleaming white structure because of its location and an ingenious system of floodlighting will be visible day and night for miles throughout the neighboring Ohio and Kentucky area.

"Erection of the building is in harmony with the consistent policy of the Crosley Radio Corporation to keep its facilities abreast with the most modern improvements both in transmitter design and studio facilities," said Mr. Crosley.

"In making possible the new broadcasting center, Crosley Radio has spent $200,000 in further substantial contribution to the advancement of the radio art. It has been the belief of the company, backed by our earnings, that a pipe organ and most of the others will be equipped to handle electrical organs.

The master control room, the news room with space for editor, writers, newsroom equipment, and offices will occupy the second floor. On the third floor will be the music library, measuring 16 x 50 feet, its efficiency increased many fold by the utilization of ceiling-high steel storage cabinets.

This floor will also have space for 28 offices, which will care for the needs of the continuity writers, music copyists, the educational director, special events director, the casting director, sales promotion and research departments, sales manager, program manager, manager of WSAI, traffic manager, office manager, managing director, arrangers, copy bureau, artists bureau and employees.

Executives, Engineers in Towner

Officers of Powell Crosley Jr., president, Lewis Crosley, vice-president, and William S. Hedges, vice-president in charge of broadcasting, have already been on the fourth floor.

The fifth floor tower will be devoted to studio facilities. Here will be located the technical chief and his assistants, the measurements laboratory and drafting rooms.

During the 16 years of WLW's history, its studios have been housed in the factory buildings of Crosley Radio Co. The construction of the new building separates the broadcasting activities from the manufacturing operations of the company. Samuel Hanzard & Sons, Cincinnati, are architects for the new studios.

Anger of Unionists Starts KSD Strike

IBEW Official Loses Temper And Calls Out Electricians

UNION engineers at KSD, St. Louis, staged a one-hour strike Aug. 13 when Arthur Schading, business agent of the International Brotherhood of Electrical Workers, became annoyed because the KSD photographer tried to take his picture. Schading was on trial in an injunction suit to restrain the union from interfering with business firms in its jurisdictional dispute with Local No. 732 of the IBEW.

As the photographer of the Post Dispatch, operating KSD, started to take a picture, Schading is quoted as having said: "Go ahead and shoot it. If you do, I'll stop your presses and close your radio station.

The strike of KSD engineers was called at 8 p.m. but the three employees had already worked shortly before 4 p.m. when Schading reconsidered his action and told a Post Dispatch reporter: "With a happy thought, up my sleeve." Electricians on the newspaper refused to strike, according to the Post Dispatch. KSD lost all its broadcast time since it was off the air from 3:30 to 4:55 p.m., a period as long as a PUP operating on the same frequency with one-seventh time.

Commenting editorially on the strike, the Post Dispatch said: "As an industrial disturbance, the affair was an unimportant episode. It was a matter of a red and a black, of a mostly indefensible abuse of his official power which is not important. It is a matter of how a union that wants to think about, for organized labor to think about, for industry to think about, for public opinion to think about.

"Who is Schading? He has a record. He was removed back from the office he now holds by the executive council of the international union when employe's refused to work on 'outside' organization to levy a tax of 2 cents an hour on all their secretary-treasurers. The estimate of the council, was to have amounted to $50,000 a year. The council found that he had brought the union into a series of contracts which made employers unnecessary expense and inconvenience by his arbitrary action in violation of contract and in disregard of the union's constitution. He was denied the rights of union membership for five years. An 'E' was disqualified for holding office for two additional years.

"The period of suspension ended, Schading made a comeback. He was elected to his old place as business agent last month."
IBEW Plans to Organize All Stations

AFL Is Not Deterred By CIO Victory In WHN Case.

By J. FRANK BEATTY

The International Brotherhood of Electrical Workers, AFL affiliate, will organize "all" broadcast technical workers throughout the country in a move designed to gain recognition and a bargaining representative of technicians employed by WHN, New York.

Expounding its determination to proceed with organizational work despite CIO and independent efforts, the IBEW, as employer of the International Brotherhood of Electrical Workers. There can be no compromise on this issue and we intend to bring all stations under our organization.

AFL Unions Cooperating

AFL unions interested in organizing all types of broadcast personnel are cooperating in the division of crafts, it was indicated by IBEW, which defined the scope of its campaign to BROADCASTING in these words: "All employees in the recording, broadcasting and entertainment industry who barter the charter given by the AFL, all employees in this field belong to one of our affiliated Brotherhood of Electrical Workers. There can be no compromise on this issue and we intend to bring all stations under our organization.

ARTA Is Certified

In its first decision affecting the broadcasting industry, the Labor Board ruled that the American Radio Telegraphists Assn., should be certified as the bargaining agency of engineers of WHN, New York. ARTA, the board observed, "has been shown to have relations with almost 15 stations in the country."

The decision also had been claimed by Theatrical Performing Union, Local No. 1, IATSE.

The board's decision that the IATSE as far back as 1938 had tried to organize all "sound men" of WHN, and that 30 of them had been organized in 1939, "no greater evidence of the lukewarm attitude toward that move by the management, according to the facts of the case." Later some of the engineers joined IBEW, after which some of them formed the Association of Techni-

agrants Engineers of WHN, which won a pay increase on one occasion.

When WHN was about to bargain, the IATSE organized. The Board observed, IATSE protested and demanded recognition as bargaining agent. Other AFL affiliates were also interested, notably TPU, which has some WHN interests also objected and WHN refused to bargain with it until certified by the Labor Board.

Reviewing testimony heard Aug. 1, the board stated the Board's announcement of its decision was:

"In effect, the TPU claimed that the appropriate bargaining unit should consist of all those employees of WHN who are engaged in the recording and broadcasting of radio programs, while the IATSE and Loew's Inc., Inc., employed in the mechanical department of the television station and the radio broadcast engineers should be included."

Review of Claims

"In its decision determining the appropriate bargaining unit the board held that the engineers of the company's radio broadcast engineers had organized along the lines of the appropriate bargaining unit, and that they had shown a desire for self-organization by becoming members of this union. It further held that "No evidence was offered to show that the TPU had recently attempted to organize the WHN radio broadcast engineers, nor had the TPU been chosen as their representative."

"The TPU, on the other hand, claimed that it was entitled to represent the WHN broadcast engineers, and that it was entitled to represent the WHN broadcast engineers, and that it was entitled to represent the WHN broadcast engineers which would raise a question as to whether the TPU was the appropriate bargaining unit for the company which was organizing the radio broadcast engineers and was about to enter into an agreement with the company."

AFL Is Not Deterred By CIO Victory In WHN Case.

"In effect, the TPU claimed that the appropriate bargaining unit should consist of all those employees of WHN who are engaged in the recording and broadcasting of radio programs, while the IATSE and Loew's Inc., employed in the mechanical department of the television station and the radio broadcast engineers should be included."

"In the cognate amusement field, namely, motion pictures, the relation of the IATSE and IBEW is most cordial and cooperative. It is our expressed view that these relationships will continue as these organizations are all bargaining in the related amusement field, namely, radio." AGRAP Organizes Key Net Stations; AFRA Seeks All Who Face Microphone

BY SIGNING the sound effects contracts, New York key stations, WEAF and WJZ, American Guild of Radio Announcers & Producers, independent radio stations were announced.

By signing the sound effects contracts of the American Guild of Radio Announcers & Producers, independent radio stations, New York key stations, WEAF and WJZ, American Guild of Radio Announcers & Producers, independent radio stations were announced.

Negotiations are now being carried on with a committee of NBC executives headed by Mark Woods, president of NBC, and executive director of the Guild, which is now meeting to discuss the proposed contract, which requires that the Guild shall have the exclusive right to arbitrate any dispute under the contract.

A similar contract has just been signed with WJSV, Washington, (Continued on page 71)

McGrady Is Appointed As RCA Labor Chieftain Appointment of Edward F. McGrady to succeed Sylvan Labor, as director of labor relations of RCA, effective Sept. 1, was announced according to NBC headquarters Aug. 25 but neither RCA nor Mr. McGrady would confirm the report. It was denied that RCA was interested in the appointment of Mr. McGrady as labor consultant, but RCA said that the talks have been going on for some time and that any offer would be made shortly.

Arrangements with Mr. McGrady, one of the best known labor arbiters in the country, have been made by David Sarnoff, RCA president, prior to embarking on his European trip, reportedly as an executive of the American Federation of Labor, and recently was among those mentioned for the post of PRC. It is expected the formal announcement will be made shortly.

Labor Controversy At WDGY Settled

Drawn-Out Difficulties Ended By Federal Conciliator

LABOR difficulties growing out of a strike of operators at WDGY, Minneapolis, which began Aug. 17 after more than a month of estrangement, it was announced by Edward F. Shurick, as labor consultant of the station. Other stations in the St. Paul-Minneapolis area met Aug. 18 to discuss their situations in their dealings with unions.

Mr. Shurick pointed out that for several years stations in the Twin Cities have had a cooperative strikewalk with labor. Last July 23, he said, the WDGY chief engineer was discharged for alleged incompetency. Two other engineers resigned and the Electrical Workers Union 292, notified the station. The incident involved itself in this situation, Mr. Shurick charged, among other things, that after the strike was called a former WDGY employee returned to work at the transmitter.

No time during the controversy were wage scales, hours or other conditions of employment considered. WDGY, however, continued to operate and Deputy Sheriffs and private detectives were engaged to protect the station from attack.

At no time during the controversy were wage scales, hours or other conditions of employment considered. WDGY, however, continued to operate and Deputy Sheriffs and private detectives were engaged to protect the station from attack.

Conferences working toward settlement were held Aug. 18, when the General Manager, general manager of the station, discussed the strike and its result that the differences were composed and two of the operators have decided to return to work at the transmitter.
Index Covering 25,000 Titles Offered Stations by ASCAP

Sticker System to Be Supplemented, Says Mills; Michigan Governor Vetoes ASCAP Measure

AFTER several years of preparation, ASCAP on Aug. 25 announced it had assembled an index of some 25,000 melodies plus an index to the musical works of which it is making available to licensed stations at no charge.

The index, chairman of ASCAP's administrative committee, notified all licensed stations by letter of the availability of the index, on which the music can be listed which it could be installed by stations at minimum expense insofar as is required under the provisions of the restrictive licenses.

He pointed out that ASCAP has been assembling an index for a number of years to facilitate the collection of much time and money has been expended, "the index is admitted far from complete, and probably always will be." He added, however, that it embraces most of the musical titles, copyright and non-copyright, in the United States, currently present in current broadcasting programs.

"Therefore, as a matter of service, offer to you, entirely free of charge, as much of the index as it is presently practicable for us to provide. As we must begin our own staff to prepare approximately 25,000 of the most used titles.

The index, the letter added, will be forwarded to broadcasters requesting it, on gummed and perforated sheets with postage stamp in 3 x 5 inch cards. The preliminary index will be supplemented from time to time of free charge, it was added, as another means of saving the stations some $200 for the purchase of equipment was recommended. It was also pointed out that the index cards can be used by the stations for other purposes such as filing, to make promotional materials or musical libraries, phonograph records, transcriptions, etc.

Mr. Mills urged stations to avail themselves of the index, which will be enabled to accurately check copyright ownership. "The index now lists the work of all the songwriters we have been able to list," he said. "It will grow substantially through supplements sent by us and additions which will undoubtedly come from your own staffs. It is covering works not embraced in the ASCAP repertoire." He added: "We are desirous of being helpful to you in every possible way as to every matter involved in your relation with us and musical copyright problems, and it is our intention to extend this index as rapidly as possible until it shall finally include a complete, complete reference to practically all musical works. We can not hope to ever make the index entirely complete."

With the adjournment of Congress and most of the State Legislatures, conditions were otherwise quiet, except for the copyright front. The threatened strike of musicians, reported elsewhere in this issue, was avoided.

The veto by Governor Frank Murphy of Michigan of the anti-ASCAP bill was also made by the Senate, and Governor Murphy's bill veto message of July 27 asserted that after a careful and extended review of the act, Attorney General Raymond W. Starr had advised him that "because of the onerous nature of its provisions and the variety of restrictions imposed, the act would unreasonably interfere with and obstruct the conduct of the business of the owners of copyrights by the federal constitution and the laws of Congress and that it was improper."

Attorney General's opinion that the act "is unconstitutional and void in its entirety."

The six-page opinion cited numerous provisions of the proposed act which it claimed were clearly improper and unconstitutional, including the fact the act is so poorly drafted and so indefinite that it is impossible to determine what constitutes a violation and what is permissible, under the act.

It included the Attorney General's opinion that the dominant aim and purpose of the act is unconstitutional, that practice and the law to that effect are subject to attack and that the entire act is therefore invalid.

The major challenge of the validity of the bills, almost identical with the Michigan act, which have been introduced in California and Montana, has been initiated by ASCAP and now awaits decision. Injunctions are sought. ASCAP is contesting the act on the basis that it is an unjust enrichment taking the property of ASCAP, from whom it has been licensed.

Alka-Seltzer on 40

MILES LABORATORIES Inc., Elkheart, Ind. (Alka-Seltzer, Star-Way, Broadway, three-weekly quarter-page transcriptions, on 40 stations Sept. 12. Of this number 21 stations will be carrying the program of five sets of transcriptions, currently broadcasting Thank You, Star-Way will also start the new complete transcriptions of that date. The transcriptions will be broadcast in practically all instances on Sunday, Tuesday and Thursday. The series was written and produced by New York, Wad Adv. Agency, Chicago, handles the account. The new station input sessions on Sept. 12 follow: WEE, WOR, WGY, WGB, KDKA, WAG, WBNS, WJW, WCOC, KFAB, WHO, WSM, WAPI, KOMA, KSL, WHO, KFCH, WBST and WMBD. Stations switching to Comedy Stars will begin external production of the transcriptions, starting in September."

DEBS GROUP PLANS WAFB-WEVD MERGER

MERGER of WAFB and WEVD, New York City time-share stations, is contemplated with the sale of the former station to Debs-Mills and the construction of WEVD, subject to FCC approval. The Debs group, a cooperative organization in which the prime movers are the management of the Jewish Daily Forward, a newspaper, has agreed to pay $65,000 for the station in escrow with an agreement to pay the remainder when approval of the transfer is secured from the FCC.

It is presumed that WAFB will be discontinued and its time simply taken over by WEVD. The stations operate with 1,000 watts on 1200 kc. Also operating the same channel are WRRR, Brooklyn, using the 3-8 p.m. periods six days weekly, and WHAZ, Troy, N.Y., using only the 6 p.m. to 1 a.m. periods on Sundays. They are not affected by the proposed deal and would retain their present schedules.

New York would thus get another important regional outlet, lacking all but about five hours daily of full time. Present owners of WAFB are Joseph Lang and Paul F. Harron, of Philadelphia, who operates WTNJ, Trenton, on a leasehold basis, and who formerly was part owner of WPEN, WRAX, Philadelphia.

Omar Mills Placing

OMAR MILLS Inc., Omaha, Neb., a subsidiary of National Banking Co., on Aug. 23 started Your Home Town quarter-hour transcriptions through WIBK, KOA, WHO, KGKY and KNGF for Omar Hour. At the same time, 100-word announcements from the quarter-hourly program of 10,000 words were begun on KPFD and thrice weekly on KSOO. The bakery division of Omar Mills is continuing Your Home Town transcriptions on WTMJ, WBNS and WIRE with both the bakery and flour companies and has stopped the transcriptions on WOW. J. Walter Thompson Co., Chicago, is the agency.

Television Plans Advanced by CBS; Seldes in Charge

New Studios Will Be Started; Trial and Error Procedure

TELEVISION plans of CBS were advanced Aug. 20 with the announcement that Gilbert Seldes, writer and critic, has been appointed experimental television program director and that a television program center has been established in the Grand Central Terminal, New York.

Mr. Seldes was to begin his program work Sept. 1 and the new studios will operate in conjunction with one of the studios under construction and a fully equipped television laboratory. The studios will be made the testing ground for the latest innovations in lighting and scanning now being developed in the CBS laboratories. It is disclosed that CBS had disposed last year in testimony before the FCC that CBS had set aside $22,000,000 for the first phase of its experiments in television. The appointment of Mr. Seldes and the construction of the new studios are of prime importance in giving clear indications of the approach of practical television broadcasting in the pay of CBS.

Trial and Error

The mode of operation outlined by Seldes is intended "to make as many experiments as possible in order to make as many errors as possible in order to make all other experiments far better in the end." He will be free to direct these "experiments" and "errors in advance" as "interest in training of inexperienced men on the same standard of entertainment value as other mature artists."

The entertainment value of the early programs of the studio will be "true to the novelty value, ought to attract widespread interest. As the novelty fades, the programs in the programs themselves should bring television entertainment up to the standard of matured forms of entertainment."

The author's analysis of such errors, past, present and future, will appear in the Atlantic Monthly and it was this, revealing a sharp insight into the mind of the emerging television industry, which led to conversations between him and CBS executives and the employment of his services. His experience in the fields of the theater, radio, movies and music—the four fundamentals in television programming—weighed largely in the choice.

DICK DUNKEL of the radio department of Bentin & Bowles Inc., New York, has signed a deal worked out by Van Crookstone Associates will be the national radio consultant to the National Football Forecasting System in states where it is not sponsored by Atlantic Refining Co.
I Am a Contest Enterer, Occasionally

Boxtops Aplenty, But Never a Prize for This Listener

By E. R. KELLEY

WHAT kinds of contests does a contestant like best? How many contests will the contestant enter in a year? How does it affect his or her buying habits? Advertising people undoubtedly have the answers to these and numerous other related questions as the season rolls round and buyers' shopping habits change. Advertising departments in newspapers, magazines, and radio stations are in a position to count the number of entries for any given contest, and the results of such contests are often the subject of much speculation and analysis. But what does the contestant himself think of contests? Advertising people, however, do not have the answers to questions like these, and so it is that this feature article is being written.

I consider myself an average contestenter, trying for perhaps 15 prizes a year. Interest in contests, however, varies with the individual, and the type of community in which he lives. Children enter the greatest number of contests—small boys, young grown-ups, quizzies; and old people. It is apparent that this is a dead spot. Most people, especially the men, take more interest in the personal facts of everyday living during that period.

In general, it may be said that the size of the prize offered must
be raised somewhat in proportion to the increase in age of the group desired as contestants. Housewives are satisfied with smaller rewards than are men, or women who support themselves, probably and, usually, they are willing to place a monetary value on their time.

Rural Enthusiasm

Having lived in various sized cities and towns within the past few years, I have come to realize the great interest in contests on the part of people who are not accustomed to living in large cities. What a delight it is to read of how many people won in a given contest, what they said about it, and how they felt about it.

I have been a consistent contestenter but never a constant one.

My entries all emerge under sports enthusiasm. Many of my friends react the same way, although a few are steady pluggers. There is something about thinking up slogans, or furnishing last lines, or assisting in any way possible to inspire that calls for inspiration. When I get it, things fly; four or five entries a week. After that I don't hear anything at all. I guess the various products purchased for their labels, and wait for the prizes to come. So far none ever have. Just one more reason I consider myself an average contestant.

THE AUTHOR is just plain E. R. Kelley, without any brass plaques or press agents. He listens to programs. He hums when contests are mentioned. Often he grabs the nearest pencil. Almost as often he stops in the corner store for a boxtop and its associated contests. He mails his entry. Then he eats the associated contests. Others may get prizes, but not Kelley. Here's what he thinks about contests and those who promote them.

I will probably be suspected of mild insanity when I say that after its contest is over I seldom have even a kindly thought for a product. I hold no grudges against any manufacturer. I am only tired of finding that I thought enough to think that my chances of winning are anything but small. Nevertheless, there is usually something brown taste connected with the goods whose contests I have entered and failed to win. That somehow makes me pass them up on store shelves. If I were an advertiser I would be afraid of it.

There have been, however, some exceptions in my experience which I consider the high lights of contesting. A few years ago a type writer company sponsored a writing test, the first prize of which I have forgotten. A few days after the winner was announced I received a letter from the manufacturer thanking me for my entry and enclosing a key that retailed for five cents and was probably worth more than that. The positive impression created by that single incident has been one of the chief reasons for my partiality to their line of goods ever since. The practice of replying with a card to all entries as they are received, is a pleasing one and to many others with whom I have talked. It creates the feeling that your entry is receiving the utmost in consideration, in addition to letting one know that it arrived all the way to the winner. It is gained by this, or any other form of individual recognition will show very little depreciation.

Simplicity also has its points. I have in mind a radio program which was given as an auto-mobile every week. During the program three reasons for the contestant's entry were given. The announcer's entry was read; the listener was asked to simply send in the reason he considered the best and how he might be able to receive that week. Complicated sounding, perhaps, but very simple to our taste.

There was nothing but to buy.

Prizes by the Thousand

California Conserving Co., With Its "Who Am I" Series, Gets Big Share of Audience

By EMIL BRISACHER

Emil Brisacher & Staff, San Francisco

IN THE fall of 1936, the reference departments of public libraries and the information desks of metropolitan newspapers were swamped by a tremendous flood of inquiries for facts about famous people.

Mr. Brisacher

What president of the United States started out as a school teacher?" "Was Catherine Cornell born in Berlin, Germany?" "Did Gary Cooper go to school in England?"

At first the hard-working attendants were at a loss to explain this bewildering, overnight increase in the demand for facts about famous characters. But they soon discovered that it was all caused by a new, refreshingly novel radio program which had made its appearance.

This was the beginning of the now-famous Who Am I radio program, which has set unprecedented records of radio response and effectiveness in the West. A quarter-hour, once-a-week evening program, broadcast from San Francisco through the Western stations of the NBC-Red network, Who Am I was sponsored for 26 consecutive weeks by the California Conservation Co., makers of C-H-B tomato catsup, tomato juice, pickles, chili sauce, and others.

Who Am I is a contest of wits. It is an adaptation of an old parlor game, played in a new copyrighted way over the air. Questions are asked, and answers are given, about the life and characteristics of some famous, but usually unfamiliar, individual. From the mass of hints given throughout the playing of the game, the radio listeners could guess at the identity of the famous character. And the makers of C-H-B fruit products made it well worthwhile for the radio audience to send in the sguesses by postcard. The C-H-B company promised to give prizes to the correct answers each week.

To be eligible for these prizes, the contestants were simply required to send in two labels from C-H-B products together with his entry. And every week, the San Francisco office of California Conserving Co., received from 10,000 to 20,000 letter labels from all parts of the nation. This is the largest ever received by NBC on a far-western hook-up for a 15-minute evening program.

Not only the heavy flood of mail, but also the checks of impartial listeners and competitive organizations indicated a tremendous popularity of the Who Am I program. The most recent check showed that more than 65% of the people who listened to the program were tuned in only to participate in the contest. The C-H-B company obviously anticipated that these people were not just listening to the program to pass the time, but were really interested in the questions and answers. The unusual program had certainly caught the attention of a large percentage of the people who listen to the radio in the West.

THE Chevy car game itself usually follows this pattern: "Am I living?" ... "Am I a man?" ... "Do I live in the United States?" ... "Do I come from California?" ... "Is there anything American about me?" and so on. The correct answer was revealed on the following week's program, a bit of strategy which automatically caused a large percentage of the audience to tune in to (Continued on page 68)

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www.americanradiohistory.com
Chicago Business Far Above Sales Recorded in 1936
Increased Rates Do Not Stop Inflow of National Spots

By HAL TATR

CHICAGO stations will have their biggest autumn in history with this year’s Fall Ad Campaign, and their rates on some stations as much as 50%. This boom is being experienced despite the fact that most Chicago advertisers are cutting their rates in September and October and with the threatened strike of the International Musicians still hanging over the stations’ heads.

One source of this unprecedented boom was a recent federal order that all commercial radio stations in the country must maintain present rates or receive a 25% increase, whichever is greater. This order, which was issued to all stations in the nation, was intended to stabilize the advertising market and prevent any further decline in rates.

Refrigerator Campaign
WITH Dallas and several other unnamed Southern cities selected as test markets, a cooperative advertising and sales drive by the Refrigerator National Producers is reported to be in the making on behalf of electric refrigerators. Purposes is said to be to promote the sale of refrigerators by the National Association of Ice Industries, a network radio advertisers

(c) \Continued

Tar), Co., Chicago; Foley & Co., Chicago; and Blue Lennen, general manager, and Herbert Akerberg, CBS vice-president. KDAL operates with 100 watts on one half of a clear channel station, to be licensed by CBS Sept. 5 during a program featuring Frankie Masters and the Five Highlanders.

While Mutual is working on expansion plans in both the Pacific Northwest and the South Atlantic, many other stations have been sold. Fred Weber, general manager, has been negotiating with broadcasters for both stations. Although the Pacific Coast operations are being handled directly by Mutual, the company’s Midwest operations are handled by Don Lee.

On Jan. 1, WRBC, current CBS outlet in Birmingham, will become part of the South Central group, coincident with the switch of WAPI, Birmingham half-milllion-watt station, to CBS. An application where WAPI would be leased by the three Midwestern cities to CBS, has been approved. WRBC operates with 5,000 watts day and 1,000 watts night on 930 kc., WAPI with 5,000 watts and 1,000 watts night on 1,140 kc.

The third Birmingham station, WSGN, on Aug. 1 joined NBC-Blue.

Twenty Get Nestle’s
Nestle’s Milk Products Inc., New York (chocolate), will place its products in 20 radio advertising campaigns in the fall. The campaigns include a variety of radio spots in the United States and Canada, as well as in the United Kingdom. The aim of the campaign is to increase sales and bring awareness of the product to a wider audience.

Newest in the lineup is the "Cheek-Pinker and Tongue Grade". The commercial will be aired on various radio stations across the country, including those in New York, Los Angeles, Chicago, and Philadelphia. The campaign will run through the fall season, with a special focus on the holiday season.

Old Gold Eyes Sports
P. LORILLARD Co., New York (Old Gold cigarettes), have taken an option for the 1938 Chicago Cubs and White Sox baseball games between Chicago and Brooklyn, with Bob Elson. The price for next year’s games will be the same as this year’s—$10,000. Lennen & Mitchell Inc., New York, acquires the option.

Networks Arrange Autumn Expansion
WITH the approach of the peak fall season, national and regional networks are devising expansion plans for their affiliated stations in new markets.

The most recent network affiliations are those of Mutual, NBC and CBS. Mutual on Sept. 15 joins the NBC-Pacitic Coast Network, available to both NBC and Mutual groups on the Coast and KELO, St. Paul, Minn. The new contract also includes the Pacific Northwest.

The NBC-Pacitic Coast Network will be carried by radio stations in the Pacific Northwest, including KELO in St. Paul, Minn., and KMED in Medford, Ore.

KELO, which is owned by Joseph Henkin, operato of KSOO in the same city, has been sold to Mutual Broadcasting System.

KELO, which is owned by Joseph Henkin, operator of KSOO in the same city, has been sold to Mutual Broadcasting System.

Bob Elson, former Mutual announcer, will be heard on the NBC-Pacitic Coast Network in Chicago and Los Angeles.

BROADCASTING • Broadcast Advertising

AN ANTIDOTE FOR COCKTAILS
Audition Script for Jaunty Announcer Serves
4-As Cheek-Pinker and Tongue Grade

BOB CUNNINGHAM, program director of KOIL, Omaha, has written an audition script for advertising in the fall campaign. The script is designed to put the smart lady in the picture aloud.

The line for this commercial reads: "I love you, but you’re not my cup of tea. I don’t know what it is about you that makes you so special to me."

The script is to be read into the recording studio and used for advertising in the fall campaign.

THE END
To get 'em, you've got to reach 'em
and the one station that reaches all Iowa at once is WHO

Central Broadcasting Co., Des Moines
J. O. Maland, Manager
National Representatives: Free & Peters, Inc.
New York Detroit Chicago Los Angeles San Francisco

Who
Des Moines - Full Time - Clear Channel - 50,000 Watts

Broadcasting • Broadcast Advertising

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A TOTAL of 163 football games covering 21 complete schedules is included in the Atlantic Refining Grid Schedule for the autumn season, described by NBC and commercial managers, as the most ambitious football schedule ever undertaken by a sponsor.

The Atlantic Seaboard, the slate includes Ohio State in the Big Ten. The schedule includes a number of NBC and CBS stations not available last year when network policies were announced. Of the 81 Atlantic stations, in all, 65 stations will participate in the schedule and 21 announcers will work the programs, each having at least one assistant. Thus some 60 men will be required each week to cover the play-by-play accounts.

Last year Atlantic broadcast 112 games on 41 stations. This year commercial this year will be brief and none will be announced during actual play, Mr. Rollins says. The list of games and stations was announced by W. N. Ayer & Son Inc., Philadelphia, as follows:

**SEPT. 24**

Clemson-Presbyterian at Clemson, N. C. WFBC.

**SEPT. 25**

Holy Cross-Providence at Worcester, Mass. WEEI WORC WDBC WPRO WMCR.

**SEPT. 26**

Holy Cross-Providence at Worcester, Mass. WEEI WORC WDBC WPRO WMCR.

**SEPT. 28**

Temple-M. I. at Philadelphia, WIP.

C. J. T. at Philadelphia, WIP.

Citadel-Newberry at Charleston, S. C. WFBC.

**OCT. 2**

High Cross-Providence at Worcester, Mass. WEEI WORC WDBC WPRO WMCR.

**OCT. 3**

High Cross-Providence at Worcester, Mass. WEEI WORC WDBC WPRO WMCR.

**OCT. 9**

Holy Cross-Pennsylvania at Philadelphia, WIP.

**OCT. 16**

High Cross-Georgetown at Washington, D.C. WGNR WTOP WABC WOR WQXR.

**OCT. 22**

Witnessing-Carnegie at Philadelphia, Pa. WIP WJW.

**NOV. 2**

Holy Cross-W. Va. at Morgantown, W. Va. WVEJ WITL WBOB.

**NOV. 3**

Boston-Penn. State at Philadelphia, Pa. WTOP.

**NOV. 6**

Holy Cross-Colgate at Hoboken, N. J. WJZ WTOP.

(Nov. 10)**

Holy Cross-Duke at Durham, N. C. WPTO.

