BIG, YES!
— BUT NOT STUFFED!

One of the things we're proudest about, here at WHO, is the fact that there's not even one stuffed shirt on our staff... not even one man who feels, for instance, that a single-shot, 50-word announcement is too small to warrant the best time and the most "zip" we can give it... not one piece of business so unimportant that we won't move mountains to get it, and then work like the dickens to make it productive.

Our advertisers often tell us that this attitude alone would make WHO "the favorite station on the list." But when you add the fact that WHO has nine times the night-time power of all other Iowa stations rolled together, the combination is irresistible... At least it is to most of the advertisers who want to cover IOWA PLUS... How about you?

WHO for IOWA PLUS

Des Moines... 50,000 Watts
J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

November 15, 1937

www.americanradiohistory.com
Radio Compass

Steers local advertisers to Denver's most sales-productive station.

The cash-drawer compass is what guides men's clothing stores in Denver to spend more of their radio money with KLZ than with any other station. Leads Denver's men's stores, for instance, to spend more with KLZ than with any other station.

- Denver merchants have only one destination . . . Profit. Only one means of getting there . . . Sales. With the cash drawer as their compass, they choose the sales-quenching media which will take them to this destination by the quickest, most direct route.

The cash-drawer compass is pointing to KLZ as the Denver station which is most effectively meeting the exacting requirements of result-demanding advertisers.

KLZ Denver

Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company Representative - E. Katz Special Advertising Agency
Your Dependable Caravan to New England's Markets

MARKETS far richer than those of the Orient may be reached and sold through the facilities of this sales-producing network of fourteen stations.

Each station has a popular following; each is located in the urban center of a major shopping area.

Linked New England-wide, they provide more complete and effective coverage than can be obtained through any other combination of stations at a cost that is comparable.

Put network strength behind your program. Make direct contact with each of New England's important market centers.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives

108 NORTH STARS

Each is a guide for those who listen—each is a guide to those who listen. They are the pole-stars of their communities—magnetic with the world's voice, its drama, music, and wit. Together, they pull irresistibly on the lives within their reach. They are the 108 stations of the Columbia Broadcasting System, the world's largest radio network.
Perhaps we are a bit early, but BBC has the habit of being first. BBC has the habit of being first in the number of local advertisers, and that's important to any "spot" advertiser, because the local buyers are on the ground. They know the best buy, and they insist on getting it.

BBC happens to be first in the number of local advertisers because it has always been first in results. The two go together, of course.

You will note the headline says "Happy New Year for 1938... 1939 and 1940". That's an old Scotch joke, but it has a double meaning when you apply it to your advertising schedule. It means that you pay less for each listener when you specify the stations at the ends of the dial, and we have surveys to prove it. It also means that once you have become acquainted with BBC results in 1938 you'll have us up at the top of your schedule for a good many years to come. We base that statement on the extremely low mortality rate among present BBC advertisers.

Make 1938 a happy New Year and a prosperous one. You can do it if you will give us or our representatives a few moments to tell you about BBC's guaranteed available time at peak times during the day and evening. You can make 1938 a profitable one in the Buffalo and Western New York market with BBC on your schedule. It isn't too early to get the information now.

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, Represented by FREE & PETERS, Inc.
Leading American manufacturers of food products have chosen KNX to help sell their wares in the rich Southern California market. Shown here are only those foods and beverages which are currently advertised on KNX. And when they are advertised on KNX it means they are also being featured in hundreds of grocery stores and super-markets throughout Southern California, for wise storekeepers in this territory like to push KNX-advertised items. They know these products move quickly.

In KNX’s primary daytime listening area live 3,322,600 people. Annually they buy $303,617,000 worth of food products from 14,461 food stores ... In KNX’s primary evening listening area are many more people; 7,069,700 in all. The U.S. Census figures say their annual food purchases amount to $571,231,000 ... That’s a whale of an appetite, and it’s growing every year. May we explain how to get your product on more Southern California pantry shelves?

Owned and operated by the Columbia Broadcasting System
5939 Sunset Blvd., Los Angeles

Represented nationally by
RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco
To get results out of radio you've got to know how to make it work!

All rolled together, the radio and advertising experience of our staff totals 140 years. We know the whys and wherefores of almost every big success and every big flop in the industry. We'd like to share this information with you.

No, the word "Consultants" isn't written across our doors. But we like nothing better than to do just that kind of work, with anybody who's trying to go places in radio. Whether you are an advertiser or an agency man, please don't hesitate to ask us for any dope that will help you in any way whatsoever.

And please be assured that your inquiry will not bring a swarm of us buzzing around your ears!

"Give, Bossy, give!"

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

Pioneer Radio Station Representatives

Exclusive Representatives:

<table>
<thead>
<tr>
<th>Exclusive Representative</th>
<th>City</th>
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<tbody>
<tr>
<td>WCR, WKBW</td>
<td>Buffalo</td>
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<td>WCLR, WMJ</td>
<td>Cincinnati</td>
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<td>WBL, WCLE, WCLW, WCLF</td>
<td>Cleveland</td>
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<td>WDCD</td>
<td>Daytona</td>
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<td>WHO</td>
<td>Des Moines</td>
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<td>WDAY</td>
<td>Fargo</td>
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<td>WOKI, WGGI, WGL</td>
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<td>KMRD</td>
<td>Kansas City</td>
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<td>WAVE</td>
<td>Louisville</td>
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<td>WINS</td>
<td>Minneapolis-Saint Paul</td>
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<td>KOIL, KFAB</td>
<td>Omaha, Lincoln</td>
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Southeast

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Southwest

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<td>KTXL</td>
<td>Tulsa</td>
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Pacific Coast

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<td>KDFE</td>
<td>Portland</td>
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<td>KVI</td>
<td>South-Tacoma</td>
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CHICAGO
180 N. Michigan
Franklin 6373

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

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sober
Sober 6353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bean Allen Bldg.
Jackson 1678

www.americanradiohistory.com
McNinch Places FCC in a Glass House

B Y  S O L  T A I S H O F F

Chairman Revises Regulations to Guarantee Impartial, Non-Political Handling of All Commission Affairs

ELIMINATION of the last semblance of "politics" in the conduct of the FCC was decreed by the Commission Nov. 10 in adopting orders proposed by its emergency chairman Frank R. McNinch, radically changing the procedure in handling of affairs of that agency.

Announced at a press conference Nov. 11, the new orders take effect with the abolition of the division form of FCC operation, effective Nov. 15. Revision of general rules and the promulgation of new regulatory policies were left for the future. The FCC henceforth will be a "glass house" operation, Mr. McNinch promised.

Under the orders [published in full text on page 57] any communications from public officials, whether they be Cabinet members, Senators, Representatives or others in public life, will be disregarded in the consideration of applications for new or improved facilities, Chairman McNinch announced. Weekly notices to public officials on all pending matters will be sent out, showing the status of each application, and such officials will be invited to present any relevant testimony they desire at the time of hearings.

Modification of Rules

The second order specifies that the FCC secretary make a record of all communications received by the Commission or members of its staff relating to the merits of any application pending before it, showing the name and address of the person making the statement together with substance of the communication. This record will be public, and the applicant or the Commission will be invited to the hearing to testify.

The first step toward the impending full-scale reorganization was effected by the simple expedient of modifying existing rules so as to eliminate any provision for "di-

vision" operation. Thus, the Broad-
cast, Telephone and Telegraph Divisions of the Commission put out of existence as of midnight Nov. 15, with all business thereafter to be handled by the full Commission.

Chairman McNinch stated that all unfinished business of the divisions will pass to the full Commission as if originally commenced before it. Oral arguments hereafter will be heard by the full membership. Re-argument of cases which may have been argued before individual divisions, but which have not yet been decided, also will be allowed and fitted into the new oral argument schedule.

Just how the newly-constituted Commission will function in handling individual cases has not yet been determined but probably will be done within a week or so. Chairman McNinch indicated there might be two regular meetings a week for the consideration of pending applications—one for broadcasting and the second to cover telephone and telegraph matters combined. In the event of three separate meetings as heretofore. Because the work entailed by broadcasting is much heavier than that of either telephone or telegraph, which fall in the public utility category, it might be necessary to hold the full FCC sessions for one full day or possibly two days.

Whether the chairman will assign cases to individual commissioners has not been decided. The law specifies that the Commission shall delegate its functions as it sees fit and is not entirely clear as to the authority of the chairman in such matters. The effort will be made, however, the chairman asserted, to delegate miscellaneous matters in the best practical way so that the Commission itself will be relieved of detail and be in a position to "get down to constructive thinking and policy making." He also asserted that the FCC may have in mind will be submitted to the regular session which convenes in January.

Discussing the orders designed to end political influence, Chairman McNinch declared that from various sources he had gathered the impression that there had developed among members of the FCC and staff regarding the propriety of the practice of having political connections, secrets or recommendations to members of the Commission or staff by those not of record as parties in interest, and also by parties in interest, their attorneys.

"This has been the basic sound of the criticism as to political or outside influence aimed at the Commission," he said, "in all fairness, that whatever may have been the responsibility of the Commission and staff in this respect, such responsibility also rests in part upon any who may have made such suggestions to or requests of any commissioner or staff member," he said.

Frontal Attack on Politics

The new procedural orders obviously are in the nature of a frontal attack on politics in FCC actions. Throwing open of hearings to all parties, including plain citizens who can make a proper showing of interest, similarly must be regarded as a move to defete reports which have been current that a lawyer, and more specifically the "right lawyer" is necessary to get even routine things accomplished at the FCC.

What is known is that in which a CIO official protested the action of an examiner in precluding testimony regarding an applicant under CIO attack because of a situation involving ship operators, also applied to a significant aspect under the new orders. Such an organization, for example, unquestionably will be in a position to offer testimony, whether it proves relevant or competent in the final analysis, under the re-

Special Congress Faces Group Of 50 Bills Affecting Industry

During the eight months of the last Congress there were more oratory on the subject of radio than in any other session of the House. This was for an investigation of all things radio, including the FCC, alleged monopoly, so-called "traffic" in station licenses, newspaper paper ownership of stations, repercussions about radio "lobbies," and a host of other allegations which have gone unanswered. There were speeches upbraiding radio and its proprietors and its regulators. There was not a single speech in its defense.

Things Have Happened

Most substantial of a dozen or some resolutions seeking an investigation was the White Resolution offered by the Republican Senator from Maine with the endorsement of Chairman Wheeler (D-Mont.) of the Senate Investigating Committee, charged with radio legislation. All inclusive in its scope, this measure was reported favorably by the Senate Committee, but was stopped when the Senate Committee on Audit & Governmental Efficiency failed to approve a proposed $25,000 appropriation to defray the inspection.

When the last session ended, both Senators White and Wheeler stated they would pursue their re-

(Continued on page 60)
Bank Association Offers Disc Series to Members

ABOUT 200 stations may be used for the new RCA Victor's Transcrib- tions being offered to members of the American Bankers Association, New York, for local placement. The series, to start around Jan. 1, is titled Money Matters and the quarter-hour programs consist of light classical music and dramatizations of financial problems, with Howard Clancy as m.c. The association is using cooperative use of the programs by clearing house associations and other banking groups, regardless of membership in the ABA.

Before starting work on the plan, the association made a two-year study to determine which banks in every city where a radio station is located. Use of radio was eventually decided on because the survey revealed a belief among the bankers that it is best fitted to dramatize and humanize banking services and reaches groups not accessible through other media.

Air Conditioning Spots

CHICAGO ENGINEERING Works, Chicago, (air conditioning courses), started two 16-minute programs on WGN, St. Louis, Nov. 15 and a weekly quarter-hour program on 24 stations of the Disc, Ltd. network on Nov. 10. Five-minute spots are used on WESG WGY WFBL WGR WHO WGN WMW USA KCA KWEA KPFW KYW WBET WABC WGA WHE WGR WCBS WGY WIG DCM KYW WCL WGB CIR KOL WGR WACR WAUK WACB WACU. In Canada weekly five-minute programs are being used on CBMP CBMP CKKX CKLCK CFCF CFX NYE in Trnscan. transcription show Modern Miracles is incorporated in all programs. James R. Law & Associates, Chicago, is the agency.

RCA Buying Locals

CONTINUING its policy of buying local spots, RCA Mgr. Clyde L. Walker, N. J. (RCA-Victor radios, tubes, etc.) has added two new shows to its schedule. On Nov. 11, a program featuring Larry Forton's orchestra started on WAEF, heard each Thursday, 11-11:30 p.m., with a program: one written in Spanish, presented in a new program on WJZ, New York, which started Nov. 13. The program is heard on radio, and is presented on radio, and is heard on future broadcasts. Both programs may be expanded to NBC networks. Other stations being used on a spot basis for similar programs are KOA, Denver; WBZ, Boston; KBG, San Francisco; WHK, Dayton; WMAL, Washington; WJW, Philadelphia; KDKA, Pittsburgh; and others.

Three Youngest Announcers

FORM KNX, Hollywood, the land of the "unusual" comes claim for the youngest news commentator honors. This station submits not one, but three, everyone of whom admits to only 21 years of age and can prove it. They are: (left to right) Richard Joy, Maurice Webster and Ken Craig. Webster is the veteran of the trio, having started seven years ago as announcer on KVI, Tacoma. The trio conducts the KNX News-UP News, sponsored daily at 6:30 a.m. by Goodyear Tire & Rubber Co., and also the 1:30 p.m. edition of the KNX Newspaper of the Air program. KNX predicts that one or more of its young commentators will submit photographs of commentators clothed in rompers or diapers in an effort to wrest the title from Hollywood, but assures Broadcasting that all three commentators are regular members of the station's staff, assigned to the programs named. [For other entries in what seems to have developed into a "Youngest Announcer Contest" see page 28.]

Sun-Kist in East

CALIFORNIA Fruit Growers Exchange, Los Angeles, whose famous "right" was used spot radio on occasion, on Nov. 22 starts a 26-week early morning promotion with a schedule on 81 stations. A description serial on 11 eastern stations to call consumer attention to its almon, California and mangos, it then be heard Monday through Saturday, is titled Sun-Kist Time, and is basically a musical show, with Ken Carpenter and Bob Grollin as commentators. Stations are WPB, WEZ, WGR, WACU, WSG, WGN, WCKL, WAB and WKBX. Agency is Lord & Thomas, Los Angeles.

Zanol in Two Cities

ZANOL PRODUCTS Co., Cincinnati (Zanol products), which recently placed its business with Prins, Wolfe & Pressman, Chicago, started early morning programs on WLW and WLS Nov. 2. "Zanol Reshapers & Curly" is being sponsored by Zanol, 3:30-4:00 a.m. (CT) daily except Sunday with the "Top of the Morning Gang" sponsored by Zanol at 5:15-5:30 a.m. (CT) Tuesday, Thursday and Saturday.

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RCA Cleaning Spots

BROADCASTING • Broadcast Advertising

440 For Students

SIX days a week WJAS, Pittsburgh, broadcasts the standard A tone of 440 cycles per second for the benefit of music students wishing to tune their instruments. The tone is broadcast at 4 p.m. Mondays through Fridays and at 11 a.m. Saturdays. It has less than 3% content of harmonics or overtones, to aid in exact tuning.

Bulova Increases

BULOVA WATCH Co., New York, has set its schedule of time signals for 1938, increasing its expenditures about 50% over last year and adding many more stations. Stations to be used total about 140. Of the nine CBS-owned stations, Bulova announcements will be heard at a rate of 10 a day, or 3,650 in a year. All contracts are effective Jan. 1. Agency is the Biow Co., New York, Miss Reggie Schubel, account executive.

Magazine Series

AMERICAN Poultry Journal, Chicago, is using daily spot announcements on WNEW, New York; WAAB, Boston; WIP, Philadelphia; WAAP, Chicago, Campaign, which is part of a circulation drive, started in October for 39 weeks through Schlitt Adv. Corp., N. Y.

NBC Adds 2 in Canada

TWO Canadian stations, CMB and CBF, became affiliated with NBC Nov. 11, according to an announcement and Radio-Canada, with President Lenox Lohr, president of NBC, to make available NBC service for both French and English-speaking Canadians of Quebec. CBF is owned by the Canadian Broadcasting Corporation and operates at a frequency of 1610 kc. 5000 watts. CBF is a new station and is operated by CBC on a 310 kc., 50,000 watts. It will be exclusively a French-language station and its programs will be available to either the NBC-Red or NBC-Blue networks. It was also announced that CRCT, the NBC affiliate in Toronto, will change its call letters during the next few weeks to CBL and that its power will be increased from 5,000 to 50,000 watts.

CBS in Minnesota

TWO Minnesota stations, WMPF, Hibbing, and WHLB, Virginia, joined CBS on Oct. 31. They are sold only in combination with RCA, CBS outlet in Hill, with a combination rate of $150. KDAU's rate is $125. Both WMPF and WHLB operate with 900 watts daytime and 100 watts nighttime. WMPF on 1220 kc., and WHLB on 1270 kc. Both stations are owned by the Lakes Broadcasting Co., which also owns WEBB, NBC outlet in Duluth, and are hooked up as a regional network known as the Arrowhead Network.

Roosevelt on Discs

THE current affairs and international events series titled As I See It by Elliott Roosevelt, vice-president of Hearst Radio Inc. and son of the President, slated for national release soon by an unnamed sponsor, will also be transcribed and made available for sponsorship in Canada. Auditions are being made in its American representative, Ralph L. Power, Los Angeles. The series is currently on United States stations under sponsorship of Stokley Bros. & Co. (Van Camp Food products).

B-SH Disc Studios

TWO COMPLETE transcription studios and control rooms reported to cost $25,000 will be ready by the end of the year, according to a memo from black to the company's headquarters, Chicago. It was also announced that the RCA Nunnery network is being financed equally by RCA and its local dealers. It is understood that an effort will be made to have a complete set of discs and contracted for.

Corn-Kix Testing

GENERAL MILLS Inc., Minneapolis, has started a test campaign on WTMJ, Milwaukee, for its new breakfast food, Corn-Kix. The campaign, using quarter-hour transmissions, titled "Corn-Kix for a Day," starring Helen Gahagan. Radio advertising in other markets is expected to get underway as soon as adequate distribution has been secured. The campaign is being directed by Sample-Hummert Inc., Chicago, is agency.

Digest to Use Spots

PROMOTIONAL campaign for the Literary Digest is being planned by Prins & Keifer, New York agency, and the use of radio programs will be announced shortly.
Don Higgins Quits CBS To Form Publicity Firm

DONALD A. HIGGINS, acting director of publicity for CBS, has re- signed to start his own public relations service. Until a successor is appointed, Mr. Reid, news editor, will act as temporary head of the Department. Mr. Higgins, who was named publicity director of KCBS-AM at Radio City of Kansas University. His first newspaper job was with the Kansas City Star, followed by six years with UP before he joined radio in the press department of NBC. Transferring to CBS, he served as news editor and more than three years before his promotion.

Luther Reid, who succeeded Higgins as news editor last spring, began his career as a reporter for the Washington Daily News, later becoming city editor and news editor of that paper. After several years with AP in Washington, Reid retired to his native state of Oklahoma to serve as managing editor of several papers, returning East in 1935 as special adviser to Mr. Hugh S. Johnson. He joined CBS in the fall of 1936.

**First Dividend Declared On Its Common by RCA**

DECLARING its first dividend in history on its outstanding common stock, amounting to 20 cents per share, radio pioneer and pioneer in broadcasting, RCA, a group of companies, moneying NBC, prescribed $3,778,602 for the quarter compared to $253,445 for the first quarter of the year, an increase of $3,524,157. Net income after all charges was $1,344,739.82.

Groves operating revenues for the first nine months of this year totaled $89,447,424, as compared to $36,727,836 in the corresponding nine months of last year, an increase of $52,729,588. Net income for the first nine months after all expenses and charges was $5,599,111.

Pate Heads KNOW

JAMES W. PATE has been appointed manager of the KHKN radio station in Houston, Texas, and succeeds J. A. Heithal. R. E. Glenn, recently named director of the WACO radio staff, has been appointed assistant manager of that station. Mr. Glenn has granted a construction permit to install new equipment and to change its earphones, and was also given the right to increase its daytime power from 100 to 250 watts. He has announced that a similar power increase will be heard by the FCC on Nov. 30.

**Less Political Time on Air This Fall Causes Dip in Revenues of Networks**

**CLEVELAND STUNT WHK-WCLE Start Celebrity Pickin’ Contest**

WHK and WCLE, Cleveland, have started a promotion campaign using advertisements in all three local newspapers and spots on both stations to promote a secret celebrities contest, with $1,000 in cash to be awarded each Christmas to listeners who identify 12 prominent Clevelanders who broadcast anonymously.

Two daily broadcasts are carried, with newspaper copy listing names of 12 of the celebrities to aid contestants. Radio editors of local papers are judges, and are selecting celebrities as well. Listeners will submit letters not over 200 words long with entries, telling what broadcasting can do for Cleveland.

**CBS Income Report**

GROSS income of CBS and its subsidiary companies from sales during the 39 weeks ending last Oct. 2 amounted to $24,926,420 compared to $21,387,055 for the same period of 1935, an increase of $3,539,365. While Sales and profit for all of 1936, according to the consolidated income statement of the network, were stockholders' value for the first quarter of 1937, compared to $2,451,740 for the same period of 1936.

**REAL DRAMA—Irving Reis, noted director of the CBS Drama Workshop, enjoyed some nice thrills landing a tuna. W. B. Lewis, CBS vice president in charge of programs, snapped these shots showing Reis hooking and landing the tuna, and his final smile of victory to pictures of another tuna.**

**ASCAP Mailing Index of Numbers**

Preliminary Compilation Now Covers 25,000 Numbers

THE ASCAP index of some 25,000 of the most used musical compositions currently in broadcast use, distributed to broadcasting stations who have requested it. E. C. Mills, chairman of the ASCAP administration committee, announced Nov. 10. The index shows the title of the work, names of the composer, author and publisher of the work, and the names of the copyists, if any, having jurisdiction over the performing rights.

It is designed for use as an aid to stations in checking copyright ownership. It also covers restricted and non-exclusive rights. The ASCAP plan is to keep it up-to-date by deletions and additions as they are filed by members covering such restricted works.

"It is the intention of ASCAP to supplement this preliminary index as rapidly as possible with additional titles as soon as the same can be prepared, until it shall cover all published and unregistered copyrighted works of music. Mr. Mills informed BROADCASTING. ASCAP has planned to add the names and addresses of all musical copyright owners as far as they can be ascertained.

The production job was entailed in devising the index, Mr. Mills pointed out. More than 2,000 commemorative sheets, containing 10 titles to the sheet and perforated so that each title may be detached and affixed to a 3 x 5 filing card have been produced. This represents the first effort ever made to assemble a complete card index of musical compositions of the type used in public performances, Mr. Mills stated. The index is being filed by ASCAP to licensed stations, and constitutes a voluntary "good will" gesture upon its part in the broadcasting industry," he said.

**CAUSAL RATION of the new contract of the Songsters is to bequests only five minor changes in language, which will probably be clarified within another five months, the contract has been returned from the West Coast, where it received 100% approval by SPA members there.

**Rev. Smith for Fr. Coughlin**

REV. GERALD L. K. SMITH, national chairman of the Committee of One Million, and former disciple of Huey Long, started Nov. 14 a series of conferences to be held by the Committee over an independent network of 60 to 75 stations. This is a revival of a previous project contracted for but dropped by Father Coughlin. The series is to be handled for the same agency, M. R. Oppenheimer, New York outlets are WHN and WMCA. The broadcasts are officially claimed to be religious in nature but non-political, but Rev. Smith, in his capacity as chairman of the committee, is at the same time conducting an anti-Communist and anti-New Deal in his views.

HAVING recently secured authoriza-

A telephone call from Mr. Smith to Mr. Coughlin, 1da., known as KGCI, Clarence Berger and Chester Howarth have applied to the FCC for a non-commercial local on 1420 kc. in Wallace, 1da.
Opening of Long Waves Sought By Canada at Havana Parley

Move Is Resisted as Conference Finally Goes to Work; Craven Drafted for Key Projects

Special Correspondent of Broadcasting

HAVANA, Nov. 12—After a series of unexpected delays during the first ten days, the Inter-American Radio Conference finally has set down for consideration the important allocation and policy problems confronting it, with the hope of reaching an amicable settlement by the end of this month.

Having formally convened Nov. 1, the conference suffered a succession of annoying delays, some unavoidable, others not, which combined to prevent it from emerging from the mass of preliminary detail in the time expected.

A fight for opening of the long waves, from 180 to 240 kc., for regular broadcasting instead of aviation and life services, already has been supported by the Canadian delegation and had the tendency of delaying consideration of the regular agenda. This move was opposed by the United States, and by other delegations because it runs counter to recognized allocations.

When progress as has been made to date, it was generally agreed, has been due largely to the untiring labors of Mr. T. T. Craven, chairman of the American delegation, to persuade delegations to devote themselves to the mass of work embraced in the agenda. He is chairman of the important Technical Committee and the United States representative on the Steering Committee of the conference, composed of the heads of the 15 countries represented.

Accomplishments Thus Far

As Broadcasting went to press, the high decisions reached, even of a tentative character, have been more or less foregone conclusions. Reached in meetings of the conference committees and subject to approval at later plenary sessions, these actions were: (1) That no changes should be made in existing allocations to services in the band 10,160 kc.; (2) that the 1500-1600 kc. band should be allocated definitely to broadcasting and that the 550-1500 kc. band should be allocated exclusively to broadcasting; (3) that the 550-1600 kc. band should be allocated definitely to broadcasting and that the 550-1500 kc. band should be allocated exclusively to broadcasting; (4) that the 550-1600 kc. band should be allocated definitely to broadcasting; (5) that the 550-1600 kc. band should be allocated definitely to broadcasting; (6) that the 550-1600 kc. band should be allocated definitely to broadcasting; (7) that the 550-1600 kc. band should be allocated definitely to broadcasting; (8) that the 550-1600 kc. band should be allocated definitely to broadcasting; (9) that the 550-1600 kc. band should be allocated definitely to broadcasting; 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Very few other proposals having directly to do with broadcasting are yet formally before the conference, and those that have been circulated to date have to do with the allocation of bands above 1600 kc., either for use in the tropical countries or for international broadcasting. So far, for example, has made elaborate proposals calling for allocations of bands ranging from 2000 to 9000 kc. to broadcasting.

On the really knotty controversies affecting the standard broadcast band in North America, no specific suggestions have been made by any of the countries involved—United States, Canada, Newfoundland, Mexico, Cuba, and possibly also Haiti and Santo Domingo. Resolutions adopted at the preliminary engineering conference in March were to serve as the basis (Continued on page 60)
AFM and Network Affiliates in Accord

By BRUCE ROBERTSON

All But Minor Changes Approved, With Boycott Clause Eliminated: AFM Completes Proposed Disc License

PROGRESS on all fronts is the latest report of negotiations between the American Federation of Musicians and the various groups involved in the situation created by the AFM's demand that the radio industry for employment of a considerable number of additional musicians.

RestRAINT of trade objections of all interests affected by the proposed agreement of AFM and Independent Network Radio Affiliates has been eliminated, it was learned Nov. 12 as BROADCASTING went to press. The affiliation followed formal weeks discussion by IRNA attorneys with counsel for networks and stations and the AFM was cooperated in permitting the changes and IRNA lawyers are now working with them along with letters of advice for submission about Nov. 17 to affiliate stations.

The networks are continuing their negotiations with AFM not only for the key stations in New York, with Local 802 of the union, but also with the remaining national station agreement although it is understood that the major issues have been settled. The transcription and phonograph record operations are awaiting the licenses which the union has to send them the mailing of these licenses, which is expected to be in the first days of December, according to the AFM.

Some Ambiguous Clauses

The Independent Radio Network Affiliates, Inc. (IRNA) was thought to be in complete accord on the terms of their trade agreements for the following reasons: The networks had held up the agreements, which might be ambiguous to the broadcasters, so as not to allow the contracts until the requisite changes could be made and approved by the AFM. Each day it was expected that new changes would be sent out with explanatory letters to the affiliate stations, but each day saw another postponement.

Meanwhile, spokesmen for both the union and IRNA insisted that the was complete agreement and that only a couple of changes in wording were necessary to complete their lengthy negotiations. Neither side would comment on the provisions of the final agreement until it was held.

It is understood, however, that the union had capitulated on the most major changes, including that the boycott clause had been completely removed from the agreement. This clause, which would have required the stations to agree not to supply music to any station which had not signed the AFM agreement, was vigorously fought by the IRNA committee throughout the whole series of meetings. AFM organizer Tomlyn pointed out that such an agreement would be placing the station in jeopardy, with the possibility of losing its license, and that even if the committee were to accept the clause few attorneys would permit the stations they represented to sign it. The elimination of this part of the agreement is considered enforcement of employment of musicians up to the union. However, unless the number of musicians employed and the allocation throughout the country is satisfactory, the union has the right to reject all contracts and to proceed with its threatened strike.

It was also learned that the job of allocating the $3,000,000 was the affiliate stations have agreed to spend anually for trade stations is just about completed, with the distribution being allocated on the form is approved each station will be notified of its allocated amount and will be required to sign a copy of the standard form. The IRNA committee will also at that time send an explanatory letter to each affiliate and another letter to the bargaining station in the country to keep the industry informed as to exactly what the affiliate group has done in its dealings with the musicians union.

At AFM headquarters it was stated that work on the licenses to be presented to the transcription and phonograph record companies was virtually completed and that these licenses will soon be in the hands of these firms. Some were divulged, except that the license forms would follow closely the 16 demands laid down by the union last summer [BROADCASTING, Aug. 15]. While the transcription committee held several meetings, no official statement was forthcoming. It was learned, however, that the transcribers were agreed that none would accept a license unless it met with the committee's approval, and that the committee would follow the example of the IRNA group and refuse to sign until the boycott clause had been eliminated. It was further noted that any worker has the right to refuse to work unless conditions of employment satisfy him, and that AFM musicians would refuse to work for recording firms which do not accept the license. Furthermore, the union intimated that it would not continue the extension which had been rejected, as without mechanical reproductions of music all stations would be forced to use live musicians. The union also said that the same license would be presented to both transcription companies and makers of phonograph records, although the latter group may be approached to settle the claim, but commit its own proposal for consideration before the license is drawn up. The record companies for the record companies had no action until it hears from the union.

Negotiations of AFM with the networks for a contract covering all key stations have reached the point of submission of a final agreement by the union. While the networks objected to many of its terms, the parties to a satisfactory starting point and said they expected to reach a satisfactory agreement without much difficulty. The crucial point is making every effort to treat them fairly. The networks have also been in discussion with the New York key stations with AFM Local 802 and again they report satisfaction.

(Continued on page 66)

Petrillo Threatens Strike at NBC-Chicago

Network Seeking Removal Of Boycott Clause From Contract

By HAL TATE

IN AN INTERVIEW with BROADCASTING Nov. 10, James C. Petrillo, president of the Chicago Federation of Musicians, emphatically declared that if NBC does not sign a contract with the musician's union by Jan. 15, 1938, at which time the NBC network's current contract expires, the musicians union will definitely go on strike. Although CBS in Chicago is said to have already signed contracts, NBC is said to have refused to do so until a boycott clause is deleted that states the network agrees not to broadcast to any station which the union deems unfair, unfair territory, or defaulter.

Concerning the clause Petrillo said: "It has been a part of our radio agreement since the inception of radio and it was put in for the reason it was then. It is small, should complain that is being used to harrass us. As a matter of fact, if the network in question had again become fair to the Local in which the dispute has arisen, we will not consent to eliminate this rule. Instead, we will continue to protect all Locals of the Federation in all territories whenever it is within our power to do so."

Heart of the Agreement

Petrillo was confident that NBC would sign the agreement. As his trumponer said: "He will order all remote pickups from Chicago night clubs and hotels discontinue. Regarding the making of musical transcriptions in Chicago, at a virtual standstill all summer, Petrillo said: "At the present time all transcription firms are licensed and agree not to send discs to 'unfair stations' and as soon as their transcription firms can resume production.

In the CBS and Mutual pacts, effective for three years, union musicians will receive the highest salary and work fewer hours than any other musicians in the country. Musicians on sustaining programs currently receiving $110 weekly for six days work (five hours per day) starting Jan. 16, 1938, will receive the same amount for five days work (25 hours per week).

Musicians on commercial programs will receive $140 for the five-day, 25-hour week. Starting Jan. 16, 1940, for a one-year period until the termination of the current agreement, musicians will receive a $10 weekly boost in salary. The total number of dues provisions required was raised from 15 to 20 but both WGN and WBEB have local minimums.

Solo engagements or accompaniments for two hours or less were increased from $18 to $25 with a maximum of $125 and $150 or less raised from $16 to $24. Six weeks' notice must be given musicians instead of four weeks as heretofore and men engaged for less than six weeks (instead of one) are to be considered extra men and will be paid $4 extra per day in addition to the basic scale.