(Nov. 9)**

Holy Cross-Duke at Durham, N. C. WPTO.

(Nov. 10)**

Holy Cross-Duke at Durham, N. C. WPTO.

(Nov. 10)**

Holy Cross-Duke at Durham, N. C. WPTO.

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(Nov. 10)**

Holy Cross-Duke at Durham, N. C. WPTO.

(Nov. 10)**

Holy Cross-Duke at Durham, N. C. WPTO.
Another WLS Plus Service

A WLS Commercial program changed time,—
The accompanying advertisement went into more than a million homes on the pages of the WLS magazine "Stand By" and on the pages of the Chicago Downtown Shopping News....
Networks Search for Studios To Stage Hollywood Programs

Expiration of Facilities; New Studios Planned

CONCERN is being shown by Pacific Coast network executives over the problem of insufficient facilities to handle the four-week schedule of sponsored programs emanating from Hollywood this fall. Late summer and early fall departures, at the peak of network time, are being turned up as a critical period. Problem is not actually how to handle the various network shows, but where to place them for origination.

NBC executives, with more than a score transcontinental and Pacific Coast shows to originate from Hollywood, are shopping for new studios in which to stage the programs. NBC has leased Sound Stage 3 at Warner Bros. Studios on Sunset Blvd., and is spending several thousand dollars remodeling it into a broadcast theater. Work is being rushed to have it completed by Sept. 15 for NBC's opening "Hollywood Hour," which is to emanate from there. The Tyrone Power broadcast, which starts Sept. 15, will be the first program to be seen from the stage. The studio facility will continue to be used for weekly broadcasts, and for NBC's radio studios. NBC will also rent from Warner Bros. the 400 seat KFWB studio-theater which is located in the Hollywood Tower Building. This house was formerly used only by CBS for rehearsals. Gus Edward's "School Days of the Air," sponsored by Carlisle & Co., on the CBS-Pacific network emanates from KFWB's studio-theater.

CBS, which owns the Radio Playhouse on Vine Street, leases the Music Box Theatre on Hollywood Blvd., the 300 seat Playhouse on Wilshire Blvd., and Hollywood Women's Club on Hollywood Blvd., is also planning for an additional weekly national show. The program, "Watch the Fun Go By," sponsored by Ford Motor Co., is scheduled to emanate from there shortly.

With 13 transcontinentals now originating from Hollywood, CBS will change the studio schedule three times in a four-week period. The move is due to the high gear with which three new networks are originating from Hollywood. They are Joe Penner (Cocoma); Jeanette MacDonald (Vicki), and Steve Tandy (Kemp). Both the Campbell Soup Co. shows, Hollywood Hotel and Ken Murray-Oswald, are to go to Hollywood. Hal Kemp orchestra for Chesterfield cigarettes. Phil Baker, under sponsorship of Gulf Corp., is scheduled to go to Hollywood, and Kate Smith will also be heard from that city. Several new strictly Pacific Coast shows are also on the CBS fall schedule.

The rush of NBC Hollywood emanations got under way Aug. 15 with nine broadcasts, both transcontinentals and Pacific Coast, giving the network's facilities a preliminary test of what is in store for fall. The Aug. 15 schedule included The Magic Key of RCA; Cheesecake Family (Tender Leaf Tea); Wernar Janssen (Fleischmann's Yeast); Our Neighbors With Jerry Belson (Jergens) and two Welch Presents Irene Rich (grape juice), broadcast for the first time.

Other programs on the weekly schedule include Burns & Allen (Grapenuts); Amas 'n Andy (Pepperidge Farm); Lanny Ross (Kraft's licks'); Jimmy Fidler (Procter & Gamble); Kraft Music Hall (Kraft cheese) and Maxwell House Showsound (Jello) and Marion Tolly (Brycris) broadcasts are among those to be repeated this week. Other shows for Pacific Coast reissue are Giggle Garage, Burlesque, and NBC May Speed Plans.

Faced with such a heavy schedule, it is generally believed on the West Coast that NBC will speed up the long-awaited announcement on its expansion plans. With NBC leasing the Warner Bros. sound stage for a broadcast studio, it is generally believed that a deal is on between the two for the network to acquire a parcel of the motion picture company's property on Sunset Blvd. and erect new headquarters. Although denied by NBC, it is also reliably reported that NBC's plans include the entire city block in the heart of Hollywood and erect studios and executive offices adequate to supply the production needs.

Land involved in the transaction is owned by Paramount Pictures. The building is bounded on Sunset Blvd., Selma Ave., Vine St., and Gyle Ave. It is understood that the property is actually being purchased by NBC. The corporation publishing the Los Angeles Times. Report is that NBC will take over the site from that concern. Deal has been pending for sometime and according to information, present plans and details are now being worked out.

Don E. Gilman, NBC western division vice-president, refused to confirm details of the reported transaction although he did admit the network was looking at several sites under consideration. "We are still negotiating for that and don't want to say anything," he said. "We have not closed any deal for any properties."

The site is one of a few blocks from NBC's multi-building studio executive building now being erected at a cost of approximately $2,000,000 for the NBC Television Center at Melrose Ave. Announcement on the part of NBC as to its future plans centers around the NBC television executive headquarters. Negotiations between Don Lee Broadcasting System and NBC for the former to take over the Melrose Ave. property have been under way for some weeks and appear to be nearing completion [broadcasting, July 1].

Don Lee Expansion

Lewis Allen Weiss, general manager of the Don Lee network, Los Angeles, has been asked by NBC to offer to NBC to purchase the equipment and lease it. It is understood that the offer is made in the framework of an expansion plan by Mr. Gilman who forwarded it to NBC New York executives for final consideration. Deal provides for the taking over of NBC's lease which has 3½ years to run and an additional option of five years. Sale figure was not revealed.

Don Lee network, with a heavy program problem servicing its rapidly growing affiliated network and the Mutual Broadcasting System, of which it is the Pacific Coast affiliate, finds no need for the necessity of expanding physical properties immediately. The NBC Hollywood studio quarters are considered adequate to meet the needs. Don Lee network will strengthen its hold on the Pacific Coast audience early this month with a chain of 22 stations stretching from Seattle to San Diego. Eleven new affiliated stations will be added to the chain of 11 stations. This will make the Don Lee-Mutual network chain the largest on the West Coast. Mr. Weiss would not disclose the cost of equipment and new affiliates, stating that announcement would be made shortly and explained that several details are yet to be worked out.

Grabhorn Named to Head KEHE; Juneau Directing Hearst West Coast Plant

FORD BIL- LINGS, director of radio and television activities on the West Coast, on Aug. 15 announced the appointment of Murray B. Grabhorn as vice-president of John Blair & Co., and Morgan to M-G-M

Morgan to M-G-M

BREWSTER MORGAN, for the past year a CBS New York producer, has been signed by Metro-Goldwyn-Mayer Studios, as an assistant producer and is expected to report to his new Hollywood assignment the first week in Oct. Morgan in July went to Hollywood to direct the recent CBS Shakespearean cycle and returned to New York to present the findings of that project, from that city Aug. 30. He was radio director of N. W. Ayer & Son's advertising agency, and produced several of the agency's network shows. He gained considerable note as the first producer of Theatre of the Air for Shakespeare at the Oxford Theatre, England, and has also had had the opportunity to work on the transcontinental de-
Happy landings are the rule for advertisers on KGO. This popular NBC station, serving a population which spends more per capita than any other area in the country, flies a straight course to sales ... consistently.

A Pacific Coast Blue Network Station
Completely Programmed by NBC
A BITING attack on the commercials used during the baseball broadcasts sponsored by General Mills and Socony-Vacuum Oil Co. appeared in the Detroit News in mid-August in the column of its sports editor, H. G. Salsinger. One of the most outstanding features in the country and former president of the Baseball Writers Association of America, Mr. Salsinger has frequently been invited to broadcast for sponsors and otherwise but has always turned down the invitations.

He rapped sharply what he called "advertising tripe" and verbal mush" which intersperses play-by-play "radio" commentaries on baseball games. The attack was the more interesting because the News owns WWJ, one of the two Detroit stations broadcasting games under General Mills sponsorship.

In addition to his scathing remarks, in his column, Mr. Salsinger gives the impression of a musical mustache. Listeners are not concerned with musician's fancy trips when they want reassurance to which they can dance and sing.

"Use Only the Chorus—Ask yourself, "How would I like to hear the verse of any of a dozen song hits."

After the Coda—The word "coda" is from the Latin "cauda" which means tail. That's exactly what it is—the tail of a musical composition. Nowadays, radio announcers are running this coda properly into the groove of a record, introductions are used to fill this probable loss. They are all a sort of musical trailer which prepares the listener for the real song that follows.

In radio however, the "get ready" opening bars are not needed. As a matter of fact, I have learned that the radio audience ten actively resents this musical meandering.

Skip the Modulations—For practical purposes a modulation may be defined as a bridge to get from one place to another. Very often arrangers forget that a bridge should be the shortest distance between two points and they take a musical walk so long the audience no longer cares whether they get to the other side or not.

Stress the Melody—Too many musicians play for each other instead of for the public. They play their performances with musical furbelows that all but disguise the melody. It's a pity because the public doesn't appreciate the arranger's skill when it cannot recognize the song behind its musical broadcast.
Here's a message of real interest for National Advertisers. Statistics show that 62 National Advertisers used WTIC for spot radio programs during the first quarter of 1937, giving WTIC sixth place in America. Statistics also show that these National Advertisers secured an average of 149% more coverage in the Hartford market than those using the second station. No wonder sales minded advertisers are placing more and more programs with WTIC.

24% more families own radios in the Hartford market than in the country at large. Equally important, Government figures show that the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has 15% more spendable income, 23% more retail sales, and 50% more food sales per capita than the national average. That's why smart advertisers are cultivating the close to 4,000,000 rich and easily reached prospects in WTIC's primary and secondary coverage areas.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC
THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

50,000 WATTS
HARTFORD, CONN.
Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO
DETROIT
NEW YORK
Congress Ignored Radio Bills But Used Some Harsh Words

Over 50 Bills Are Resting in the Pigeonholes; Awaits January Unless Congress Meets Earlier

Radio took severe verbal lashing during the final few days of the 76th Congress which adjourned sine die Aug. 21, but no legislation affecting it seriously was enacted.

In all some 50 bills and resolutions affecting radio were introduced during the session, the most significant dealing with investigations of various aspects of radio regulation, under FCC activity and supported monopolistic tendencies in broadcasting.

Congress wound up with a garri son finish on radio. Several bills and resolutions were dumped in the hopper during the final days of the session. Congression al activity on the subject reached a new all-time peak as the FCC, in its efforts to eliminate competit ion, was subjected to a brand of tongue-lashing never before experienced. The methods of broadcasting in the national sphere was reflected in this political debate.

Demand for Inquiry

As a matter of fact, practically the last official act of the Senate prior to its sine die adjournment was to confirm Comdr. T. A. Copeland, of Idaho, for the FCC, as a member of that agency. His confirmation was used as a vehicle for a number of bills, particularly with reference to demand for a thorough-going fact finding inquiry into existing law and its administration.

All bills now on the legislative calendar in both the House and Senate are expected to be disposed of in the next session, to convene Jan. 3, will be the second session of the 76th Congress, and will pick up where the old session stopped.

There is, of course, a strong possibility that a special session will be called before five sessions in November which would mean an earlier start on the calendar bills.

The climax of the operation of the White Resolution appears to be in the offing. The Senate Interstate & Foreign Commerce Committee, just before the close of the session, reported favorably this resolution of petition. A $25,000 appropriation for hiring of counsel and payment of current expenses was block 1,800,000,000, but the Senate also failed to act. Final debate in the Senate in connection with the White Resolution indicated a general disposition to launch the in quiry at the next session.

Here is the unprecedented volume of resolutions and bills for investigations, there were a number of other measures affecting radio which did not receive any action. These included the Copeland food, drug and cosmetics bill which received full hearings before the Senate Committee of Congress without enactment; the so-called Lea-Wheeler bill to give the FCC regulatory powers over merchandising and advertising of commodities drugs and cosmetics; the Presidential proposi tion for reorganization of independent offices under which the FCC might be absorbed by the Commerce Department, and the administrative standpoint, with the Commission itself to serve as a chief source of the Federal Communications Commission; the so-called copyright groups, such as ASCAP, primarily through elimination of the $250 registration fees as an incipient infringement, and a host of restrictive measures dealing with the financial aspects of radio advertising.

The only hearings involving any aspect of radio during the session were in connection from the Trade Commission Bill and, during the very last week, with the qualifica tions of Rep. B. McNish and Comdr. Craven for the FCC.

Copyright legislation didn't get to a second reading, despite bills on the subject are pending. The Senate Patents Committee planned to hold hearings on the bill in the late getting legislation through but never got around to setting of the actual clearing of the House. Any action on the House bill on the Senate bill, that had been referred to a special Committee by the House after the Senate had taken favorable action.

Newspaper Ownership

A measure which stirred up a rumpus but never got to Committee hearings was the Wearn Bill introducing the FCC concept of a single license for broadcasting stations. In the Senate, Chairman Wheeler of the Interstate Commerce Committee also introduced a measure that would have been to a single license for broadcasting stations. With licenses now issued for a term of only six months, although the law permits their ex cution for a maximum of three years, this short-term authorization has been a chief source of complaint from the broadcasting industry.

Half-dozen bills dealing with food and drug legislation were introduced and even though the Senate Food and Drug Committee in the second successive year licenses for broadcasting stations. With licenses now issued for a term of only six months, although the law permits their ex cution for a maximum of three years, this short-term authorization has been a chief source of complaint from the broadcasting industry.

John Henry Elected

JOHN M. HENRY, general manager of KFAB, KOR and KOIL, has been elected president of the Nebraska Broadcasters Association, succeeding 

Mr. Henry, president and Arthur Thomas, WJAG, Norfolk, was reelected secretary-treasurer. Directors elected were 

Mr. McNinch of 

KGFW, Kearney, 

Mr. Henry, 

KEFK, Kearney, 

target of Nebraska regula 

the National commi

48.

Wisconsin Stations Start NewCooperativeHookup

WITH Sienna Bros. Inc., St. Paul (M.-N.W.), an agreement was reached for a daily of a daily 8 o'clock morning program starting Sept. 1, a new hookup of Wisconsin stations has been arranged as a cooperative venture last month by WHBY, Green Bay; WIZ, Fond du Lac, and WIBU, Milwaukee. Several new hook up programs will originate in those communities and in their re spective market areas; Racine and Milwaukee.

The organization meeting was held in Racine on Aug. 15, and there will be no officers but rather, a directors body comprising Fathers House, E. K. Ollerton, president, and WHBY; Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU.
Western Electric

Listen, "big station quality:"
Low powered stations give their

www.americanradiohistory.com
FAN MAIL RENTING OPPOSED BY NAB

A WARNING to broadcast stations against the sale or "renting" of fan letters or mailing lists of names of radio fans was sounded in August by James Baldwin, NAB managing director.

Alluding to solicitations currently being made for mailing lists of "radio fans" and the results of station participation might be injurious to the industry. A survey made by the NAB stated that it was for more than a million juvenile names "of the type who respond to broadcasts in the 10 and 15-year-old group." An offer of some $2.50 per thousand was made by the company.

Mr. Baldwin declared, "The broadcaster cannot control the use made of such lists and it is not fair to him or his customers to allow such a list to be sold. We must not allow this type of business in radio broadcasting."

WEST COAST LANES EXPANDED BY U. P.

CONTINUING its expansion and development program for station service, United Press on Aug. 23 added 700 miles of leased wire to its West Coast circuit. The new circuit now extends practically the entire length of the West Coast and the total UP radio news circuit mileage to well over 10,000 miles.

UP began operation of a leased wire service for stations in July last year. The first circuit was in the East and in less than a year service was given stations as far north as Minnesota, as far south as Georgia and as far west as Kansas. The UP West Coast circuit was established in November, 1936, between Los Angeles and San Francisco. It is reported to have more than 190 stations in the United States and Canada now using its dispatches for news service. Some stations have been added since Jan. 1, 1937, and about 75% of the stations are on the new circuit.

Further expansion is now under way, it is said, and within the near future the UP network will be operating a direct, simultaneous wire link from coast to coast. Copies of this network will be distributed to the major newspapers in the country with big radio bureaus.

AIR-MINDED—Two ways is Allen T. Simmons, owner of WADG, Akron, who has just acquired this new Stimson Reliant with a 450-horsepower wasp motor.

INCREASING SPOT BUSINESS

Clearing House for Success Stories Suggested—As One Means of Aiding Stations

How spot business may be increased is of vital interest to every station executive—so vital in fact the NAB at its convention in Chicago last week devoted its time to clearing the air. There we have no one to blame but ourselves if at the end of the contract the advertiser does not renew.

Creative Selling

In connection with this point, I also want to suggest closer contact with our clients' prospects and prospects' clients' sales organizations. When I speak of the clients' sales organizations, I mean primarily their local and district salesmen, who frequently are important, if not vital factors in the actual selection of stations.

All of the foregoing has largely had to do with increasing our individual proportion of the present existing business. However, it should be rather obvious that we are not going to get any national business unless we attract our clients' sales organizations. If the Joe Goose Co., if the Joe Goose Co. spends all of their advertising appropriation on local stations, but then we have to do is to convince them that their money will be better spent, their deal above and beyond any of the other competing stations.

Because the audience last week in the total volume of spot business. To do this requires creative selling. Creative selling is the only answer for increase in the total volume of national spot business. The more important national salesmen, both in the station and representative field, are the men who the industry can thank for most of the national spot business which exists today, because every good sales job reflects credit on spot broadcasting as a medium.

Every published success story is a sales promotion piece. As the industry volume increases, we are picking up advertisers; and the total for the current year should exceed $250,000. However, I believe this momentum can be further increased. The individual efforts of the relatively few high-class creative salesmen in the entire field can and should be supplemented by some concerted effort on the part of the industry itself.

There has been a great deal of talk about a national promotion campaign. Because of the difficulties of financing and directing such a campaign, I do not believe this will be done, but I do believe that an exchange of success stories between our salesmen is well worth while. As a result of some workable clearing house plan to make this information available, too. The national clearing house, if properly organized, would do much toward giving us some better tools with which to work. You recall the fine job that NAB is doing in the publication of a book on retail radio advertising. The availability of the spot promotion in that book has unquestionably been of great assistance to the local salesmen, and was directly responsible for substantial volume of additional retail business.

I strongly urge the publication of a similar book, consisting of actual case histories and success stories of firms who have organized spot promotions. If a sufficient number of examples are included, the book will be of tremendous assistance. In your own selling efforts, as well as to agencies. This book could well be an authoritative record of the various ways national spot broadcasting can be employed—how to go about doing the job, what pitfalls may possibly be encountered for our clients who have used it in the past.

This information for this might well be obtained from the sales managers of NAB through their various regional chairmen forward to the central office.
Customer: That's the only brand of oil I ever use now.
Attendant: Yes, that's what everyone says, and your radio is giving the reason!

WJR
MICHIGANS GREATEST ADVERTISING MEDIUM

THE Goodwill Station DETROIT

50,000 WATTS
G. A. RICHARDS PRESIDENT
EDWARD PETTY & COMPANY INC

www.americanradiohistory.com
INCINE the early days of radio broadcasting, many students and announcers for universities and colleges were looking for opportunities to learn about the new medium. Today, there are many programs and institutions that offer courses in broadcasting and related fields.

The college-trained announcer is slowly but surely becoming a fact of life in the world of broadcasting. The flood of adverse criticism of radio grammar and pronunciation has been lessened, and the newspaper long felt that its staff had worked up the printer's devil. The stage trained its own receptionist from those who worked under the wings. The majority of those in radio today floated in on the amateur wave. But all these relations are holding acceptable university-trained employees.

The critic most frequently made of the graduate seeking an announcer's position is that he has a "university voice". A university voice may dominate the office, but it seems it must dominate the studio. In order to overcome this condemnation I have gathered a library of electrical transcription films and have found the announcement is copied by a stenographer. The typed announcement is then given to a student whose delivery is recorded. A comparison of his delivery, emphasis, intonation, enunciation, and word grouping with the delivery of the announcer who was selected by a sponsor for the transcription will emphasize and clarify the various types of copy, different deliveries, and different motivations that may thus be studied by the student who endeavors to develop an ability and personality that will make him acceptable to the profession, and more acceptable to the listener than is the untrained man.

Courses designed for grammar is ground obtained at colleges such as Dusquesne University, Cincinnati, University, Chicago Musical College. Chicago, Develo p New York, and the College of Broadcasting (7).

The amateur announcers from those of CBS who trained Personnel with university technicians often advertised as non-professional or radio, are to students by the students to observe the dramatics. The student actors, directors, and sound men, have previously listened to radio plays prepared by those who used the same script in the classroom studio to emulate the broad- casters, and the students delay the completions of campus-written plays the students revise, direct, and produce for the tradition before it stands as a referee or final critic. No one learns more than a teacher so the student director should be given the chance to find change. These stations, WJR, WWJ and WXYZ, have been gracious hosts to young men who cannot see the film try to visualize it from the description.

College-trained personnel overcome adverse criticism to gain foothold in radio; some tips on instruction.

PROF. ABBOT is one of the leading university authorities on instruction in broadcasting and has achieved nationwide renown through his courses at Michigan U. He has contributed notably to the art of training students in all phases of broadcast technique and is author of A Handbook of Radio Broadcasting just published by McGraw-Hill Book Co. In this article Prof. Abbot divulges some of the methods he uses in the classroom.

The following list of colleges and universities, compiled by Mr. Abbot, reported as of Jan. 1, 1937, that they were presenting non-teaching broadcasting instruction as separate credit courses in connection with speech training or as non-credit classroom use where students received some radio experience in extracurricular activities: 177 said they were not offering any broadcast instruction; 35 colleges and universities is indicated by the numbers: (1) radio speech, (2) writing, (3) dramatic, (4) production, (5) advertising, (6) education, (7) long form transcription is broadcasting offered in general speech department courses, (10) music.

Michigan University, of Ann Arbor, offered courses, (10) music. Michigan State College, Lansing, Mich., (2)

North Dakota University, of (2)

Michigan University, of Minneapolis, (10)

Missouri, University of Columbia, Mo., (1)

Mount Holyoke College, South Hadley, Mass., (5)

Muhlenberg College, Allentown, Pa., (6)

National University, Washington, D. C.

Northwestern University, of, (2)

Ohio University, of, (10)

Northern Kentucky, University, of, Ohio (10)

New York University, New York (6)

North Dakota University, of, Grand Forks, N. D., (8)

Northwestern University, Evanston, Ill.

Ohio State University, Columbus, Ohio (10)

Oglethorpe University, Oglethorpe, Ga.

Pennsylvania State College, of, State University, of (10)

Ohio State College, Columb, Ohio, (10)

Oklahoma, College for Women, Chickasha (1)

Oklahoma University, of, Norman, Okla.

Ohio Northern University, of, Ada (8)

Ohio University, of, Athens, Ohio (10)

Oregon State University, of, Salt Lake City, Utah (8)

Oregon State University, of, Portland (10)

Pacific Bible College, of, San Jose, Calif.

Pacific University, of, New York (6)

Pacific Union College, Angwin, Calif. (1)

Pacific University, of, Stockton, Calif.

Purdue University, of, West Lafayette, Ind. (4)

Rensselaer Polytechnic Inst., Troy, N. Y. (8)

Rochester College, Winter Park, Fla. (9)

Rose Polytechnic Institute, Bloomington, Ind. (1)

St. Catherine, College of, St. Paul (1)

St. Lawrence University, Canton, (10)

St. Mary's College, South Bend, Ind. (1)

Saginaw Valley University, of, Michigan, (2)

San Francisco, University of, San Francisco, Calif.
The new balanced programming of WWJ—added to the already existing prestige of America's pioneer broadcasting station among Detroit folks—gives you an opportunity to have your message presented under the most favorable auspices possible. Your program has the advantage, on WWJ, of being placed so that the listener is never forced to hear a running fire of similar entertainment. It thus gets maximum attention! Advertisers should investigate what WWJ's influence in America's fourth market can accomplish. WWJ is first in listener interest in Detroit according to every general survey ever made. It is PREFERRED as the first tuned to station by 39% of all Detroit's families, thus assuring you an absolute audience, based on Detroit's 1,800,000 population, of at least 600,000—greater in number than the entire population of such cities as Buffalo, Cincinnati or Washington.
WORLD'S LOFTIEST SIGN ON RCA BUILDING, RADIO CITY, N. Y.

The new RCA sign stands 900 feet above Rockefeller Plaza. The letters—24 feet tall on the north and south sides of the building, 18 feet on the west side—are constructed of 5000 pounds of solid aluminum. By night they are brilliantly lighted with a new kind of golden-amber helium gas, contained in 2376 feet of specially constructed Claude-Neon tubing. The sign is visible for many miles around New York City.
...Vanguard of Industry

"Industry today is following the vanguard of science into new and infinite realms of knowledge. It would be a rash astronomer who said that he had calculated the outermost limits of space, beyond which there is nothing. It would be a rash physicist who claimed that he had dissected the atom into its ultimate, indivisible fragments. Science and knowledge have no boundaries.

"So it would be a rash economist who predicted any limit to the tangible results of scientific thought in the form of new goods and services placed at the disposal of mankind. In fact, it is only by a constant development of new goods and services that we may expect to re-engage the man-power released by technological improvements in established industries. The market for every new commodity eventually reaches a saturation point and becomes primarily a replacement market, so that a more efficient technology reduces the number of workers needed in that field.

"But science is simultaneously creating new employment, both by the modernization of established industries and by the creation of new ones. In our own generation we have seen the automobile, the airplane, the motion picture, and the radio provide totally fresh fields of activity for millions of men and women. Many of our older industries have engaged scientists, with notable success, to develop new and remodel old products to meet the needs of a modern era.

"The industry which has not learned how to employ scientists to make it new, and keep it new, is doomed. Few industries are so stagnant as not to be aware of this; but there are some so conservative that the scientist is called upon to turn salesman and show them how modern science can rejuvenate them to meet present-day realities and survive."

David Sarnoff
President
Radio Corporation of America

Your free copy of "TELEVISION" is ready!
This new book of more than 20 recent laboratory and field reports on the new art by leading RCA engineers will be sent without extra charge to all paid-up subscribers to the RCA REVIEW, an outstanding quarterly journal of radio progress. $1.50 per year (foreign, $1.85). Address RCA Review, 75 Varick St., New York City.

OF AMERICA  RADIO CITY, NEW YORK
RCA MANUFACTURING COMPANY, INC.
RCA INSTITUTES, INC. • RCA COMMUNICATIONS, INC.
Acquiring Writers

Hollywood Pen Market Raided
For Fall Broadcast Shows

HACK-WRITING for radio is being observed closely by Hollywood advertising agencies, with their talent rolls for the coming season well in hand, as operators are busy creating top flight writing markets to build their script sources on a quality basis. Among the most ambitious for positive delivery for their actor resources is none other than the Hollywood agencies, who are sponsoring too, listening to representatives of top stage and film writing talent now frankly their intentions of using the most up-to-date radio, but numerous deals are under way which will place a fair-sized slice of motion pictures' $2,000-a-week writers under contract to the newer dramatic medium.

Signing of George Marion Jr. in August by William Esty & Co., Inc., to write the CBS Jack Oakie Co. script, was the major happening of the coming season is the tip-off. Marion has written Oakie's most successful picture vehicles and is now casting around the broadcast, frankly admits that he signed the film writer on that basis. During the silent picture days Marion was the script writer for the majority of D.W. Griffith's productions.

Benny Pair Retained

Addison Simmons has joined the F. Wallis Armstrong Co. writing staff and has been assigned to the CBS Hollywood Hotel program sponsored by Campbell Soup Co. Simmons is a short story writer and novelist, has scripted for Grand Hotel, First Nighter and Chase & Sanborn Hour. He is a "real product," says Eddie Beloin, both well known as short story as well as screen writer, who has handled accounts on the NBC Jack Benny shows sponsored by General Foods Corp. (Jell-O). They will work in collaboration with Young & Rubicam Inc.

Arthur Caesar, Academy Award winner, has been engaged to write special dramatic scripts for Al Jolson when the latter returns to his musical comedy halls under the sponsorship of Lever Bros. (Rinso-Lifebuoy), Sept. 7. Caesar, long a contributor of motion picture picture, is at present scripting Show Business at Paramount Studio under the direction of Ken Englund, another top flight writer, who contributes to the Rinso-Lifebuoy broadcasts through Ruthrauff & Co., Inc.

Bill Demling has resigned from Warner Bros.' KFWB, Hollywood, to accept the position of staff writer at WGBL, Gil Jr., at Young & Rubicam Inc., as writer on the NBC Packard Hour.
No, gentle reader. KSTP doesn't claim that this "world-wide" coverage is profitable, nor suggest the probability of delivering your sales message clearly (above the noise) in Shanghai, China.

KSTP does not "glorify" or exaggerate coverage but, with pardonable pride, makes the indisputable statement that for the past nine years every authentic survey made in the Twin Cities Area has proven more than 50% listener preference for KSTP in the 7th U.S. Retail Market where annual retail sales total a billion and a half dollars. That means most listeners per dollar and the BEST BUY in the entire Northwest.
Texas Charter Granted
Elliot Roosevelt for Radio Station Operation

WITH Mr. and Mrs. Elliot Roosevelt
and Harry A. Anderson present, incen-
tive charter was granted by the State of Texas last
month to Frontier Broadcasting
Inc., Fort Worth, giving it the
right to operate KFJZ, Fort Worth, authorizing it to
operate broadcasting stations. Its capital stock will be
$10,000. The purchase of KACB, San
Antonio, for a reported price of $55,000, is being
negotiated with Kenneth O'Goggin, of Fort Worth, several
months ago [BROADCASTING, July 1].

Mr. Roosevelt continues as vice-
president of the Hearst Radio Inc., in charge of the
western stations.—KOMA, Oklaho-
a City; KTSA, San Antonio; WLS,
Chicago; KMPC, Los Angeles; WLSA,
Tulsa; KSL, Salt Lake City; WJTN and
Inc., and the
FCC.

Col. Wilder Announces
Shifts in Station Staffs

FOllOWING the resignation of Howard Burt as general manager of WSBY, Syracuse, Col. Harry C. Wilder, chief owner of WSBY, who owns a second station in Utica, N. Y., and WBXX, Spring-
field, Vt., announced several changes in the staffs of the three stations, which he per-
sonally supervises. Chief among the changes was the transfer of WSBY’s former
manager, WJTN, to WSBY, to become director of sales of WSBY and to head sales of the other two sta-
tions out of Syracuse. He succeeds Bill Lake, former WSBY local sales manager, who opened his own advertising agency.

Basil Blizzard, WSBY national advertising manager becomes manage-
er of WJTN, while Phil Hull
man, formerly with the Iowa Net-
work, becomes manager of
WBXX. Fred Bickford has
been named vice-president of WSBY
in charge of programs, and will also
supervise the sales of the other two sta-
tions. S. Goldberg is transferred from WSBY to become director of advertising of WJTN, where W. Smolyn becomes
director. A. Beckwith and John
Blazek are new additions to WSBY sales staff.

Paul W. White, CBS special
reporter, who left for Europe Aug. 18 to confer with Fox Case, the network’s Pacific Coast public affairs director, returned to New York to complete arrangements for a series of
shortwave broadcasts from the Orient.

Sheaffer Pen Spots

W. A. SHEAFFER Co., Fort
Madison, Iowa, whose radio adver-
tising is now being handled by
the Russel Murphy Agency, Chicago,
started announcements and chain
breaks on 54 stations the week of Aug. 16. The complete list follows:

KFPR, WACO, WBN, KGIR,
WSAI, WHK, KRLD, KKA,
KTRH, WJAX, KMBC, KLRA,
KJH, WAVE, WMAZ, WREC,
KIC, KEZ, WWL, WOB, KFY,
WYOC, WJS, KLEX, KGW,
WPTF, WMBG, WDEJ, WHEC,
WBBN, WWO, WBAY, WLO,
KOMO, KKW, KFPP, KSD,
WSY, WDAE, KTUL, WNA.

Macra Yeast in West

NORTHERN WESTERN YEAST Co., Chicago (Macra yeast) will start
three-weekly quarter-hour trans-
scriptions in the Pacific Northwest
Sept. 15 on KGW, KOMO and
KHQ. Transcriptions will feature
Virginia Lee and Sunbeam, now
broadcasting for Macra yeast on WBO, Portland, Oregon. For Cal-
ifornia will be added within 30 days when distribution in that territory
has been arranged with KFGR and KFPC, Chicago, is agency.

Crosley Letter Views Demand of Payne
For Data on WLW as a Personal Matter

REPLYING promptly to the alle-
gations set forth in the letter by
Telegraph Commissioner George
D. Rabb (BROADCASTING, Aug. 15], demanding detailed informa-
tion on the financial structure, pro-
duction and advertising of WLW, Cincinnati, Powel Crosley, Jr., president of WLW, on Aug. 14, declined advances by the FCC in furnishing the data and took occasion at the same time to answer charges and innuendoes in the Payne let-
ter.

Because the Payne letter, dated Aug. 14, was released for press
release by the station and also giving
he was using the same method to
reply, declaring:
Your letter to me, which I saw
in the newspaper this morning, in
advance of its receipt by me, re-
fers to the request for certain in-
formation at the hearing before the
Broadcast Division of the FCC
—of which I understand you are not a member—last October. Be-
cause, in answering your letter, I
was making a personal request
for information, I did not pre-
fer to answer those questions
which you consider proper for
the divison or the
Commission.

A "Personal Request"
The charges and countercharges
in the two letters were published widely in the press, and repercus-
sions of the publication have
been heard in the Congress. We
were present at the hearing before Aug. 21. Cros-
ley's refusal to furnish the data demanded was a "personal as distinguished from an official request," presum-
ing the information was needed
in the Congress of the United States. If the action if the "deadline" which
Payne set as Sept. 13 is to be met.

You doubtless recollect that I advised you that the information you request-
d —which you admit you would have prepared and submit-
to you. I dictated a letter on
November 17, 1936, and attached there-
to a copy of a financial analysis. As
this was prepared at your personal request, I preferred to have it pre-
pared for you, rather than to make
the request to the
Commission.

Because you were requested to
answer the charges in your letter to
me, that is all that I have to say in
reply to your request for information.
I have no further comments to
make.

ICONSOPHCE—This television
is the most up-to-date and
ready for your personal entertainment. It is
introduced by the
Commission. It is
the only television that has been
in use for ten years.

Local Vapex Series

E. FOUGERA & Co., Inc., New
York (Vapex), will sponsor Let's
Play Games, WOB, Newark, pro-
gram, every second and fourth Tues-
day Aug. 17 and 31, respectively.

I now bring to your attention that this classification is entirely
private, and that the classification is
Commission. On the contrary, there
are numerous experimental permits
for other stations, and the use of WLW all over the United States on
which commercial stations are being reported in the course of routine to the
Commission.

In your letter you refer to certain statements made on the floor of Con-
sideration of the Federal Communications Act in the Congress, as made
of Oct. 6, 1932. The statements were personal, but if Congressman McFarlane stated quite clearly that we had increased the advertising rate fifty per cent, he was misin-
formed. The advertising rate was twenty per cent, although the in-
crease in power was 1,000,000.

The California bill you used this libelous implication:
Immediately after my attempt
to intervene in the case for a new
station, I was inserted into our annual report to the Federal Com-
mision. This is the impression it has been seen by any Commissioner—a gratu-
tious and valuable advertisement of the
Commission. This impression was
made that there was something strange in the matter.

I hope that I have answered the questions raised in your letter.
From its earliest days as America's first broadcasting station, KDKA has occupied a dominant position locally and nationally. Its prestige is a tremendous asset. And its records show that leading local and national advertisers have cashed in on it day after day, year after year.

Basic Blue Network Station
Completely Programmed by NBC

50,000 WATTS
KDKA
PITTSBURGH

TOPS IN SPOT
Selling Transportation Via Broadcasts

Union Pacific Stages Finds Air Waves Effective

By NELSON CARTER
Omaha Manager, Beaumont & Hohman Inc.
ON JUNE 5 a special Union Pacific train rolled into Fremont, Neb. On board was a special passenger list, too, including a seven-piece orchestra, a series of technicians, members of the traffic department of Union Pacific Stages, and a traveling sales agency. The occasion was the first in a series of Howdy, Neighbor broadcasts over KFAB, Omaha. A prospective little city of 11,407 population located 30 miles from Omaha, headquarters for the bus company, had been selected as the inaugural city for the summer broadcasts.

Howdy, Neighbor, patterned in the style of other air shows that salute neighboring cities, was conceived and built by the Omaha office of Beaumont & Hohman Inc. The idea is to create a program that would not only stimulate immediate ticket sales for the new company, but also would create an immense amount of good will in cities served by the bus company. The program has succeeded in doing that dual job.

A Believer in Radio
Union Pacific Stages believes firmly in the value of radio advertising. This is evidenced by the positive results they have had from the medium over a six-year period. The company has consistently used radio during that time on stations in cities that dot its routes through 18 States from Great Lakes to the Pacific Coast.

Howdy, Neighbor was an innovation in one regard. It was the first time the bus company had made use of remote control broadcast equipment, and the only one in which new buses were paraded and displayed in on-line cities, where they have always played an important role in building traffic. The decision was made.

The success of this type of exploitation prompted us to take the latter step. Local firms are realized by the program's publicity, and are eager to have their buses out for each broadcast. The bus is driven through each town with the local announcer announcing the time and place of the show, so that the local audience in each case will see as well as hear about the splendid new equipment offered by Union Pacific Stages.

This very element introduces what we believe is a unique effort to merchandising radio. The audience watching the broadcast is afforded a full opportunity to feast the eyes and ears. A large bus is driven into town, placed at the side of the broadcast platform. At the same time, the bus has become better acquainted with the location and services of the bus depot, for the north and southbound are driving directly in front of the terminal. Inexpensive souvenir cards are given to the audience. On one side of these cards is printed the words to "Aud Lang Syne", the community

Free Speech Privilege Of Sponsored Program Upheld in Federal Court

SPONSORED radio programs have the same privilege as newspapers to print or refuse to publish facts, without permission of those involved, whether the events took place yesterday or four years ago, if the time of broadcast, under a ruling handed down Aug. 18 by Judge LeRoy E. Adair in U. S. District Court of Chicago.

Judge Adair denied to Martin Durkin, serving a 33-year sentence for armed robbery, a Federal Agent in 1925, an injunction to prevent CBS and Colgate-Palmolive-Peet Co. from broadcasting a two-minute version of his conviction in the Gang Busters series directed by Phillips H. Lord.

Service is scheduled for Aug. 18 but another was substituted when Durkin filed his action Aug. 17. It was broadcast on Aug. 25 instead. Durkin objected to the program because he will be eligible for parole in seven months and claims the broadcast might jeopardize his chances of obtaining a parole.

Wallace Biscuits to Start WALLACE BISCUITS, a new reducing biscuit, will begin its initial advertising campaign Wednesday on WHB, Kansas City, Sept. 27, with WGN to be added Oct. 18. The new firm, currently conducting his Get Thin To Music program over WHB, is a subsidiary of the Contour System on a sustaining basis. The Get Thin To Music, WGN and WHB promotional activities will be broadcast 8:30-9:45 a.m. six times weekly. Other Mutual outlets will be added after distribution has been secured for the new product. Reinecke-Elms-Younggren & Finn Inc., Chicago, is handling the new account.

Forms Promotion Firm
GEORGE W. DAVIS, one of the founders of Willard Tablet Co., and vice-president of the firm from 1928 to 1934, has formed his own company in Chicago, called "Forms Promotion Company" the name, which will deal solely with radio contests, merchandising and promotion. Davis started the Daily Green Hour about 10 years ago on a special chain of 10 midwestern stations and has developed a highly successful program which originated at WLB, Cincinnati. On this particular Free Speech Privilege Of Sponsored Program Upheld in Federal Court SPONSORED radio programs have the same privilege as newspapers to print or refuse to publish facts, without permission of those involved, whether the events took place yesterday or four years ago, if the time of broadcast, under a ruling handed down Aug. 18 by Judge LeRoy E. Adair in U. S. District Court of Chicago.

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AVAILABLE WITH A SINGLE CONTRACT!

PEOPLE OF THE PACIFIC NORTHWEST... NOW FIVE FINE STATIONS SERVING 80% OF THE

COVERAGE IN THE PACIFIC NORTHWEST

BUTTE
KBEA
HELENA
KIPFA
SPOKANE
KIPY
SEATTLE
KRSI
PORTLAND
KXL

MONTANA
WASHINGTON
OREGON
IDAHO

www.americanradiohistory.com
JOINT COMMITTEE SEEKS RURAL BIDS

THE long-discussed radio survey of the rural areas of the United States will get under way the latter part of October, according to present plans of the Joint Committee on Radio Research, which has already sent out invitations for bids to all the major research organizations of the country. Deadline for bids has been set for Sept. 15, with a month's length of time for discussion of methods between the Joint Committee and the organizations accepted for the job of securing the desired data.

Project, to be financed jointly by GPR and NBC, will determine ownership of receiving sets and broad form listening habits of farm families and individuals of less than 2,500 population, which are not included in such studies as those made by Crosley Inc. for the Cooperative Analysis of Broadcasting.

NO ACCOUNTING FOR RADIO?

Iowa Broadcasting System Handles Business

Details With a Staff of Three

By ROBERT R. TINCHER
Assistant Treasurer
Iowa Broadcasting System

IN RADIO there is unfortunately no system of accounting. It is necessary to organize a method of handling the business problems that arise, and that are peculiar to the particular stations setup. Whatever system is employed, however, it should be characterized by speed, accuracy and flexibility, the ability to handle a wealth of detail without slips.

Here at the Iowa Broadcasting Co., we have kept our books in an office by a staff of three. We have two stations in Des Moines and one station located in the city of Waterloo and Cedar Rapids, each having its own program, talent and sales force. We have one station affiliated with both NBC and Mutual Networks. We have a station affiliated with both NBC Blue and Mutual Networks. We have a station affiliated with Mutual.

Let's start from scratch, with one of our salesmen bringing in a contract. The accounting department gets the original and copies go to the salesmen, the commercial department and the advertiser. We have found that the station issues a time order containing pertinent information. This order goes to the accounting department which sends the original back to accounting and copies for traffic, commercial, promotion, accounting and program departments.

How It Is Done

The accounting department immediately makes up an individual file for the contract. If it happens to be an Iowa Network contract linking WMT with either KRTN or KSO, we make a breakdown at once, splitting the gross income per broadcast agency commission, representative commission and net time revenue. We make several copies of this breakdown, send the original to Waterloo or Cedar Rapids, a copy to the sales force (or commercial department) and return a copy in the accounting file that contains the contract. Thus we have a complete bookkeeping for each station.

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Our hat's off to Dale Carnegie's best seller... but

KLZ could write a book on this subject!

Examination of the programming, the showmanship and community service records of KLZ during the past two years under present management reveals clearly the reason for this station's rapid climb to top popularity among listeners in the Denver-Rocky-Mountain region.

KLZ has a personality and a manner that wins friends and influences people.

Its every action is a studied and planned effort to widen its circle of friends and to merit the high favor and esteem of this region.

KLZ's superior ability to win friends and influence people in the Denver-Rocky-Mountain region is a powerful force which more and more advertisers are finding highly profitable to put behind their products.

KLZ DENVER

NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

UNDER MANAGEMENT AFFILIATED WITH STATION WKY AND THE OKLAHOMA PUBLISHING COMPANY
Radio Emanations From Movie Colony Are More Than Tripled During Year

HOLLYWOOD radio releases have increased about 340% over last fall, Maj. David Taylor, member of the Los Angeles Chamber of Commerce research statistics committee, reports. In a study of a sample of productions, it was estimated that NBC production offices have more than tripled their output of musical serials into Los Angeles county annually. Maj. Taylor, who is also production manager of American Radio Features, Los Angeles transcription and radio production concern, points out that this figure is based upon increased percentages of shows themselves.

"Size of the show, cast and orchestra have been taken into consideration and while it would be a presumption to say that the revenue has increased 340%, still that is about as close as anyone can come," his report reads. "When one considers that Hollywood productions have compelled NBC to build studios locally and that these have in less than two years outgrown their use to handle releases, one can get a better perspective of the increased activity. Then there is CBS, building its new 2,000,000 West Coast headquarters in Hollywood and the advent of the Mutual network into the field. More and more Hollywood productions have a peculiar effect upon local shows."

From East to West

"To cite an example: Joe Doaks, a local man, becomes assistant to an easterner who has come to the Pacific Coast to produce a show. A local sponsor who has been satisfied with phonograph records for his program, becomes aware of the fact that Joe Doaks can produce a show for him. Before he knows it, Joe Doaks is producing three or four shows using dramatic talent. Here we have an increased payroll — a purely local payroll, but tracing its beginning to the fact that an eastern release became a western release."

"Leaving the network for the moment, we come to transcriptions. The realization by sponsors that Hollywood can hold its own with New York talent, production, etc., will mean that transcriptions produced locally will receive a better reception by eastern clients than has hitherto been the case because the sponsor, despite his denials, is influenced by the fact that the people on Hollywood Hotel, for example, are also appearing in the transcribed serial he is asked to buy."

"There are pitfalls in trying to estimate the increased revenue to Los Angeles county because to state that increased production in Hollywood to the tune of 340% means that the revenue to the city will be increased 340% over the previous year is entirely inaccurate. The increase in Hollywood production over the previous year is in programs whose costs run into the thousands each, while the local ones are in the hundreds of dollars each."

"Good local actors who last year were playing three or four shows a week and getting paid top prices of perhaps $10 per show, are today playing three or four network shows a week and getting all the five points of the network per show."

"Slowly but surely, the choice radio accounts have for one reason or another migrated to the West Coast. Among those who have taken up permanent abode in California and who for years previous were noted in the eastern origi- nation are: Amos 'n' Andy; Lum & Abner; Burns & Allen; Marion Talley; Hedy Murray; Eddie Canter; Joe Penner."

As if this were not enough we might safely say that within the last few months we have noticed Rudie Vallee; Fibber McGee & Molly and Lanny Ross are some of the many still originating in the East who contemplate moving to Hollywood to stay. Likewise it might be well to take note that sponsors are no longer looking to the East when WICA, in Ashtabula, O., goes on Air This MonthHEADED by R. B. Rowley, the new WICA, Ashtabula, O., 250 watts daytime on 840 kc., will go on the air between Sept. 15 and Oct. 1, according to C. A. Rowley, publisher of the Ashtabula Star-Telegraph, Geneva Free Press, Painesville Telegraph and Conneaut News-Headquar-ters. Harris- son Bailey, formerly with KMOX, St. Louis, will be program director, and Geometry, Inc., a firm based with WRBL, Columbus, Ga., will be chief engineer. Commercial managers and announcers remain to be selected.

The FCC last January authorized the construction of WICA. It is a standard Western Electric radio transmitter with RCA studio equipment. Johns-Manville Co. is handling the installing engineering and acoustic treatment. C. V. Martin, of Ashtabula, was architect for the new studio and transmitter house. A Turcon tower is being installed.

Joint Brewer Series PLANS for a network series of weekly sports highlights featuring Clem McCarthy, to be sponsored by a group of independent brewers, have been announced by Harry S. Dube, New York radio producer and talent management company. As outlined in a letter sent Aug. 20 to a number of brewers throughout the country, the plan calls for a weekly quarter-hour program, broadcast by Mr. McCarthy from New York, with the commercial spots for each sponsor to be done locally by an announcer at the station in his city. Cost of the program varies with the size of the market and power of the station, with only one brewery in a city being permitted to participate. No specific network is mentioned for the series, which is expected to get under way about Oct. 1.

Penick & Ford Plans PENICK & FORD Ltd. Inc. New York, will start a spot announce- ment campaign for Brer Rabbit and toad, in the fall, using daily announcements on some stations in October and on others in November, following the return of the panake season in various localities. Extent of the campaign and number of stations now lining up by Walter Thompson Co., New York, agency of the company.

budgeting for new radio programs. Joe E. Brown, Jack Haley and stars of like rank are shining ex- amples of the major trend in adding radio originators. These new shows are deciding the future of the radio capital, and losing sight of television."

"Increased percentage of origi- nation programs in Hollywood has already had a telling effect on necessary budgeting for additional office space and personnel for advertising agencies dealing in radio. Herefore agencies have considered New York as the focal point of interest and although this is a "die-hard" rule, agencies are nevertheless awakening through sheer necessity to the increasing demand for technical and production supervi- sion, which of course must be done at the point of program origi- nation. All this means new money, additional work for many."
H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
"37 VARIETIES"

PITTSBURGH, PA, U.S.A.

July 28, 1937.

Mr. H. F. Gross
Station WJIM
Lansing, Michigan

Dear Mr. Gross:

We have just received complete information concerning the success of spot radio in selling soup and quote some information from a letter which it seems to me, is a very fine compliment to the ability of your radio station and its staff.

“In giving you some reason for this, we might say that they have an unusually live bunch of independent merchants in Lansing and the radio station in that city, W J I M, gave us excellent support. At the start of their broadcast, this station sent a telegram to every food merchant in Lansing, announcing this broadcast and asking for their support. As a result, the town was spotted with window displays featuring these two varieties of our soups and in most cases bearing a card reading "As advertised over WJIM", and featuring these two varieties at a special price. The merchants also had numerous counter displays of these two varieties.

Our experience in Lansing would lead us to believe that were this work properly planned and backed up in the manner outlined in that city it is of considerable value.”

I might add that our sale of these two varieties of soup showed a large increase during the periods checked. We appreciate your cooperation and assure you that the test made in your city has been very helpful in formulating further plans.

Thanking you again, we are

Very truly yours,

H. J. HEINZ COMPANY

The NATION’S GREATEST TEST STATION

WJIM is the perfect locale for a test campaign... it is the capital of the state (20,000 state employees)... the home of Oldsmobile, Fisher Body, Reo and Motor Wheel... an agricultural center and the site of Michigan State College. A perfect cross-section of 50,000 American homes. WJIM receives programs from three networks. National Broadcasting Company (Blue) Michigan Radio Network Canadian Broadcasting Corporation

BROADCASTING • Broadcast Advertising
that was a logical progression before the days of No. 1.

factor—a very important fifth factor! • When the
lected (No. 2), merchandising and other plans com-

• Where are you going? Into what markets? On
are headed for Spot Broadcasting success. • For

important factors in the most successful Spot Broa.
"THE MONEY, THE SHOW, and four to go", ran the old jingle. • And

not Broadcasting which has injected a fifth appropriation is set (No. 1), the program set (No. 3) and you're ready to go (No. 4)

... at stations? If these are properly chosen, you are markets—here are stations—that are broadcasting campaigns.

<table>
<thead>
<tr>
<th>Station</th>
<th>Market</th>
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<td>WSB</td>
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Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO. INCORPORATED
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

www.americanradiohistory.com
The New Order

A NEW ERA looms in radio regulation. Infusion of new blood into the FCC to revitalize it, and to acquire for it the prestige such an important governmental agency merits, are the first signs. The elimination of internal friction and the rooting out of the causes for repeated charges of political manipulation have been ordered by the White House itself.

Merit, not politics, prompted President Roosevelt in his selections of Frank R. McNinch and Comdr. T. A. M. Craven for the two FCC vacancies. The President made it plain he wants to "clean up the mess." The FCC has been the most sharply criticized of all of his New Deal agencies—some of it justified, much of it the outgrowth of agitation from within the FCC's own ranks.

In drafting Mr. McNinch from the Federal Power Commission, he take over temporarily as FCC chairman, the President chose a man in whom he had implicit faith and confidence. While Mr. McNinch has had no experience in radio, he served with distinction as a Democratic member of the Power Commission under Hoover and since 1933 has directed that agency's destinies as its chairman. Possessed of a keen, analytical mind, a man of the highest integrity and a "square shooter," Mr. McNinch is said to be the type of executive who acts promptly and hits hard when necessary. The FCC needs that kind of direction.

The second appointee, Comdr. Craven, is well known in the radio world and recognized as one of its foremost engineers. Since 1935 he has served as chief engineer of the FCC. He has been instrumental in formulating many of its policies, notably in the international field, and he is held in high esteem not only by the President but by Secretary of State Hull. In all the hubbub over the Commission, there has never been one word of criticism so far as we are aware of his direction of its engineering department in spite of the often controversial and sometimes delicate nature of its work.

In view of the shortwave "Teapot Dome" intimates and the more recent suggestion of "surreptitious" activities in connection with power allocations, it can be said that the new appointments are a blow to the standing of Telegraph Commissioner Payne, whose press statements and visits with members of Congress, Democrats and Republicans, New Dealers and anti-New Dealers alike, have been responsible for many of the eruptions over the FCC. Payne has been in repeated conflict not only with other members of the FCC but with Comdr. Craven as chief engineer. It develops that this was known to the White House, which apparently led many newspapers to interpret the Craven appointment as a "rebuff" to the New York Republican.

The Craven appointment came in the face of opposition stirred up by certain factions who attempted unsuccessfully to block his confirmation by the Senate, only to see Senator after Senator arise to praise the selection [see page 67].

The new order on the FCC does not mean that an inquiry into the FCC and the industry will be averted. This was made plain in the Senate debate. More than likely, the comprehensive White Resolution for a fact-finding inquiry will be authorized at the second session of this Congress which convenes in January. Such an inquiry, we say again, should tend to clear the atmosphere for radio has nothing to fear from any Congressional effort to get at facts and utilize them to bolster the law and the industry.

The resolutions—a half dozen of them—have been introduced in the House to investigate the FCC, the radio industry, the "radio monopoly" and even this publication. Just before Congress adjourned on Aug. 21, Rep. Bacon (R-N. Y.) introduced a resolution asking that a committee be named to investigate a "vicious and arrogant lobby" which he alleged influences the industry and attempts to control the FCC. Broadcasting was specifically mentioned as "the channel of communication of the lobby's views."

With due deference to Rep. Bacon, a splendid gentleman who did not take the trouble to inquire into the situation, we think it is more than a coincidence that he represents the home district of Telegraph Commissioner Payne.

We might point out that Payne is plaintiff in a $100,000 libel suit against Broadcasting still pending in the courts.

We cannot quite fathom the term "lobby." But if it means, as used in the resolution, that Broadcasting has used its editorial prerogatives and the right of a free press to fight for higher standards in broadcasting and good government in its regulation; has condemned the playing of politics with the FCC; has criticized self-serving agitators who snipe at the American Plan of radio; has deplored trumped-up charges of "Teapot Dome" and legal and engineering "skulduggery"; has sought to expose malice and misrepresentation —then we plead guilty!
BERtha BRAINdARD

ONE summer day 15 years ago a young woman crossed the threshold of radio with a new idea—an idea for a program, linking the infant of the entertainment world with the seasoned veteran, the Broadway stage. The idea clicked. She got the job.

That young woman—the name is Bertha Brainard, "Betty" to her friends—on Aug. 23 celebrated the 15th anniversary of her association with radio. Celebrate isn't quite the right word. Miss Brainard's daily appointment pad is too crowded with matters of immediate import to leave much time for nostalgia of the pressed-flower variety. She isn't that kind of a person, anyhow. And, besides, it's a man-sized job to manage the commercial program department of NBC, Miss Brainard is five feet two, and intensely feminine. But in business she's neither woman nor man; she's a competent and successful executive who has come up the ladder in and with radio.

Miss Brainard's ability to think quickly and calmly under the pressure of modern business is one of her best assets. With that, there's judg-

ment, authority, and control; there's capacity and the willingness to make decisions and to carry them through. These qualities are, of course, supposed to be typically masculine. Yet she has them—and in her, they're not masculine; they're Miss Brainard in action.

You would have to sit in at a number of conferences to learn the way Miss Brainard has an uncan-

nily accurate faculty for judging human beings, and for handling them. She somehow knows how to get people out into the open, bringing out their views, ideas, prejudices, judgments. And when the talking dies down and the decision is to be made it's seldom far from the one favored by the quiet little woman at the head of the table.

Miss Brainard's name doesn't figure much in her present job—at least not to the uninstructed. Instead of being out front, she works for the radio agencies, clients, the artists, actors and musicians. In addition, she does a full little leg of work for radio itself. Above all, Miss Brainard watches over—and contributes to—the creation of high standards of radio.

Others may think of one show or another of the show in hand. Miss Brainard must think of the whole course of radio. Questioning—its past, present and future. And Miss Brainard goes on to figure out whether the program will help the client and the agency keep on making money in the future.

On the biographical sheet Bertha Brainard once filled out for NBC, there were 400 words and all but a half-dozen were names—birthplace, schools, other factual details. She was born in South Orange, N. J., the daughter of a newspaperman. After learning to be a teacher at the Montclair (N. J.) Normal School, she traveled for a while. During the World War she drove an ambulance in New York, carrying the wounded from hospitals. Then she managed a resort hotel in Greenwich, Conn., and to take a job on the Daily News Record, trade paper of the dress industry. While living away from home, listening with her brother to the new-fangled crystal radio set, she became interested in it by its newness. Here, she thought, was the future, of something which was bound to grow and develop; here was a great entertainment medium and here was the career she was seeking. Then she had an idea. Radio programs were all right as far as they went, but they could be a lot better. How? By getting Broad-

way performers to sing and talk over the air. It was simple. But in common with many good ideas, it wasn't so easy to put into effect.

She had been listening to WJZ, then a small experimental unit, operated in an out-of-the-way corner of Newark by Westinghouse company, and went to look it over. Turned away, she used her newspaper credentials to open doors, and, on a second attempt, succeeded in visiting the station.

The idea began to take shape. Why not link radio to the stage by broadcasting a weekly dramatic re-

cital, Miss Brainard proposed. She telephoned the late C. B. Pope, then manage-

r of WJZ. Miss Brainard didn't tell him she knew nobody on Broadway. Instead, she went to Heywood Broun whom she had never met.

M. E. KENT, commercial manager of the new WOTL, Toledo, as manager. The station was recently authorized for broadcasting by the FCC, with Frazier Bea-

ns, former prosecuting attorney of Lucas County and Ohio campaign manager for President Roosevelt, as its chief owner.

KENNETH PAGELIN, manager of NBC's WBBM, Chicago radio station, was married Sept. 11 at the home of the Miss Temples in Chicago. The ceremony is to be performed by the Rev. Dr. E. E. Ingram in the study of the First Presbyterian Church. The witnesses were Lewis S. Frost, Miss Gillman's assistant and Mrs. Frost, sister of the bride. The couple honeymooned at Blue Lake, Cal.

J. W. WOODRUFF, operator of three Georgia stations—WRBL, Columbus; WATL, Atlanta, and WATP, Augusta—was married Aug. 23 to the quiet wedding in Santa Rosa, Cal. The ceremony was performed by the Rev. Dr. F. E. Ingram in the study of the First Presbyterian Church. The witnesses were Lewis S. Frost, Miss Gillman's assistant and Mrs. Frost, sister of the bride. The couple honeymooned at Blue Lake, Calif.

PERSONAL NOTES

SENATOR WALLACE WHITE, president of NBC, radio- tion and author of the White Resolu- tion for an investigation of radio, said Wednesday that he had a private conference with House Speaker Eber H. Hoak, including Senate Majority Leader Bark- ler, the House was to attend a conference of the Interparliamentary Union.

JOHN SANDERSON has resigned from the NBC-Chicago local sales department to join Swift & Co.

FLORENCE FREER, formerly of Central States Broadcasting Co., Omaha, has joined Oklaho-

ma Radio Network Co. as assistant to J. Buri Longstone, managing director.

DON E. HILMAN, vice-president of NBC in charge of nutrition, has resigned to join Miss Sarah E. Hob- sen, his secretary, were married Aug. 17 in a quiet wedding in Santa Rosa, Calif. The ceremony was performed by the Rev. Dr. E. E. Ingram in the study of the First Presbyterian Church. The witnesses were Lewis S. Frost, Miss Gillman's assistant and Mrs. Frost, sister of the bride. The couple honeymooned at Blue Lake, Calif.