Petrillo has inserted a television clause, reading: stations agreeing to the following: "Whenever members in place will show up in sight of an audience, an extra charge of $4 per day, per man, shall be made in addition to all other additional charges in the rule." The Chicago Federation nominated Petrillo to head its organization for another five years starting next January.

CAMPBELL SOUP Co., Camden, will cancel its Dec. 24 program on which is being shown Christmas afternoon, in which Hollywood still will be accompanied by Lionel Monseur's annual rendition of Dickens' "Scrooge."
Two New Stations Approved by FCC

KABR and WBNS Permitted To Boost Operating Power

Two new local stations were authorized by the FCC on July 8 with special status and another won a power increase in grants made by the FCC at its Broadcast Division at its Nov. 9 session, the last regular meeting before abolition of the divisions on Nov. 15. At the same time, the Broadcast Division denied applications for four other new local stations in many communities.

John W. Haigis, Republican candidate for governor of Massachusetts in 1936 and now president of the Franklin Corp., Greenfield, Mass., was authorized to construct a new 250-watt daytime station on 1210 kc. in that community. Examiner Irwin was sustaining. Mr. Haigis, former newspaper publisher, has long been active in local and state affairs and has been a member of both the State House of Representatives and State Senate.

Don M. Lidenton, licensed operator and radio repair man, and A. L. McCarthy, his employer, a radio and appliance business of the Bluff Bluff, Mo., were authorized to erect a new 100-watt daytime station on 1490 kc. in that city. Examiner Tyler Berry was sustaining.

KABR, Aberdeen, S. D., operating on 1200 kc. was authorized to shift its frequency to 1300 kc. and increase its power to 500 watts, 3000 night, effective Dec. 7. Examiner Hyde's recommendation was sustained.

WBNS, Columbus, Ohio, was authorized to increase its power from 50 watts night and 1000 watts day to 1000 watts night and 5000 day, effective Dec. 14. Examiner Irwin was sustaining. It was also authorized to install new equipment, including a directional antenna.

The Broadcast Division denied the applications of Arthur H. Croghan, former manager of WDGY, Minneapolis, for a new 100-watt daytime station there on 1000 kc., sustaining a previous decision of Charles Porter and Edward T. EverSOLE, seeking 100 watts at Des Moines in that city, sustaining Examiner Savard; of Kenneth Baker, Hartwell C. Bryan, Jr., seeking 50 watts at 1600 kc. in Kankakee, Ill., sustaining Examiner Berry of Robert Raymond McColl for 200 watts daytime, 1000 night, in Park Hill, Ill., sustaining Examiner Berry.

WHCM, Jersey City, was denied authority to increase its day power to 1,000 watts, and General Electric Co., was denied authority to establish a new international broadcasting station, using 20,000 watts on 9530 and 15630 kc., near Belmont, Cal.

WOMI Getting Ready

WITH Lyall L. Ludwig as manager, the new WOMI, Owensboro, Ky., is ready to go. Authorized by the FCC last June, is scheduled to get into operation the first week in December. The station will be known to Lawrence W. Haeger, president of Owensboro Broadcasting Co. Inc., as "WOMI, Owensboro Messenger and Inquirer." RCA equipment with a 180-foot tower are now being installed, and NBC Thesaurus has been ordered.

Radio Available

To Wilkes-Barre Reporters

In Guild Strike

WHEN the Newspaper Guild, CIO affiliate, declared a strike for closed shop, higher wages and better conditions on Nov. 2, forcing a shutdown of the Wilkes-Barre (Pa.) Record for six days, member of the executive committee bought time to tell their story to the people of their community. Joe Walsh, the Record's staff, was carrying "Voice of the Guild" over WBAX and WBBE, which on Nov. 7 tied together to carry his broadcast.

More than that, the Record reporters during the six-day strike proffered their services to WBAX as local reporters since the station had been shut down its source of equipment. They cooperated fully with radio not only because made time available to them but that the papers refused to carry paid advertisements telling side of the story. The strike ended with the publisher's capitulation Nov. 8.

Woodbury Buys Interest

Will Be WALK Manager

CLOSED on the heels of the acquisition of 50% interest in WALK by Scripps-Howard Radio and President of Scripps-Howard For- titude cannot be sustained. He said, "We are building our department to be competitive with that of WOLL's.

An outlet of Mutual, WOL now operates on 1510 kc. It is owned by American Broadcasting Co., of which the latter is president and principal owner. Mr. Dolph has been manager of the station for the last two years.

Kandi-Bone Discs

KANDI-BONE INC., New York (dog confection), plans sponsorship of a women's program, to start early in December. Quarter-hourly programs will be scheduled for 100 stations, such as on a number of stations in the West with expansion through the Eastern networks. The company is engaged in the dairy distribution is accomplished. According to Erwin M. Frey, publicity counsel for the company, national distribution plus the distribution is allowed by the FCC. Advertising is placed direct.

Tex-Sun Recordings

TEX-SUN GRAPEFRUIT Co., in the Grove of Texas, has recently contracted with the Butler Recording Studios, Dallas, for 111 transcribed speech and spot announcements for a program named "A Man's Sweetest Grapefruit." Spots will be placed on key radio stations in the South and Southwest, including WAF, New York, and WAF, New York, Sunday through Fridays. Other stations may be added. Blackett-Sample-Hume, Inc., New York, is agency.

Tetley Tea Places

JOS. TETLEY & Co., New York (tea), has inaugurated a quarter-hourly series called "Black-Eyed Weaf, New York, Mondays through Fridays. Other stations may be added. Blackett-Sample-Hume, Inc., New York, is agency.
Mr. Kohn and Mr. Rocklin

**Nelson's Tidal Wave of Air Waves**

**Business of Furniture House Skyrockets Through Radio**

By IRVING ROCKLIN and ARTHUR A. KOHN

Selvair Broadcasting System, Chicago

WHEN speaking of radio success in the retail field there are probably few fewer examples than that of Nelson Bros. Furniture Warehouse Inc. in Chicago. Nelson Bros. was the first furniture store in Chicago to make use of radio advertising. In 1930 Nelson Bros. decided to take a chance and spend a little money on radio advertising. A budget of $50 per week was set aside for radio and a quarter-hour recorded morning program, seven days a week, was begun on WEDC. Today Nelson Bros. spends over $150,000 annually on radio on 12 Chicago metropolitan stations. In that short span of time, the store of 1930, Nelson Bros. today has two giant warehouses in Chicago, one in Milwaukee and has a store in Peoria. And just to show the tremendous progress of advertising and radio, one of the south side stores is located across the street from a cemetery, there are no retail stores around for blocks, and yet the crowds continue to flock in day after day.

This has been accomplished without the use of any premiums or free gifts. The secret of Nelson Bros. success, if it may be called a secret, is simply due to the firm's policy of offering good merchandise at reasonable prices and selling the radio listeners about it.

**They Learned About Radio**

During the five years the furniture firm has been on the air it has naturally found out many interesting facts concerning radio advertising for retailers. For instance, finding that evening time is not as good a "buy" as day time programs for the good of the firm's needs, Nelson Bros. today does no advertising after 6:30 p.m. The firm's policy is to air advertising only in the morning and continues on various stations throughout the day. The firm has also learned that commercial copy is not effective when impressed on the listeners over a long period of time. As a result copy is changed very frequently, with the same commercials sometimes used without changing for two weeks.

Nelson Bros. checks all programs carefully and finds that with the exception of January, the month when the result of their other advertising are larger than the preceding month! For Nelson Bros. there is no such thing as a "furniture season"! The result is that all contracts are for 52-week periods. And of interest to advertisers willing to use the schedule is the finding that the "slow" season is the fact that Nelson Bros. spends most of its advertising budget on radio during July and December — the so-called "death months." In February alone, the store is advertising in 24 radio stations.

Although recordings were almost exclusively in all programs when Nelson Bros. first went on the air, today practically all of press

**WJJF, WAAF, WIND, WCBZ, WGES, WWAE, WCRW, WTMJ, WGN, WBBM, WINN, WIOQ, WJJD, WBBM, WLS, WEAF, WFCF, WJPC, WBBN, WGN, WBBM.**

Does radio advertising pay? Ask Nelson Bros. From a $60 weekly exposure on WJJD and budget of $150,000 annually is certainly ample proof of the high esteem that the firm holds for radio.

**Morton Salt Spots**

MORTON SALT Co., Chicago has started announcements and programs on six stations on behalf of its smoked salt used in rural district in winter for preservation of meat and produce. The schedule which started on a staggered basis: Minute announcements daily except Saturdays.

**Broadcasting**

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www.americanradiohistory.com
To the Radio Merchants of America:

The perfection of the newest radio sets—in fidelity, tone quality, selectivity, mechanical convenience, and beauty of appearance—has been stressed by every radio manufacturer. The improvement over the sets of only a few years ago is so great as to be almost unbelievable.

Yet, when we describe the excellence of the receiver we tell only half the story. For a radio can be only as good as the program. The realization, therefore, that the approaching winter season offers an incomparable selection of radio programs should double the sales appeal of every new set. Never before, in all history, has man had at his fingertips the gift of so many priceless treasures of music, education, drama, comedy, sports and news. These and more are made available to the public through the world’s most famous conductors, musicians, artists, actors, and public speakers. The purchaser of a modern radio set really obtains a front-row season ticket to the greatest show ever produced by mankind.

No individual on earth has the wealth to buy, or the power to command, what the radio gives free to the humblest set-owner.

DAVID Sarnoff
PRESIDENT
RADIO CORPORATION OF AMERICA
**Paid President, Group Organizations Are Advocated**

PRACTICALLY unanimous reactions in favor of broadening the base of the NAB operations to further the development of the broadcasting industry, being received by the NAB Reorganization Committee, were designated by the special convention of the association in New York.

Nearly 100 communications from stations and groups were received by the committee and necessary to strengthen the present NAB, and obtained for the industry a capable, outstanding figure in the person of Mr. Loucks, a Chicago broadcast and executive president of the association (the shy from the idea of a "cease" or a change of leadership. The reorganized organization should be sufficiently flexible in its framework to permit the development of the service, having common problems, but not necessarily on a permanent basis, and (3) that the trend should be towards station reorganization within the NAB, with proper recognition and representation of those groups operating the governing body of the NAB itself.

First of the new NAB regional groups to get together in preparation for the revision of the NAB are in the West and Northwest territories. They scheduled a meeting in Spokane Nov. 13. Broadcasting in Oregon, Idaho, Montana, Wyoming and Utah were discussed, and preliminary arrangements made by Ed Craney, of KGIR, Butte, a member of the NAB Reorganization Committee.

The conference probably will decide when the next two or some weeks on the dates and place for the 1938 convention, at which the work of the reorganization is slated for action. It appears to be moving toward Washington as the site, with the time in mid-February. The move has as a precedent, however, for Chicago as a desirable central point.

Members of the committee, in addition to Mr. Craney and Counsel Loucks, are Edwin W. Craig, managing director, a Chicago broadcast, the NAB on Nov. 5 asked all broadcasting sta- tion members to earmark a total of $83,000 for $83,000, of which will be devoted to improvement of educational broadcasting.

With the original foundations contributing $167,500 of an aggregate $250,000 fund, the NAB announces that it will distribute its pro-rata portion of the $83,000 fund allotted them. The latter $55,000 to each of the stations for the first year and $28,000 for the second year will be distributed as follows:

Each station is asked to donate two its highest quarter-hour rate

$83,000 from the industry over a two-year period. The Board was in-structed to devise a formula whereby the contributions of each station could be on an equitable basis.

In other word, Mr. Baldwin pointed out that the Communications Act of 1934 carried a provision requiring the NAB to specify the fixed percentages of broadcasting facilities be allotted to particular types of non-profit radio stations. The following hearings that year, made a report to Congress recommending that NAB be given authority to allocate by statute to any groups but proposed a cooperative arrangement between the two groups to improve the quality of educational programs.

As a result, the Federal Radio Economic Committee was appointed by the FCC and immediately undertook the study. Work of the committee, a subcommittee was appointed by the NAB, with the National Advisory Council on Radio in Education. Of the $15,500 pledged by the NAB, NBC, and the organizations contributed $6,000.

**Definite Projects**

Following the meeting of the general committee, a subcommittee of six was designated to devise de-finite projects. Members of this Commission, Verne Lovelady, president, then executive Secretary of the National Advisory Council on Radio in Education, with the NAB, and the National Advisory Council on Radio in Education. Of the $15,500 pledged by the NAB, NBC, and the organizations contributed $6,000.

Following completion of this committee's report, a meeting was held by the members of the National Advisory Council on Radio in Education, with the NAB, NBC, and the Advisory Council on Radio in Education. The report in general was approved. Together with the letter was sent a report of a Committee of Six on the projects involved. Mr. Baldwin emphasized that it should be noted that these projects might be modified.

Mr. Baldwin pointed out that the Committee of Six found that it would be advisable to call in some ten projects which would require from two to four years to complete, which would result in the second year, $62,500 expense. As broken down in the financial summary of the report, it was noted that broadcasters should spend $50,000 for the first year of the project, as against $62,500, which would represent the fed-eral funding that period.

The cost for the second year was estimated at $25,000 for the broadcast- ing of educational programs for the same years were estimated at $15,000 by the Federal Radio Education Committee. The projects involved were approved by the Federal Radio Education Committee and the broadcasting industry. The sub-committee of six drafted the projects. It is un-derstood that the Rockefeller and the Carnegie foundations have agreed to contribute the full of the project.

The NAB, at its last regular con-vention in Chicago, approved a res-olution favoring the contribution of

NAB Requests $83,000 From Stations To Help Federal Educational Project

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**BROADCASTING • Broadcast Advertising**
Positive proof of WLS air popularity is proved by the hundreds of theatres whose attendance records are being smashed where favorite WLS radio acts are making personal appearances this season.

The millions of radio listeners who attend the theatres where these popular WLS artists are appearing also write the letters and buy the merchandise advertised on the WLS programs featuring these same popular artists.

Make sure your next radio show in the Chicago area is one that is preferred by people who purchase the merchandise you advertise—use WLS talent because they have proven personal popularity, as well as air popularity.

There's a renewed opportunity to reach the vast audience of midwest and Chicago women through the WLS Homemakers' Hour and WLS Kitchen Kettle programs. An audience test brought 2,500 letters from one short announcement in October.
WWJ BALANCES
Adds New Local Series to
Boost Programs

PURSUING its policy of "balanced programming," WWJ, Detroit, has set aside the 7:15-7:45 o'clock period for a new series on Fridays, for the production of locally built programs, and this month opened an "old cars" series for the benefit of automobile owners. The series is following a talent search in New York by Wynn Wright, program director. Now on the WWJ staff is Elmer Flick, former tenor recently heard on the Metropolitan Opera in New York and now with the Detroit Opera Company. He will present "Men on a Horse" each Thursday night.

The half-hour shows begin with "Auto and Domestic Util," and state efforts to combat crime, Mondays; "Volks," trying out a new dramatic technique, Tuesdays; "Mischa Kottler," WWJ Musical director, and 60-piece orchestra, with so- phisticated music, Wednesdays; "Leslie & Bill," featuring Paul Lesch and WWJ dance band with instrumentalists and soloists, Thursdays; "Detroit Theatre," a variety show, with news oddities, Fridays.

Spots for Softkurd
M & R DIETETIC LABORATORIES Inc., Chicago, producer of Softkurd, a new modified mineral milk, will soon start spots on two radio stations, Chicago's WOR and Detroit's WJR. B. Williams, radio director of Beinke - Ellis - Youndgreen & Finn, Chicago, who handle Softkurd, has acquired the required air time. Dairies in met- ropolitan sections are now being licensed to handle Softkurd with the possibility that radio will be used in those areas.

Television Via 90-Mile Coaxial Cable Is Demonstrated by Bell Laboratories

By ROLAND C. DAVIS

SHOWN the possibility of coaxial cable for television transmission, a series of demonstrations in which television images and sound films were sent between New York and Philadelphia was staged Nov. 8-12 in Philadelphia by the Bell Telephone Laboratories for a number of leading officials of the American Telephone & Telegraph Co. and Bell System companies and principal radio and broadcasting companies engaged in television development.

The demonstrations consisted of the transmission of a group of television films explaining the operations of the coaxial cable and several regular news films, sent over the 90-mile stretch of coaxial cable, the same cable that carries telephone and telegraph traffic. The key films selected for transmission were "Men on a Horse," "Auto and Domestic Util," and "Volks." The cable, which has a frequency range of 100 kc., is capable of carrying 90 television images of standard definition in the frequency range of 100 kc. for picture and 1,200 kc. for sound.