LESLIE JOY, manager of KYW, Philadelphia, has joined the Pennsylvania Constitution Commemoration Committee by Rev. George. George. George, executive director of the staff, has recovered from an appendix operation.

FEEN W. SARGENT Jr., has joined the Chicago staff of Radio Sales as junior salesman. Sargent, who gradu-

ated from Rutgers last June, is one of a group of college graduates selected annually by the Chicago New York office for training in radio.

DUDLEY FAUST, for seven years a member of the advertising department of the American Broadcasting Company, where he was in the merchandising and distribution department of the WBBM, Chicago sales staff, succeed- ing Tom Kirvan, who resigns Sept. 10, has joined the George H. Hartman Co., Chicago agency.

D. E. ( plug) KENDRICK, former manager of WIRE, Indianapolis, has been a vaudeville actor and does his work on 1200 kc in Louisville, has taken up his residence at 310 S. Fifth St., Louisville.

ELMER PRATT, Washington radio attorney, left for San Juan, Porto Rico, on Aug. 21 to confer with June Prin, operator of WXLN. He will return in September.

DEWY L. DRUM has been pro-

moted to assistant commercial director of WSOC, Charlotte, N. C. Edwin Turner has joined the WSOC sales staff.

A. B. HENRY, one-time commercial manager of one of the Chicago station sales staff of WTMW, St. Louis, is now on the editorial staff of the St. Louis Globe-Democrat.

HEN S. FISHER, Washington radio attorney, who has been touring Europe for the past few weeks, and has been allowed to return to his office Sept. 12.

GEORGE FRRY, NBC sales repre-

sentative, recently defended successfully a case in the U. S. District Court for the White Beech Golf Club, Hawthor, N. J.

AROLD STRETCH Jr., salesmen of WHN, New York, married Miss Ethel Wood Aug. 16.

II. M. BEVILLE Jr., chief statisti-

cal officer for Mutual, has joined the Radio- mandise Aug. 16 for a European vaca-

tion.

GEORGE W. CLARK, formerly with Radio Circulation Builders, Chicago, radio contest promoters, as well as Bloodworth's, Chicago, radio salesmen's representatives, has joined the sales staff of WLS, Chicago.

Emmett Moore

EMMETT MOORE, for the past year account executive and now manager of the Los Angeles, died in that city Aug. 10, after an illness of one month. Before entering broadcasting, Moore was a music producer and well known in the theatrical world.

SIX-month-old son of Stanley McAl-

lister, supervisor of CBS building operations, died recently of pneumonia. The burial was held in Salt Lake City.
CHARLES GLENN HICKS, Jr., formerly of WPTF, Raleigh, N. C., has been promoted to program director of WSOC, Charlotte, N. C. Dick Paulkner will assist Mr. Hicks in his new capacity. Ron Jenkins, formerly of WQAM, Miami, Fla., has been named traffic manager of WSOC and Paul W. Norris has been appointed merchandising director of WSOC.

PERRY CRANDALL has resigned from the continuity staff of KGB, San Diego, Cal., to join Atlas Radio Corp., Hollywood transcription and program production concern as writer-producer.

NELSON OLMSTED, formerly of KNOW, Austin, has joined the announcing staff of WHAP, Fort Worth, replacing Russ Lamb, who has moved to Chicago.

AARON SONDORF, musical director of WHX, New York, is the father of a baby girl born Aug. 18.

JOSEPHINE WELCH, program director of WSAR, Fall River, Mass., has returned to her duties after injuring her arm while swimming. Francis J. McLaughlin Jr., former announcer, has been named production manager and will handle special events.

MABEL E. OSWOLD, who conducted the famous Philadelphia Wags of the Week series on WIP, Philadelphia, for 20 weeks, has returned to Louisville to supervise and announce a department store schedule over WAVE and to conduct its Musical Check morning program.

CAROLYN ANN CROSS, director of the Housewives Club of WIP, Philadelphia, has been appointed a judge of the 1937 Atlantic City Beauty Contest.

CHARLES STARK, announcer of WABC, New York, became the father of a boy, Charles Jr., born Aug. 2. Mrs. Stark is the former Mary O'Rourke and was a model at the F. Guild store in Philadelphia when Mr. Stark was an announcer with WIP.

GENE HALLIDAY, recently named head of the music department of KSL, Salt Lake City, has been chosen night director of station operations of that station. Fred Taylor has been moved into the continuity department, while Byron Hay takes on the duties of auditioning commercial transcription shows.

FROM TRAIN—Here is Jack Harris (left) of WSM, Nashville, in charge of production on the recent 900 mile broadcast aboard the Louisville & Nashville's Pan-American, with J. J. Elder, executive assistant of the L & N Railroad. At right is Jimmy Wilson, of WWL, New Orleans. Seven stations gave the crack passenger train a salute on its fourth radio anniversary. WSM, Nashville; WHAS, Louisville; WCKY, Cincinnati; WWL, New Orleans; WSGN, Birmingham; WSFA, Montgomery, and WMFO, Decatur, Ala.

Can You Use Radio's Greatest One Man Show?

For years a successful artist on the national networks, Dale Wimbrow is an even greater entertainer today over WXZ and the Michigan Radio Network. His daily quarter-hour program at 8:45 a. m. has become a one-man variety show of state-wide fame.

Songs—often original—homely quips that make everybody chuckle, pointed hillbilly philosophy, an occasional verse, a bit on the wimblora or the giant guitar—everything clicks. And there's a swell organ accompaniment by lovely Marguerite Werner.

A versatile chap this Wimbrow. And how he can put over a sales message!

Whose sales message? Why yours, of course!

Another WXZ feature complete with audience and covering not only Detroit but 85% of all Michigan's buying power. Wbri

Ring-Trendle Broadcasting Corporation
300 Madison Theatre Building
Detroit

Wm. G. Rambeau Co., Representative
Home Office: Tribune Tower, Chicago

Eastern Office: S50 Champa Building, New York
Western Office: Russ Building, San Francisco

Fall and winter buying power in Detroit and Michigan will reach the highest levels since 1928.

RICHARD L. SCHEIDER, formerly of KNYX, Kansas City, has joined the announcer department of KNIX, St. Louis. He replaces Harrision Bailey, who resigned to become program director of WICA, Ashtabula, O.

JACK SIMPSON recently joined the announcing staff of WJDX, Jackson, Miss. (*WJDX is a part of the NBC network.*)

DAVID L. CRANDALL, general sales manager for the Midwest and Eastern divisions of the United States Steel Corporation, has been named director of sales promotion for the company by E. M. Garrett, vice president and general sales manager. Mr. Crandall will be in charge of the company's advertising, promotion and public relations activities.

WXY - DETROIT

Page 46 • September 1, 1937

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
BEN H. DARROW

Takes pleasure in announcing that on Sept. 1, 1937

BEN H. DARROW

FOR NINE YEARS Director of the Ohio School of the Air; Radio Chairman of the National Congress of Parents and Teachers, and considered the country's foremost authority on EDUCATION BY RADIO will become—

**Director of Education at WBEN**

Mr. Darrow will devote his entire time to organizing and conducting a comprehensive series of educational programs for broadcasting over WBEN exclusively.

- THE INITIAL SERIES of programs will be scheduled at an hour convenient for the listening habits of young and old alike, namely 7:45 to 8:00 p.m. EST., and will commence about October 15. Later on, additional periods at other hours of the day will be added to the educational schedule.

- THIS SERIES will not be available for commercial sponsorship.

- IT IS HOPED that WBEN's pioneer move in the direction of education by radio may demonstrate that strictly educational material, so earnestly sought by educators, is susceptible to showmanly presentation acceptable to listeners.

**WBEN takes pride in making this announcement, because:**

- *We believe* that WBEN is the first independently owned, commercial broadcasting station to employ an educational director exclusively to devote his time and talent to this important phase of broadcasting.

- *We have deliberately* scheduled these educational features during the choice evening hours when the peak audience potential is available.

- *We have secured* the services of the nation's outstanding figure in the field of educational broadcasting, Mr. Ben H. Darrow.

**WBEN**

THE RADIO STATION OF THE BUFFALO EVENING NEWS

BROADCASTING • Broadcast Advertising  

September 1, 1937 • Page 47
Phoeo on Papa

GORDON HERRIOT, news commentator of WNYC, New York, recently received a fan letter from Ralph Kaltenborn, son of the well known commentator, who wrote, "There was a time when I considered my father the only liberal and honest news commentator gracing the air ... But that was up until last week when I heard you for the first time. And now unhesitatingly I place you as the best of all by far."

ROBERT LONGENECKER, assistant to Bill Lawrence, CBS Hollywood producer, has been made a full-fledged producer.

ALMA McKENZIE, dramatic radio actress of WIP, Philadelphia, recently married George Spittance of that city.

JOHN WAGNER, of the auditing department, NBC, San Francisco, recently married Miss Jean McCracken, of New Jersey.

THERESA AEZER, music librarian at KFBR, San Francisco, resigned recently to move to Los Angeles and has been succeeded by Edith Drydon.

PAUL HEAL, formerly of the Scripps-Howard central office in Cincinnati, has joined WNOX, Knoxville, in charge of accounting.

BILL DURNEY, director of public relations at WH, St. Louis, and Bart Slatterey, publicity manager, were guests of the American Airlines on a preview flight of its new fleet of 21 passenger planes.

JANE LOCKE has joined the staff of KDB, Santa Barbara, Calif., as society reporter and Clyde Kraft has been appointed director of KDB's Radio Theatre.

LYLE PLANAGAN, head of the continuity department of WHO, Des Moines, suffered facial injuries in a fall last month from a moving automobile when the door accidentally opened.

HAROLD L. NORMAN, formerly of KIUL, Garden City, Kan., KVSO, Ardmore, Okla., and WIRE, Indianapolis, will join KFII, Wichita, Kansas, Sept. 1.

BOB SNOW, formerly of KGDE, Fergus Falls, Minn., has joined the announcing staff of KFVS, Cape Girardeau, Mo.

E. C. PAGE
Consulting Radio Engineer

and

GEORGE C. DAVIS
Radio Engineer

formerly with the Broadcast Section
Federal Communications Commission

Announce

the formation of

Page & Davis
Consulting Radio Engineers

Munsey Building
WASHINGTON, D. C.

Field Office
EVANSTON, ILL.
What Are the Most Popular Stations for Spot Programs?
First Quarter—1937
(Based on Publishers' Information Bureau Figures)

WEST SOUTH CENTRAL

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From Sales Management
August 15, 1937

WKY was first in the Southwest during the first quarter of 1937 both in number of advertisers using spot radio and in number of sponsored spot programs, according to Publishers’ Information Bureau reports. Only thirteen stations in the entire country had more spot advertisers than WKY; only twenty had more programs.

WKY is no stranger in the group of top spot stations. Year after year it gets more business from advertisers because it gets more business for advertisers.

WKY has the frequency (900 kc.) and the facilities which give it a coverage advantage in Oklahoma over all other stations. And because the aggregate attractiveness of its programs and the alertness of its showmanship have won majority listener preference, WKY can furnish advertisers a “standing” audience in Oklahoma far greater than any other station.

OKLAHOMA CITY
AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY
GILBERT McCLELLAND, head of the trade paper division of the Chicago-NBC publicity department, is back at his desk after being away for five weeks. A tussle which Mr. McClelland had performed during his two-week vacation did not heal properly and he was forced to remain home an additional three weeks.

RALPH MADDUX, former production director and announcer at WJXJ, Jackson, Miss., has been added to the NBC-Chicago production staff succeeding Wynn Orr who resigned to become radio director of Jack-Goble Adv. Agency, Chicago.

WILLIAM C. HODAUF, former Indiana University dramatic instructor and recently with the Fort Wayne civic dramatic players, has joined the NBC-Chicago continuity staff.

O. (Buck) WEBER, CBS-Chicago news editor, has returned from a visit to Mexico City where he spoke in Spanish over station XEW.

LLOYD E. YODER, NBC press relations head on the Pacific Coast, has been named Commissioner of Officials for the Far Western Football Conference. Yoder also is secretary of the Northern California Football Officials' Assn.

MISS EDITH BRODY has been added to the KYA accounting department.

DICK WYNNE, who recently resigned his announcing post at KYA, San Francisco, to take a like position at KFBS, has returned to KYA as the voice of Columbia Outfitting Co. and also staff announcer.

JOHN F. McNAMARA, program director of WRZ, Boston, returned in August from a British tour, in which he inspected broadcast stations.

BOB EVANS, announcer of WRPD, Toledo, married Miss Irene Osborne, vocalist, in Akron Aug. 8.

MISS BETTY LEVY, movie gossip editor of KCMO, Kansas City, left for Hollywood Aug. 14 to visit movie studios.

HUBBARD CLEVELAND, formerly of WHO, Des Moines, and Gene Letter, formerly at KTUL, Tulsa, KFAR, Lincoln, KOIL, Omaha, and WHO, Des Moines, have joined the announcing staff of KSO-KRTV, Des Moines.

BOB JONES, continuity writer of KVOO, Tulsa, has resigned his position to return to Oklahoma University.

RAY COLDORD, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KVOO, Tulsa. Porter Randall, also from KFRU, has been named assistant news editor at KVOO.

LEROY SIMMONS, formerly of KWTO, Springfield, Mo., and KCMO, Kansas City, has been named night supervisor at KWK, St. Louis, to replace Tom Dailey, who is now chief announcer of WDDO, Chattanooga, Tenn.

JACK PATTON, formerly on the announcing staff of KIEF, Glendale, Cal., has joined KMTR, Hollywood, in a similar capacity. He succeeds George Arts, who resigned to return to college. William Kelso, a recent addition to the KMTR announcing staff, has been made night supervisor.

C'FEUER, musical director of Brunswick Record Corp., Los Angeles, has taken on the additional duties of musical director of KEHE, that city. He succeeds Ivan Eppenbach.

DON BERNARD, CBS Hollywood producer, has been assigned to the Eddie Bauer's Tower program sponsored by Texas Oil Co., taking over production duties of Bill Goodwin who resigned to join William Eddy & Co. Inc., that city.

JACKSON WHEELER has resigned as CBS Hollywood producer and announcer to free lance and act in motion pictures. He has been given a stock contract at MGM. Wheeler will continue to handle the commercials on the CBS Joe Penner (Comical) show which resumes next month.

DOMINATING THE NORTHWEST

CONSIDERING—South Dakota with 71.2 radio ownership, North Dakota 72.0, Minnesota 91.4, Iowa 82.7 and Nebraska 83.8, crop conditions the best in years, a test program on WNAX will definitely include your account to the long list of satisfied national advertisers who have found a proven market on a record mail pulling station. WNAX offers an unusual large rural and city market. Rates and station data upon request.

W AX
5000 Watts (L.S.) 1000 Watts Night 570 Kilocycles Yankton So. Dakota
Representatives
WILSON - ROBERTSON
Kansas City — Chicago — New York

Asleep at Sea

SCOTT WEAKLEY, Production Manager of KROW, Oakland, nearly missed several programs recently when, on a fishing junket in San Francisco Bay, he fell off the boat. When he awoke he found himself stranded on a mud flat. He had to wait several hours before a high tide re-floated his craft and he could pull back to port. He didn't report how many fish he caught.

DAVID MORRIS, formerly on the announcing staff of KFEL, Columbus, has joined KGER, Long Beach, Calif.

EDDIE LYON, formerly chief announcer of KTUL, Tulsa, has joined KJPA, Anchorage.

ROY WINSAUER, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Harry C. Cavazos. He is a Harvard alumnus and spent a year with Columbia.

LARK GENTLE, who has been conducting the all-night request program titled Night Owl on WJBR, Detroit, has joined CKLW, Windsor-Detroit, to handle a similar program.

JOHN J. HURLEY, NBC staff announcer in Washington, who has been attending night law school at Georgetown University, on Aug. 25 was admitted to the District of Columbia bar.

JOSEPH G. COREY, New York free lance radio producer, has been appointed eastern field manager of Radio Transcription Co. of America, Hollywood transcription producers.

TRO HARPER, former special assignment man for Life and Time magazines, recently joined KSFO, San Francisco as news editor.

RALPH EDWARDS, announcer for the Major Boxes and Horse Heidi programs, has been given a screen test for possible casting in the picture Manhattan Merry-Go-Round.

PAT KELLY, former NBC producer and now director of radio activities for the San Francisco Community Chest, recently returned from England where he studied British radio activities.

KEN CARNEY, program manager at KNX, San Francisco, recently addressed several hundred members of the Berkeley Breakfast Club on the subject of radio production and sales.

BOB GARRED, former writer, announcer and program manager ofstation KLSC, Lewiston, Id., was recently named newscaster at KSFO, San Francisco.

BOB GOERKEN, announcer, has replaced Dudley Manlove at KROW, Oakland.

JOHN HARINGTON, WBBM announcer broadcasting the baseball games for Kellogg Co., this summer on WJJD, Chicago, received a severe shoulder injury during a recent softball game between WBBM and WBB.

SYLVAN BROWN, formerly editor of Zitam, has joined the publicity staff of Artists Management Bureau, New York.

JOE ROLAND, special events director of WSIB-WFAM, South Bend, again will assist Elmer Layden as coach of the Notre Dame football team.

JOHN CARL MORGAN, formerly of WERT, Richmond, has joined WTAR, Norfolk, Va. Ernest Bowman goes from WABY-AM.

TED TURNER, head of the radio program division of Walter Biddick Co., Los Angeles, has been made a detective lieutenant of the Los Angeles police auxiliary.

www.americanradiohistory.com
Richard Archbold—American Museum of Natural History Expedition is Equipped With BENDIX Radio Apparatus

Into the interior of unexplored New Guinea. Richard Archbold goes equipped with modern science’s latest devices. Bendix has installed complete radio transmitting, receiving, direction finding and interior communication equipment in the large Consolidated PBY-1 Plane to be used on this flight, as well as two portable sets used by the ground parties. The plane will transport the exploring parties to this Malay island, and there act as an air base while the expedition heads into the interior. The party is expected to start some time this year.

Bendix Radio Aids Plane in Locating Parties to Drop Supplies

Each of the two ground parties will have portable Bendix Radio equipment consisting of a small transmitter, a small receiver and a gasoline motor-driven generator to furnish transmitting power. The parties will thus keep in constant contact with the plane. By use of Bendix radio equipment the plane will be able to locate the position of the parties and drop supplies as needed.
BENDIX OFFERS THE COMPLETE RECEIVER WITH AUTOMATIC FREQUENCY SELECTOR FOR AIRPORT CONTROL

"Number 22 . . . over Brandywine . . . at 4,000 feet . . . Visibility 2 miles . . ." . . . FLICK . . . "Number 16 . . . over Brownsville . . ." A flick of the finger and you have instantaneous reception from planes on any desired frequency. Bendix recognized the need of modern airports for an Automatic Frequency Selector and engineered this unit which combines convenience, accuracy and superior performance. Entirely new in design and construction, it embodies many of the latest contributions of science to Radio communication . . . offering the greatest utility per dollar cost.

The Bendix RG-2 Receiver includes the following features in compact units . . . such as: Manual, Push Button, or Automatic Dial Control . . . Voice or Telegraph, CW and MCW . . . AVC or Manual Volume Control . . . High Image Ratio at high sensitivity . . . Noise Suppression . . . Individual Filtering on Control and Power leads . . . Novel Electro-Static Input Shield (improves use with transmission lines) . . . Four Channels per Unit . . . Single Power Supply adequate for 3 Units (12 channels) . . . Quick-Change Crystals or Tunable Coil Unit.

Also available with the above receiver is the AUTOMATIC DIAL CONTROL UNIT (picted below), which may be used as remote control, to instantly and automatically select the desired frequency by the turn of a dial. This allows the operator to avoid troublesome manual tuning and to devote more of his time to the important job of controlling airport traffic, without changing his position.

-type MR-6

Direct all communications to Bendix Radio Corporation, 9th & Kearny Sts., N.E, Washington, D.C.
I operator.

Chicago. WJEJ, been operator PERRY HOFFMAN. new

EMMETT WHBF, Chicago Wilson have promoted to MARVIN H. KPO ('ase.

N. lwood. the

sion A.

KITCHEN VIDEOCONTROL BROADCASTING

... 10,000 WATTS FULL TIME

McCLATCHY BROADCASTING COMPANY

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...
THE BUSINESS OF BROADCASTING

SALES CHART

“Where's the Sponsor's Wife Began to Sing on the Program”

WOAI, San Antonio
Coleman Lamp & Stove Co., Wichita, weekly sp thru Potte-Turnbull Co., Inc., Kansas City.

CSO Laboratories, Dallas, 3 weekly spots thru J. Walter Thompson Co., N. Y.

Hilton & Refining Co., Houston, weekly sp, thru Franke-Wilkinson-Schivets Inc., Houston.

Ray & Egan Inc., Des Moines, (cigars), 3 weekly sa, thru Ruthrauff & Ryan Inc., N. Y.


Magna Petroleum Co., Dallas, thru ABC, Chicago.

Devoe & Raymond Inc., New York (Gee paint), 2 weekly t, thru Ruthrauff & Ryan Inc., N. Y.


WIND, Gary

Morris B. Sachs, Chicago (retail clothing), thru Schwimmer & Scott, Chicago.


WFIL, Philadelphia
Lever Bros. Co., Cambridge (Spry), 5 weekly sa, thru Ruthrauff & Ryan Inc., N. Y.

Anderson Co., Gary (Sheat Master), 6 weekly sa, thru Schwimmer & Scott, Chicago.

Ironized Yeast Co., Atlanta, 2 weekly t, thru Ruthrauff & Ryan Inc., N. Y.

Brown & Williamson Tobacco Co., Louisville, 6 weekly sp, thru RKO, N. Y.

KYA, San Francisco

Transcontinental & Western Air Inc., San Francisco (air transport), 6 weekly sa, thru Le Moyne, Inc., San Francisco.


KECA, Los Angeles


Edison Bros., Los Angeles (chain shoe store), 8 sa, direct.

WGY, Schenectady
Block Drug Co., Brooklyn, 60 sa, thru Husband & Thomas, N. Y.


Currie Brothers Co., Rochester (Blue Label food products), participation series, thru N. W. Ayer & Son Inc., N. Y.

Carlton & Hovey Co., Lowell, Mass., (Father John's), daily sa thru John W. Queen, Boston.

Delaware, Lackawanna & Western Coal Co., New York (blue coal), weekly t, thru Ruthrauff & Ryan Inc., N. Y.


International Harvester Co., Chicago (tractors), 50 sa, thru Aubrey, Moore & Wallace Inc., Chicago.

KFWB, Hollywood


Lydia Pinkham Medicine Co., Lynn, Mass. (medicine compound), 5 weekly t, thru Erwin, Waney & Co. Inc., N. Y.


Duflay Color Film Co., New York, 39 weekly sa thru WM. H. Rankin Co., N. Y.

WAAF, Chicago
Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepin), 6 weekly t thru Crane-Krassell Co., Milwaukee.


KEHE, Los Angeles
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly t thru Kelly & Stuhman Inc., St. Louis.

WCKY, Cincinnati
State of Ohio, Columbus, 10 sa thru Fred M. Randell Co., Detroit.


Chrysler Corp., Detroit (Dodge cars), weekly thru Ruthrauff & Ryan Inc., N. Y.


KHFJ, Los Angeles
Ironized Yeast Co., Atlanta, Ga. (vegetable soup), thru Ruthrauff & Ryan Inc., N. Y.


KECA, Los Angeles
Block Drug Co., Brooklyn, 60 sa thru Husband & Thomas Inc., N. Y.

KEPS, San Francisco
Laborite, San Francisco (All Purpose soap), 3 weekly sp thru Allied Ad Agency, San Francisco.

Rulo Corp., Los Angeles (automotive), 3 weekly sp thru C. Ellis, Inc., Los Angeles.


WEEI, Boston
Gould Oil Burner Corp., Boston, 312 sa, direct.

Massachusetts Motor Car Co., Boston, 25 sa, direct.


KPO, San Francisco

Bulova Watch Co., New York, 42 weekly sa thru Blom Co. Inc., N. Y.

KNX, Hollywood


KSL, Salt Lake City
Union Pacific Railroad, Los Angeles, thru Los Angeles Co., Los Angeles.

International Harvester Co., Chicago (twine), 5 weekly sa thru Aubrey, Moore & Wallace Inc., Chicago.

WEAF, New York

Bulova Watch Co., New York, 5 daily sa thru Blom Co. Inc., N. Y.

Bartlett Peer Advisory Board, Sacramento, Calif. (fresh Bartlett pears), 5 weekly sa thru J. Walter Thompson Co., San Francisco.
HOOVER GLASS & PAINT MFG. Co., Chicago (Luna White enamel). returned to the air Aug. 16 with three weekly quarter-hour programs on WQLF, Chicago. WQLF will broadcast the home games of Northwestern University, the Northwestern game at Wisconsin, and the Illinois game at Ohio. Hal Totten, broadcasting Cubs and Sox baseball games on WCFL, will also handle the football games. Buchanan & Co., Chicago, places the Texaco account.

TEXAS Co. (Texasco gasoline and oils), has taken an option on football games to be broadcast on WCFL. Chicago. WCFL will broadcast the home games of Northwestern University, the Northwestern game at Wisconsin, and the Illinois game at Ohio. Hal Totten, broadcasting Cubs and Sox baseball games on WCFL, for Texasco, will also handle the football games. Buchanan & Co., Chicago, places the Texaco account.

ALL news periods on KFEL, Denver, are now sponsored, with the signing of Rocky Mountain Beverages Inc. (Coke-Cola) for 22 weeks, through Levy Adv. Agency, Denver. Other sponsors are Hungry Food Products, Morton Dress Shop and Fratmuse Jewelry Co.

Can't Be Cancelled

A TWO-YEAR non-cancelable contract has been signed in Chicago between WAAF and Morris B. Sachs, retail credit clothes. The contract, effective Sept. 1, marks the third successive year the Breakfast Express a morning recorded program broadcast six times weekly will be sponsored by the Sachs firm. Neither WAAF nor Morris B. Sachs can cancel the program until Sept. 1, 1933. Schwimmer & Scott, Chicago, is agency.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has named BBDO, New York, to handle all advertising of its cheese spreads.

ROANOKE GAS LIGHT Co., Roanoke, Va., is sponsoring two quarter-hour programs weekly on WDBJ, that is titled Roundup Raunchers. Agency is Honeck & Co., Roanoke.

HOFFMAN BEVERAGE Co., Newark, is using spot announcements, two to live daily, on WMCA, WNEW, WHN and WOR for soft drinks in metropolitan New York. BBDO, N.Y., is agency.


IODENT CHEMICAL Co., Detroit, (toothpaste and powder), has placed its account with Vanderlil & Robens Inc., Chicago.

PROCTOR & GABBLE Co., Cincinnati (Oxydol) on Aug. 16 started a 20-week Polish test program on WJBK, Detroit. Aug. 16. Women's news in Polish is aired two five-minute periods daily except Sundays. If successful, it may be placed in other markets. Bucquel-Sample - Hamme rt Inc., Chicago, is agency.

MODERN PRODUCTS LABORATORIES, New York (Formula 44), has appointed Norman D. Waters & Associates Inc., New York, to handle merchandising and advertising.

And Kansas is BUYING. Bumper crops and high prices have opened bulging pockets in WIBW's 839,770 farm and small town radio homes.

Here is a PROSPERITY MARKET that is dominated by WIBW! A market that can be reached by the most powerful, personalised selling force in Kansas—WIBW!

WIBW's standing is a proven fact! Let us send you a copy of Kansas Radio Facts . . . vital marketing information based on an accurate, carefully-conducted survey made by entirely disinterested parties.

KANSAS HARVESTS

$200,000,000 Cash Crop

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

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EMPIRE SHOE STORES, New York, a chain of retail women's shoe shops on the Eastern seaboard, has appointed Samuel G. Krivitz Co., Inc., New York, to direct advertising. Newspapers and radio will be used, but no definite plans have been made. Harold Rieff is account executive.


NELSON BROS. Furniture Warehouse Inc., Chicago, will start a new weekly half-hour program called Stars of Yesterday on WBBM, Chicago, Sept. 15. Radio stars popular in the early days of radio, but no longer top-notch stars, will be presented on the new show. In addition, Nelson has renewed the following for fall: Bureau of Missing Persons on WJJD; 2 quarter-hour daily studio programs on WCFL; and a quarter-hour daily studio program on WAAF, Selvins Broadcasting System Inc., Chicago, is agency.

SUSSMAN & WORMSKER, San Francisco (food products) has extended its S & W Junior News Parade contract, which expired Aug. 15, through Sept. 15, on 11 NHO-Red stations on the Pacific Coast. Botsford, Constantine & Gardner Inc., San Francisco, the agency is auditing a new morning variety program.

TEXTILE WORKERS Organizing Committee, CIO union, has added weekly quarter-hour broadcasts on WSNR, Fall River, and WPRO, Providence, to the series already sponsored on WCOP, Boston, and WSOR, Springfield, aimed to aid in the organization of workers and the building of good will and understanding the union's purposes among the general listening public.


ANTROL LABORATORIES, Los Angeles (insect exterminators), has placed its account with Blackett-Sample-Hummert Inc., Chicago.

GOLF PERISCOPE—Ted Husing, CBS sports commentator, using the new golf match device invented by Paul White, public affairs chief of the network. The observer peers into the periscope and can see over the heads of crowds.

CHICAGO SALES UP
(Continued from page 15)

Johnson Co., Chicago; Consolidated Drug Trade Products Inc., Chicago (proprietaries), daily quarter-hour programs except Sunday, starting Sept. 15, through Benson & Ell Co., Chicago; Olson Rug Co., Chicago, quarter-hour programs three weekly starting Sept. 14, thru Presba, Fellers & Presba, Chicago; Purina Mills, St. Louis, (poultry feed) quarter-hour programs, three weekly, starting Aug. 25 and five-minute three weekly programs for livestock feed, starting Aug. 27, through Gardner Adv. Co., St. Louis; Republic Steel Corp., Youngstown (fences), 2 weekly-quarter-hour programs starting Sept. 28, through Meldrum & Feath, Cleveland.

Hamlin's Wizard Oil, Chicago, 2 daily announcements extending Sunday starting Sept. 27, through Vanderbie & Rubens, Chicago; Avo Feeds, Chicago (livestock and poultry feeds), 2 minute announcements daily except Sunday starting Sept. 27 through K. E. Shepard Adv., Chicago; McConnon & Co., Winona, Minn., (household necessities), 3 weekly-quarter-hour programs starting Sept. 27, through McCord Co., Minneapolis.


BUSY SEASON AT WBBM

At WBBM, Harry Mason Smith, sales manager, will have almost a complete schedule this fall. Many of WBBM's advertisers are on 52 weeks of the year, including Nelson Bros., Illinois Meat Co., Proctor & Gamble (American Family Flakes) and Builder's Life Insurance Co. Included among new advertisers for fall are Philco, which will start a 16-week quarter-hour program Monday nights; Stephano Bros., Philadelphia (Marvel cigarettes), starting 3 weekly-quarter-hour Sport Huddles on Oct. 3. Spot advertisers coming back this fall include Simmons Co. (beds, mattresses), Kosto and Maryland Pharmaceutical Co., (Rem and Rel)

Ed Wood, commercial manager of WGN reports about a 40% increase in business this fall over last. Mr. Wood said: "This year business is coming from all over instead of coming only from a few agencies as has been the case in previous years." WGN will be practically sold this fall after 7:15 a.m. Bathswell Corp. will start a quarter-hour news broadcast starting Sept. 18. Quinn Ryan will handle the microphone for the program.

WOWO

POWERFUL PROGRAMS into this TRI-STATE AREA

In the rich tri-state area of Northern Indiana, Southern Michigan and Western Ohio no other advertising medium will produce results.

so surely . . . so quickly . . . so economically as WOWO. To the folks in 598,300 radio homes (WOWO's primary coverage area) WOWO is their home town station, 1160 kc., their radio Main Street.

Chicago Sales Up
(Continued from page 15)

Johnson Co., Chicago; Consolidated Drug Trade Products Inc., Chicago (proprietaries), daily quarter-hour programs except Sunday, starting Sept. 15, through Benson & Ell Co., Chicago; Olson Rug Co., Chicago, quarter-hour programs three weekly starting Sept. 14, thru Presba, Fellers & Presba, Chicago; Purina Mills, St. Louis, (poultry feed) quarter-hour programs, three weekly, starting Aug. 25 and five-minute three weekly programs for livestock feed, starting Aug. 27, through Gardner Adv. Co., St. Louis; Republic Steel Corp., Youngstown (fences), 2 weekly-quarter-hour programs starting Sept. 28, through Meldrum & Feath, Cleveland.

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which will be sponsored thrice weekly at 11:30 a.m. A new ac- count, Wallace’s Biscuits, will start a quarter-hour show on WGN, Oct. 18, across the board at 9:30 a.m. Reincke-Ellis-Younggreen & Finn, is the agency. Sterling Products will be back this fall with Ways Down East starting Sept. 27. Feature Foods will be on WGN starting Sept. 13 six times a week from 9:30-9:30 a.m.

At WMAQ and WENR, W. W. Smith, general manager, has an important fall in business this year. Accounts currently on WMAQ include Ax- ton-Fisher Tobacco Co., Bulova Watch Co., Chicago & Northwestern Railroad; Community Motors, Dodge Bros., Evans Fur Co., Great Atlantic & Pacific Tea Co., Laboratories; Hooker Glass & Paint Mfg. Co.; Thomas J. Lipton; Mano Bros.; National Biscuit Co.; Penn Tobacco Co. & Proctor & Gamble (Drene); Refrigeration & Air Conditioning Institute; Rival Food; Ruud Water Heaters; Sominiz Co. and Weiboldt Co.

Current WENR accounts include Bulova Watch Co.; Erie Clothing Co.; Hydrox Corp.; Newart Clothing Co.; P & G (Crisco).

Herb Sherman, sales manager of WJID, said: “Business this fall will undoubtedly be very good as is evidenced by renewal of accounts.” Mr. Sherman was of the opinion, however, that many ad- vertisers are much slower in getting started this year than last. Included in new business are the football broadcasts of Northwestern games sponsored by the Chicago & North Western Railway through Caples Co.; American Popcorn Corn Co., Sioux City, Ia. (Jolly Time popcorn) five-minute live program starting Sept. 1; Beaumont Laboratories, St. Louis (Four Way cold tablets), 4 spots a day, daily except Sunday, through H. W. Kastor & Sons, Chicago; Dr. W. B. Caldwell, Monticello, Ill. (Syrup of Pepsin), 6 weekly quarter-hour transcriptions daily except Sunday starting Sept. 27, through Cramer-Krasselt Co., Milwaukee; Histen Corp., Chicago (hay fever remedy) 3 daily transcriptions thrice weekly, through Ruthrauff & Ryan, Chicago. Numerous regional and local accounts will be back this fall, including Checker Cleaners, Fox Sec- retarial College, General Furniture Co., Bulk Oil Co., Evans Fur Co., Joy Candy Co., Nelson Bros. Furniture Warehouse, Morris B. Sachs.

KPFA Log Cabin Home

With its studios and offices located in a neat log building near the state capital building in downtown Helena, the new KPFA, 100 watts on 1210 kc., is scheduled to go on the air on or about Sept. 15, equipped with an RCA transmitter and Truscon tower. The log building is finished in Western style, an innovation in radio. K. O. McPherson, since 1930 with KGIR, Butte, has been named manager, Station is licensed to the Peoples Forum of the Air, headed by Barclay Craighead, of Helena, state director of the Federal Housing Administration.

Latest Time “Offer”

LATEST “free time” list of continuities, carrying propaganda for the machine tool industry, has been “offered” to stations by the Na- tional Machine Tool Builders’ As- sociation, 10525 Carnegie Ave., Cleveland. The continuities consist of weekly talks discussing technological progress. The Association claims it is sending out 140 copies of the talks every week.

KELO, at Sioux Falls, To Make Debut Sept. 5

OPERATING under the same man- agement and from the same studios as KSSO, Sioux Falls, S. D., the new KELO, 100 watts on 1200 kc., at Sioux Falls which was au- thorized by the FCC last year, will be inaugurated Sept. 5, ac- cording to Joseph Henkin, presi- dent and manager of Sioux Falls Broadcast Association Inc., licen- see of both stations. Morton Henkin, his son, is national sales manager of both stations.

The new KELO will use an RCA transmitter, B. C. A. speech input equipment and a 215-foot vertical radiator. It will be a member of the basic supplementary group of both NBC networks, along with KSSO, which affiliated with NBC last April 15.

MORE and MORE
IN IMPORTANT PLACES

MODERN STATION

This modern mid-west station is fast making an enviable name for itself among national radio advertisers. A basic station of the Red Network, it is on the air with 5,000 watts.

Write for complete new technical manual

UNITED ELECTRONICS COMPANY
Manufacturers of United Transmitting Tubes
42 SPRING STREET
NEWARK, NEW JERSEY
Cable: "UNELCO"

BROADCASTING • Broadcast Advertising

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F&P Atlanta Office

WITH F. Lacelle Williams in charge, Free & Peters Inc., station representatives on Aug. 23 announced the establishment of a branch office in the Bona Allen Bldg. in Atlanta. Mr. Williams formerly was on the staff of the Atlanta Journal. As manager of the new office, he will travel the Southern territory on behalf of the Free & Peters stations. Other offices maintained by Free & Peters are in New York, Chicago, Detroit, San Francisco and Los Angeles.

Mr. Williams

Paul H. Raymer Co. has been appointed national representative for the five stations of the McClatchy Broadcasting Co.—KFBR, Sacramento; KMG, Fresno; KEKN, Bakersfield; KOHL, Reno.

John Blair & Co. have been appointed national representatives by KQV, San Jose, Calif.; WROL, Knoxville, and KFDM, Beaumont, Texas.

Wilson Robertson Co. has been appointed national representatives of KGKR, Long Beach, Calif.

Paul H. Raymer

NOTE: The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

BROADCASTING • Broadcast Advertising

Radio in Education

A COLLECTION of quotations from newspaper editorialists, prominent educators and business men, and from executives of NBC stations regarding the appointment of Dr. James Rowland Angell as educational counselor of NBC has been published by the network in a brochure titled The Place of Radio in Education.

Rollin C. Ayres

Rollin C. Ayres, vice-president of James Houlihan Inc. advertising agency and founder of the San Francisco Advertising Club, will retire at his home in Oakland, Calif., on Aug. 20. He was 84. Previous to his agency affiliation Mr. Ayres had been director of sales and advertising promotion for the Zellerbach Paper Co.

Mr. Williams

Paul H. Raymer

DRUG PROMOTION

E. P. H. James Tells How

Radio Aids Stores

SUCCESS of coupling merchandising efforts to those of manufacturers using radio as a means of boosting sales of independent drug stores was described by E. P. H. James, NBC sales promotion director, at the Aug. 17 session of the Davis Brothers’ Merchandise Clinic, held in Denver.

Speaking on “Making More Money of Nationally Advertised Brands,” Mr. James described in a typical among such cases was that of Clark-McGevey Drug Co., Springfield, Mo., explained to NBC by A. W. Bluestone, A. C. McGevey, by use of radio tie-in with merchandising displays, the store checked sales on certain items between Sept. 1 and Jan. 1, 1936. On the six items covered, no special efforts to promote sales were made prior to radio. It was found, however, that in December, when radio tie-in with the six items were featured in conjunction with radio tie-in material both in window and counter displays during the October-December three-month test period; practically the same prices were maintained on all six.

Using September as base, or 100%, the monthly sales increases (percentage) were:

Oct. 206
Nov. 131
Dec. 104

Italian Balm 18 23 21 21
Lady Esther 23 24 21 21
Maxwell House 12 12 21 21
Campbell’s Soup Invig. 479 479 479 479
Junior Cream 42 42 42 42
President’s Petite 60 60 60 60

*Price change in December; entry blank given with each 35 cent bottle.

THF Lone Ranger dramatic series, originating over WXYZ, Detroit, In the Mutual Network, has been purchased for the movies by Republic Pictures, which is adapting it into a 5-episode serial.

Controlling Interest in Russell M. Seeds Agency

Freeman Keyes, account executive of Baggaley, Horton & Hoyt Inc., Chicago, for the last 20 months, has purchased a controlling interest in Russell M. Seeds Co., Indianapolis advertising agency, and will be president of the agency, making his headquarters in Chicago. The new Chicago offices are located in the Palmolive Bldg. New Los Angeles offices have been opened at 1884 Cross Roads of the World.

Paul Rich and Jack Harding, both with Russell M. Seeds Co. for 30 years, will be vice-president and secretary-treasurer of the revised organization.

Before joining Baggaley, Horton & Hoyt in January 1926, Mr. Keyes was vice-president and later president of the Philip O. Palmer Adv. Agency, Chicago, dissolved after the death of Mr. Palmer. Mr. Keyes also was with NBC in Chicago before going into the agency field.

With the Seeds Co. already handling the Pinex Co.’s black and white advertising and with Mr. Keyes account executive on Pinex’s radio advertising, the Seeds firm will now be handling the entire Pinex account. Mr. Keyes also handles the radio advertising for the Sheaffer Pen Co., Fort Madison, Iowa, which with Pinex, are two of radio’s largest spot users. In addition to the above two accounts, Mr. Keyes is also handling a portion of the General Mills business.

He now has a quarter-hour program, Hollywood in Person, on the air for General Mills’ Bisquick on the flour firm’s full-hour coast-to-coast CBS Gold Medal show.

Clay Osborne, formerly of NBC and KFI, Los Angeles, will head the Los Angeles office force of 19, sided by Robert Brillmeyer and Tom Wallace. Jack Harding and Paul Richard are in charge at Indianapolis. A branch is maintained in Toronto.

Included among the accounts being handled by the Russell M Seeds Co. are House of Commons Co., Indianapolis (cigars); Burrell-Dugger Co., Indianapolis (poultry remedies); Canned Foods Inc., Indianapolis (Beans); Durham Mfg. Co., Muncie, Ind. (fireless cookers); Ice- landic Media Co., Indianapolis (Vienna proprietary remedy); General Mills Inc., Minneapolis (inert); Sheaffer Pen Co., Madison, Wis.

NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate) to thousands of “short haul” points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate) even from coast to coast. The maximum rate for a 25-word message between the most distant U. S. points on the map is only fifty cents ... two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.
JULIAN KASS as president, William Thompson, vice-president and producer of CBS Camel Caravan, has resigned, as has former radio executive and former president of the Camel Caravan, and also work on other accounts in New York. Henry Gurwit, former CBS radio producer and announcer, has recently signed with Rand Thompson's assistant manager of the WGR 59 Buffalo Broadcasting System, Los Angeles.

Theatre, sponsored by Arthur Kass - Tohrner Inc., with Erwin S. Swanson, West Coast manager, and to launch the new fall NBC Program Hour with Packard Motor Car Co., from that city starting Sept. 7.

JERRY FARRAR has joined the Hollywood office of Robert S. Taplinger Inc., radio public service, in an executive capacity. Miss Tommy White, formerly New York department store public service counselor, has joined as an assistant to Pauline Swanson, West Coast manager.

FRANK HEALY, formerly of NBC New York, has resigned from the staff of Radio Feature Service Inc., Hollywood, has joined the Helen Ferguson Publicity Service, that city, as head of the radio department.

CONRAD OSGOOD, formerly assistant director of Lux Radio Theater, has been named vice-president of the agency's Los Angeles office of Lux Radio Theater assisting Cecil De Mille, was to open Chicago's first actor's clearing house about Sept. 1. The new firm, probably to be called the Central Casting Bureau, will supply Chicago agencies with radio talent.

NORMAN FRANKEL, formerly of Freiting Adv. Agency Inc., Los Angeles, has joined Houch & Co., Roanoke, Va., as account executive and radio director.


MARY GARVIN has resigned as office manager of Robert Taplinger Inc., Hollywood public service, to become assistant to Diana Bourbon as manager of F. Wallis Armstrong Co., that city.

PERRY JONES, who recently resigned as public service director of KEHE, Los Angeles, has joined the Hollywood staff of Young & Rubicam Inc. He is assistant to Bill Sturr, public service director.

KENNETH HARRIS has joined Freiting Adv. Agency, Atlanta, in charge of programming.

AIRCASTERS Inc., Detroit, on Aug. 19 opened its new offices at 4049 W. Lafayette Blvd.

Bill Demling has resigned from the continuity staff of KFWB, Hollywood, to join Young & Rubicam Inc., that city, as writer on NBC Packard Hour, sponsored by Packard Motor Car Co.

Marigold Cassin, of Erwin Wasey & Co., San Francisco and producer of the Albers Bros. program "Good Morning Tonight" on NBC-Pacific Red network, is nursing a broken arm, suffered in a fall.

Bryant Griffin, formerly of Frank Presbrey Co., New York, has joined Chas. D. Laughach, Newark, N. J., as account executive.

Robert Corry, for the last 10 years with Lewis Edwin Ryan Inc., Washington agency, on Aug. 25 was named vice-president and general manager of the firm.

KWK

Hitch Your Wagon to a Star


try it for Smashing Selling Power

WOKO, basic Columbia Network outlet, is the buyers' guide in the Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything"...

Harold E. Smith, General Manager

STATION WOKO

ALBANY, N. Y.

7 out of 10 Listeners to BUFFALO STATIONS

in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by FREE & PETERS

Standard Radio

Electrical Transcriptions

in STATIONS and SPONSORS

HOLLYWOOD • CHICAGO

BROADCASTING • Broadcast Advertising

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Corer the Waterfront
REALLY covering the waterfront, WHEC, Rochester, N. Y., has had an average of three broadcasts weekly during the summer from Ontario Beach Park on the shore of Lake Ontario. Broadcasts have included interviews with swimmers, merry-go-round riders, and vacationists going and coming via the Canada Steamship docks; historical programs about the Port of Rochester and swimming lessons broadcast from the life-guard boats. Program Director Munley Buck and Announcer Ken French nearly got an impromptu vacation when they failed to hear the warning whistle while interviewing passengers on a departing steamship, but a quick sign-off and a quicker leap saved the day.

* * *

Police Human Interest
THE INSIDE stories of interesting cases from police files make up the Police Human Interest Stories, broadcast on WNYC, New York, by Detective George L. O'Connor of the Missing Persons Bureau of New York City's Police Department, each Sunday afternoon. Program follows the regular alarms for missing persons that WNYC broadcast at 1 p.m. with a feature of the Sunday broadcasts is the rhymed summary which Detective O'Connor writes for each case.

* * *

Call of the Wild
MYTHICAL fishing and hunting tour of Michigan, serialized in the next 52 weeks on WJJK, Detroit, by Tom MacClure, conversation engineer, will take WJJK listeners to every county in the state. Assisting Mr. MacClure will be Joe Karrmann, chairman of Michigan's Isaac Walton League.

Drama From Abroad
DRAMATIC broadcasts from London and Dublin will fill the Sunday evening Columbia Workshop periods on Sept. 12 and 19, through arrangements made by Irving Reid, director of this experimental radio program. London and Dublin and Amsterdam study European radio techniques. On Sept. 12 the Death of a Queen from Hillaire Belloc's Marie Antoinette, will be transmitted to the United States from the BBC studios in London, where it will be produced by Val Gielgud. The broadcast from Dublin, featuring actors from the famed Abbey Players, will be a radio version of Synge's Riders to the Sea. Reis' studies at the BBC headquarters, at Dublin's Radio Athlone and Holland's Radio Avro will be included in two books on experimental radio drama he is writing for fall publication.

Hey! Mr. Motorist
ATTENTION Motorists is the WOWO feature Hey! Mr. Motorist, originating from one of the main Fort Wayne business corners. In cooperation with the Police Department's Safety Bureau, Carl Vangardirt and Bill Davies, WOWO feature men, stop out-of-state automobiles for interviews. Questions put to drivers are all pertinent to motoring, with pointers on safety given particular stress. Booklets on snow driving, as well as Westinghouse souvenirs, give the features unusual desiring angles. Hey! Mr. Motorist is rapidly becoming one of the most popular noon airings of WOWO, being heard at 12:30 p.m. CDST, Monday, Tuesday and Thursday.

* * *

Tieup With Newspapers
KASA, Elk City, Okla., has arranged a trade for newspaper space against quarter-hour time on KASA. Five county weekly newspapers in the neighborhood of the station handle the request "Radio Ramblings," program highlights, studio notes and other station activities. In exchange, KASA stages, cooperation with the local paper for a "Hello Folks" community visit once a week to each newspaper's location. The newspaper on each program is that the visit is made possible by the particular issue of the community.

Saturday Opera
WJEL, Hagerstown, Md., started a new program Aug. 21 devoted entirely to excerpts from operas. It is broadcast Saturday mornings and is known as Operatic Interludes. Instead of using staff talent, the program features outstanding local artists, both singers and instrumentalists, in guest artist fashion, with no performers appearing on any program. Talent has been arranged for a period of 13 weeks. The series is under way and performances are heard twice weekly with local music stores. The program is produced by Amos Harper.

VACATION IDEA—Mary Mason, (right), Home Forum director of WRC, Washington, gave travel clocks recently to each of her fans who acted as "Cousin Mary Mas" while she took a vacation.

Guest Announcers
ROUND ROBIN for announcers giving the sportcasts of Detroit Tigers, Cincinnati Reds and the Cleveland Indians is under way with each announcer going from town to town so that Socony-Vacuum and General Mills co-sponsors, can find out what type of announcing the public likes best. The co-sponsors are offering $100 for the best letter analyzing the most enjoyable announcing style. Sports commentators participating in the round robin are Ty Tyson, WWJ, Detroit; Harry Heilman, Michigan Network; Jack Graney, WHK, Cleveland, and Harry Hariman, WCPO, Cincinnati.

Having a Fine Time
A SERIES of programs in the form of Inquiring Reporter interviews with St. Louisans summing in the manner with short descriptions of the towns, will be broadcast over KMOX, St. Louis. Jerry Hockstra, director of public affairs, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, have returned from Douglas, Okla., their headquarters, where recordings were made.

The Day's Doings
WSBT-WFM, South Bend, Ind., has started a quarter-hour morning program titled Your Engagement Ring. Brief announcements covering all types of social functions, meetings, etc., are made.

Choose a Live Spot
$100,000,000 Cotton Crop
MEMPHIS
Wide Range Transmission—5,000 Watts Power

4,000,000 NEW YORK HOUSEWIVES DO!

In millions of foreign language homes in metropolitan New York, WBNX is a household word. The foreign housewife, whether she be Jewish, German, Polish, Spanish or Italian, listens to programs in her native tongue and is profitably influenced by WBNX advertisers!

"It's the Four Million who Listen to WBNX"

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
THE WHY OF THE WIRES
OF WIRELESS

In the early days of radio broadcasting, home-made crystal sets were a thrilling experience. Whole families were willing to share headphones and listen together to the local station giving news and playing recorded music.

The scope of a program was necessarily limited to the scope of the station. As radio progressed, chain broadcasts increased the latitude of radio broadcasting. Special telephone wires were designed to carry programs faithfully from city to city. Special telephone equipment was set up to distribute network programs.

A complete industry grew up within the telephone industry, to keep pace with the progress of radio.

BROADCASTING • Broadcast Advertising

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Cover Louisville and You Cover Almost All!

Louisville is the federal headquarters of the Federal Communications Commission, the regulatory agency of radio, television, and cable broadcasting in the United States. Louisville is the largest city in Kentucky and is the hub of the Bluegrass State's telecommunications industry.

Radio Program Adaption

The radio program adaption is a historically significant event in broadcasting. It involves the translation of written content into spoken dialogue for delivery through radio broadcasts. This process is crucial for adapting written works, such as books, plays, and poems, to the auditory medium.

Tips for Adapting

1. **Familiarize Yourself with the Original Material**: Before beginning the adaptation process, thoroughly read and understand the original text. Pay attention to the tone, style, and characters' personalities.
2. **Identify Key Themes and Messages**: Determine the central ideas and themes of the original work. This will guide the adaptation process and ensure the broadcast remains true to the original message.
3. **Consider the Target Audience**: Tailor the adaptation to fit the audience's expectations and interests. This might involve adjusting the language, pacing, and delivery style.
4. **Adapt Dialogue**: Convert the written dialogue into spoken words. This step requires a good understanding of conversational language and how to make it sound natural when spoken.
5. **Determine Speech and Thought Stills**: Indicate when characters are speaking and when there are pauses for thought or reaction. This helps create a clear, logical structure for the broadcast.
6. **Add Sound Effects and Music**: Enhance the audio experience with appropriate sound effects and music. These elements can help set the mood and engage the audience.
7. **Review and Revise**: Once the adaptation is complete, review it for clarity, flow, and fidelity to the original text. Revise as necessary to improve the broadcast.

By following these steps, you can successfully adapt written content for radio broadcast, ensuring a compelling and engaging listening experience for your audience.
Developing Broadcasters of Future

Continued from page 28

I commend the commercial stations I have had experience with for their cooperation in the teaching of broadcasters. A popular introductory course in broadcasting may be given which will appeal to all radio listeners and users. If the class is located in a city there is a radio station, members of the staff of the station may grant weekly interviews concerning their work in the station. The technical staff will explain the operation of the microphones, control board, and electrical-transcription pickup, and will take the class to visit the transmitter.

Contractual Relations

The general manager will discuss contractual relations with the network and with ASCAP. Costs of operation, the NAB, and PCC. The program director, announcers, sports announcer and news commentator will explain and demonstrate their methods and duties. The dramatic director, with his cast will demonstrate a rehearsal of a play which should be heard on the station's facilities. Using the public-address equipment, the musical director will demonstrate balance and distortion caused by different placing of musical instruments before the microphone.

Continuity writers will discuss their problems. The sales department representative will tell of the station's rate, explain how campaigns are planned for the sale of radio time, show by charts the station's coverage, and explain tie-in and merchandising campaigns.

Through these interviews and demonstrations the students will gain a general view of the work done in the station and studios by the broadcaster. A number of advertising agencies which figure in radio advertising, a commercial motion picture producer, and the telephone operators will assist in the instruction of classes. This service is not only valuable to the student but has public value for the station and organizations.

A general cultural course is of advantage to the student who looks forward to a career in broadcasting. English courses in composition or rhetoric are essential both for the preparation of continuity and book reviewing. A knowledge of English literature is helpful to the interpretative reader and book reviewer. An insight into civic or political science will be a worthwhile foundation for the commentator or interviewer. Probably one of the first questions asked by the station manager of an applicant is whether or not he has had any dramatic training. Announcers for the networks are required to have some knowledge of foreign languages.

Courses in music appreciation, the history of music, and creative listening will prepare the announcer for the introduction of and comment upon operas and classical selections. Many schools of journalism are recognizing the entrance of radio into the field of dissemination of current and future, and journalistic training is of great value to the broadcaster. Courses in business management and economics for the management executive positions with the station. The life blood of the broadcasting station is its commercial account, and over one half of the station staff is in the sales department; consequently courses in advertising and the psychology of advertising are among those recommended.

Piel Places Spots

PIEL BROS., Brooklyn (beer), is using one-minute live announcements on WBT, Charlotte, four days a week; WALA, Mobile, three days a week; WSFA, Montgomery, three days a week; WJBG, Richmond, Va., three days a week; WSGN, Birmingham, three days a week. WAGF, Dothan, Ala., is carrying a 15-minute news show six days a week. KXX, Los Angeles, has also carried a 15-minute news show which is three days a week; new plans are being formulated for this outlet. The agency is Kenyon & Eckhardt Inc., New York. Robert Degen is account executive.

WSPD Offers These Proven Audience Shows—For Sponsorship

Brush Creek Folks

A Rural Comedy team—3 years on station—guaranteed audience—5 days weekly, 4:45 to 5:00 P. M.

The Smile Club

A children's show of unusual merit, featuring 20 professional kiddies is a Saturday morning Variety show—full hour duration, 9:15 to 10:15 A. M. A five-year established WSPD Feature.

RETA RAY Sunshine Girl

This Southern Gal has everything—a personality, blues singer, plays own accompaniment—five quarter hours weekly, 4:30 P. M.—over a year on this station.

For Further Information Write or Wire

WSPD

TOLEDO, OHIO

An N. B. C. Basic Blue Outlet

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Another Poetic Drama CONTINUING the cycle of dramatics which has characterized this summer's features on the networks, NBC announces that Max- well Anderson, Pulitzer Prize playwright, has written an original poetic drama for presentation over NBC-Blue on Monday, Sept. 20, 9:30-10 p.m. (EDST). It is titled The Feast of Ortolans and in his first radio play, CBS recently presented a poetic drama, also written originally, and now later published in book form, by Archibald MacLeish, Pulitzer poet, titled The Horse and the City, which was highly acclaimed.

A NATIONAL memorial to that late Giulio Marcioni as one who should be remembered by all mankind was introduced in resolution introduced in Congress Aug. 17 by Rep. Dickstein (D-N.Y.).

Studio Notes

WJHY, Godfrey, Ala., will move into its combined studio and transmitter building building about Sept. 10. Structure is modern in design. New equipment including vertical radiator, has been added and the day power of the station has been boosted to 250 watts.

KOY, Phoenix, Ariz., has inaugurated Transradio leased wire service, and will transmit Transradio service by telephone. Special correspondents have been mobilized for the station is Gerald Gordon.

KGER, Long Beach, Calif., recently began receiving Transradio leased tele-type service of Transradio Press. The station is on the air with five-minute hourly and five-minute news roundups and late flashes at appropriate intervals during the day. Clete Roberts, former Seattle newsman, is news editor.

RADIO FEATURES SERVICE In Hollywood, radio publicity service, has moved to larger quarters in the Tita Bldg., doubling its space.

IN Atlanta USE

WGST 5000 watts day 1000 watts night

KATZ SPECIAL ADVERTISING AGENCY

MR. SPACE BUYER

Is It True What They Say About Networks?

We know it's true what they say about Dixie, and it's not the way they say about Networks!

In the last issue of Broadcasting I cluttered up a quarter-page ad with my picture. No vanity, of course,—just wanted to let you know that, after 21 months of being off a network (CBS), I'm still alive and well. Fact is, we've been riding high, wide and handsome down here at WGST, and making new records for local business.

Since we couldn't throw the switch and air a network program, during the last half of the period, we just bucked up the old belt a couple of notches and hove down heavier than ever on local features, news, sports, and this column.

Looks like we kicked smash over the traces and almost ran away from ourselves.

Down South, they say you can't fake Dixie—and we don't know if you can, fool New Orleans merchants. Canal Street knows it's a radio. WGST phones rang, wanting rates, spots were scored, local business on WGST than any other Louisiana station.

HELP! Paul Hodges, announcer of WMPS, Memphis, was mowed down by the 22-foot ladder that provided ingress to the world below. Using shortwave equipment he had taken up for test purposes, he broadcast to the studio for help, breaking into a sustained, polite, but distressing, conversation which was transmitted on radio KGER.

WMBD, Peoria, Ill., established a "trailer" studio at the annual Illinois State Fair at Springfield, III., Aug. 14-22, to maintain a daily schedule of feature broadcasts direct from the fairgrounds. Emil Bill, WMBD news reporter, handled broadcasts from stock and agricultural exhibits while Howard Dorsey, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors.

KWGC, San Francisco, has announced that effective immediately station employees no longer will be required to be combination men. No longer will technicians have to double in brass as announcers and vice versa. Announcers will stick exclusively to their profession and the technical men will be expected to do nothing more than operate the transmitter, control booth apparatus and monitor programs.

The Holden Expedition under the direction of Dr. Wm. Hall Holden, staff-surgeon of the American museum of Natural History, is planning a series of broadcasts on NBC-Blue network from the Amazonian jungle where the expedition has gone to collect animals for the museum and study the folkways of the Indians.

A RELIGIOUS program appealing to all classes in the home "A Hymn," will be heard on KFRO, Longview, Tex. Mac n' Henry are two fictional negro characters and the program is back with singing of a choir. It has been presented previously in New Orleans and Shreveport.