WANDER Adds WOR
WANDER Co., Chicago (Ovaltine), sponsor of Little Orphan Annie on WOR, New York, and of radio programs in the Middle West, has added WOR, New York, to its list of stations. WOR will permit the company to continue its policy of nationalizing its radio programs, according to the company's president, Mr. Vander.

Television receivers and equipment executives, in discussing the results of the tests, indicated their satisfaction with the demonstrations by Dr. Herbert E. Dow, research director, said there was no limit to the application of the coaxial cable system "but first we must have a practical means of putting television." The cable is being used constantly on its testing for telephone toll operations and the telephone clarity has been excellent.
1. Lucky Strike joins parade of big-time radio advertisers using WOR to intensify greater-New York network coverage with half-hour evening show.

2. WOR sells 34¼ hours of time to major political parties as they sally into 1937 campaign. Or 90 individual broadcasts.

3. Sixty minutes after the curtains drop on New York's first nights, WOR's listeners are given the critical lowdown by the inimitable Bide Dudley.

4. WOR's 5-time a week dramatic strips hop to twelve.

5. WOR pulls plaudits from educators and social welfare organizations as it ups caliber of kid shows with addition of two new educational features: "Music for Schools" and "This Wonderful World."

6. WOR nabs Chicago Symphony for series of exclusive broadcasts.

7. WOR is used as experimental base for facsimile broadcasting, a revolutionary new radio idea.

8. WOR evening dramatic skit pulls 24,000 letters in one day, setting a new one day, one station, mail count.

9. WOR sells more than 2000 commercial hours for first 10 months of 1937.

*... and all within the brief space of one month!
Wisconsin Net Changes Name; Gets 3 Accounts

NOW carrying three accounts under one-year contracts, the recently formed Wisconsin Broadcasting System announces it has changed its name to the Wisconsin Radio Network. Hookup comprises KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poyette. Its president is Father James A. Wagner, of WHBY and WTAQ, Green Bay. William Forrest, WIBU, is vice-president, and A. H. Lange, KFIZ, is secretary-treasurer. Accounts being carried are the Siemens Co., St. Paul (Malt-O-Wheat), daily except Sundays, 8:30 a.m., placed direct; Palmer Wittkopp Co., Hartland, Wis. (Pal-o-Pak insulation), Sundays, 9-9:30 a.m., through Arthur Towel Inc., Madison; Ben H. Anderson Co., Madison (Clean-Eat milking machine), Sundays, 2:15-2:30 p.m., through Arthur Towel Inc., Madison.

SAC18 Quality Furniture Store, New York, on Oct. 31 celebrated its 1,000th broadcast over WOV, New York.

G-E WILL EXPEND $360,000 FOR VISUAL TEST STATIONS

PLANS TO expend $360,000 in television transmission apparatus for experimentation at three Eastern locations were announced Nov. 2 with the filing of applications for construction permits for the stations by General Electric Co., Schenectady.

The applications seek two high-powered stations of 10,000 watts each in Albany, N. Y., and Easton, near Bridgeport, Conn. In addition, two low-powered stations of 40 watts are sought at General Electric headquarters at Schenectady. In each instance the 6,000 kc. television band of 44,000 to 50,000 kc. is sought.

The applications are the first to be filed since the FCC announced its ultra-high-frequency allocations Oct. 18 [BROADCASTING, Nov. 1]. They are for the lowest of the 19 channels set aside for television experimentation in the ultra-high range. Whether the applications will be designated for hearing remains to be determined.

In describing the Eastern applications, G-E pointed out it sought powers of 10,000 watts for the video or picture signal and of 3,000 watts for the oral or voice signal. Identical powers were requested for the transmitter plant for Albany. The equipment in each case would be General Electric developmental apparatus with RCA tubes and other parts specified.

At Easton it was estimated that the transmitter cost would be $70,000 with the studio cost $50,000, and the voice transmitter cost $20,000. The same figures were given for the Albany plant. Land and buildings would cost $15,000 at Easton and $10,000 at Albany, and the antenna cost would be $40,000 at Easton and $5,000 at Albany.

For the two 40-watt stations at Schenectady, it was estimated that the transmitter cost would be $4,000 and the antenna $1,000 in each instance. No studio equipment was given and the applications specified that existing facilities would be employed. Other items of expense, it was stated, would be concurrent with the expense occasioned in the development of the larger stations. Both of the 40 watt stations would be for visual transmission only with no voice accompaniment.

In citing its reasons for the applications, G-E stated that there was much developmental work to be done in the experimental broadcasting above 42,000 kc. G-E, it added, desired to investigate on a "broad developmental scale the type of apparatus, transmission and propagation characteristics that will be necessary in order to properly dissemate television emissions."

The proposed station at Easton would be 12 miles away from Bridgeport, where General Electric manufactures practically all of the radio equipment. Thus, it would be possible to have G-E engineers stationed there to carry on the experiments simultaneously with those going on at Schenectady headquarters.

WGN AND WSM JOIN FACSIMILE TESTERS

INDICATING heightened interest in facsimile transmission on their regular wave lengths, two more stations joined the ranks of applicants to the FCC for authority to broadcast facsimile pictures after midnight until 6 a.m. under the revised rules permitting such service on an experimental basis. Stations WGN, Chicago, and WSM, Nashville, are the latest to file.

WGN proposes using the Finch system of transmission and reception, developed by W. G. H. Finch, one-time assistant chief engineer of the FCC [BROADCASTING, Nov. 1]. WSM has not indicated the system it proposes to use. But KSJ, St. Louis, intends using RCA facsimile. Other applications are pending from WOR, Newark, and KSTP, Minneapolis, both in the Twin Cities; and KMD, Fresno, McClatchy stations, were authorized by the FCC Nov. 9 to conduct similar tests and expect to use Finch apparatus.

Only two other 12-6 a.m. facsimile transmission authorizations have thus far been issued by the Commission—to WHO, Des Moines, and WGB, Newport News, Va., both of which have already ordered Finch apparatus. It is expected the remaining applications will be granted, reserving the services for non-competitive and are on an experimental basis.

Penn-Dodge Split

PENN TOBACCO Co., Wilkes-Barre, Pa., and Greenwich, Conn., and Dodge Bros. Corp., Detroit, div. of Chrysler Corp., are splitting sponsorship of news programs on KMBC, Kansas City, and WJR, Detroit. On KMBC, 12 programs are broadcast weekly, with Earl Clark as commentator. Each sponsored by three, all running for 52 weeks. On WJR, there are six news programs a week, three for each advertiser, conducted by Jimmy Stevenson. Agency for both accounts is Ruthrauff & Ryan Inc., New York.

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BROADCASTING • Broadcast Advertising
WHEC Completes Its Expansion Program! — Window displays like this throughout the Rochester territory visualize the new transmitter, new antennae, enlarged studios, and help merchandise WHEC's wide variety of programs.

The Artist Raises The Roof at WHEC!

Advertisers familiar with WHEC will note from the diagram that studio and office space has been more than doubled.

The Home of WHEC in the Rochester Savings Bank Building, Heart of the city.

Rochester Prefers —
Daily Three-Hour Series Of WNEW Now Sold Out

PURCHASE of three quarter-hours weekly by R. B. Davis Co., Hoboken (Davis Baking Powder), hangs the SRO sign on the Make Believe Ballroom, programs on WNEW, New York, according to Herman Bess, sales manager of the station. Program, made up of phonograph records interspersed with the gossip and sales talk of Martin Block, is broadcast three hours daily, from 9:30 to 11 a.m. and from 5:30 to 7 p.m. every weekday. In addition to R. B. Davis Co., the Ballroom sponsors include Alkine Laboratories, New Brunswick, N. J.; Carol Pharmaceutical Co., New Brunswick, N. J.; Gruen Watch Co., Cincinnati; Madison Personal Loan Co., New York; Lever Bros., Co., Cambridge, Mass. (Spry); Astron-Fisher Tobacco Co., Louisville (Twenty Grand and Zephyr cigarettes); Olsen Rug Co., Chicago; Community Opticians, Jamaica, L. I.; Carol Pharmaceutical Co., New Brunswick, N. J. (Caruso Cap-

‘Coffee Pot Inn’

SPONSORED by Paxton & Gallagher, Omaha, to promote Butternut Coffee, a new show titled Coffee Pot Inn has started on WHO, Des Moines, and the Corn Belt Wireless Network, being heard daily Sunday at 8 a.m. Handled by Buchanan-Thomas Advertising Co., Omaha agency, the program features the comedy team "McNutt & McNutt" with Kay Neal, songstress, and the Four Aces, instrumental team. The show is produced by WHO and taken off the air and rebroadcast by WMT, Cedar Rapids; KGLO, Mason City; WOW and WAAW, Omaha; WIBW, Topeka; KMJF, Clay Center; WJAG, Norfolk; WNAX, Yankton, and K F A B, Lincoln. Other stations may be added.

AUDIENCE SHUDDERS — Hit a new high when KLZ, Denver, put on a Halloween show. Just to keep the record clear, assembled spooks are (left to right): Howard R. Chamberlain, KLZ production manager; Bob Bradley, tenor soloist; Alice Weddles, pianist, and Mrs. Carter Ault, mistress of the General Hospital House.

SO HEAVY has been the demand from listeners for piano instruction books, given away in connection with Mr. Joseph E. Holder’s Five in One series Tuesdays, 2 p.m. on NBC, Reo, that the first printing has been exhausted and more ordered, according to Judith Waller, NBC central division educational director.

Don Lee Seeking New Headquarters

May Build As NBC Hangs On To Studio; CBS Progressing

DON LEE Broadcasting System, having outgrown its present Los Angeles headquarters, is making immediate expansion plans and will either "buy, build or lease" a structure in Hollywood, in the vicinity of Sunset Blvd. and Vine St., near the new CBS and NBC western division headquarters, which are to be ready in early spring.

Don Lee plans to take over the present NBC Hollywood studios on Melrose Ave. when the latter’s new structure is completed, failed to materialize. NBC is reluctant to abandon the property until satisfied its new studio will accommodate the heavy schedule to emanate from Hollywood. Plans for the new NBC structure call for only enough facilities for immediate needs.

Lewis Allen Weiss, general manager of Don Lee, West Coast outlet of Mutual, pointed out that the current business is the heaviest in the company’s 12 years of broadcasting and additional studio accommodations are needed immediately. The network, which has four owned stations and 21 affiliates in California, Washington and Oregon, already has under lease the Ambassador Hotel Theatre, Los Angeles, and Filmarte Theatre, Hollywood, but is still crowded, he said. Sponsored programs on the network number 22, with KHJ, Los Angeles, carrying 15 weekly.

A new structure, to meet the needs of the Don Lee network, would cost approximately $750,000, Mr. Weiss pointed out. This would also serve as West Coast headquarters of Mutual.

CBS-NBC Are Building

The new CBS five-story building on Sunset Blvd. between Gower St. and El Centro Ave. is to be ready in February. The new NBC building at 4400 W. Sunset Blvd. and Vine St. is being cleared and ground breaking for the studios and executive building was expected shortly after Nov. 15. NBC will depart from the conventional radio center design by pattern ing its studios and executive building after the motion picture studio unit idea. KNX, Hollywood, is also erecting a similar type of broadcasting center at 1000 N. Cahuenga Blvd. at a cost of more than $100,000 which will be ready for use late in December, according to Victor Dalton, owner.

CBS will start building its new KNX, Hollywood, transmitter about Nov. 15 on a 35-acre tract in the El Nido district of Los Angeles, at the intersection of 190th St. and Hauenstein Ave. Structure and equipment will cost $300,000, to be in operation about May 1.

Central features of the new transmitter will be the 500-foot tower and a building to house the equipment. Of circular design, the building will be of shock resisting reinforced concrete. Wings will provide offices; a laboratory to service and make equipment; an apartment for engineers; special short wave equipment room, and a parking lot. A standby power plant for emergency use only, is included. John Parkinson and Donald D. Parkinson, Los Angeles architects, will erect the structure under supervision of J. L. Middlebrooks, CBS New York engineer.

4 1/2 MILLION PEOPLE

have the happy habit

of listening to WJAS

These 4 1/2 million people are in the concentrated Pittsburgh trading area, where Columbia Network programs are available to them only on WJAS.

No duplication of coverage from "outside" stations gives WJAS full swing at this vast audience.

WJAS PITTSBURGH

BASIC COLUMBIA NETWORK

Representatives: GENE FURGASON & CO.

NEW YORK CHICAGO DETROIT

Page 24 • November 15, 1937 BROADCASTING • Broadcast Advertising
A Man Waited in the Belfry

ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

"Grandfather: They’ve signed the Declaration of Independence! Ring the bell!"

Tears came to the old man’s eyes. This was the moment. Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell “in the public interest, convenience and necessity.”

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might hear what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting, all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully.

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster’s obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners’ ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen.

That is the American way.

Here, a man waits in the belfry . . . “in the public interest, convenience and necessity.”

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time so have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

WSM
The Air Castle of the South
50,000 WATTS
E. W. CRAIG, Vice-President in Charge of Radio • • • HARRY STONE, General Manager
OWNED AND OPERATED BY
The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

BROADCASTING • Broadcast Advertising
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Procter & Gamble Signs For Two Series on CBS PROCTOR & GAMBLE Co., Cincinnati, already the largest user of network time as sponsor of 11 programs broadcast for 87 quarter-hour periods weekly on the two NBC networks, has just signed a contract with CBS calling for the use of 20 15-minute broadcasts a week on that network. New contract, which goes into effect Jan. 3, 1938, comprises four programs daily, Monday through Friday. The tentative schedule includes a broadcast for Chipso from 9:30 to 9:45 a.m., and a second morning feature advertising Oxydol from 10:45 to 11 a.m., an early afternoon series from 2:15 to 2:30 p.m. with the advertising divided between Ivory and Dref, and a late afternoon broadcast from 4:30 to 4:45 p.m. in the interest of Napha.


Two programs which will move from NBC to CBS are The O'Neills, for Ivory soap, now heard on the Blue network from 11 to 11:15 a.m. Mondays through Fridays, and Road of Life, for Chipso, now on the Blue network from 11:15 to 11:30 a.m. Both are at present handled by Compton Adv. Inc., although Chipso has previously been announced as moving to Pedlar & Ryan Inc. "as soon as arrangements can be made."

OLDEST—News commentator on the air, is the claim made by WDAS, Philadelphia, for Charles H. Ingersoll, retired co-founder of the watch company bearing his name. At 72, he broadcasts twice weekly on economic subjects over WDAS, comm. in from New York, where he is president of the Manhattan Single Tax Club. His radio talks and lectures are his hobby.

P & G Special Spots PROCTOR & GAMBLE Co., Cincinnati (Camay soap), is using spot announcements on about 85 stations throughout the country for a special offer of a bottle of perfume with each three cakes of soap bought. The offer is broadcast for four days in a total of from 10 to 14 announcements. Starting dates vary with the stations, some having started as early as Oct. 15, and others running to Dec. 15. Transcriptions are one minute, made by WBS. Agency is Pedlar & Ryan Inc., New York.

Rate Card Ready For CBC Network

NETWORK programs covering the Dominion are now likely to develop in considerable numbers according to requests for information from advertisers coming into the Canadian Broadcasting Corp., commercial offices in Toronto and Montreal.

CBS has finally settled on a definite rate schedule and discounts, making regional or coast-to-coast network prices quickly available.

Underlying the scheme is the fact that line charges have been reduced by special contracts with the telephone and telegraph systems from a former high of $1,100 an hour for coast-to-coast coverage to $550. Basic networks have been developed in each of the five CBC regions (Maritimes, Quebec, Ontario, Prairies, and British Columbia) making it possible to quote such low trans-Canadian line rates. Where other than basic network stations are used or other stations are added line charges will be added for each individual circuit.

There are six stations in the Maritime network, six in the Quebec with two in Montreal, nine in the Ontario region basic net, nine in the Prairies basic chain and four in the British Columbia region.

An advertiser using any two regions obtains a 10% reduction on time charges in each region. On a three-region net the discount is 15%, in four regions the discount is 20%, and on all five regions the discount is 25%. This does not include any possible. Frequently the discounts start with 5% for 13 times, 10% for 26 times and 15% for 52 times or over. Networks can be arranged through NBC and CBS.

HILDEBRAND GIVEN PITTSBURGH AWARD
KENNETH HILDEBRAND, announcer of WJAS and KQV, Pittsburgh, has been selected as the 1937 winner of the H. P. Davis Memorial Award for the best local announcing, receiving as his prize a gold medal and $100 in cash. The award was established by Mrs. Davis in 1933 in memory of the late Westinghouse official who founded KDKA and who served until his death that year as chairman of the board of NBC. It was won last year by Bill Sutherland, of KDKA, and the year before by Tony Wakeman, then with WJAS and now with WOL, Washington.