THE ALVIS-CHALMERS Mfg. Co., Milwaukee, (farm implements), sponsored a daily broadcast at the Minnesota State Fair in St. Paul, Aug. 26-28, over KFQF, St. Joseph. The program was a combination of musical entertainment for a hillbilly audience and also questions and answers, interwoven by conducted by Earl Williams, farm program director of KFQF.

A NEW after-midnight program has been added on WDR, Detroit, called "Dozen Patrol" and broadcast 1-4 a.m., daily, with Larry Gossip, former WJR and WWJ personality. Three sponsors were obtained for this program before its inception Aug. 28.

WPSD, New York, will move its studios from 33rd Street to Broad on the 43rd St., recently purchased by the Jewish Daily Forward, major backers of the station, when alterations have been completed, probably about the first of the year. WPSD's lease on its present quarters at 100 W. 41st St. runs until Feb. 1, 1938.

WINS, New York, is broadcasting a Monday series of non-political talks by members of the Fusic): Party's speakers bureau designed to acquaint voters with the workings of the various city departments prior to the coming elections.

An organization to provide financial assistance to inventions introduced on Your Invention programs, WPCA, New York, has been formed by Fred Hammer, director of the program. Known as The Inventors' Foundation and comprising a board of industrialists and engineers, the organization has capitalized on two inventions recently presented on the series, a light magnifier and a novelty toy.

DETAILS of dealer spot broadcasting programming and advertising plan are the subject of a monograph issued by New York Yankees Inc., New York. The study will analyze the problems involved in planning, writing and recording transcription and script programs designed to tie in with network broadcasts or to sell on a local basis. 

THIRTY-FIVE San Francisco Bay district radio station managers and executives will be the guests of the California State Fair at Sacramento Aug. 28-Sept. 6. The party will be headed by Don E. Gilman, NBC vice-president and chairman of Radio City, and Lloyd E. Yoder, assistant chairman.

WRXX, New York, has revised its schedule slightly. Station now broadcasts from 9 a.m. to 7 p.m. and from 7:30 p.m. to midnight. Formerly the intermission was from 5:30 to T p.m. There is no change in the Sunday schedule.

KYA, San Francisco, is broadcasting a program every night in which listeners dialing burglar alarm systems are to softsell their sets after 10 p.m.

ADVENTURE, exploration, mystery and romance are the features of a new Saturday series on NBC-Red network called "Hapgood Adventures with the Terriers," globe-trotter, as narrator.

STUDENTS and faculty of three local colleges—Virginia Intermont, Stu- lines and King College—will participate in a series of broadcasts on WOFI, Bristol, Tenn.

"A Blind Spot" for All Outside Stations—

If you want to cover rich Central Pennsylvania

You Must Use

WEBG

Altoona, Pa.

BROADCASTING • Broadcast Advertising

National Representatives: John Blair & Company

New York Detroit Chicago San Francisco

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www.americanradiohistory.com
McNinch: Liberal

(Continued from page 10)

early life became only a memory.

A political revolution took place in the South in 1928 and Frank McNinch was in the middle of it. A life-long Democrat, the Charlotte lawyer joined the forces of the then Senator Furnifold M. Simmons in seeking to prevent the nomination of Alfred E. Smith. Mr. McNinch was a personal and political dry and dry-cleaning ran deep on this subject in 1928. After Smith was nominated and refused to accept the dry planks of the platform, Mr. McNinch became chairman of the anti-Smith forces in North Carolina, and via the Republican column for the first time since Civil War days.

Mr. McNinch expected no political favors from President Hoover. He met the President for the first time in 1929 when he went to the White House to endorse a North Carolina friend for a position he failed to get.

Into the Federal Scene

In July, 1930, President Hoover tendered Mr. McNinch a place on the Power Commission but it was declined. In December the Charlotte lawyer was again offered the place, and after Senator Simmons and other friends urged him to accept he decided to enter the official life of Washington.

The appointment of the anti-Smith Democrat to a Democratic vacancy on the Power Commission was like waving a red flag in the faces of regular Democrats in North Carolina. Joseph W. Bailey, who had defeated Senator Simmons on a party loyalty issue and before he took his seat he roared out of the old North State to fight Senate confirmation of his Charlotte enemy. McNinch, however, was confirmed with only 11 votes against him.

President Roosevelt, during his power fight as Governor of New York, became attracted to Mr. McNinch as a result of some of his liberal opinions on the issue. The two men, however, did not meet until after Mr. Roosevelt was elected President. Before he was sworn in, Mr. McNinch was invited to Washington and through the Tennessee Valley Authority, and among those invited to accompany him was the Hoover appointee to the Power Commission.

Since then their official relationship and mutual personal esteem have increased monthly. Power had been a paramount issue in the 1932 campaign and one of Mr. Roosevelt's first acts as President was to request the resignation of Chairman George Otis Smith, of the Power Commission. Mr. McNinch was designated as his successor, and in 1934 was reappointed by the President for a five-year term.

Mr. McNinch is a modest, home-loving man, with clock-like habits. His hobby is growing flowers in his garden at his suburban residence. He arises early and when he arrives at his office around 8:30 has already done three hours work in his garden or his study, or both. In 1936 he married Mary Groome, of Greensboro. They have three children, Frank Ramsey, Mary Groome and Ariel. Before he became mayor, Mrs. McNinch died. A few years later he married Huldah Groome, the sister of his first wife, and they have two children, Huldah and Robert Groome.

Mr. McNinch is a member of the Presbyterian Church, a Mason and a Knight of Pythias, and belongs to the Junior Order of United American Mechanics.
FCC Leadership to Start Clean-up  
(Continued from page 11) 

along with the two other members, Sykes and Case. Comdr. Craven presumably would succeed Mr. Stewart on the Telegraph Division as its chairman. But it is regarded as a foregone certainty that Mr. Craven will be identified with the Broadcast Division—if it is retained by that name—possibly through enlargement of its personnel to a five-man group. And it is just as logically anticipated that, should the division be enlarged, Col. Thad H. Brown, now a member of the Telephone Division, but formerly a Broadcast Division member, and a member of the old Radio Commission, would be assigned the fifth post. His broad knowledge of broadcast matters, plus his former experience as general counsel of the old Radio Commission, are construed as qualifications which would warrant such an appointment.

During the floor debate on the Craven appointment, Senator Wheeler reiterated statements about rumors of "totteness and corruption" on the FCC. He said he felt that there would have to be an investigation unless something is done to cleanse the atmosphere. He recited Comdr. Craven's testimony to the Committee, in the course of which the nominee said he left a consulting practice that in its last year grossed $49,000 of which some $32,000 was net, to become FCC chief engineer.

Senator Wheeler also outlined the charges made by Kiernan about Mr. Craven's ownership of stock in certain stations, notably WPEN, Philadelphia, which he disposed of prior to becoming chief engineer. The contract of sale, it was deposed, was negotiated by Horace L. Lohnes, Washington radio attorney. The Kiernan telegrams had this stock and that stock, and that stock had information to that end.

Wheeler Favors Craven

On the floor and in committee, Senator Wheeler charged that the FCC was being "political football" and that unsavory reports that pressure has been exerted from "high places" in the Administration had gained currency. He declared he was satisfied that Mr. Craven was a competent engineer and that he only derived to the matter of confirmation because he was skeptical of the FCC and its past and future. He added it was unfortunate that the Craven nomination came up so late in the session and failed to give the Committee the opportunity to make the study it desired.

Other members of the Committee, to a man, extolled Comdr. Craven in high terms after his Committee appearance. In the floor discussion, which was eclipsed by the impromptu address delivered by Mr. Wheeler, White emphasized they felt the opportunity to commend the President on Mr. Craven's appointment. Senator Truman (D-Mo.) asserted that he had entered the Committee deliberations with a "violent prejudice" against the naval officer because of reports he had received. After listening to his testimony he felt he was highly qualified for the post. Others who supported the appointment included Byrnes of South Carolina, Chavez of New Mexico, and the Democratic floor leader, Barkley of Kentucky.

During the confirmation colloquy, both Senators Wheeler and White emphasized they felt the appointments could not be regarded as sidetracking the proposed investigation, said to be opposed by the Administration. On the contrary, they held it strengthened the need of a probe, with Senator White declaring that he had in mind a broad fact-finding inquiry.

Three Mentioned For Craven's Post

WITH elevation of Comdr. T. A. M. Craven to a commissionership, appointment of his successor as chief engineer of the FCC is expected this month. The appointment will be made by the Commission itself and it is presumed that Comdr. Craven's recommendation will prevail.

The present field of prospects, so far as known, is limited to the three assistant chief engineers. They are Lieut. E. K. Jett, retired naval officer, now in charge of Telephone Division activities; Andrew D. Ring, in charge of broadcasting, and Andrew W. Cruse, who recently became assistant chief engineer for the Telephone Division.

Both Jett and Ring are veterans on the FCC and it's predecessor, Radio Commission staff. Mr. Jett has been identified with communication aspects of engineering regulation practically since he was assigned to the old Radio Commission in 1929 while Mr. Ring, who joined the Radio Commission shortly after its creation in 1933, has devoted his entire attention to all phases of broadcasting. During the last several years he has also had supervision over visual and high-frequency broadcasting, including television.

Mr. Cruse, likewise a former naval officer, was with the International Telephone & Telegraph Co. and for a time managed its broadcast station CMC, in Havana. He joined the Commission on Nov. 18 last year after having served as chief of the Electrical Division of the Department of Commission since 1933.

which would have as its object the modernizing of the existing law. Comdr. Craven testified in committee in reply to Senator Wheeler that he had no definite views on newspaper ownership of stations. He asserted he regarded the whole issue of special allocations as an important one. Asserting he had "strong views" on policy matters, Comdr. Craven said he favored a diversity of licensees among broadcasting stations and in the various communities. He read a prepared statement covering his previous service and experience.

LANG-WORTH programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD - LANG-WORTH FEATURE PROGRAMS 420 Madison Ave. New York

A N N O U N C E M E N T

Effective September 1, 1937

THE BRANHAM COMPANY

will assume the National Representation of our

CBS-affiliated, 10,000-watt

RADIO STATION

K W K H

Shreveport, Louisiana

in addition to their present representation of our

NBC-affiliated, 1,000-watt

RADIO STATION

K T B S

Shreveport, Louisiana

THE SHREVEPORT TIMES

SHREVEPORT, LOUISIANA

WWW.CC-BROADCASTING.COM

Half Million Dollars a day Pouring from our East Texas Oil Fields

K F R O

"Voice of Longview" - TEXAS

Page 66 • September 1, 1937

Special Supplement

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Three Mentioned For Craven's Post

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The present field of prospects, so far as known, is limited to the three assistant chief engineers. They are Lieut. E. K. Jett, retired naval officer, now in charge of Telegraph Division activities; Andrew D. Ring, in charge of broadcasting, and Andrew W. Cruse, who recently became assistant chief engineer for the Telephone Division.

Both Jett and Ring are veterans on the FCC and its predecessor, Radio Commission staff. Mr. Jett has been identified with communication aspects of engineering regulation practically since he was assigned to the old Radio Commission in 1929 while Mr. Ring, who joined the Radio Commission shortly after its creation in 1933, has devoted his entire attention to all phases of broadcasting. During the last several years he has also had supervision over visual and high-frequency broadcasting, including television.

Mr. Cruse, likewise a former naval officer, was with the International Telephone & Telegraph Co. and for a time managed its broadcast station CMC, in Havana. He joined the Commission on Nov. 18 last year after having served as chief of the Electrical Division of the Department of Commission since 1933.

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LANG-WORTH programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD - LANG-WORTH FEATURE PROGRAMS 420 Madison Ave. New York

A N N O U N C E M E N T

Effective September 1, 1937

THE BRANHAM COMPANY

will assume the National Representation of our

CBS-affiliated, 10,000-watt

RADIO STATION

K W K H

Shreveport, Louisiana

in addition to their present representation of our

NBC-affiliated, 1,000-watt

RADIO STATION

K T B S

Shreveport, Louisiana

THE SHREVEPORT TIMES

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highlights of Senate Debate on FCC and Radio

ESPIE THE flurry in the Senate over the nomination of Comdr. T. M. Craven, to the FCC, was the subject of general interest to various Senators, Democratic and republican alike, during the Aug. confirmation debate. Most of the discussion in the Senate was against the FCC itself, labeled by Senator Wheeler as a political football. Some of the sentiments expressed in the Senate debate were as follows:

**SENATOR WHITE (R-Maine)—** We have had occasion to talk this matter over with Condr. Craven and to know something about the esteem in which he is held by the radio industry and by the radio experts of the world. I say to the Senate that he is an outstanding engineering authority in America today. I say to the Senate that he is an outstanding engineering authority in the world as one of the outstanding authorities in the world in the broadcasting industry.

Engineering problems constitute a major part and the most difficult part of the problems presented to the Radio Commission. No engineer is now a member of the Commission. In the instance the President of the United States has gone to the highest sources of authority in the radio matter. He has presented to the Senate of the United States, as I believe, an outstanding nominee, a man of unquestioned knowledge and ability in his chosen field, and I believe, a man of unquestioned personal character. I personally have had much to say in criticism of the Federal Communications Commission as has any other member of this body. I know a few processes in which that criticism is justified; but I personally have been delighted when the President of the United States sent this nomination to the Senate, because I believe that throughout the whole of this land of ours a man who is amongst the radio experts and engineers in his line is not only a leader in the United States as such by people who understand the business but throughout the entire world.

**SENATOR BYRNE (D. Mich.)—** I have never spoken to Mr. Craven, outside of the committee room, but he is the best-informed man of whom I know, in the engineering division of the Commission, and we have come to accept his statements without question, as to matters before the Commission. The impression made upon us is that he is not only an unusually efficient man, but that he is a patriotic public servant.

**SENATOR CHAVEZ (D-N.M.)—** If Senators want to keep politics out of the Radio Commission, if they want good technical advice, if they want the Radio Commission to function the way it should function, he might as well conform Comdr. Craven now. He is the only one named to the Commission up to this particular time who understands radio. He is honest, a man of the highest integrity, a man who understands what it is all about. I believe it is the best appointment that could possibly be made. It will do something for radio.

SCHERING Test Series

SCHERING Corp., Bloomfield, N. J., will launch a test spot campaign for Baraka laxative on Sept. 7 in seven markets. Program, titled Doctors Who Dared, is a series of 15-minute dramatic programs based on the life of Dr. William E. Aughinbaugh, transcribed by RCA Victor in New York. Programs will be broadcast twice weekly for 13 weeks on stations WHE, WMBD, WSBT, WIBX, KTBS, KFBK, WFEA. Campaign is supervised by Marschak & Pratt Inc., N.Y.

Covers the Islands like the waters cover the sea.

In the Proven Primary Listening Areas your advertising dollars will produce greater volume sales at lower costs.

Total of 2,257 drug stores sell over

$292,726,889 in foods yearly.

Represented by

Edward Patry & Co.

Owned and Operated by The

COU RIER-JOURNAL &

LOUISVILLE TIMES

50,000 WATTS • 820 KILOCYCLES

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Orange Crush Spots

Orange Crush Co., Chicago (Orange Crush), started five-minute daily participation on the Polish program on WJBK, Detroit, Aug. 16, and participation on the weekly Friday night program Aug. 20 on the same station. In addition a daily five-minute sports program is being broadcast on WAVE, Louisville, to Walter Thompson Co., Chicago, is the agency.

CHARLES J. CORRELL, The "Andy" of Amos 'n Andy, has announced that his marriage to Miss Alice Laughlin of Chicago and Hollywood, will take place Sept. 11, in Glendale, Cal.
Uniform Antenna Marks Are Sought by the FCC In Revised Regulations

UNIFORMITY in antenna marking is sought by the FCC in an order issued Aug. 23 by the FCC, designed to increase its ability to determine the height of tall structures from the ground line, and to comply with treaty-making obligations. The rules are effective at once and licensees are ordered to comply with them at once. They:

(a) All antenna marking fixtures now equipped with 250 watt or less should be equipped with 100 watt traffic signal lamps, Type T-50, clear, mogul prefocus base. All lamps must be encased in aviation red prismatic obstruction light globes.

(b) All 200 watt code beacon shall be equipped with 200 watt general lighting service lamps, Type P-50, clear, mogul prefocus base. These mogul prefocus base sockets are not now installed, these shall be installed.

(c) All 100 watt code beacon shall be equipped with 50 watt general lighting service lamps, Type T-50, clear, mogul prefocus base.

(d) All 500 watt rotating beacons shall be equipped with 50 watt aviation lighting service lamps, Type T-54, clear, mogul bi-post base.

(e) All 1000 watt rotating beacons shall be equipped with 1000 watt aviation lighting service lamps, Type T-54, mogul bi-post base.

Attention is invited to the fact that these lamp types are particularly designed for aviation lighting service. They are longer life than ordinary lamps of similar wattage and are much more efficient for these services. The use of the proper lamp type, as above stated, should materially increase the effectiveness and reduce the cost and inconvenience of maintenance.

(f) The tower paint shall be kept in good condition and an inspection and repainting, when necessary to maintain this condition. Toward this end, new paint is provided.

(g) When repainting is necessary, it shall be done in accordance with the paint standards as follows:

1. The tower shall be painted throughout its height with alternate bands of International Orange bands. (a) The International Orange bands shall be non-viewing panels (No. 5) or Color Card Supplement to the United States Army Quartermaster Corps Specifications No. 511) and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be one-seventh the height of the structure, but shall not be less than 250 feet, bands should be from 30 to 45 feet wide. The white coat shall be one-half the width of the international orange bands.

Monitor Rule Extended

The FCC Broadcast Division Aug. 18 further extended the working date of Rule 981 for six months from Sept. 15, 1937. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcasts to have a frequency monitor in operation by Sept. 15, 1936. This monitor does not have to be approved by the Commissioner but must have an accuracy of one-half the allowed tolerance of the class of station for which it is to be used. The inability of commercial monitors on the market has necessitated this extension of the effective date of Rule 981.

With M. Jardillier no longer Minister of Communications of France, broadcast control is now under the last change of governments. France is considering the establishment of a new cabinet post of Minister of Radio. At present French radio falls under the jurisdiction of Ministry of Postal Telephones & Telegraphs.

MOBILE UNITS—KFVS, Cape Girardeau, Mo., has put a new mobile transmitter into service for remote broadcasts. A new program Know Your City is broadcast from the truck.

RCA Equipment

RCA equipment has been ordered for 13 new stations. Utah, 100 watts on 1420 kc., authorized its broadcast equipment. Construction, however, has been held up pending a court appeal of interests opposing the station. Frank C. Carman, manager and chief engineer in charge of present construction, will be the station about March 1, 1938, with Jack Lee of Chicago as the manager and commercial manager and David G. Smith as program director.

An RCA 29-P-50 watt transmitter has been ordered for the new WXIA, Helena, Mont., which the FCC recently authorized the People's Forum Committee to construct. The station will be operated by the Ogden, Utah, company, and the FCC call will be WYBD.

WBCT-WFAM, South Bend, Ind., plans installation of a new pre-set multi-channel panel in the main control room and a new WE program amplifier has been ordered. Technical staff is also conducting tests with the new mobile unit, WATD, and relay power transmitter.

KS0-KRN, Des Moines, is installing new equipment which includes a new microphone, recorder, speech in-the-box transmitter, and amplifiers. New offices have also been built in connection with the new studio.

KFBI, Sacramento, operated by McClatchy Broadcasting Co. Inc., has purchased an RCA 10-C-50 modulator and its power from 2,500 watts to 10,000 watts, pursuant to the recommendation of the FCC Broadcast Division grant.

WCNW, New York, plans to have its 300-foot shunt-fed Lehigh radiogram in operation by Oct. 1, and is negotiating to purchase a new Western Electric 310-B transmitter.

KAOS, Elk City, Okla., has undergone complete modernization. Studios have been moved from the old tower, encased and the reception room has been rearranged.

MODERNIZING and re-wiring of the control room of WHZ, Boston, under direction of Plant Manager Dwight Meier and Chief Supervisor Robert D. Duffield, is nearing completion. John O. Felmeny, who handled the wiring assignment, has returned to Chicopee Falls to work on new equipment for KTV.

WJBO Has Lehigh Tower

The new tower of WJBO, Batan Rouge, La., was constructed by High Structural Steel Co., New York. The description of WJBO's new tower in the Aug. 15 issue is incorrect. Broadcasting regrets the error.

APPLICATION to move the 100-watt daytime AM radio station of WGI, in Mattoon, was filed with the FCC Aug. 17. At the same time the station filed a request to increase its nighttime power from 1500 to 3130 kc. and to operate full time with 100 watts night and 265 day.
KHIJ Makes Staff Shifts  
Anticipating Busy Fall  

ANTICIPATING a heavy fall schedule of coast-wide as well as transcontinental sponsored programs, the KHIJ Broadcasting System, Pacific Coast outlet of Mutual, has reorganized and made several personnel changes at KHIJ, Los Angeles.

Walter Johnson, formerly writer-producer of Lord & Thomas, Los Angeles, and more recently on the staff of Young & Rubicam Inc., Hollywood, has been appointed the network's continuity editor, succeeding James Bloodworth who resigned in August to join William Esty & Co. Inc. Its production department. Ted Bliss, writer-producer, has been promoted to the post of program operations director of the entire network, succeeding Charles Bulotti, with the Don Lee organization for approximately five years.

James Burton has been elevated from staff to chief announcer, succeeding John Q. Bryan, formerly on the writing staff of NBC and CBS, New York, and WCAU, Philadelphia, has joined KHIJ and has been assigned to the Mutual-Don Lee transcontinental Ecstasy, and coast-wide Wedding Bells programs. Floyd Mack and Frankling Bingman are new announcers. Mack was formerly announcer, writer and producer at WLW, Cincinnati. Bingman is also from WLW. Paul Dudley has left the Don Lee organization, where he was writer and assistant to Bulotti.

WCCO Plans New Home  

WCCO, Minneapolis, has leased all of the second floor and part of the third of the Kalamazoo Club Bldg., 2nd Ave. and 7th St., and within the next few months will move its studios and offices to that location, according to an announcement Aug. 27 by E. H. Gammon, manager. In this location, WCCO and its parent company, CBS, will build six new studios of latest design, and install all new speech input and electrical equipment at a cost of over $100,000. Fred Semmens, CBS designing architect, drew the plans and was in Minneapolis the week of Aug. 23, making final checks and measurements. Hugh McCartney, chief engineer, is handling construction work.

WHN New York, recently announced that Robert Taylor, movie idol, would appear in its studios. The crowd of women was so great that in order to escape them the interview had to be broadcasted from Mr. Taylor's hotel suite. Last year at a WHN broadcast Mr. Taylor lost his coat and shirt when anxious women grabbed him.

WATL offers you the greatest buying audience in ATLANTA at LESS COST  

You pay less to get the BEST Results!

WATL - Broadcasting  

WHO CLIPPED THIS?  

YOU CAN'T BE GUILTY IF YOU RECEIVE YOUR OWN COPY OF  

BROADCASTING  

NATIONAL PRESS BLDG. • WASHINGTON, D. C.  

September 1, 1937 • Page 69
Retail Creditors Hear Proposed Disc Series

PLANS for a nationwide spot campaign to increase the amount of credit buying which greatly decreased during the depression were formulated Aug. 24 during the convention of the Credit Retailers Association of America in New York. A. Ralph Steinberg, president of Radio Film Methods Corp., New York transcription and program firm, addressed and made a transcription program for the conventions consideration.

The first was a series featuring Teddy Bergman, comedic, in five minute transcriptions of two of which the Association plans to release weekly to members for broadcasting locally. The second series is a service program titled Budget Facts consisting of household facts and trends designed to aid housewives in credit buying. In conjunction with the second series a device called the “Budget Saver” will be given housewives by local retailers. The programs will be released locally and a number of CRA members have signed for the two series.

Silvers Back on Lux

LOU SILVERS, one of Hollywood’s leading musicians, returns Sept. 13 as musical director of the Lux Radio Theatre, which comes back to the air Sept. 13. Silvers, musical director of Twentieth Century-Fox, and his 20-piece orchestra will provide the “musical backdrop” for the full-hour dramatic broadcast over CBS Mondays, 9 p.m., EDST. He became musical director of the show when it moved to Hollywood on June 1, 1936.

F & F Using Net, Spots

F & F LABORATORIES, Chicago (F & F Cough Lozenges) will start a program, “Jerry Pedrzyk,” on Oct. 11, over 45 CBS stations. Series will run 20 weeks, and be broadcast at 2:30 p.m. (CST) Mondays, Wednesdays and Fridays, keyed from WBBM, Chicago. In addition quarter-hour spots, as yet undecided, will be broadcast at the same time as the network show over KFYR, Bismarck, and WHO, Des Moines. Blackett-Sample-Hummert Inc., Chicago, is agency.

Gulf Refining Promotes Southwest Expositions

In an effort to promote greater interest in the Frontier Fiesta at Fort Worth and the Greater Texas and Pan-American Expositions at Dallas, Gulf Oil Corp., Houston, on Aug. 30 started a series of 15 quarter-hour broadcasts over the Texas Quality Network, featuring Ken Millican, Houston commentator and humorist. Running daily except Sunday, the series will be broadcast from WOAQ, San Antonio, 5-5:15 p.m., with a repeat show over WBAP and KPBC, 5:45-6 p.m.

Titled Gulf Presents Ken Millican, the first broadcast originated in Houston, with the second, third and fourth due from San Antonio, Dallas and Fort Worth, respectively. Remaining periods will alternate between Dallas and Fort Worth for their origin. Intent on advertising its products more effectively throughout the Southwest, Gulf Oil has taken on this series of broadcasts to draw attention to its elaborate broadcasting facilities at both expositions.

Bird Food on MBS

AMERICAN BIRD PRODUCTS, Inc., Chicago (bird food), will start Canary Chorus on Oct. 10 over four Mutual stations. The program will originate at Chicago, and will be broadcast at 10:45 to 11 a.m. (CST) also over KPEL, WJAY and WHBC, Wester Barnet Co., Chicago, is agent.

Barbasol Returning

WASEY PRODUCTS Inc., New York, for Barbasol shave cream, has a half-hour program on MBS and the Don Lee network, Fridays at 8:15 p.m., starting Oct. 29. The show, not yet prepared, will probably be a musical. Agency is Erwin, Wasey & Co., Inc., New York.

Canada Dry Starts

CANADA DRY GINGER ALE Inc., New York, will start Oct. 4 a spot campaign on WOR, Newark, and other stations not yet decided, using Transradio Press reports on Canada Dry’s Canadian Tour. Transradio Press will be on the air Friday and Saturday at 6:30-6:45 p.m. (EDST). J. M. Mathes Inc., New York, is agency.

Although station men, advertisers and agency men have already made inquiries regarding commitments for baseball broadcasts for 1937, L. C. McEvoy, radio director of the American League, told Broadcasting Aug. 28 there would probably be no agreements made until the two major leagues meet in Chicago Dec. 6.

BROADCASTING • Broadcast Advertising
SOVIET RADIO—New stamps to be issued by U. S. S. R. will illustrate radio aspects of that government. In center is a 3 kopeck stamp showing the Soviet Radio Palace, now under construction. At left on a 20 kopeck stamp is the Central Theatre, from which plays are broadcast, and at right is a 5 kopeck stamp showing the new telegraph offices from which transmissions designed to reach foreign nations are broadcast.

CAPT. DOBBSIE TELLS THE TIME

West Coast Participator Has Waiting List for Its Early Morning "Alarms" Audience

AMONG the popular early-morning programs in San Francisco is the seven-year-old KJBS Alarm Klok Klub, on the air with a news and weather service and frequent weather and time announcements between 7-8 a.m. More than 20 Bay Area stations still regularly use the program for short announcements and there is a standing list of sponsors waiting for spots. One reason for the program's popularity is the frequent announcing of the correct time, accompanied by a recording of an alarm clock. This occurs after each recording, or approximately 7:45 and 8 a.m. The U. S. weather forecast is given, including temperature, rainfall, barometric pressure, wind direction, wave height, etc. Tempo of the show is brisk and informal, with commercials being given in a chatty style. Much of the success of the broadcast must be credited to Hugh Barrett Dobbs, known nationally as Capt. Dobbsie, who identifies himself on the program simply as H. B. B. During its history on the local air-waves, the Alarm Klok Klub has had other well-known conductors, including Frank Cope, now production manager for NBC in San Francisco, and "Al the Dunker," nationally-known radio personality.

A partial list of advertisers now using the "Alarm Klok Klub" includes: Earls C. Anthony, Inc. (auto), DeSota Sedan Service, (taxi), De Ray Car Insurance Agency, Firestone Tire Company, Morris Plan Co. of S. F., Progressive Optical Co., Paramount Theater, Stempels Do-Nuts, Selix Clothing Co., S. A. Scherer (loans), B. n e o p h e n e (moth balls), Samuel Hanke Jewelry Co., Provident Budget Plan, Ghar-ardelli's Chocolate, Seven-Up (beverage), Stanley's (clothing), Tire Service Co. Among those waiting for time is Heald's Business College.

Local Bakery Series

LOCAL bakers will begin sponsoring their choice spots on NBC's "Hans and Hans" on Sept. 15 on six stations with more to be added before the program underwrites a quarter-hour transcribed show will be broadcast five times weekly on WGES and KVOA, plus stations to be chosen by bakers in Waterloo, la., Uhrichsville, O., and Bluefield, W. Va. The programs were transcribed by Columbia Transmission Service, Chicago, with W. E. Long Co., Chicago, producing the show.

There were many choice spots
But now there are few
The time is short
It's up to you

National sponsors now well know the power of Georgia radio. Thru TOC they've found the place to push their wares at furious pace.

WTGC
Savannah, Ga.
1260 Kc
CBS Network
Represented Nationally by
Paul H. Raymer Company

September 1, 1937 • Page 71

Out Here in Chicago...

- Some Random Thoughts.
  Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee

By GENE T. DYER

LET'S GO: This column is back from summer vacation—a national calamity these vacations, what with "Summer Shows" on radio, etc.—there should be a law!

LOOKING BACK: Most popular Summer program on WCBD was "broadcast of girls' baseball games—alive, with thrills, comedy and glamour. We'll do it again next year—and maybe you'll want to do it on your station.