The jury of award consisted of a board that included Edith Skinne, Carnegie Tech; William W. Woodside, Pittsburgh Drama League; Reuben Stepler Foust, Dugueene University, and Ray Hurd, Shadyside Academy. The presentation was made Nov. 8 by Judge J. J. Jackson, of the Westinghouse company, before a gathering in the WJAS-KQV studios. All-Bran May Place KELLOGG Co., Battle Creek, Mich., has appointed Kenyon & Eckhardt Inc., New York, to direct advertising of Kellogg's All-Bran. While plans are still in the formulative stage, radio is being considered.

IN THE LIMELIGHT...

THOMAS PATRICK INC.
REPRESENTATIVE, PAUL H. RAYMER CO.

ROBERT THOMAS CONVEY, President
NEW YORK

HOTEL CHASE, ST. LOUIS

SAN FRANCISCO

BROADCASTING • Broadcast Advertising
DO ITALO-AMERICANS BUY AUTOMOBILES?

YES! THEY DO!

...AND THEY BUY MORE THAN THE AVERAGE

Let's take New York City as representative of the Italo-American Market and let us look at the figures: in New York, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars 17.44% and commercial vehicles 18.37%. No comment is needed. They buy automobiles, and buy more than the average. But the strangest part of the story is that nobody is advertising to them. Certainly the industry is not losing the Italo-American Market, but the manufacturers are certainly overlooking a tremendous opportunity.

Today and for the past five years—judging from money spent and results obtained—radio is by far the strongest single force to reach and sell the Italo-American Market. As far as we know, no one in the automobile industry is using this force. Scores of leaderships have been created through radio—and radio alone—broadcasting in Italian from WOV, WBIL and WPEN. We specialize in this market. We can sell your automobiles. We cover 100% of the Italo-American Market of New York, New Jersey, Pennsylvania, Connecticut and Delaware, and we devote our time in reaching 2,300,000 Italo-Americans living in this territory. This market deserves your attention. If you wish further information, please call or write to us.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York City

TELEPHONE, BRYant 9-6030

WPEN * WOV * WBIL

PHILADELPHIA, 1000 Watts NEW YORK, 1000 Watts NEW YORK, 5000 Watts

BROADCASTING • Broadcast Advertising

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Berry stated, although the tone built equipment programs material program. Presto portable the men is from being deals the news company ures, which of national from being

dates for Service Inc., the new company the present

of the world to obtain

equipped the voices of the men themselves is strengthened by the device of including as background music recorded airs from the State bands of the governments.

A subsidiary of Transradio Press Service Inc., the new company is headed by W. C. Quisenberry, who supervises the production of each program. Presto portable recorders, weighing only 35 pounds, have been set up in Transradio correspondents in all parts of the world to obtain material for the series. The final programs are produced in the company's own laboratory with custom-built equipment that comprises RCA recording heads, Fairchild tone arms and Presto turntables.

About 10 program series are in the planning stage, Mr. Quisenberry stated, although he said that for the present he was concentrat-

ing on the Meet the Headliners, for which he has assembled the voices of the last seven U. S. Presidents, the last three English kings, the head of almost every government in the world, and many other celebrities. The next series to be

began, he said, will probably be Americans, which will employ the same technique in assembling less important personalities who have their day in the headlines, covering such events and persons as the child brides and other highlights.

ADOLESCENT—WBAL and WCAO, Baltimore, offer two more candidates in the "youngest" race. H. Warren Baker, 15 (right), writes

tunity for WBAL. He is a student at City College High School, writes A Little Help, Thursday program, and has completed a 99-episode serial, The Rise of Jimmy Stone, being held for sponsorship. William H. Shriver Jr., of WCAO, age 20, has three sponsored news broadcasts a day and a show titled College News on WCAO. The college program covers news from institutions of higher learning in Maryland.

Hear Ye! Hear Ye!

Greater and greater results for KFYR clients with the new 700 ft. antenna now under construction.

One of the three tallest self-

supporting towers in the world.

KFYR

550 K.C.

5000 W. DAY

1000 W. NIGHT

MEYER BROADCASTING CO.

BISMARCK NORTH DAKOTA

Gene Furgason & Co • National Representatives
THESE ARE BONUS FAMILIES

★ What do time buyers get when they use WHK, Cleveland's pioneer radio station?

They get modern broadcasting facilities because WHK equipment is the best money can buy. They get listener interest built up over a long period of years with good programs. They get blanket coverage of the city and suburbs which in themselves include three cities and seventeen towns. They get the help of WHK merchandising experts.

And finally, time buyers get a bonus of 230,200 families. Cleveland itself (Cuyahoga County) includes 272,200 families with radios but the coverage of WHK extends far beyond county limits to include 230,200 additional families in 16 surrounding counties. This bonus includes the the cities of Akron, Lorain, Sandusky, Norwalk, Painesville, Wooster, Ashland and hundreds of smaller communities.

We have complete details on sales possibilities in the country's fifth largest market and how to cover it via WHK.

FREE & PETERS, INC. - National Representatives, New York - Chicago - Detroit

BROADCASTING • Broadcast Advertising
104A AMPLIFIER

A compact single stage, fixed gain pre-amplifier—giving you high quality and operating economy at low cost. Powered from 105A or 106A amplifiers or 15A rectifier. Gain: approximately 29 db. Frequency response: flat within 1 db. from 30 to 10,000 cycles.

105A AMPLIFIER

A three stage, high gain program unit incorporating stabilized feedback and self contained power supply operating from AC source. Gain approximately 70 db. Flat frequency response and excellent signal-distortion and signal-noise ratios. Occupies only 10 1/2" rack space.

106A AMPLIFIER

A two stage line amplifier incorporating stabilized feedback and self contained power supply operating from AC source. Impedances: input 600 or bridging (10,000); output 600. Flat frequency response and excellent signal-distortion and signal-noise ratios. Gain: approximately 45 db.
94C and D AMPLIFIERS

12 Watt high level amplifiers that give remarkable performance due to stabilized feedback. Self contained power supply operating from AC. Gain: approximately 45 db. Flat frequency response. Excellent noise and distortion ratios. 94D has self contained volume control.

23A and 23B SPEECH INPUT EQUIPMENT

Space-saving complete studio channel equipments. These two popular console models differ only in arrangement of controls. Both give you a rare combination of flexibility, simplicity of operation and high quality.

A AMPLIFIER

Program amplifier that doubles audio signal with no increase in power. Greatly improves signal to noise ratio—prevents distortion due to modulation—gives continuous peak indication.

8-BALL and SALT-SHAKER MIKES

Between them, they meet your broadcasting needs. Both can be used for non-directional pick-ups—both can be transformed quickly for directional work by simply putting on acoustic baffles.
Office Is Opened By B&B Chicago
Sherman, Aleshire, Marquette
Head Newly-Formed Agency
OPENING of a new agency in Chicago, one of the largest to be formed there since Blockett-Sample-Hummert was organized in Chicago about 10 years ago, was to take place Nov. 15 when Benton & Bowles—Chicago, Inc. planned to open offices in the Palmer Building. Although affiliated with both the New York and Hollywood offices of Benton & Bowles, the Chicago firm will maintain a complete independent organization, with all executives of the new agency formerly associated with leading Chicago agencies or advertisers.

Heading Benton & Bowles Chicago Inc., is Stuart Sherman, formerly vice-president of the Pepsodent Co., and Lord & Thomas, Chicago. A graduate of Williams College, he was divisional sales manager of Colgate-Palmolive-Perf Co. in Chicago before becoming vice-president of Lord & Thomas in Chicago in 1934. In April 1936 he left the agency to become vice-president of Pepsodent Co.

Mr. Sherman is Edward Aleshire, one of the pioneers in Chicago radio, being the first radio director for Lord & Thomas, Chicago. He left that post to become radio director of Blackett-Sample-Hummert Inc., resigning there to head the radio department of H. W. Kastor & Sons. Adv. Co., Inc., which last year had a radio billing of over one million dollars with current indications that that amount will be surpassed this year.

Chester B. Bowles will be chairman of the board of Benton & Bowles—Chicago Inc., which includes Messrs. Sherman, Ale shire, Arthur F. Marquette, Atherton W. Hobler and James S. Adams.

Mr. Marquette, copy chief of Lord & Thomas, Chicago, and member of the faculty of the University of Chicago, will also be vice-president of the new agency.

Questioned regarding accounts the new agency would handle in Chicago, Mr. Aleshire said that there was not at liberty to divulge what they would be. Reports that International Celloxton Products Co. (Kleenex and Kotex) would be handled by the new firm were squelched when Mr. Aleshire emphatically declared that no account currently being handled by either Lord & Thomas or the Pepsodent Co. would be handled.

Gordon Cooke, radio director of Guyer, Cornell & Newell, Inc., New York, is leaving that agency to succeed Mr. Aleshire as radio director.

Appleby Brothers Form Engineering Firm With Office in Atlantic City FORMATION of the firm of Appleby & Appleby Inc., consulting radio engineers with headquarters and laboratories in Atlantic City, was announced Nov. 5. Thomas Appleby, veteran radio engineer, and a lieutenant commander in the Naval Reserve, was elected president. His brother, William H. Appleby, is vice-president and will head a commercial radio analysis division. The latter is experienced in newspaper and radio advertising and has been associated with WPG, Atlantic City.

Thomas Appleby has been identified with radio for more than 35 years, beginning in 1899 with the design and erection of a complete wireless transmitter and receiver. During the war he was assigned to the Office of Naval Communications as a lieutenant and erected 33 radio compass stations on the Atlantic coast. He became a civilian radio engineer in the Navy Department in 1919 and in 1921 was admitted to practice before the U. S. Patent Office as a patent attorney specializing in broadcast equipment. He has a number of patents dealing with all phases of radio transmission.

Offices and laboratory of the new firm are located at Jasper and Winchester Ave., Atlantic City.

Yeast Series in Canada BIG SERIES is expected to come out in Canada, as Montreal, on Nov. 15 will start a 16-station studio program over a special Canadian network, advertising its yeast. The program originates in studio of CKOC, Hamilton, and is fed to CKLW, CFRE, CKDO, CFCH, CFKJ, CJKB, CFCF, CJFJ, CHRN, CFCCY, CKCW, CHSJ, CFNB. The program, "Black House Tower," and network were arranged by CKOC.

U. S. Rubber Plans NEW OFFICE is to be opened in New York, N. Y., United States Rubber Co., New York (N. Y), is reported to have contracted for the 9:30-10 spot on CBS Wednesday evenings, to start in January. This is the time formerly occupied by Columbia Beauty Box and now by Tish, dramatization of Mary Roberts Rinehart's stories, sustaining series presented by the Radio Division, Federal Theater. U. S. Rubber agency is Campbell-Ewald Co. of New York Inc., director of Mr. W. Kay & Sons Inc., Chicago.

At the Pepsodent Co., because of Mr. Sherman's resignation the following changes have been made: Charles Luckman, vice-president in charge of sales is now vice-president in charge of sales and advertising. Malcolm Hart, assistant sales manager, is sales manager, while J. Baxter Gardner has been raised from assistant advertising manager to advertising manager.

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PARDON US for not having mentioned it before
--but the present negotiations between the A. F. M. and Radio does not affect Station WTMJ. Not with a yearly bill for musical talent of NINETY THOUSAND DOLLARS!

"Live" Combinations Provided by Station WTMJ

HEINIE'S GRENADERS
12-man Brass Band - original German and other folk music.

STARDUST SYMPHONY
35 members - playing heavy concert and symphonic music.

RYTHM RASCALS
5-piece Rhythm Combination with specialities and "doubles".

BLACK AND GOLD
14-piece Concert Ensemble - light concert, semi-classic and production numbers.

BLUE ROOM ENSEMBLE
5-piece... salon group, light classic, popular numbers, non-rhythm style.

VICTORIANS
9 men... concert group... medium concert and light symphonic music.

PARK AVE. HILL-BILLIES
4-piece novelty and string combination, using hill-billy and old popular numbers.

LOS CABALLEROS
9-piece Spanish combination... playing exclusively Mexican, Cuban, Argentine and Spanish music.

WTMJ BRASS BAND
16 men... standard instrumentation; brass Band, playing marches and concert material.

RHYTHM AND RHyme
10-piece... sweet and smooth rhythm dance orchestra. Musical introduction in rhythm.

SINGING STRINGS
5 men... 4 strings and violin playing semi-classic and popular numbers.

HANS BADNER'S BAVARIANS
6-piece, built to get desired effect from German light concert, folk music and German popular orchestrations.

EARY BIRDS
A varied hill-billy and rustic group.

GYPSY FOUR
4 men... playing typical Hungarian and Gypsy music.

SWINGSTERS
14 men... dance orchestra, specializing in latest jive and popular melodies.

TUNESMITHS
5 men and vocalist... using current popular in the sweetest manner presentable.

ARISTOCRATS
16 men... special arrangements in both concert and dance form of American music.

Like Clyde Beatty, we have always believed that "Live Talent" made the best show. That's why the bill for musical talent at WTMJ averages from $80,000.00 to $90,000.00 a year. Over half of that tidy sum goes to our permanent staff of 16 playing musicians. They are augmented by a healthy number of part-time men for special shows, relief work and vacations. Every man is a member in good standing of local A. F. M. No. 8. All of which means a lot to us and to our advertisers, as another reason why WTMJ has "most of the listeners most of the time". Why not profit from the proved popularity of the "live" combinations listed?

THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO., Inc., Representatives
NEW YORK DETROIT CHICAGO SAN FRANCISCO

www.americanradiohistory.com
Other Nations Said to Be Taking Lead In International Shortwave Programs

AMERICAN supremacy in radio does not mean that radio is being made by European nations, Ger- many, and Italy, according to testimony given by the F.C.C. Broadcast Division from Oct. 29 to Nov. 2 on competitive applications of NBC, General Electric and World Wide Broadcasting Corp., Boston, for authority to use the so-called “Pan American” frequencies in the international band for broadcasting to South America and to other nations.

Germany, particularly, is flooding the South and Central American nations as well as North America with shortwave programs largely of a propaganda nature, according to the testimony. Government-owned stations operate on regular schedule, it was brought out. International stations in the United States are maintained by private interests but under experimental regulations preventing commercialization.

The power does not extend to the International Station, ranging from the 6,000 to the 21,000 kc. band are those allocated to this country by international convention but which have not yet been assigned. In the testimony, including that of Capt. S. C. Hooper, Naval communications expert, it was emphasized that these frequencies should be used forthwith lest they be assigned to other nations at the International Telecommunications Conference to be held in Cairo in February. The frequencies would be allotted on a borrowed basis, and can be revoked by the Navy for governmental use if and when desirable.

A score of witnesses appeared in behalf of the applicants for facilities in the Iowan broadcasting field where inroads are being made by European nations and the United States. The testimony of the General Electric and World Wide Broadcasting Corp. for four of the six Pan American frequencies (9150, 11270, 13510 and 27500) with the power of 80,000 watts. General Electric, now operating on two such channels, requested only six—WATTS, WENDELL, WEXFORD, WCEC and WIXAL, which it operates. It outlined in detail plans of the organization to conduct international broadcasts with particular emphasis on educational features. There was protracted examination of Mr. Hooper on the financial qualifications of his company.

$15,000,000 for Talent

Appearing as an NBC witness, John F. Royal, vice-president in charge of the network's talent department, said that the talent on the NBC network is now paying about $15,000,000 a year for talent, in addition to orchestras. Several million have been spent by NBC during the past three years for artists and orchestras on sustaining and commercial broadcasts, he said. Of this amount, $2,300,000 has been spent for artists and $3,200,000 for orchestras. In the first six months of the year, the NBC networks conducted six and a half thousand hours of programming, as compared with eight such programs in 1930. He said NBC spends about $70,000 a month on international shortwave station programs.

Among witnesses who appeared for General Electric were Dr. Er- nest F. W. Alexander, former radio inventor and consulting engineer for the company, He testified regarding experiments in shortwave international broadcasting undertaken by the company, after which the history of radio development and experimentation by General Electric and in which he was associated.

Appearing as a general witness and on behalf of all of the Pan American stations, Capt. Hooper, former director of Naval communications and now director of the technical division of the Office of Naval Operations, reviewed the history of the Pan American frequency project and emphasized the desirability of utilizing the shortwave program as expeditiously as possible. In about 1928, he said, when other nations were preparing shortwaves, Pan American stations, with which waves rather rapidly, he suggested to the Pan American Union that it might be wise to have the U.S. Government register some channels in the International Bureau at Berne, for that purpose. The Navy Department, he said, after registering the so-called Pan American channels for future use. The Pan American Union, however, he said, was not able to occupy these channels sufficiently to retain them.

It is vital that we get these waves allocated on a temporary basis and in operation as soon as we can, he said. Under construction, Capt. Hooper said, he felt programs broadcast to Latin and South America on these frequencies should be special- ly built, with no advertising. Declaring he was not speaking for the NBC or program matters, he said his department is only interested from the point of view of helping the State Department which the Government might use in emergencies and which would be properly equipped.

Weco-Calox Tiesup

WECO PRODUCTS Co., Chicago (Dr. West's Tooth Powder) and McKesson-Robbins Inc., Bridgeport, Conn. (Calox tooth powder), are using four time signal spots on WHBF, Rock Island, and six announcement spots on WJDX, Jackson, Miss., in a special three-week campaign in a tie-up for the two dental products. J. Walter Thompson Co., Chicago, is the Weco agency with Brown & Tarchner Inc., handling the Calox account.

APPLEBY & APPLEBY Consulting Radio Engineers

38 Years Professional Experience
FIELD INVESTIGATION & SURVEYS
DIRECTIONAL ANTENNA SYSTEMS
LOCATION & RADIO COVERAGE REPORTS
TELEVISION SPECIALISTS
BROADCAST, HIGH FREQUENCY AND ULTRA HIGH FREQUENCY BANDS
MARKET DATA AND COVERAGE PRESENTATIONS FOR SALES PURPOSES

—SPECIAL APPOINTMENT—
CIVILIAN RADIO ENGINEER U.S. NAVY DEPARTMENT IN 1919

ATLANTIC CITY, N. J.
JASPER AND WINDSOR Avenues
Telephone 2-2355

Lieut.-Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

BROADCASTING Broadcast Advertising
Of Four Stations Broadcasting the Same Program WDAF Leads in Listeners 2½ to 1

It was a unique test. Made when four Kansas City network stations were all broadcasting the World Series baseball games. For once no station could claim any advantage or disadvantage in program popularity. Everything was even on that score.

The check-up was made by the Ross Federal Research Corporation, a national fact-finding concern, October 6, 8 and 9 during the hours the World Series baseball games were being broadcast by all four stations.

The result:

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDAF</td>
<td>64.1%</td>
</tr>
<tr>
<td>Second Station</td>
<td>26.3%</td>
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<tr>
<td>Two Other Stations</td>
<td>9.6%</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

One Program!
Four Stations!
WDAF Leads, 2½ to One!

Details of this and other independent surveys may be obtained from any representative of WDAF.

WDAF • 610 KILOCYCLES

DAY 5,000 WATTS
NIGHT 1,000 WATTS
OWNED AND OPERATED BY THE KANSAS CITY STAR
Out Here In Chicago...

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

Milwaukee

By GENE T. DYER

EFFICIENT: Field intensity readings on WEMP and transmitter outlet show almost perfect signal strength in all directions—and ground conditions ideal. Carl Roberts, way up in Madison, Wisconsin, told us the other day "it comes into Madison 100%!

CENSOR: WSB's has solved the matter of the frenzied fanatics who try to crash street broadcasts with propaganda, getting over their poison before they can be stopped. The announcer hides a button mike in a cedar chest and makes it look as if he is going to be shot so as to be quite sure right and proper and shuts off the rest by hiding the mike.

BRILLIANT: There's a lot in the Federal Communications Commission pronouncements that justify Judge Ira Robinson's thoughts years ago. The Judge is truly one of the finest, wisest characters that ever meditated radio problem.

EXTREME: Match this, you ladies who are claiming youthful commentators. WEMP, Milwaukee, has an announcer 71 years old, Ben Wall, and another just the reverse of those figures—yes, actually only 17 years old. The latter is Carl Zimmerman rated as one of Milwaukee's best. And Ben is as good as they come.

MAIL: Yes, mail response may not mean much to the station that doesn't get any—but we still count it all very precious. Odd how a complimentary letter, even if usually has a lot of confidence in you. Uncle John counted the mail he received from WCB and Annem in a single week and marked down close to three thousand recently. And Uncle John merely comments on the news!

SUCCESS: "Work faithfully for eight hours a day, and don't worry; then in the evening, you become the boss and work fourteen hours a day and have all the worry." 

UNUSUAL: Chuck Lanphier, boss at WEMP in Milwaukee should believe in astrology, but doesn't. Recently he celebrated his birthday, his wedding anniversary and the anniversary of his coming with WEMP—all on the same day!

KPF

P. O. Box 1956

HELENA

Montana

KGF

Butte, Montana

GETTING RESULTS IN MONTANA
Leadership

★ Since the very beginning of radio Blaw-Knox has supplied a majority of the leading broadcasting stations with their tower equipment. This leadership has continued year by year because now, as then, the most advanced designs in up-to-date radiator construction are concededly Blaw-Knox.

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

If you plan to increase the efficiency of your antenna... it will pay you to consult Blaw-Knox.

BLAW-KNOX
VERTICAL RADIATORS
The Young Man with a Lute

FRANS HALS

No better painting has ever appeared in the world than that of the great Dutch master, Frans Hals, who lived from 1581 to 1666. Hals painted in broad, slashing strokes or in the most exquisite detail, as the job required. Sharing honors with Rembrandt, his technique was guided by quality and craftsmanship.

COURTESY OF THE METROPOLITAN MUSEUM OF ART, NEW YORK
Paint and palette geniuses of the old Italian, French and Dutch schools had a way of improving upon life, imparting to their works of art a richness and a lasting quality that have outlived generations of men. Technically, their work was flawless. . . .

Wide Range Vertical recording and reproduction of your program brings definite improvement in performance quality over other methods. When produced at Transcription Headquarters, and broadcast through special matched equipment over the Wide Range System, your program is assured of "unimpaired reality from artist to listener." That means uniform control for your advertising, utmost appeal for your sales message. World's modern Vertical method, and the famous 440-station Wide Range System, are the modern masters of sound. . . . Turn casual dialers into loyal listeners—listeners into buyers—through the lasting appeal of a World transcription job!

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON
Programs: A Diagnosis

RADIO broadcasting moves swiftly—so swiftly in fact that ever so often it behooves broadcasters to take inventory of their operations.

We think the time has come for an appraisal of programs, but not from the customary angle of quality. It is generally conceded that as the technique advances the quality improves and that programs today are at a higher lever than ever before. We do not maintain that the millennium has been attained, but we do hold the public has never been better satisfied with its radio than now.

The impending problem, if it isn't now existent in many cases, is that of striking a balance between commercial and sustaining programs. There are only so many waking hours in the day. All those hours are not and should not be given over to commercial programs or to non-local programs in the case of most stations. There are of course notable exceptions to the latter classification. Large stations which serve more than their local areas are required to devote practically their entire schedules to national as distinguished from local programs, and in such cases there are smaller stations to take care of the local obligation.

Nearly half of the country's 700 stations are network outlets. A portion of their choice time is given over to network programs. That is only natural because those programs are generally of high calibre. Moreover, the basic wherewithal of these stations is derived from such programs.

Networks and stations alike have consistently adhered to the policy of cancelling commercials to clear time for public service programs of extraordinary interest. All radio contracts carry such a proviso. That is radio's obligation to the public and it will be maintained.

The demand for radio time, in spite of what appears to be a temporary dip at this time, has increased from year to year. The temptation is great to drop sustaining features and local programs for better-paying national programs, particularly with the increase in operating costs growing out of widespread unionization activities plus the general upward surge of ordinary overhead.

We think it of utmost importance that stations and networks ponder this matter seriously; they attempt to strike an irreducible minimum in the hours to be devoted to public service programs—whether it be a Presidential fireside chat, a Congressional speech or a convention of national import. And for the vast majority of the stations that serve local communities, we think it just as important that they keep their local identity through a certain proportion of home-town and home-talent programs. Local programs have tremendous importance, closely resembling the importance of local news in a newspaper. Without them the station stands to lose its identity as a home institution.

Over the years—and there haven't been many of them—radio has learned that by self-instituted corrective it can do the most effective job of public service. The matter of program balance, we feel, is one of those problems requiring a degree of self-correction.

Congressional Records

AS THIS issue goes to press, Congress is warming up for its special session. Some 50 separate measures directly or indirectly affecting broadcasting are pending—holdovers from the session that wound up last August.

The special session was called by President Roosevelt to consider and enact emergency legislation. Consequently, radio is not expected to figure in the activities of that session except for occasional oratorical outbursts from those who have adopted it as a favorite topic. But at the regular session, which gets under way in January, it is a practical certainty that renewed efforts will be made for investigations of radio and its regulation.

Radio, as we have said repeatedly in these columns, has nothing to fear from any fact-finding investigation. It is consistently improving the calibre of programs it offers the public. Its record will speak for itself, but only when properly presented.

At the last session orations on radio reached a new high peak. It was a bandwagon proposition. As we recall it, every speech was critical of broadcasting or of the FCC; there wasn't a single expression of a favorable nature. About a half-dozen members made practically all of these addresses. Some of the criticism was perhaps justified, but much of it was based upon haphazard information and pure speculation.

The performance at the last session reflects the need that exists for the circulation of information on the accomplishments of the broadcasting industry and on its never-ending effort to improve the public service it renders. That should be the major function of the trade association of the industry. In the NAB reorganization, now under consideration, it is earmarked as a prime objective. It will come before the NAB reorganization convention tentatively set for next February. Approval of a plan embracing a sound public relations program for the industry is imperative, and should be made operative as soon as the convention acts.

The 100-Watter Fallacy

WHY DO 100-watt stations, or at least a substantial portion of them, persist in bragging about being "little fellows"? The "100-watter" is a misnomer. It does not necessarily denote that a station has limited coverage or that it is the most insignificant thing in broadcasting. The so-called "100-watter" doesn't buy power or frequency per se. He buys audience and results. We know of many independent stations in the local category that do effective jobs, by virtue of efficient management and intelligent operation. Conversely, there are all too many of the so-called "big boys", from the standpoint of power, that are mediocre because they lack the type of direction that makes for distinctive operation and public service.

The fact is, therefore, that stations are large or small depending upon the intelligence and resourcefulness of their management, and cannot all be measured by the yardstick of kilocycles and watts. If the locals will forget their technical inferiority complexes and quit calling themselves names, they will begin reaping the profits promptly.

Youth Has Its Day

BOB MASLIN of WFBF started something that several dozen stations seem anxious to finish when he dropped into Broadcasting headquarters with a picture of a young man from Baltimore whom he titled the youngest announcer in radio. [Broadcasting, Oct. 1].

Already the age level has reached into high schools. If the thing doesn't stop somewhere, the yowling babies on maternity ward remote will be on station payrolls—for photographic purposes at least.

Even the embryos are having their privacy invaded, WOR recently submitting a photograph of an interview with a chick picking its way through an eggshell.

Truly, radio is a young industry!
FRANK R. McGINCH, chairman of the board of KMB, while his Communications lists his credentials with the Bakers Association of America at White Sulphur Springs, W. Va., Nov. 4, 1929: The Bakers Association and the Securities. The address was scheduled to feature the topic of the FCB chairman and while he was chairman of the Federal October meeting. McNinch was not

MAJOR EDWARD A. DAVIES, Philadelphia pioneer, on November 4, 1929, succeeded by the candidate for the position of the FCC chairman. Davies was formerly director of WIP, Philadelphia, succeeding Albert A. Corning, who resigned. Mr. Davies was formerly program director of WIP and then became an account executive with the Federal Communications Agency, leaving that post to join WIP.

MAXWELL HAGE, former radio production manager of the United Press and former assistant manager of WJAY, Cleveland; George Luck, former merchandising manager of KABC, Amatillo, and Hettelhardt, formerly with Colorado Club Woman Publications has just joined the executive staff of KFEL, Denver. Frank Ford, formerly manager of KGNU, Manzanita, Ore., has established a client’s service department for KPEL.

EARL H. GAMMONS, manager of WBYW, New Brunswick, N.J., on “Adventures in Radio Advertising” at the A. C. L. N. monthly meeting at the College of State of University of Minnesota’s department of journalism.

THOMAS F. O’CONNELL, who once worked for the College of State of University of Minnesota’s department of journalism.

TEX RICKARD, formerly manager of KMTR, Hollywood, has joined Los Angeles Times in as sales executive. Mat Bratton, formerly of KMTR has also been added to the sales staff.

BRUCE BARTON, chairman of the board of Batten, Barton, Durstine & Osborn Inc., named in advertising circles for the astuteness of his counsel and the force of his copy, known to millions of readers for his books and magazine articles, noted for his philosophical and political philosophy which has been hailed as the true American credo, and generally considered to represent the highest type of American businessman, is now, at the age of 51, embarking on a new career in politics.

DRAFTED by the Republicans of New York’s 17th district as their candidate to fill the vacancy caused by the death of Rep. Theodore Peyser last August, Mr. Barton was elected to Congress by a plurality of more than 12,000 over his Democratic opponent. This was the largest majority ever scored in the “Silk Stocking District”, so called because it includes New York City’s swankiest residential sections. Ignoring the fact that it also contains a large number of Manhattan’s poorest homes, running almost without a platform, his only pledge that he would use in the affairs of state the same judgment he has exercised in his advertising career, Bruce Barton did little campaigning, letting his record speak for itself. The result was but another testimony to that judgment.

Born in Robbins, Tenn., on Aug. 5, 1886, eldest son of a Congregational circuit rider who christened him Bruce Fairechild Barton (the middle name has long since been discarded), the boy was early moved to Oberlin, where the senior Barton obtained his doctorate. Bruce attended a succession of primary schools in Ohio towns until, in 1900, the Rev. William E. Barton, D.D., at his suggestion, moved to Chicago, where Bruce began his literary activities as editor of the high school paper. While in the path of his father, author of many volumes dealing chiefly with Lincoln, on whom he was an outstanding authority.

After a year at Berea College, Barton continued his studies at Amherst, earning most of his expenses by selling advertising cards during the summers. With a Phi Beta Kappa key hanging beside the badge of Alpha Delta Phi, he was graduated in the class of 1886, which voted him the man most likely to succeed. Jobs were scarce in that depression year, so young Barton became a timekeeper in a Montanta construction camp until the hoped-for chance to join a publication called him back to Chicago.

After a variety of editorial jobs with a number of Chicago publishers, he moved on to New York as assistant sales manager of P. F. Collier & Son Co. It was here that he wrote his first advertisement, for Dr. Elliot’s Five Foot Shelf and for General Electric Co. made advertising history.

While working on the comes he was winning even greater fame for his writings outside of advertising. His best known book, The Man Nobody Knows, and its almost as popular sequel, The Man Who Knew Too Much, have been translated into many foreign languages. His monthly editorials in Redbook and his frequent articles in other publications attracted thousands of readers. One of these articles, published in the American Magazine in June, 1922, under the title This Magic Called Radio shows that even at that early date Bruce Barton realized the potential uses of this new phenomenon.

We may begin to picture for ourselves what radio will mean in our homes in the years to come," wrote Mr. Barton. "We shall all have radios in the homes soon, and that is what we shall do. We shall come down in the morning to hear the newspaper headlines read while we eat. A little while after that, we shall come down in the morning to hear the morning headlines read while we eat. A little while after that, we shall come down in the morning to hear the newspaper headlines read while we eat. A little while after that, we shall come down in the morning to hear the newspaper headlines read while we eat. A little while after that, we shall come down in the morning to hear the newspaper headlines read while we eat.

MRS. HELEN WILTON QUINN has been added to the sales staff of CJRC, Victoria, with duties that will involve her in work on programs of interest to women listeners. Mrs. Quinn comes from the business department of the Victoria Tribune, where she also conducted the women’s column of Victory’s Point of View which she is now broadcasting once weekly. She previously did a similar program in Okotoks, Alberta.

ALFRED J. MCCOSKER, president of the Hamberger Broadcasting Service, and former chairman of the board of MBS, has been appointed to American Hebrew’s Board of Directors to fill the vacancy created by the death of Felix M. Warburg, financier and philanthropist. The Clay conference is said to be concerned with the promotion of better understanding between those sections of American Jewry.

PAUL M. SEGAL, Washington attorney, has removed his law offices from the Shoreham Bldg., 15th & 11th Streets, to the Woodward Bldg., just across the street.

JOHN A. STEWART, assistant to Earl Hearnier, KFI-KFJZ, Los Angeles, sales manager, has resigned to join the NBC Hollywood sales department.