LOOKING AHEAD: Prospects couldn't be any better—we have sponsors on the "look out" for each of our four stations!

NEW: On WGES, a "shouting" program conducted by shouts. If the invalids can't come to the studio mike, the mike is brought to them.

LOYALTY: More than 100,000 persons have attended WGES-WSBC outdoor events this season—living testimonials of friendship, we say.

PLUG: "Little Radio City" is what an important ad. exec. dubbed the combined studies of WCBD, WGES and WSBC the other day. They're all under the same roof now, you know.

QUIZ: What's the largest radio county in America? Cook County (Chicago). The more than 900,000 radio homes—more radio listeners than any one of forty-one of the states in America can claim in their entire state—and, it's hard to believe—more radio listeners than the combined list of a dozen states we could name—but won't!

ACADEMIC: Colleges of Chicagoland are being scheduled for educational events. Southern Fall and Winter. Ten have already enrolled. Only restrictions: Programs can't be "shouts."

MERCHANDISING: A carload of canned milk sold out from one half hour show on WSBC!

SUCCESS: WEMP, Milwaukee, obtains more local accounts than any other Milwaukee station. And WEMP isn't a two-year-old yet!

New Transradio Office Opened; Discs Planned

IN LINE with its announced plans to enter new radio fields, Transradio, Inc. will open a new office and studio in the RCA Bldg., Rockefeller Center, New York, on or about Sept. 15 as a center for its dramatized news service. Following the program method used in March of Time, the new service will consist of dramaticized one-scene radio plays—radio equivalent of the news reel.

W. G. Quisenberry, Transradio vice-president, who returned from a recent European trip with recordings of prominent political and religious persons, such as Mussolini, Hitler and Pope Pius, is arranging for a complete foreign library of newsworthy personalities.

The new service is not for sale and no rates have been announced.

Florida Citrus on CBS

FLO RIDA CITRUS COMMISSION on Oct. 12 will start Emily Post on a CBS Sunday special, and Thursdays, 10:30-10:45 a.m., placed through Ruthrauff & Ryan Inc., New York. The agency also has reserved the 8-8:30 p. m. period preceding the Al Jolson program on CBS, for the Citrus Commission.

IODENT CHEMICAL Co., Detroit (Mich.), which has been on CBS Radio, will continue on the CBS radio network with Vanderbilt & Rubens, Chicago, has made no definite advertising plans, but it is in the process of discussing the possibility of a new show. The studio is one of the mediums used.

Coca Cola Bottling Co., Memphis, will sponsor Varsity football games in that region with a single spot in each city, in Memphis, with Bob Aburit announcing.

KDRY
The Popular Station
Salt Lake City, Utah

KFRU
Columbia, Missouri
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri
THE LITTLE RADIO SCHOOLHOUSE
WLS Broadcasts Educational Series Including
On-the-Scene Remotes From Industries

CAN a radio station set itself up as an educational institution? It
not only can; it did. And in so
doing, it won the enthusiastic sup-
port of educators in the Midwest.
Every city in the U. S. having a
radio station as of January
1, 1937, is shown . . . Time
zones are indicated . . . The
reverse side of the map car-
tains a complete log of broad-
cast stations, alphabetically by state,
city, and call letters, with wave
lengths and powers shown.
The map is 17½ x 11½ inches,
printed on white ledger paper
that permits the use of ink.

PRICES
25 Copies $2.00
50 Copies $3.75
100 Copies $5.00
200 Copies $9.00
Single Copies 10c

HOW STEEL IS MADE—Was
told to School Time listeners when
John Baker (right) of WLS interview-
ed Walter E. Hadley, general
superintendent of a steel mill.
listeners rather than performers.
The progressive schools are
following the policy of using
top prizewinners. Each week,
boys and girls who have been
the most successful in such
subjects as music, art, and
literature are invited to visit
the steel mill. The boys and
girls are taken to the various
departments of the mill,
where they are shown how
steel is made and how
the different processes
are carried out.

OPEN FOR SPONSOR
"CHRONICLES COLONIAL"
An American Romance After
The Revolution.
New Radio Serial
By
VINA JARBOE
Screen Writer
Thrilling—Entertaining
Historical.
Write

THE LITTLE RADIO SCHOOLHOUSE
WLS Broadcasts Educational Series Including
On-the-Scene Remotes From Industries

KFH
DOMINATES
Radio Station KFH, in Wichita, Kansas, dominates
South-Central Kansas and Northern Oklahoma,
the bright spot on the Nation's Business Map.
Bank clearings, greater . . . postal receipts show
substantial increase . . . much larger incomes for
the rich agricultural territory around Wichita . . .
person and freight traffic on the railroads in
the Southwest is up . . .

These are facts . . . Take these facts into con-
sideration when you decide where to concentrate
your sales efforts.

National Representative EDWARD PETRY AND CO.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
FCC Gets Protest On Toledo Station

**Seripps-Howard Seeks Inquiry Into Community Company**

INVESTIGATION by the FCC en banc of the status of Community Broadcasting Co., successful applicant for a non-commercial 100-watt station (WOTL) in Toledo, was held., WSPD versus WSPD, Toledo, which previously had vigorously opposed a new station in Toledo. Community, it was also held, had procured an option for the purchase of WALR, Zanesville, according to the FCC to Toledo, was money borrowed from Fort Industry Co., licensee of WSPD.

**WSPD**

The petition recited that WSPD, WWVA, and WEDN, Fairmont, are controlled by the Fort Industry Co., of which George B. Storer, of Don Dow, is principal stockholder. As far back as 1934, it was held, WSPD opposed removal of WALR, and when economics grounds, which removal had already been authorized without hearing by the FCC on Sept. 25, 1934. WSPD fought both on the grounds that the Commission and the courts, it was pointed out.

**Contentions in Petition**

Inferences which can be derived from the facts outlined, the petition concluded, are:

- Fort Industry Co. and its predecessor, Toledo Broadcasting Co., fought most energetically before the commission and the courts to avoid the establishment of another station in Toledo, but with the knowledge that it could be upset by the option upon WALR by Community Broadcasting Co., with money loaned without security by Port Industry, WSPD gave up its opposition. Therefore it is suggested that Community Broadcasting Co. was acting in this particular as agent or trustee for WSPD and WWVA. It was estimated that it would ultimately, or in fact was, owned by Fort Industry; or in the alternative, it wasarrangement had been made between WSPD and the optioner of WALR to the effect that competition with the 100-watt station against WSPD would be kept within limits fixed by WSPD.

It was also contended that an inaccurate statement of fact was made to the effect that in the application of Community, when, in reply to Question 11(a) on the application, it stated that it was not directly or indirectly interested in the ownership or control of another station. Further, it was alleged that an inaccurate representation was made under oath in the applications for renewal of the license of WALR in response to Question 11(c) when it replied affirmatively to the question. If the answer, it was also contended, the applicant had absolute control of the station.

**Sure Plans Net Series**

SURE LABORATORIES, Chicago (the public relations firm), is planning a quarter-hour program on a six-station Mutual hook-up to start at the conclusion of the baseball season. The new show will originate at WGN, Chicago. Talent has not been set. Selvair Broadcasting System Inc., Chicago, is agency.

**Delecste Starts Test**

DELECE Inc., Hollywood, manufacturers of 22 cosmetic products, to introduce a new hand cream to the consumer market, on Aug. 17, thru Margaret Khuhn, Beverly Hills, Cal., started a 13-week test campaign on KJL, Los Angeles, using a twice-weekly quarter hour program. *What Does Your Hand Say? Program Features: Doris Field, palmist, doing ichnography analysis. Dialers are invited to send in 10 cents for an impression paper which in turn is remailed, with senders palm imprint, to Miss Field for analysis. This is the first radio campaign by the company, if test is successful, campaign will be extended to include the 11 Don Network stations in California.*

**New Trade Papers**

A NEW supplement, *Selling Sound*, will appear with the September and March issues of *Radio Today*, edited by H. C. Caldwell, former Federal Radio Commissioner. It will specialize in sound apparatus. Bryan Davis Publishing Co., New York, has also announced that it is merging *Engineering and Broadcast Engineer* into a new monthly, to begin in September to be known as *Communications*. Its editors are Ray D. Rettenmeyer and W. W. Waltz.

**Hearst Radio's Appointment of MURRAY B. GRABHORN**

formerly vice-president of John Blair Co. and a veteran of the radio industry, as Manager of KEHE in Los Angeles is another in the series of moves to give KEHE the best in executives, in programs, in broadcasting—and to serve the public interest.

**Results**

**WTAG**

by actual survey the most popular station in WORCESTER

5000 Watts

KE E 780

Kilocycles

A Member of the California Radio System National Representative: Hearst Radio NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

**Broadcasting • Broadcast Advertising**

September 1, 1937 • Page 73
Purity Products on MBS
PURITY PRODUCTS Inc., Jersey City, N. J. (VBEV, vitamin beverage tonic), has appointed Raymond Spector to handle merchandising and Franklin Bruck Adv. Corp., New York, to direct advertising. Victor H. Lindahl, editor, Journal of Living, New York, will be featured in a series of health talks starting Sept. 14, 9:30-10 p.m., on seven MBS stations, Tuesdays, Thursdays and Saturdays. VBEV was introduced three months ago in a test radio campaign on WOR, Newark; WIP, Philadelphia; WAAB, Boston; WEAN, Providence. Additions to the list are WGN, Chicago; WCAE, Pittsburgh; CKLW, Detroit.

Announcer-Artist Unions Organizing
(Continued from page 13)

for its announcers and production men, and negotiations are underway with the management of WBT, Charlotte. Langham visited both stations to participate in the negotiations.

At WORC, Worcester, the Guild is organizing the complete staff, with the exception of musicians and clerical help, on a vertical basis, taking in engineers and writers as well as announcers, producers and sound effects men. Gerald Dickler, counsel for the Guild, is handling negotiations here. This vertical system is used only in stations with small staffs. Langham explained, the WORC staff including only 12 persons.

Radio Artists' Union

The American Federation of Radio Artists, newly-formed AFL union, which holds jurisdiction over anyone who appears before a microphone, including actors, singers and announcers and all talent except musicians, has a meeting of its executive board scheduled for Aug. 31, at which time a national executive secretary is to be chosen. Board meeting on Aug. 23, at which the secretary was to have been selected, broke up without any candidate being appointed. Selection will probably be George Heller, treasurer of the group, who has been extremely active in organization work.

At a previous meeting of the governing board of the AFRA on Aug. 14, Eddie Cantor was elected president of the organization; Hel- en Hayes, Lawrence Tibbetts, Norman Field, Jascha Heifetz and James Wallington were named vice-presidents; Lucille Wall, representing the AFRA, Edward Fielding, Georgia Fife, Martin Gabel, Warren Hull, Carleton Kadell, Joe Laurie, Jr., John McGovern, Florence Malone, Queena Maria, James Malloy, Ray Middleton, Grace Moore, Osgrand Perkins, Dick Powell, Lanny Ross, Mark Smith, Margaret Speaks, Paul Stewart, Rudy Vallee. The eight additional members necessary to bring the board up to its full membership of 45 will be chosen from the local organizations to be formed in other cities.

AFRA, which took on the radio rights formerly held by Actors' Equity Association, is seen as part of AFL's move to weld the entire entertainment field together to oppose any encroachment by CIO unions. Possibility that AFRA and AGRAP will tangle over organization is also foreseen.

Increased organizing activities are being started by American Communications Association, for AFRA, CIO union covering all branches of the communications industry. Concentrating on the technical employees of broadcasting stations, this union is understood to have won contracts for its members from WHN, New York; WHEC, Rochester; WIBX, Utica; WPEN and WDAS, Philadelphia; WJW, Akron; WPAT, Portsmouth, O. It has a majority of the technicians signed up on WHOM, WHN and WABC, in New York, and is preparing to start negotiating a contract with the management of WCAU, Philadelphia, whose technical employees, formerly members of a company union, came under control of a body, according to AOA officials, who expect the precedent established by the NLRB decision in the WHN case to aid organization in the other stations.

Watch Tower Special Nat
To Include 80 Stations
WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge J. J. Rutherford, is buying time on a special hookup of some 80 stations for two Sunday broadcasts by Judge Rutherford from Columbia, O., where the society will hold its annual convention. The speeches will each be of an hour's duration, one from 12 noon to 1 p.m. on Sept. 15, the other on Sept. 26 from 5-6 p.m. The agency is Acorn Agency Inc., New York.

Stations are WAPI, WAGF, KGBR, WSTA, WWLV, WHIN, KENY, KPHY, KTXL, KTTR, KAOH, KGW, KQW, KYKE, KETC, KFJJ, KFLL, KFHR, KSMO, WPSX, WGAL, WRAW, WQXR, WFAS, WMFR, WJW, WBNB, WCOL, WSMK, WKEN, WይDirective, WQDM, WQAC, WQCA, WRAW, WORC, WPSA, WHBF, WJJK, WKLS, WMDC, WWSA, WJAL, WEDO, WHBQ, WSMN, KSDK, WBNN, KSEU, WWSI, WHMN, KDFN, KTSR, WVVV.

Cocomalt in Latin America

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), will launch a campaign in Latin America, using radio, on Sept. 5, starting the first week in October, supported by newspaper and magazine ads. Stations to be used are HP5J or HP5B (undecided), Panama City, Panama; YV5RA and one other, Caracas, Venezuela; WKAS, San Juan, Puerto Rico; two unnamed stations in Colombia; TIGPH, San Jose, Costa Rica; HR5A and HNL, Alapa, Honduras; YSS, San Salvador City, Salvador; HIT, Santo Domingo, Dominican Republic; T5A, Guatemala City, Guatemala, and OAX4A, Lima, Peru. Transcriptions, made by Pan American Broadcasting Co., New York, will present the show Don Quixote Lives Again, a comic sequence, once a week. H. E. Elterich Inc., New York, export advertising agency, has the account.

Lydia Pinkham Lineup

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will start casting for Sept. 13 on a list of 55 stations, using 15-minute transcriptions five days a week. The cast will feature Dr. M. Sayle Taylor, The Voice of Experience, agency is Erwin, Wasey & Co., Inc., New York.

Stations are WHN, WFLI, KQY, WLW, WJZBD, WXYZ, WAB, KEW, WLOM, WSR, WSST, WLBZ, WFEA, WBNH, WLLL, WBT, WLBZ, WBNH, WBNH, WIC, WHAN, WQG, WIC, WHAN, WWY, WBT, WQG, WBT, WQG, WYAY, WPSA, WKBG, WJDF, KQY, KY, KEHE, KBFB, KJ, KW, KV.

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
7:00 ROOMS 1700 BATHS
CHICAGO

BROADCASTING • Broadcast Advertising

Page 74 • September 1, 1937

Roanoke is a "sales highspot" because:—bank clearings are up 23% over last year; building permits are up 111%; large industries have added $1,000,000 to payrolls by salary increases; and an unusually good season has produced large crops in the surrounding territory. Reach the people of the prosperous Roanoke and Southwest Virginia markets—who have more money to spend—by using WDBJ.

WDBJ
5000 WATTS (DAY)
1000 WATTS (NIGHT)
CHICAGO
Representatives
Sears & Ayer
Crig & Hollingsby

MORE MONEY TO SPEND

in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

UP
THE MARK
OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

NYC
Mills Try Radio

WALLACE WOOLEN MILLS Inc., factory-to-wearer manufacturers of quality woolen and worsted products, have announced that they will advertise on radio to the extent of $500,000 in a three-week schedule for the first time when the firm on Sept. 6 starts a series of broadcasts over WJR, Detroit, each night from 10:45-11:15 p.m. Under the title of "The Winning Woman," this intensive radio promotion will be offering premiums valued at $100,000 to listeners who will write in to receive the prizes. The "swinging" programs Mondays and Wednesdays at 10:45 p.m. and Fridays at 11:15 p.m. will be narrated by Dennis O'Kane,gsub the straight man. Bass-Luckoff Inc., Detroit, is the agency.

Chip's New Shows

THE PERSONAL COLUMN of the Air, now heard on the NBC Red network for Procter & Gamble Co., Cincinnati (Chipo) at 4:15-4:30 p.m. (EDST) and on the NBC Blue at 11:15-11:30 a.m. (EDST) will be dropped from both networks after the broadcasts of Sept. 10. It will be replaced in the afternoon by The Guiding Light, which is now heard for White Naphtha soap on the Red network at 4:45-5 p.m. (EDST), which spot will be occupied by new dramatic script, The Road of Life, for Chipo. The Road of Life" will be transmitted by a Cavalcade of America, and other network programs, including a number of daytime serial script shows.

Wants Authors Bylined

IN AN ATTEMPT to produce fine radio programs, the Script Library, New York, announces that it will release scripts by better known writers only to those stations who agree to broadcast bylines when the shows are aired. According to Genevieve Face, director of the script library, the author buildup will be handled in much the same way as Hollywood handles screen writer credits. Included among the well known writers of the Library are Heywood Broun, Ben Hawthorne, Georgia Backus, Edward Goldsmith, Marjorie Williams and Edward Morse.

Industry Acts to Avert Strike (Continued from Page 9)

stations describes the circumstances of the meeting and then continues as follows:

It is the hope of the committee, in further conferences with the officials of the Federation, that the result of the factual investigations to be conducted by the committee, to arrive at a formula or yardstick which will be agreed upon between the committee and the National Association, will form the basis of an agreement by each station which will be regarded as the minimum. Thus, the likelihood of renewal of the strike will be minimized, which is a factor of the station's maximum. The committee hopes that this formula can be published in the standard rate books. In such a formula can be arrived at, the committee will recommend it to the network affiliates and to all broadcasters in the industry. The national networks have indicated their willingness to cooperate with the committee in its investigations and further discussions with the Federation. The network representatives also pledged themselves not to make any contracts for themselves with the Federation without notice to this committee.

It is true that the committee was not given, and will not accept, authority to bind any stations. The most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to accept or reject a contract with its respective local, based on the formula. It is hoped that the committee hopes to be able to agree with the Federation on, around clauses for such contracts, making uniform the rates of all affiliated stations and all locals, leaving, however, to further negotiation between the locals the determination of the amount of pay and hours of employment for each man within the framework of the amount of time to be agreed upon for weekly or annual expenditure.

The committee believes that federation officials will be willing to make provision for exceptional situations which may exist with individual stations. It is such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the eventual interruption of service caused by a strike, or to accept the burden imposed by the agreement and avoid controversies. There will be no solution unless a substantial majority of network affiliates accept the agreement. Network service will not continue unless this is done. It is for this reason that the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to accept or reject a contract with its respective local, based on the formula. It is hoped that the committee hopes to be able to agree with the Federation on, around clauses for such contracts, making uniform the rates of all affiliated stations and all locals, leaving, however, to further negotiation between the locals the determination of the amount of pay and hours of employment for each man within the framework of the amount of time to be agreed upon for weekly or annual expenditure.

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FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST 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.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg. Work, D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
192 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
28 ROCKLAND PLACE
Telephone: New Rochelle 5474
F.W. ROCHELLE, N. Y.

Field Intensity Surveys, Coverage
Presentations for Sales Purposes,
Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR S. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering
9395 North Hanover Avenue
Telephone 3-6039 and 5-9495
DALLAS, TEXAS

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Field Office
Washington, D. C. Evanston, Ill.
District 8456 Davis 2122

FRED O. GRIIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.

P. O. Box 742
Evanston, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment
Field Strength Surveys, Station Location Surveys.

260 E. 161st St.
NEW YORK CITY

ROBERT S. RAINS and COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 240
Robert S. Rains
Former Special Consultant
Federated Commission

EDITORIALS AIRED

New York Papers Cooperate
With WMCA

PROGRAM series based on editorial
in New York papers was started by WMCA, New York,
designed to furnish listeners with unbiased cross-section of editorial
viewpoints. Program titled The Editor Speaks will be heard each Friday evening, and in
keeping with the anonymity of editorial writers the quotations will be given by unidentified voices,
with all editorials credited to the newspapers from which they are culled.

The series will be broadcast without comment or interpretation and popular magazines as well as
metropolitan papers of other cities will be added later, according to
WMCA. The following New York papers are cooperating with WMCA: Times, Sun, Herald Tribune,

Oldest WCKY Account

The oldest account on WCKY, Cincinnati, has renewed for its
8th consecutive year, Coca Cola Bottling Works Co., of Cincinnati,
having signed for 52 weeks of the Coca Cola Civic Cub, twice weekly.

News and announcements of commerce and trade has been appointed and radio station
organizations, P. T. A.'s, schools and churches are given. The broadcast has been on the air since 1930.

Business of the company has expanded so greatly during the past year that a new plant is being erected.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classified, 12c per word. Min. 3 words in advance.

Available September 1st, Program Director and Producer with Ideas. Newspaper and pulpit background. 10 years experience in Radio. Understands how to co-operate with Sales. Permanent important. Box 766, Broadcasting.


Wanted To Lease

Will Lease Station

Radio executive, ten years Managerial and advertising experience will lease station, any size. Fairly Character and Business reference. Mr. Station Owner: If station is not producing its maximum revenue, Lease your station to a Specialist, 10 years SUCCESSFUL radio advertising experience. Will lease one to five year period. Address Box 763, Broadcasting.

For Sale—Station

100 watt station located in territory where no other station is present. Making money. Box 792, Broadcasting.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading William Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio-tors, etc. Reasonable rental. Applied Research Laboratories, 260 East 161st Street, New York City.

Actual Operation Urged By Television Observer

"TAKE television out of the laboratory," is the advice of Allen B. DuMont, president of DuMont Labor
atories. The radio tube company of Montclair, N. J., on his return from an extensive visit to Europe's leading television centers. "Television is an invention and not a single experiment," said Mr. DuMont, "and the sooner we take it out of the laboratory and put it to operation on a practical basis the better."

Impressed by the practical operation of television in England where the London transmitter is covering a service area of 100 miles and sets are being sold for $200, Mr. DuMont concluded that the British method of trial and error in television transmission should be adopted in America, and that regardless of obstacles television should be put on a practical basis of operation in this country. France, according to Mr. DuMont, will begin television broadcasts from the Eiffel Tower this fall and unusual interest is shown in the television exhibits at the Paris Exposition. Television experiments in Belgium, Holland and Germany are also impressive, concluded Mr. DuMont.

ROBERT D. HEINL Jr., son of the editor of Hein Radio News Service, was appointed and radio station
director in the United States Army Air Force, He will be the adjutant of the Naval R.O.T.C. at Yale where he graduated with honors last June and also won the Houghton Hillin literary prize at Yale. He will be stationed temporarily at the Philadelphia Navy Yard.
In another section we have employed three medium-sized stations but good chain stations covering one general area. These have been used with spot announcements and old-time musical transcriptions reminiscent of such an old prepara-
tion as Hostetters. In this territory the sales have increased to beyond what they ever were in the best days of the product. Again evening time has been used and for our purposes we have found it more productive than day time.

Our very best results have been experienced where we have used morning newspapers in conjunction with evening broadcasting. Our expenditures have been about 50-50 between newspapers and radio and we have always had the predominant Hostetter market, a second decision was to test several territories with different combinations.

Getting Action

In one state a good local station of medium power but with excellent programs was selected to be used alone. At first radio was chosen too late after the noon news and before the broadcast of farm product market quotations in the town. It was decided to test this new advertising medium, both alone and in combination with newspapers. Since the station had always been the predominant Hostetter market, a second decision was to test several territories with different combinations.

WJBF's Grid Coup

ALTHOUGH the Detroit Lions, professional football team, is owned by G. A. (Dick) Richards, chief owner-
er of WJR, Detroit, broad-
casts from its training camp at Cranbrook School near De-
troit are being carried for 15 minutes daily by WJBF, Detroit, with Al Nagler at the microphone. Last season WJBF carried the games exclusively under sponsorship since WJR did not have the time cleared for the Sunday schedules.

SSEAC Claims Report Of NAB Is Inaccurate

The NAB report covering an analysis of the repertoire of Society of European Stage Authors & Com-
posers (Broadcasting, Aug. 15) was described as "grossly inaccurate, misleading and incomplete" by officers of SESAC on Aug. 25.

In detail, SESAC spokesmen sought to break down the ponderous NAB volume, prepared under the direction of James W. Bald-
win, NAB managing director. They claim 400 licensees serviced stations and said that they have found the service valuable as indicated in numerous letters from stations. SESAC management pro-
fessed ignorance and amazement concerning the NAB motive in publishing the report.

Big Don Lee Show

GAFFNER & SATTLER, Los An-
geles (gas ranges), starting Sept. 26, through J. H. Withington Adv. Agency, that city, will sponsor for 26 weeks in California the new George Jessel-Norma Talmadge va-
riety show, 30 Minutes In Holly-
wood, starring Don Lee stations (KJH, KGB, KDB, KFRC, KFVM, KPMM, KDON, KGDM, KXO, KVOE, KQW), Sundays, 3:30-4 p. m., PST. Program will have participating commercials, and negotiations are on to arrange sponsorship in various other regions to complete coast-to-coast coverage. Jessel will be master of ceremonies and Miss Talmadge will give fashion interviews and dramatic bits. Tommy Tucker's orchestra, also to be featured with guest vocalists.

WSOC

Charlotte, N. C.

on NBC Affiliate

Reminds me of the Carolina Combination

Double wheels assure more reliable transportation by distributing the load just like the Carolina Combination—WIS and WPTF—assures more reliable results by thorough distribution of your advertising message through the two richest market areas of the Carolinas.

Remember: The Carolina Combination keeps the Carolina situation on a paying basis for you.

Zenith Radio's Show

September 1, 1937 • Page 77
Act to Avert Strike
(Continued from Page 78)
son the committee had never been shown in its insurmontable duties, to negotiate between the stations and the AFM. The purpose of the committee was to solve an economic problem which is facing the entire industry as well as the AFM. The committee is willing to adopt the solution if any, recommended by the committee. In the committee it was informed that the network and non-network stations will, for the good of the industry, recognize the committee as a mediator, to negotiate an agreement to solve the problem and to keep the burden of any settlement before it is accepted.

In the course of the committee network and non-network stations, plus the Yankee and Oklahoma National Networks, invited for the meeting were issued by executives of two stations in Louisville—WHAS and WAVE. A number of these present represented those stations which they owned or directed, but also other stations in that individual and network, if necessary, authorized.

Invitations were issued only to independently owned stations affiliated with the AFM to participate in the sessions represented ownership of the networks and station groups. Executives of network owned or operated stations were not invited.

The group will hold another general meeting Sept. 10, under present plans. Following are the registrants:

Donald R. Abert, WTMJ
Campbell Arroux, WBTD, WTAR
Herbert Ash, WWJ
Stanley Barnett, WOOD, WXYZ
Harold Batchelder, WFBF
Henry Bell, WBRC
Edgar Bill, WMDR
Bay B. Blossom, WFBM
F. W. Borton, WQAM
Walter Bridges, WERC
James Brown, WKRC, KFBG, KJMP
Charles Riddle, WOKO, WHTN, WERS
Conley Callahan, WLW
George Call, WBBM
Charles L. Carpenter, KFAB, KFOR, KOIL
Richard Chilton, KLM
Howard Clark, WJW
Howard Cloonenh, WJRT
E. W. Craig, WSM
Fred Dach, WTMY
Ted Daley, WFAA
Wesley Dumon, WJRC
J. E. Dutton, WWCR
Jack Drew, WOKY
Don S. Ellis, WNNC
Mark Ehrbird, WHAS
Walter Evans, WGL, WOWO
Carl Everson, WHK, WHKC, WJOY
Dean Fischer, WJAC
E. Boyd Fitzpatrick, WHOL
Cedric Foster, WHT
J. Leslie Fox, KMNC
John Glinn, Jr., WOW
Glade Glise, KAKL
Clyde Grover, KGL
Emile J. Gough, KEKH, KNOW, KOMA
ETSA, WJBT, WCWO, WINS, WISN
Don Hamilton, KERN, KFRK, KMJ, KON, KWW
Nelson Hedgis, WPL, WSAI
Joseph Henkel, KSOS
Luther Hendrick, WMT
Harrison Hollway, KECA, KPI
Harley and Neil KDKO, KTO, KBAP, Oklahoma Network
George Janesen, JOC
Jack Howard, WCPD, WMPS, WNOX
Stanley Hubbard, KGA, KSTP
Joseph Kamm, WARM
Jennie Jacobson, KRFH
Paul Jones, KSBN, KSTR, KXZ
Lambdin Ray, WAGA, WSH
George Reineke, WFAA
John A. Kennedy, WBKL, WCMS, WPAM
Clarence Leich, WEDO, WQGF
Natán Loew, WGR, WKBW
John L. Loui, WGR, WKH
Clay McCollough, WAIZ, WDEL, WGAL
WILL, WOB, WLL
Tom McCullough, WSPD
Earl Maul, WYX
Charles Manship, WJHO
Richard Mansfield, WPTP
Cecil Matts, WBFB
Ed Mecham, WYAN, WSBT
Harold Meier, KCOM
P. W. Morency, WTIC
W. C. Most, WJPO
William Page, WBAY
Clarance Pape, WHAS
J. Leonard Reinsch, WHIO
Faytley, WRUR
Dale Robertson, WIBX
Samuel Rose, WFPS
Don Searle, KAS, KCKN, KMMJ, WBW
Nill, WPT
Richard Shafio, WCSC, WIS
John Sheffner, III, Kyna Network
Alvin Campbell, WABA
Henry Slavick, WMC
John Smith, WDDU
Stuart Sprague, KSFO
Harrie Temper, WIBX
John Storey, WHTG
Theodore Trahan, WLO
W. H. Summersville, WGST
James Ewing, WJDE, WDQ
Norman Thomas, WDDO
Edith Tucker, WGR
S. C. Vinsonhaler, KLBJ
James Walker, WHBY, WTAQ
J. T. Ward, WLAC
Earl Wess, WKBX
William Wilco, WSR
Warren Williamson, WNRN
L. B. Wilcox, WJW
Don Withrow, WFTL
Samuel Wolf, WMBL
Hoyt R. Woolen, WHIQ, WREC
Ed Zimmerman, KARE, KELD

REGISTRATIONS at the meeting of the Independent Radio Network Affiliates held in New York Aug. 17 aggregated 105 broadcast stations, which represented 154 stations. In the committee was informed by the arrangement of the CB's for any violation of the AFM to discuss ways to call a strike was shown. Many stations are owned by newspapers which have not invited to call in sympathy strikes if the musicians were called out. Other stations are owned by many dollars have not come to risk strikes in their community.