SAM BOOTH, former newsman of Washington, has joined the commercial staff of WJEF, Hagerstown, Md.

KELLY ANTHONY, son of Earl C. Anthony, owner of KFJZ-KFJF, Los Angeles, has resigned his post as station manager to return to his home state of Georgia to attend school.

HARRY ALEXANDER and Kenneth Cooke have joined the sales staff of KFJZ, Fort Worth.

PAUL KAPP, brother of Jack Kapp, president of Tecca Records Inc., has been appointed radio director of Consolidated Radio Artists Inc., Chicago.

BROADCAST • Broadcast Advertising

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(Continued on Page 44)
BEHIND THE MIKE

JAMES ROY MAYSWARD, formerly of KXKX and KCKX, Kansas City, and KWBG, Hutchinson, has joined the announcing staff of KKH, Big Spring, Tex.

MARTIN BLOOM of WNEW, New York, has been named master of ceremonies for the benefit for the medical fund of Local 822 of the American Federation of Musicians to be held at the Hotel Astor, New York, Nov. 15, and broadcast on WNEW.

JOSEPH R. BOLTON, Jr., announcer of WNN, New York, is the father of a baby boy, Joseph R. Bolton, 111.

A Best Buy

in Southwest Radio

NBC or Spot

10,000 WATTS

KTHS
HOT SPRINGS, ARK.

DELIA ANNE RAGLAND, formerly on the continuity staff at WLS, Chicago, has become continuity editor of KWMR, Hutchinson, Kau.

AL HARDING, announcer of WHNO, Homestead, N. C., has resigned to join WOCO, Minneapolis.

EARL J. GLADE Jr., son of the director of KSJ, Salt Lake City, and a member of the station's staff, won a $50 award in a national snapshot contest recently with a picture titled "Kidnapped Kansas in a Kitchen".

BEAMS S. LONG, announcer and assistant program director of WYFD, Frederick, Md., has resigned to accept the position of program director and chief announcer of WSB, Baltimore, Md.

RUTH HENRIETTCONNON has been added to the continuity department of WYNO, Knoxville, Allen Port, announcer has resigned to take a position in Miami.

HARRY BLEDORN, for several years script writer-actor with WTMJ, Milwaukee, has been appointed publicity director. He was formerly a similar capacity with Student Theater Corp, and was at one time with the J. Walter Thompson Co.

FRED HENRY, formerly of KNX, Los Angeles, has joined KGDR, Long Beach, Calif., as announcer, succeeding a vacation Morris, resigned.

ROY W. WINSKAUF, assistant production manager of WCCO, Minneapolis, addressed a Washburn High School group Nov. 8 on radio writing.

TOPS — In baseball broadcasting is George Higgins (right), crack sports announcer of WOTC, Minneapolis, singled out by General Mills as "the baseball announcer with the largest audience in proportion to population in the United States," in a survey of its Wheaties broadcasts. He is here shown receiving his award in the form of a check from W. H. Hunt, president of Knox Reeves Adv. Inc., Minneapolis agency.

MAURICE GAPPED, CBS trade news, became a father for the second time Nov. 7, when Katherine Gapped was born at New York Hospital, Cornell Medical Center.

ARCHIE OLSON has been appointed special events announcer and commercial representative of the rebuilt CJCX, Yankton, S.D.

KAN CONNORS, newsmaster-producer at KJIB, San Francisco, recently was promoted to the post of production manager at the affiliated station in San Jose, owned by Julian Brunton & Sons, KJG, San Jose.

VICTOR PAULSON has been named department head—announcer at KJIB, San Francisco.

GORDON BROWN, who resigned from KJUS after three years as Night Owl, to join KXAN's operating staff, has returned to his old post.

GEORGE STUART, announcer-operating engineer at KJBS, has resigned to join KJL, Oakland.

CHARLES GLENN, formerly of KNX, Los Angeles, has joined the announcing staff of KWTQ-KQX, Springfield, Mo., Jimmy McAdams, formerly of the ABC music department staff in New York, is announced and during.

GUY SAVAGE, formerly of KTHI, Houston, has joined KABC, San Antonio as announcer and publicity director. Fritz Kalber, recently of the Greater Texas and Pan-American Exposition, also has joined the announcer staff, Pearl Solan, with a San Antonio department store until recently, has been placed in charge of continuity.

Sure Montana is a good market —

Here in one-twentieth the area you get 111,000 extra prospects—and they're folks who can buy! Their annual per capita spendable income is higher. Continuity is splendid in WMBD's area—factories are booming, wages are higher—farm crops the best in years.

But—WMBD's 5000 watts power daytime, 1000 nile—you can cover this area economically—and in no other single medium can you cover it fully. WMBD—the high fidelity station of Central Illinois—gives more results per dollar spent.

FREE, JOHNS & FIELD, INC., National Representatives

WMBD
PEORIA, ILLINOIS

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BROADCASTING • Broadcast Advertising

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery" 1938 Edition

Every woman wants one. Contains 186 valuable hints of cookery, comprising experiences of thousands of homemakers and edited by one of the world's foremost food experts. Priced as low as 25c, to include your advertising on front and back covers. Easy to mail; a gift that will be treasured.

Send for Samples and Prices to

ANTON PETERSON
173 W. Madison St.
CHICAGO, ILL.

www.americanradiohistory.com
WKY MAKES MORE CALLS IN OKLAHOMA

. . . TAKES YOU INTO MORE HOMES!

- Making calls — plenty of them — is the first essential of successful selling. With its seven-league boots of superior facilities and equipment, WKY can cover more territory, make more calls in Oklahoma than any other station. And its prestige, personality and programming make it welcome wherever it calls.

No random boasts are these, but hard, cold facts proved by survey after survey, verified by a brilliant record of sales.

So successfully does WKY take local and national advertisers into the homes of Oklahoma that, for this purpose, they are spending more money with WKY today than with any other station in the state.

Put your radio advertising on WKY — the station which has entree into more homes than any other station in Oklahoma.

WKY Oklahoma City

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY
DEAN MARKHAM, of the NBC New York production staff, has joined Don McGuire, Pacific Coast radio production manager of Music Corp. of America, Hollywood. Bud Rutherford, who writes the nightly quarter-hour Alka Seltzer, Newspapers-of-the-Air programs, sponsored by Dr. Miles Co., of California, is on the Don Lee network, has taken on additional duties of publicity director. He succeeds Jimmy Vandiver who resigned to become special events director of KFKA, Los Angeles.

JACK SATYERS of the CBS Hollywood publicity department, was married to Gwendolyyn Steele on Nov. 5 at Beverly Hills, Calif., as announcer-producer.

ARTHUR O. BRAY has resigned from the Continuity staff of KHL, Los Angeles, to free lance.

TED STEELE, who handled CBS publicity in Birmingham, has joined KMPC, Beverly Hills, Calif., as announcer-producer.

JIMMY WALLINGTON, CBS Hollywood announcer, resigned as part of an announcer in Start Cheering, now being produced by Columbia Pictures Corp.

BOB BOWJIAN and Hnl Bennett have been added to the announcing staff of WLC, Dayton.

HILTON HODGES, station announcer of WIBW, Topeka, and Miss Dorothy Kenka, daughter of Dr. and Mrs. Alpha H. Kenka of Topeka, were married in October at St. Louis.

PAUL PHILLIPS, station continuity chief of KXBY, St. Louis, has returned to the station after six months leave of absence.

PAUL CARLISLE, formerly of KWKH, Shreveport, La., has joined WKRC, Cincinnati.

Wouldn't you like to "dip in" ... to "go after" ... and "take" your full share of the millions of dollars of business Radio is bringing every day.

Radio has sold so many things successfully in the Southwest. A Radio campaign on KTAT will sell your merchandise, too.

Now's the time to start, with a heavy volume of Winter business in view.

And, KTAT is the Station to use to cover the RICH FORT WORTH MARKET completely and economically.

BROADCASTING • Broadcast Advertising

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

Avalon Buying BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), made the largest after-market time purchase on any Chicago station (excluding bar-b-cue sponsors) when it signed a contract Nov. 8 to use two hours daily except Sunday on WJJD, Chicago. The program, conceived and sold by Herb Sherman, WJJD commercial manager, is literally a verbal sports edition with a complete editorial staff headed by Warren Brown, of the Chicago Herald & Examiner, assisted by Jimmy Dudley and Russ Hodges together with others yet to be named. Every type of sport and cover-up being run the two hour session. BBDO, New York, is the agency.

Lottridge to KTUL

APPOINTMENT of J. Beryl Lottridge as commercial manager of KTUL, Tulsa, and of Joseph W. Lee, manager of KTOX, Oklahoma City, as his successor as managing director of the Oklahoma Network, was announced by Mr. Lottridge became managing director of the network several months ago.

Bruce Barton

(Continued from page 41)

Avalon Buying of WJJD, Chicago. Mr. Barton has a country home at Foxboro, Mass., where his family has owned land for more than 40 years. He is a member of the Authors League of America, Advertising Club of New York, University Club of New York, Blind Brook Club and Amherst Club of New York. An excellent golfer and bridge player, his chief extra-curricular activity is reading, and while his particular interests are history and biography he somehow finds time to keep up with the important literature in all fields.

His radio philosophy was summed up in a talk at a radio industry banquet in 1928 when, speaking for all listeners, he said: "In this great thing that we call radio you have something which is so much greater than yourselves, which is so miraculous, which has in it such tremendous power for good or evil, that we feel that everybody connected with it ought to regard it with a certain sense of awe and reverence. Give us better programs, even, than you think we can appreciate. Raise our standards of taste. Don't be afraid to do the courageous thing in experimenting, so we a great force in the interest of great and good causes."

WJAR

John Salvatore, President

Radio Station

BROADASTING • Broadcast Advertising

News

is your best bet

TRANSMISSION
Much Safer

FRANK AUSTIN, sports commentator of KDFL, Salt Lake City, is commenting from the third row at local wrestling matches since Jack King jumped out of the ring, grabbed Austin, applied a headlock, and dragged him into the arena. The strong man later apologized and said he was momentarily confused by a crack on the head as he went through the ropes.

CHICAGO Radio Artists will hold their annual Radio Costume Ball Nov. 27 with proceeds to be devoted for the Radio Artist's Fund of Chicago, a social organization.

WAAF, Chicago, has started a new quarterly-hour Sunday afternoon program called Quickies which contains 15 separate and distinct features. Included are music, news, style notes, drama and comedy. Program is sponsored by Gordon Credit Clothing Co. with Sherman Perkins Co., Chicago, doing the account. Exactly opposite of the Quickies broadcast is a full-hour Once Around the Clock program, also heard on Sunday afternoon, a variety show. Sundberg Electric Co., Chicago (electrical appliance concern) through Selvair Broadcasting System Inc., Chicago, sponsors the latter program.

TWO Chicago stations, WHBM and WIND, have started programs in which recordings are made of interviews with housewives and others and broadcast later.

KQW, San Jose, is presenting each Thursday night a program for amateur announcers. Station invites employees desiring to try out before the microphone to participate in the affair. The turn-out has been heavy. Edward Calder is the master of ceremonies.

KWTO, Springfield, Mo., is now taking the air at 5 a.m. with a program aimed at the rural audience.

WNEW, New York, has joined a new network, effective Nov. 15, on which "package" rates are quoted for Make your Date, Chicago, Mallard's Matinee, and news broadcast periods. Rates for these features are up from 10% to 30% of other rate changes have been made.

MICROPHONES were placed in the U.S. News and Courier office in New York, to pick up the ceremonies attended by the admission of 300 aliens to American citizenship.

STUDENTS in Philadelphia's vocational schools tell "what we did in school today in a Thursday afternoon series on WFIL titled School Days. Presented under joint auspices of the WFIL educational department which is supervised by Margaret Schaefer and the local board of education, the series will feature dramatic sketches and round table discussions.

MAUDE ADAMS' debut as a stage director will be on the NBC Red network on Nov. 20. Miss Adams' production of Rostand's Chantecler which is handled by the auditorium for St. Stephens College, Columbia, Mo., where she is teaching dramatics and experimenting with new ideas in effects and lighting.

WCAC, Philadelphia, is presenting a weekly series called Dramas of Science featuring members of the local Franklin Institute. Dramas of Science portrays the lives of leaders in science and industry are highlighted.

If you're a-huntin' fer gold in Kentucky, fellers, dig right here in Louisville—there ain't no gold in them hills! ... Louisville City Limit alone furnishes 74% of the drug sales, for instance, in the 25 counties comprising the Louisville Trading Area! It furnishes 67.8% of the area's food sales. ... So use WAVE (an N.B.C. outlet) to cover Louisville—at less cost!

DON'T BLAST THEM HILLS, BOYS!

November 15, 1937
THE Business of BROADCASTING

KHK Salt Lake
Leavitt & Co., Salt Lake, 38 weeks, thru Leavitt & Co., N. Y.

KWH Salt Lake

KWHF, Rock Island, Ill.

WAA, Chicago

WAPA, New York
Stokely Bros. & Co., Indianapolis (Van Camp Food Products), 3 weeks, thru Schilt's Adv. Agency, N. Y.

WATL, Atlanta

WBC, Philadelphia
Proctor & Gamble Co., Cincinnati, 3 weeks, thru Proctor & Gamble Co., Cincinnati.

WBDI, Chicago

WBEV, Milwaukee
Rochester's Lehigh Valley, 3 weeks, thru Rochester's Lehigh Valley.

WBF, Boston
American Tobacco Co., New York, 3 weeks, thru Leavitt & Co., N. Y.

WBT, Nashville
American Tobacco Co., New York, 3 weeks, thru Leavitt & Co., N. Y.

WBUR, Boston
American Tobacco Co., New York, 3 weeks, thru Leavitt & Co., N. Y.

WCHR, Chicago
Drawn for Broadcasting by Sid Klinn

"Have This Fan Mail Picture Retouched—I Can Still See Some of the Boxes Under the Letters."

Page 46 • November 15, 1937

BROADCASTING • Broadcast Advertising
IN THE Nov. 1 issue of BROADCASTING it was reported that Nestle’s Milk Products Inc., New York, tested Mod Maltersfields on two stations in the WLY line through Lord & Thomas, New York. The agency states that the program advertises the sponsor’s Lion Brand evaporated milk, and has no connection with the chocolate business, which is a separate organization.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), sponsoring a new program on 2 Mutual stations, has changed the name of the program to Melody Puzzles. It started Nov. 9, and is heard each Tuesday on WOR, Newark, WNYB, Binghamton. Agency is Lord & Thomas, New York.

SPECIALTY SALES Co., Atlanta, for BB headache powder, has bought the six-hour Dancing Till Dusk Saturday night program on stations in New York, Binghamton.

PRESIDENT Theater, San Francisco (motion picture houses), has announced an all-star program over KGBC, San Francisco and KLS, Oakland, which are being presented nightly except Sunday. Harry LeRoy and Repe LaMarr are the two voices on the broadcasts. Stations are using International News Foundation.
McDermott to Agency

A GOVERNMENT OFFICIAL who recently resigned as national sales representative of NBC-managed and operated stations, Nov. 8 joined the Kirtland-Engel Co., Chicago, as radio director. Mr. McDermott joined the local sales department of NBC-Chicago in 1932, coming from WBS, later being named commercial manager of the NBC-Chicago owned and operated stations, WMAQ and WENR, a position he held until promoted to the national sales post last March.

McClatchy Now Manages California Radio Group;
Ford Billings Resigns

FOLLOWING consultations in San Francisco between Emile Gough, vice-president of Hearst Radio Inc., and Guy C. Hamilton, general manager of the McClatchy radio stations and newspapers, Mr. Hamilton announced that McClatchy interests have taken over the management of the California Radio Group. On Nov. 8. At the same time it was revealed that Ford Billings, Hearst's executive in charge of Pacific Coast operations, who has been supervising the regional network, has resigned from the Hearst organization. Howard Lane, business manager of McClatchy Broadcasting Co., will supervise the new operations.

With the withdrawal of Hearst from its tieup with McClatchy in the cooperative operation of the Chicago and Kansas City stations, McClatchy will become the Los Angeles outlet in lieu of KEHE, the Hearst Los Angeles outlet. KYA, San Francisco outlet, remains as the bay district outlet. The McClatchy California stations comprise the remainder of the network as before—namely, KFBK, Sacramento; KDOC, Fresno; KWW, Stockton; KERN, Bakersfield; KFWB, owned by Warner Brothers, and KYA will feed programs to the hookup, as will KFKF. The network will be represented nationally by Transamerican.