The broadcaster stated that in his city the unions were so closely allied that the musicians could be able not only to deprive him of broadcasting music but to call the electricians and cut his off, forcing him off the air enti-

Some declared that if they held out their competitors would accept the AFM demands, thus placing them in the same bad situation.

And all broadcasters realized that a strike, even if won, would not care much cost money in a long run and national advertisers who would be inclined to cancel broadcasting during the period of trouble for fear of alienating their professional customers.

A general cause for complaint among many stations those in the larger centers is the dearth of acceptable musical talent. It has been stated that the president of the local union is a barber who plays evenings in an orchestra. In another city, where the union is headed by the mother of an announcer, who is also a mem-

Many broadcasters stated that if the stations in their community they will have to put them to work in capacities other than that of musicians as they would lose their au-

there will be no need for the International Board to go into the competition wages and hours for each local. In places where local hours and wages have been established the problem will be more of a simple arithmetic: So many dollars will employ so many men so many hours. In places where local labor scale, the local union will establish one in conformity with general practice. The executive body, he said, will determine whether the proposal offered by the broadcasters on Sept. 16 is acceptable; the local unions will then come forward with its own localities in working out the details of employment.

A special point of the transcription and recording companies had already reached an agreement with the AFM. Mr. Weber reported that the station announced they were willing to come to an understanding with the union but that no official agreement with them can be made until the negotiations with the broadcasters have been un-

Mr. Weber also stated that he believed the quarter-hour rate base which the union proposed would agree that a definite sum of money is to be spent for reemploy-ment of musicians in each locality

versiters nor their advertising agencies are involved in this question, although they might be deprived of their musicians in case of a general radio strike. He added that as for the most part they employ their own union men, they are employed in hotels and ballrooms the cessation of such employ-ments will throw many musicians out of work.

Wants $5,000,000

While inclined to be optimistic about the outcome of the negotiations with the broadcasters, Mr. Weber emphatically stated that unfor-
musicians could, in all probability, be partially satisfactory number of men there will definitely be a strike. He estimated that the total expenditure of about $5,000,000 for the broadcasting industry would be about right, employing approximately 3,000 men at $10 to $15 daily and $80 to $40 weekly, although he stated that wages varied so greatly in different cities that he could not definitely say what the average would be.

The question of the effect the AFM demands would have on advertising was discussed. His agency was raised last week by E. V. Brinckerhoff & Co. Inc., transcription manufacturer and in a broadcast message addressed to members of the American Association of Advertising Agencies. The foreword points out that advertising agencies and their departments are responsible for the employment of a large percentage of the union men regularly involved in broadcasting, the agencies were not invited to attend the meeting called by the AFM to discuss ways and means of reducing employment of its members.

To inform them of what is happening Brinckerhoff published 300 copies of a booklet which contains copies of the AFM demands on broadcasters and makers of transcription records and recordings, of the two letters sent to all stations by the NAB and the networks, and of the letter sent to all members of the NAB and the transcription companies.

Mr. Brinckerhoff said that the booklet was very well received.

Advertising interest in the question is reported to have reached the point of asking the AAAA to send out their questionnaire, to develop membership to collect authentic infor-mation regarding agency expenditures. Officials of the AAAA refused to confirm or deny this rumor.

Broadcasters Questioned

Two questionnaires have been sent out, however, to broadcasters, one by the NAB to all stations and one by the CB's to its members, for details of their employment of musicians, the amount of money spent for music by the station and transcription companies, the union regulations and scale under which it operates, the use of transcriptions and records, and similar data. Mr. Brinckerhoff will give an accurate picture of radio's employment of musicians with the AFM, he said, since the struck promotion was to the AFM that 87% of the broadcasting stations employ no musicians at all and that the entire industry network reservations employs only some 800 musicians. The NAB has not yet an-
Music Strike Threat Calls for United Front—An Editorial

A BASIS for negotiations looking toward settlement of the strike threat of union musicians appears to have been established. A committee representative of the newly-formed Independent Radio Network Affiliates, operating purely on an "expository" basis, reports satisfactory progress in that it has at least been successful in procuring from both sides an understanding statement which may be used as a starting point in conversations toward a solution.

Because of the work of the network affiliate group, stories about a cleavage in industry ranks have developed. That is regrettable. Practically all of 154 stations represented at the New York meetings last week are NAB members. They were called together because their problem was construed as one which the NAB, as the trade association of the entire industry, could not handle, since the relationship of the affiliated station with its network, in the light of the AFM demands, was different from that of the purely independent station.

NAB Needs Assistance

The situation is not one of the industry's choosing. It is time for calm, cool and collected action, under the aegis of the NAB and with the cooperation of all classes of stations—clear channel, regional and local, independent and network affiliated. If the NAB has the man-power to cope with such emergencies, steps should be taken to bolster it. Possibly, in these trying times, it should have a general counsel and a labor relations consultant. The AFM problem, while it is the immediate issue, is not the last one which will confront the industry—target of every conceivable kind of group seeking to exact from it all the tribute it can. Labor union activity, of course, reflects the tempo of the times, and must be met equitably and fairly. But the illusory demands for tribute from parasitical groups operating on the "soak the rich" theory because of unchallenged reports that radio figuratively rolls in wealth, must be checked.

ers by the NAB and the networks on Aug. 5, describing the AFM demands on the transcription and phonograph record companies [DECCA] [Aug. 15], brought an answer from the makers of phonograph records, who pointed out that the NAB letter might lead some stations to believe that if they are given AFM licenses they will be able to broadcast phonograph records without further trouble. This, say the recorders, is untrue; AFM cannot dispose of these records. They all will not allow the broadcasting of records by stations not licensed by AFM, neither will they admit that any station has a right to broadcast phonograph records without the express permission of the maker. The letter, sent to all signers of the NAB letter, was signed by Decca Records Inc., Brunswick Record Corp., and RCA Victor Co.

Let's to Record Makers

At the same time the record manufacturers were themselves in receipt of a letter signed by Harry Fox, general manager of Music Publishers Protective Association, regarding its intention to license stations to broadcast phonograph records [BROADCASTING, Aug. 15].

In our last issue we essayed editorially to describe the present plight over reemployment of musicians and the onerous demands of AFM. That editorial drew instant and copious praise, which we humbly acknowledge. We said then that if AFM did not want to "get down to business" when the strike should be called, and that radio, rather than accede to such confiscatory demands, should stand its ground.

We still feel that way. But we see some faint signs now of a willingness on the part of AFM and its learned advisors of Tin Pan Alley to "get down to reason." There have been no commitments; nothing is down, paper and battle lines are still drawn. By Sept. 16—the walk-out date set—the situation may still be unsettled. Yet the fact that the preliminary conversations of the Network-Affiliate Committee with Mr. Weber proved amicable, and elicited for the first time a willingness to bargain, is heartening.

Exactly What Is Demanded?

We do not maintain that the AFM does not have an unemployment problem and that broadcasting should not do what it can to alleviate it. We do object, however, to the untenable and confiscatory demands made and to the refusal, until just before this writing, to indicate what really was expected of stations in the way of a solution.

The broadcaster cannot relinquish the right to determine the number or calibre of men he will hire. He cannot legitimately be called upon to bear the bulk of the unemployment burden when his industry was not responsible for it and when other industries are not asked to share the load in equitable fashion. He will not capitulate to unfair tactics.

The Network-Affiliate group has an advisory committee of able men functioning. With President Weber they talked informally about dealings in expenditures rather than numbers of men. They talked about a guarantee by all stations to expend sufficient money to insure employment for 3,000 additional men, a figure that might mean something like $5,000,000 a year as the radio toll—an ASCAP type of tribute though in somewhat different garb.

But we emphasize that nothing has been decided. President Weber must go into a huddle with his executive board. The Network-Affiliate Group must meet again under the agreement of last week's meeting. The rank and file of NAB membership must assume the responsibility of the final arrangement. And the solution this year may not be the ultimate answer, for next year, and next, revised demands can be made, again a la ASCAP.

The industry cannot rest on its oars at this time, no matter how bright the prospects for the strike. Steps should be taken at once to survey the availability of recorded and transcribed and script program material for stop-gap purposes in the event the strike actually is called. The industry should be fully prepared to cope with that contingency. There is an ample reservoir of broadcast material available to keep operating in a pinch. The industry wants to avoid chaos, but it should be ready.

Ethridge Leadership Laundered

The Network-Affiliate Group feels that in view of the exigencies of the situation a most satisfactory start has been made. Much credit is due to Mr. Ethridge, executive editor of the Louisville Courier-Journal and Times, operating WHAS, for the harmony which prevailed during the trying sessions and for the general conduct of the meetings, over which he presided as chairman.

All things considered, we feel that this group has made the best of the circumstances. We feel, too, that the NAB, as the representative trade association, can now move into the picture where it could not a fortnight ago. The situation requires a united front. There should be no abortive movements or intra-industry strife. All broadcasters should be prepared to meet the issues squarely. The problem is their individual one—not that of any particular group or cast in the industry.

BROADCASTING • Broadcast Advertising

September 1, 1937 • Page 79
Mantle's Spot in Canada
MANTLE LAMP Co., Chicago, on October 4 will start five-minute spots two and three times weekly on nine Canadian stations, with the possibility that other Canadian outlets may be added. These stations have been definitely set: CFRB, CKY, CHWO, CFPC, CFPC, CFJC, CHWK, CKY, CJCA. Presha, Fellers & Presba Inc., Chicago, is agency.

BATTLE CREEK FOOD Co., Battle Creek, Mich., for its health products, thru John L. Wiener & Staff Inc., Battle Creek, on Sept. 7 starts for 15 weeks weekly participation in the Warner Chats With Her Neighbor program on KFI, Los Angeles, Tuesday, 10:45-11 a.m.

Late Personal and News Notes

William F. Holland, since 1931 a member of the sales staff of WCKY, Cincinnati, will open advertising office in the Glenridge Bldg., Cincinnati, September 1, specializing as radio broadcast counselor. Holland entered division of radio from the musical end, had been at WLW as a musician for two years before joining WCKY.

George H. Incledon, formerly account executive at Selvair Broadcasting System Inc., Chicago, has been appointed head of the newly-created radio department of Ford, Browne & Mathews, Chicago. Mr. Incledon also was on the sales staff of WJJJ before joining the Selvair agency.

Lou Winston, vice-president of Atlas Radio Corp., Hollywood, on Aug. 25 left that city on a business trip to St. Louis and other mid-western cities, contacting clients on full business. Concern has started cutting 52 additional quarter hour episodes of the Magic Island serial, written by Perry Grandall.

C. P. McAssey, account executive of Schwimmer & Scott, Chicago, on Sept. 1 joined the local sales division at Chicago. Before going to Schwimmer & Scott in June, Mr. McAssey had been commercial manager of WCHS at Duluth, succeeding John Sandburg, who has joined the advertising department of Swift & Co.

Gilbert Newsome, formerly of Norfolk, on Sept. 1 joins the staff of WRTO, Richmond, as an announcer. Newsome, previously connected with WGH, Newport News, Ernest Bowman has also assumed his duties as announcer for WRTO, succeeding places with John Carl Morgan, of WTAK, Norfolk, who pinch-hit for him at WRTO as guest announcer while Bowman was at WTAK.

George O. Cooper, formerly with the Advertising Service of Chicago, has joined KXBY, Kansas City, in a sales capacity. Mr. Cooper has been radio director of numerous Chicago agencies including Baggaley, Horton & Hoyt, Halverson & Co., and Lamp & Critchfield.

Rush Hughes, for five years commentator on the five-weekly quarter-hour NBC Pacific Radio Pictorial on Sundays sponsored by Lanzendorf United Bakers, Inc., will leave that program.

Joseph H. McQuillan has assumed representation of KDAL, new CBS outlet in Duluth, Minn., and KFTM, Grand Forks, N. D. Neither of the stations has previously had a representative.

Don E. Gilman, WNBC western division vice-president, Hollywood, has been named to head the Los Angeles chapter of the Pacific Advertising Clubs Association, an annual convention to be held in Los Angeles in June, 1958.

Ray Buffum, formerly of the Robert S. Taplinger Inc., Hollywood publicity service, has joined Ruthrauff & Ryan Inc., that city as West Coast publicity director. He was at one-time public relations director of KFWB, Hollywood.

John H. Lewis, who has resigned from the New York office of United States Advertising Corp., which operation he represented when he joined the agency, has been named radio advertising manager for the Glenn Bldg., Cincinnati, for its health products.

John A. Wagner has been appointed head of the sales promotion department of the Robert S. Taplinger Inc., Hollywood, a division of the Selvair Broadcasting System Inc., Chicago.

While Bowman has been promoting his own program, the Scott-Bowman show, the Woodbury program was scheduled to start Oct. 3 on WJJD, Chicago, with some two years before joining WJJD.

Mann Holliner, director of radio, Lennen & Mitchell Inc., New York, is leaving this week for Hollywood to handle production on the Tyrone Power series of broadcasts for the John H. Woodbury Co., Cincinnati. Mr. Holliner will replace Ed Clark, his assistant, while away. The Woodbury program will start Oct. 5 with a show that will debut at 8 p.m., EST, replacing the Rippling Rhyme Revue, and will consist of dramatic sketches of well-known plays and short stories. Mr. Power will be supported by prominent stage and screen guest stars.


Barney's Clothes Inc., New York (men's clothing), has appointed Dr. Pepper Bottling Co., Roanoke, Va., has started a contest on WDBQ, Roanoke, WSVA, Harrisonburg, Va., and WLVA, Lynchburg, Va., in which cards, dealer brochures, point of sale display and newspapers are being used as supporting media. The contest is being promoted by Dr. Pepper companies in a number of nearby regions and stations tentatively slated are: WCVB, Charlottesville, WGR, Newport News; WPHR, Petersburg; WVRM, Richmond. Houck & Co., Roanoke, is agency for the regional campaign.

Barney's Clothes Inc., New York (men's clothing), has appointed] Dr. Pepper Bottling Co., Harrisonburg, Va. WDBQ, Roanoke, Va., to handle its radio advertising. Emil Mogul, formerly with Schellin Adv. Detroit, New York, who has been account executive for Barney's since the store started its radio advertising, has joined Alvin Austin Co. as executive secretary. WMCA, New York, will carry 14 half-hour and seven 15-minute programs weekly, and WNEW, New York, will carry seven half-hour and six 15-minute programs weekly.

West Coast Series Involved in Shifts

Ken Murray Half-Hour Ceases; Canton Shifts to Wednesday

CAMPBELL SOUP Co., Camden, N. J., has announced it will continue its half-hour CBS Ken Murray-Oswald broadcast after Sept. 29, replacing its program replacement until Amos 'n Andy joins the company Jan. 1. Ken Murray, headliner of the current program, moves to the CBS Hollywood half-hour program as a regular feature of the Campbell Soup Co. broadcast.

The addition of the Campbell broadcast setup, believed imminent since signing of Amos 'n Andy despite denials by F. Wallis Armstrong Co., a garden handling account, followed agreement by Murray to join forces with his present agency, Oswald, Marilyn Stuart and Murray's writers, Royal Foster and Johnny Hyman, remain with him. Murray's unit will be fitted into the hour show which will be made up of songs, stories and music. Murray will probably take over duties of master of ceremonies.

Eddie Cantor Explains

Diana Bourbon, Hollywood agency manager who now producing the Murray-Oswald program, will handle the Amos 'n Andy broadcast of the remainder of the Campbell half-hour is said to have met with Murray's approval as he has joined the Columbia half-hour in Los Angeles.

Eddie Cantor's new Texaco series will take over the CBS time formerly occupied by Murray on Sept. 29. Cantor's switch from Sunday to the Wednesday, 8:30 p.m. slot, is expected to be an opposition to the Murray-Oswald show, of the NBC Chase & Sanborn Hour. It will mark the first time in six years that Cantor has broadcast on any network except Sunday. Cantor, in statement issued, said: "It has been my feeling for some time that it was unfortunate to divide the listening audience on Sunday nights between two important shows. When this new time became available, naturally we arranged the change." Cantor was previously sponsored by Chase & Sanborn.

Local Dr. Pepper Spots

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"Prospects? Don't you ever read BROADCASTING? Everyone knows that more national advertisers are preparing to "board the broadcasting bandwagon" this Fall than ever before. Why...?"

"That will do, Charlie. How about national spot?"

"Ask me something hard. Through BROADCASTING, of course!"

"Correct. But tell me why you specify BROADCASTING."

"Ho, hum. Because BROADCASTING's 7,000 circulation includes every advertiser and agency of radio consequence. Because time-buyers read it religiously. Because a recent WBS survey conclusively proved BROADCASTING the favorite radio trade magazine of advertising executives everywhere. Because..."

"Enough! Enough! Charlie, you earn 100 in time-selling!"

And now, Mr. Station Manager, how would you like to earn 100 in time-selling, too? It's simple! Just follow Charlie's advice and tell your story in the magazine that TIME-BUYERS read. Maybe you're puzzled about the most effective means of preparing your insertions. Nothing to it! Just mail data relative to your market and your station to BROADCASTING. Our copy and layout department will be glad to prepare a suggested campaign that will do the job.

BROADCASTING - Broadcast Advertising

870 National Press Bldg. Washington, D. C.

September 1, 1937 • Page 81
AUTHORIZED REPRINTS

WI:

CHARTERED, to administer, in

WÑ:

1510

WABC, New York,—Vol. assign. to

THEREAFTER CLOSING FILES—Frank

RADIO COMMUNICATIONS COMMISSION

PROUD IZAAC WALTONS—Radio men prove piscatorial prowess pictorially. In left photograph, center, is Jesu Byther, NBC station relations, with 100 lb. tarpon he caught after 45 minutes of hard fighting off Daytona, late fishing grounds in the Gulf of Mexico. With him were, left, George Morrison, program director of KRIS, Corpus Christi, and Cliff Tatom, KRIS manager, right. In right photograph, WPTF, Raleigh, Harry Hulick, WPTF chief engineer, and C. W. Horn, NBC technical director, with part of the 430 pounds of Spanish mackerel they caught while fishing late in August out of Morehead City, N. C., the season's record catch for that particular region, it is understood.

Chevrolet Renewals

CHEVROLET MOTOR CO., Detroit, will renew The Musical Moments transcription series Sept. 6, for another 13-week period. Talent for the series will include Graham McNamara as announcer, Songsmiths Quartet, Vicky Arden's orchestra and guest soloists. The broadcasting schedule for the quarter-hour transcription calls for two transcriptions each week. Campbell-Ewald Co., of New York, has the account.

Bromo-Seltzer Back

EMERSON DRUG CO., Baltimore (Bromo-Seltzer) has signed Sid Cook, Sid Cook Soft Drink Co., for a series to start Oct. 6 over the nationwide NBC-Blue network, on Saturdays, 8:30-9:45 p.m., EST. J. N. Thompson, NBC, is the agency. Bromo-Seltzer has been off the air since the fall of 1936.
Enacts Own Role

BASIL LOUGHRAE, radio director of Lord & Thomas, Chicago, and a one-time member of the Royal Northwest Mounted Police, enacted a role from real life in a broadcast of the NBC-Red Network Aug. 28. The Jamboree play, Carry On, dramatized the life of Loughran single-handedly prevented a riot in a French-Canadienne lumber camp during the period when the O. B. U. (One Big Union) was organizing workers in the North Woods.

Popularity of Programs Is Increasing, Crossley Audience Survey Shows

The average popularity of programs during the past winter was about 50% greater than during the previous year, according to a survey analysis of 233 network programs (144 evening and 89 daytime) broadcast on NBC-Red and NBC-Blue, and 76 and April, 1937, recently completed by the Cooperative Analysis of Broadcasting, Inc. of New York, an offshoot of the Association of National Advertisers.

The data, gathered by Crossley Industries Inc., based on 55,000 completed interviews and indicates popularity of programs by type, length of broadcast and geographical sections in addition to an analysis of sponsored network programs by income groups.

Personality shows were the most popular; amateur broadcasters dropped to second place; variety shows were third and semiclassical programs moved from sixth to fourth place, according to the report. The 10 leading evening programs for the seven month period were: Jack Benny, (Jell-o); Eddie Canio (Texas Co.); Major Bowes Amateur Hour (Chrysler); Lux Radio Theatre (Lever Bros.); Fred Allen (Bristol Myers); Burns and Allen (Cook's Tomato Juice); Hollywood Hotel (Campbell's Soup); Rudy Vallee (Royal Gela- tion); Bing Crosby (Kraft Foods); Phil Baker (Gulf Oil).

During the past winter as compared with the previous season and the most striking change in daytime programs was the increase in number. For the summer of 1938 the CAB was able to analyze only 47 programs, but for the winter period 89, an increase of almost 90%. The number of daytime programs rating over 5% increased nearly 80%, while those rating less than 5% declined 25%, indicating an improvement in the amount of listening to daytime programs. Moreover, according to the report, the past winter showed a greater diversity in daytime sponsored programs.

Keystone State Series

SPOT announcements promoting motoring to Hershey will be started on at least 26 stations in that state Sept. 15, through Oct. 15, under sponsorship of the Governor's Highway Safety Council. Forty announcements will be broadcast, 15 one-minute announcements an evening, five evenings a week, warning of common highway hazards. Barnes & Aden Adv. Agency, Philadelphia, is handling the spot phase of the State's campaign. The entire Quaker Network is included in the schedule.

Sterling Places Discs


The Largest
Independent
Frequency Measuring
Service in the Country

Manufacturers and Engineering Consultants

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

SCIENTIFIC RADIO SERVICE

- Announces a
- 20% REDUCTION -

on their “A” cut or Low Temperature Co-efficient Crystals

NEW LOW PRICE: $40 EA.

TWO FOR $50

former $50 each

Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 55-1500 Kc. band. Frequency Drift guaranteed to be “less than three cycles” per million cycles per degree centigrade change in temperature. Approved by F.C.C.

Scientific Radio Service
Debt. 917, 124 Jackson Ave., University Park, Hyattsville, Md.
**Merchandising & Promotion**

**Murphy's Prizes — Life Postal — Bumper Money — For Furs—Shots of Joe—Uncle's Kiddies—Coach Craft**

**MORE THAN 12,000 ENTRIES WERE RECEIVED BY MADRIGAL FORTY OF BURLINGTON, WIS. **

(Feburary sales) in a contest which ran for 10 weeks over WLS and WHO the winners have been announced. On Aug. 12, Contestants were required to submit the last line of a four line jingle which was printed on the bags of Murphy's Food. In all 106 prizes were awarded. These included an All-crop Harvester, a Farm Implement, a Deluxe ABC washing machine, a radio, 20 bicycles, baseball gloves, wrist watches and 50 boxes of Murphy's Foods. Announcements of the contest were made on the Saturday night half-hour BARN DANCE program over WHO, WDE. Mrs. Wade Adv. Agency, Chicago, has the Murphy account.

**GEORGE W. DAVIS, 75 E. Wacker Drive, Chicago, who con-ducted the Mars, Inc. (candy) "One-A-Race Horse Products" Sweepstakes over WGN, Chicago, in the fall of 1935 in which more than 100,000 entries were received will launch a similar contest in the city this fall. The prize will be a choice of a yearling colt sized bred at the Schulte Stud in Chicago. Local sponsors will tie-in with the contest. Window displays, streamers, and counter displays will be used to heighten the interest. The contest will start about November.

**IN A STRIKING red and black folder headed... "we write a p. s. to a postcard," CBS reprints a picture of the Publishers of Life magazine in advertising men and adds a postscript pointing out Life "only magazine in history to have written so success story in so short a time..." is also the only magazine to have had the same advertising campaign at its launching."**

**WHN, New York, has started a dress contest TV to the daily home-maker program conducted by Mrs. Ida Bailey Allen. Listeners in a middle-class audience, dressed, materials used and cost the five winners will appear on Mrs. Allen's program.

**OLINGER Department Store, Den- ver, is offering tuition awards totaling $2,980 to winners of its talent contest on The Children's Hour, a weekly feature of KLZ, that the age limit is 18 and two weekly awards will be made during the 52-week series.

**THE BARRAGE of novelty promo- tion pieces being sent out by KMMJ, Clay Center, Neb., reached its peak with the manufacture of a pocketbook jammed with thousands of dollars in stage money, tieing-in with the bumper crops Ne- braska farmers are growing.

**DRAMATIC typographical treat- ment is being received by the station from the Daily Times, Window, St. Louis, in which results of a coincident survey are displayed in a large program and services offered by the station are de- picted and numerous photographs of the staff are included.**

**GOLDBLAT Bros., Chicago (chain of stores) is sponsoring the Golden Hour over WGN, Chicago, a morning recorded program daily except Sunday, and an evening program being promoted on the program. Entrants are required to write a radio script for "Goldblat Bros., the ideal place to buy furs." Entry blanks are obtainable only at the Goldblat Brothers stores and the contest closed Sept. 15, according to KFRO.

**DISPLAY—This display piece is used by local dealers to dis- note their weekly program on WCOA, Pensacola. At left is Man- ager H. G. Wells, of WCOA, with E. J. Last, manager of the Dodge firm.**

**ADMIRATION LABORATORIES, Harrison, N. J. (soapless scalp & hair treatment), sponsor of the va- riety revue Fun in Swingtime on MBS, will offer silver fox pieces valued at $150, plus other prizes for the three best letters on complimentary re- marks heard after using its sham- poo. The contest started at Tom Moore and in addition to the offer of fur pieces the 500 next best letters will win pairs of silk stockings valued at $2. The three top winners will be telephoned by the stars of the program during the broadcasts and prizes contest series will run for 13 weeks.

**THE baseball school conducted by the Kellogg Co. Battle Creek, Mich, in conjunction with its base- ball broadcasts on WJJD, Chicago, recently awarded a $1,800 scholarship for the promotion of its program for children. The five winners are being participated in by amateur talent up to 14 years and is pre- sented by "Uncle Tom" (Dwight Newton). All children within the age limit are eligible to compete. The child participant receiving the most votes for a weekly broadcast of radio audience at the termination of a week is awarded a free course in radio training, or $25 worth music or a record on the program broadcast.

**UNCLE DON, whose famed child- ren's program is broadcast each weekday morning and Sunday morn- ing on WOR, Newark, under par- ticipating sponsorship, is award- ing silver two loving cups monthly to the winners of the contest, the best players during the just concluded month. Its Good Deed Club has been fed, clothed and made happy several thousand persons during the last year.

**WEBSTER-EISENLOHR Inc., (Tom Moore cigrs) is giving away Carl Hubell baseball books for listeners to Russ Hodges sports program broadcast three weekly from 8-8:30 p.m. by WIND, Gary. Listeners, on the air, were heard on the air, and getting the best good deeds during the month. His Good Deed Club has been fed, clothed and made happy several thousand persons during the last year.

**WSGN, Birmingham, new outlet for NBC-Blue Network, has been promoted by its affiliation with NBC by means of ties covers on local taxis.

**WDSU, New Orleans, purchased a page ad in the New Orleans Prog- ress which put out a special edition in cooperation with the completion of his first year in office.

**KPEL, Denver has started a pro- gram schedule with complete avail- ability information as a service to advertisers and agencies.

**DISCS TO PROMOTE WGR-WKBW Record Spots**

**FOR OWN PROGRAMS**

**TRANSCRIBED sustaining an- nouncements are made weekly by members of the production staff of RKO, Buffalo, in order to approach the color and listener inter- est of carefully rehearsed com- mercial productions. In the past, it has been general radio practice to insert brief sustaining announce- ments at available periods with the announcer doing a straight read- ing job.

Not only are the transcribed announce- ments dramatized but they have been kept short to make them available at station breaks and the fact that the station transmitter can turn the announcement itself to save time getting into it.

**Typical of the trans-cribed susta- nings recently produced for the Three Tress. It opens with several bars of the theme used by the station Radio Friday Night show, an CBS sustainer from WGR. The an- nouncer introduces the Three Tress theme in, turns the listener to tune to the station Friday afternoon at 5:15 p.m.; the theme is then brought up and faded out after a few more bars.

**STAR OUTFITTING Co., San Francisco (wearing apparel) on KYA, San Francisco, Monday through Friday at 5:30 p.m., will feature "Uncle Tom" (Dwight Newton). All children within the age limit are eligible to compete. The child participant receiving the most votes for a weekly broadcast of radio audience at the termination of a week is awarded a free course in radio training, or $25 worth music or a record on the program broadcast.

**DECORATED with Wheaties and Mobil oil, cosponsors of home games played by the St. Louis Cardinals. Booth were set aside at the recent centennial celebration in Mascoutah, Ill., in honor of Johnny O'Hara and Tom Dailey, radio announcers for KWKW to win Six Cardinal players recently made guest appearances at 12 St. Louis sporting events at autograph parties of Wheaties for the kids, as a part of General Mills' promotion plan.

**GENERAL MOTORS Corp. on Aug. 31 awarded four $5,000 univer- sity scholarships on behalf of a four Division Boy Scout winners of the annual craftsmanship competition. The winners were se- lected from 200,000 contestants who constructed model coaches.

**WIBW, Topeka, has published a promotion piece shaped like a map of the state and plastic bound. It is literarily spotted with illustra- tion facts. Some separate audience analyses are included.

**QUAKER OATS Co., Chicago (re- ceived emphatic support) for its excellent performance of Kaltenmeyer's Kindergarten before 26,000 grocers and friends attending the Milwaukee Retail Grocers' Association plen- Page 84 September 1, 1937 BROADCASTING * Broadcast Advertising
WLW's staff of artists, musicians, writers, announcers and production men is the largest regularly employed by any individual station in America.

**WLW** is ideally equipped to originate and produce programs for sponsors who desire to supplement their network shows in the vast territory served by . . .
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- Jack panel with jacks in audio circuits
- Complete plate current metering on illuminated VI meter
- Studio talk-back with automatic speaker cut-off
- Provision for "cueing" both studios and booth
- Auditioning simultaneous with program transmission
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