Grant in Chicago

GRANT D.V., Inc. Dallas agency, has opened a Chicago office with Joseph L. O'Connor, formerly with the Myer-Both Adv., Co., Chicago.

Graves' Adding

THE Riddle Man series of Castleberry's Food Co., Augusta, Ga., which started on WMAB, Macon, has recently been extended to WATL, Atlanta, WAIM, Anderson, S. C., WRDW, Augusta, and will be placed soon on WJAK, Jacksonville, Fla. Cans of food and pressure cookers are given listeners, who get their awards at grocery stores. This feature has caused many grocers to stock the line. Groves-Keen Co., Atlanta, has the account.

Research Firms Unite

PAUL T. CHERINGTON and Market Research Corp. of America have merged, with Mr. Cherington becoming president. Other officers are Miss Pauline Arnold, Percival White, J. E. Graham, Richard Watson and J. R. Kimbrough. Center, New York, and 120 S. LaSalle St., Chicago.

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**Stauffer-Franco Raised**

ELEVATION of Carlos Franco from station relations manager to manager of the radio department of Young & Rubicam Inc., New York, has been effectuated coincident with the promotion of Donald D. Stauffer to vice-president in charge of radio. Mr. Stauffer has been regarded as head of the radio department.

R. CALVERT HAWS has been transferred from the Chicago offices of Russell M. Seeds Co., Inc., to Hollywood. He has been placed in charge of the production of the five weekly CBS Hollywood in Person program sponsored by General Mills Inc., working with Clay Osborne, manager of the Seeds Co. West Coast offices and Tom Wallace in charge of studio production. Haws has extended its southern California coverage to include KFWI Hollywood as well as KNX, that city, adding the former station to its list Nov. 3.

Mr. Franco

**HOLLYWOOD NITE-LETTER**

**Yes, our “HOME TALENT” is PRETTY LOUSY!**

We admit with candor that Fargo “home talent,” like that of other cities of similar size or smaller, is pretty lousy! But you can’t tell our home folks that! They like it!

We’ve brought advertisers some swell results with our home-town boys and girls. Would you like an idea as to what we’d suggest for you?

**W DAY, INC.**

N. B. C.

Affiliated with the Fargo Forum

**FARGO N. D.**

940 KILOCYCLES

5000 WATTS DAY

1000 WATTS NIGHT

November 15, 1937 • Page 49
3 points TO REMEMBER ABOUT THE
1938 YEARBOOK NUMBER

1. Guaranteed circulation to all regular subscribers of BROADCASTING.

2. Indispensable to radio advertisers, time buyers, account executives, station and network executives, station sales managers and executives of all services relating to radio broadcasting.

3. Your year 'round advertising medium—regular rates and frequency discounts apply.

RESERVE SPACE TODAY!
FCC Placed in a Glass House
(Continued from page 9)

vised procedure permitting any one
to participate in such hearings. The
CIO also condemned the FCC
for "star chamber" proceedings in a
resolution at its October con-
vention in Atlantic City.
In the reforms to be instituted,
Mr. McNinch declared steps
would be taken to close the gap be-
tween the time decisions are announced
and the formal statement of facts
and grounds for the action is re-
leased. Now, anywhere from se-
veral weeks to several months
elapse. While it may not be pos-
sible to announce both the bare
action and the formal decision
simultaneously, he said the effort
would be to have the written opin-
ion available within a much short-
er span.

Policy Matters Awaited
Important changes in policy, not-
ably in connection with broadcast-
ing and its regulations, will await
further consideration of the newly-
constituted Commission. Changes in
rules of practice and procedure,
regarded as long overdue, will be
reached with greater speed, Mr.
McNinch said. Personnel reorga-
nization, which may affect a substan-
tial number of executives imme-
diately below the Commission itself,
probably will develop piecemeal as
and the result of analysis of the
functions of each department and
branch of the Commission.
The three-man Broadcast Divi-
sion held its final regular meeting
Nov. 9, with Division Chairman
Sykes, Division Vice-Chairman
Case and FCC Chairman McNinch
in attendance. It was the first meet-
ing in three weeks, and a mass of
miscellaneousчислены was cleared,
along with 10 docket cases based
upon reports of examiners. But the
docket was not cleared by any single
means, and practically all contro-
versial cases ready for decision
were passed over, presumably for
action of the newly-constituted "di-
vision-less" body. Most significant,
however, was the fact that a score
or more of cases dealing with news-
paper applications for new stations,
or for acquisition of existing out-
lets, were punted over.
While there was no comment,
this lack of action obviously grows
out of the desire, if not the inten-
tion, that consideration of all news-
paper applications be suspended until
the formulation of definite policies
regarding newspaper owner-
ship of stations.
When President Roosevelt draft-
ed Mr. McNinch to assume the FCC
chairmanship several months ago,
it is understood he emphasized
newspaper ownership of stations as
one of the matters he would like to
see cleared up. Legislation seeking
separation of newspapers from sta-
tions or the imposition of some
measure of thwarting "monopoly in
public opinion", now is pending in
Congress and the Administration
has been building up with implied
administration endorsement.
The Commission as a mat-
ter of policy, also plans to set for
hearing all applications for new
stations and for transfers of own-
ership, similarly on Indicated in the
final Broadcast Division meet-
ing. A score of new station appli-
cations were designated at that
meeting. The only action on a
transfer before it that day, which
was set for hearing, was that on
assignment of the license of WAFJ,
Birmingham half-time clear chan-
nel station, from three state col-
leges to an operating company
which CBS would assume a 45% in-
terest, under a lease arrange-
ment.

With the trend definitely toward
procurement of more complete in-
formation on the fiscal and eco-
nomic aspect of station applicants,
it is more than likely that, in the
organization of the new division
affected, provision will be made for
an economic unit on broadcasting
within the FCC. This was recom-
mended initially by T. A. M. Craven
while he was chief engineer as a desir-
able and perhaps necessary step.
The plan was to establish it as a
part of the broadcast operations,
since the present divisions have been
abolished, such a unit may be en-
compassed in the functions of the
accounting department under Chief
Accountant W. J. Norfleet. The unit
presumably would inquire into such
matters as the ability of particular
companies to support new stations
for which applications are filed; to
gauge the degree of station com-
petition that would be entailed and
whether the addition of another sta-
tion in a given market might im-
peril existing stations, and to check
valuations in instances of proposed
station sales.

Assignment of Attorneys
Thought is being given, it is un-
to understand, to the assignation of
an attorney to each member of the
FCC, in addition to his regular as-
sistant. The attorney would act as
the legal assistant to the commis-
sioner and in that way assist in
drafting of recommendations on the
cases assigned to the member.
Such an arrangement already exists
in Chairman McNinch's office. Two
attorneys, William J. Dempsey, for-
dering the general counsel of the
Federal Power Commission
the chairmanship of which Mr.
McNinch has undertaken, is
completes his task at the FCC—
and John J. Murray, former chair-
man of the Massachusetts Public
Utilities Commission, now serve as
Mr. McNinch's assistants.

Under the division structure,
even men aside from the chair-
man himself, was either a chair-
man or a vice-chairman of a divi-
sion. Those titles become nonexis-
tant with the new arrangement.
The post of vice-chairman, held by
former Commissioner Irvin Stew-
art, has not been filled, and proba-
ably will not be.

Four of the seven FCC members
are well versed in broadcasting
matters—Sykes, Case, Craven and
Brown, the latter having served as
a member of the Radio Commission
until it was succeeded by the FCC
and as a member of the FCC Broad-
cast Division during its first year.
Chairman McNinch, of course, has
been on the FCC only six weeks,
but he is assimilating a
knowledge of its workings with
amazing rapidity. Commissioner
Walker has devoted practically all
his energies to the A. T. & T.
investigation as chairman of the
Telegraph Division, and Payne has
been on the Telegraph Commission
from the start.

Creation of a sort of "motion
court" within the FCC, to clear
miscellaneous legal pleadings on
broadcasting, probably will be ef-
fected as a means of relieving the
Commission of burdensome detail
and at the same time of expediting
action on such matters. Other re-
formations and improvements in legal
and hearing procedure, long under con-
sideration, are expected to grow out
of the movement toward simplifica-
tion of rules of practice and pro-
cedure.

It is not unlikely that in such
changes, there will be the require-
ment that applications for new
stations automatically be designated
for hearing, that applications for
transfer of licenses be handled in a
similar manner, and that competi-
tive applications for facilities in the
same geographical area be held in the
field, rather than in
Washington.

That Chairman McNinch will
stay at the FCC a minimum of six
months—probably longer—before
returning to his chairmanship of the Power Commission as long as it is the pleasure of the President to have me do so, and as long as I believe there is yet anything important that I might help do. I have no idea now, however, that I could do any worthwhile work there within the three-month period. And while I cannot undertake to say in terms of months how long I expect to be there, I doubt if I will be there less than six months, since I am unwriting radio address from this work, however intriguing it is to me, to go back to the Power Commission as soon as I can, until I had been instructed that I had made whatever contributions I could to the work of the Communications Commission. Therefore, I have enlisted for whatever period that may be in terms of possible accomplishment.

Mr. McNinch was himself formerly mayor of Charlotte.

McNINCH & MAYOR — While week-end in his native Charlotte, Nov. 5, FCC's new chairman, Frank R. McNinch (left) was brought before the WBT microphones for an interview — his first radio speech since assuming his new post Oct. 1 and the fourth in his career. On the right is Charlotte's Mayor Ben E. Douglas, who served as interviewer. Mr. McNinch was himself formerly mayor of Charlotte.

He was besieged with questions by the score of newsmen present on the "political" aspects of the action.

Pointing out that the FCC is an independent commission created by Congress and having important administrative, legislative and quasi-judicial powers, the chairman said that for anyone to make a request of or a suggestion to a commissioner or staff member touching any pending quasi-judicial matter or for anyone to respond to a request which is not a part of the record "does violence to the true conception of how an independent Commission should exercise its quasi-judicial function." He added this was not applicable to any purely administrative matter. Inquiries as to the status of cases were entirely proper, he declared, and the information would be available from the secretary's office.

"These candid statements are prompted not only by the conception of my associate commissioners and by myself as to the way in which the Commission should discharge the important powers and duties committed to it by the Congress," he went on, "but also because the Congress created the Communications Commission as an independent agency with quasi-judicial powers and the Commission is directly responsible to Congress for the fidelity with which it discharges those delegated duties."

Discussing the news phase of work designed to keep public officials advised on all matters pending before the FCC, Mr. McNinch declared that the Commission henceforth will dwell in a "glass house." He emphasized that no person would be precluded from giving competent testimony at any hearing and that this included private citizens as well as public officials. He added that hearsay testimony and irrelevant or incompetent testimony would necessarily be excluded.

The chairman explained that at the November 11 press conference — the third since he assumed the FCC chairmanship Oct. 1 — Mr. McNinch defined completely the scope and import of the new procedure.

(let continued on page 56)
Using the new trailer studio of WDBJ, Chicago, Tommy Bartlett, housewife interviewer, has started a new series The House Goes to Market. He visits grocery stores and chats with housewives while they are shopping. Interviews are transcribed. Fitzpatrick Bros. is sponsor for the new series, which promotes Automatic Soap Flakes, while Meet the Munsters, another Bartlett program for the same sponsor, sells Kitchen Klenzer Neisser-Meyerhoff Inc., Chicago, is agency.

Unbroken Swing

ON THE THEORY that Saturday night, KFRU, Columbus, Ohio, broadcasts two-and-a-half hours of dance music unbroken except for station identification, orchestra and tune announcements every quarter-hour, a program is titled Saturday Night Club. KFRU inscribes in a book as "Patron Saints" those who send in questions and answers to the Three Wise Guys, heard every morning. They will receive recognition on "Judgment Day."

A Woman's Voice

MEN'S hats are sold in a Sunday afternoon series on WOAI, San Antonio, titled For Gentlemen Only which starts with a woman's voice, half-whispering, "Sh-sh-sh. This is for gentlemen only." Sponsored by Byer-Rolnick Co. Dallas, for its Resistol hats, the show features popular music. In addition to WOAI, it is heard on the Texas Quality net and WKY, Oklahoma City.

High Schools and Colleges

IN ADDITION to a 30-minute city high school program from WBAP, Fort Worth, broadcasting at 9 a.m., WPBA began a college educational series on Nov. 6 with a quarter-hour to broadcast each weekday following the high school programs and to orient the students to the campuses of various Texas colleges and universities. On Nov. 6, Abilene Christian College, 15 miles distant, was aired. On Nov. 10, Texas Christian University.

Fun in Canada

A NEW game called Crossword Clues has been started by the Associated Broadcasting Co. Ltd., Toronto, on CKCL, that city's AM radio adaptation of the popular game 'Guest Who,' the new game may be even more popular than the radio Credit game introduced in Canada last spring by ABC which caused disaster when 10,000 listeners tried to call one line to CKCL and blew the fuses on the Toronto telephone exchange.

WEBC Tells Your Story

AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

BROADCASTING • Broadcast Advertising
WINS Scavenger Hunt

WINN, New York, Jan 11.

Broadcasting in the schools.

The theme of the story is the competition between different schools for a prize.

Edna Maxwell, who was present at the first broadcast.

In the afternoon a half-hour was devoted to the announcement of the articles to be collected. An hour-and-a-half was allowed to elapse, at the end of which the first person bringing to the studio the required articles received a prize, presented by Miss Maxwell. Ten other prizes, consisting of pairs of theater tickets, were given. All prize-winners took part in the closing quarter-hour program.

Finding Talent

WCFL, Chicago, started The Talent Scout recently, and has been receiving artists who have never had a "break" in radio. Program is designed to give aspiring artists a chance to display their talent for an advertising executive without the red tape involved in setting up auditions. Paul Kapp is writing and directing.

On Their Own

WNOX, Knoxville, has a program called Conversation, just what the title infers. The station gets five townspeople to appear on air, gives them a subject, and then puts them on their own. Several unusual discussions have developed.

CIRCUS-WNOX, Knoxville, carried a full-hour broadcast from Ringling Bros. circus under sponsorship of a local flour milling company, with Lowell Blanchard, program director, handling the microphone. Here he is shown interviewing a clown.

Rustlers Beware!

ON ITS 6 a.m. Rocky Mountain Roundup, KLZ, Denver, is cooperating with police and courtesy patrolmen in attacking the cattle rustling problem. The station gets information from police and broadcasts it on the program. On its Home-Makers Hour, KLZ is presenting interviews with prominent chefs and others who serve the public. Howard Chamberlain, production chief, arranges the interviews.

From the Dressing Room

FROM the star's dressing room of Washington's National Theater comes a weekly interview on WJSV titled Backstage. Stage history and traditions are included in the programs handled by Miss Dolly Slaughter of WJSV.

MINNEAPOLIS ST PAUL

NBC BLUE NETWORK STATION

CARRIES MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED

The Reason? Local Advertisers know the local market. They use WTCN because it produces more profitable sales per advertising dollar.

W T C N

Owned and Operated By The
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIONEER PRESS

With over 300,000 circulation both Daily and Sunday
FREE & PETERS, INC., National Representatives

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . . SAN FRANCISCO

Columbus Station

5000 WATTS
1160 Kilocycles

First 200 Days" Now in printed form — Get the pictorial and factual story of the fastest growing station in America — Read the "Big Apple Story" in the "First 200 Days of KGLO." Write F. C. Eighney, manager, for your copy.

KGLO
MASON CITY, IOWA
FCC in Glass House
(Continued from page 55)

Stein to Hollywood
JULES STEIN, president of Music Corporation of America, has moved from New York to Hollywood where he has established his home for the next six months. He is supervising construction of the new MCA west coast headquarters at 9000 Burton Way, Beverly Hills, Cal., and which will be ready in late December. Besides executive offices, the two-story structure of colonial design, will contain a broadcasting studio and audition rooms. It will house the newly-organized radio department as well as other west coast divisions of MCA.

LISTENERS Count
IN BIRMINGHAM

Power alone can't guarantee listeners in Birmingham. It takes local voice, showmanship and FULL TIME COVERAGE! That's why Birmingham "benefited" by keeping their dial tuned steadily to WSGN.

THE NEWS
AGE-HERALD
STATION
Birmingham
1310 KC.

AFFILIATED WITH
NBC BLUE NETWORK

Ma'or R. E. Zultz says—

... on the double value of buying the Carolina Combination. These two stations broadcast top programs on favorable low frequencies to bring advertisers double results. You can call this bet for only one low rate.

The CAROLINA COMBINATION

WIS WPTF

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

Represented by Free & Peters, Inc.

Sold at one low rate.

HOST TO IRENE — KWK, St. Louis, filled two days with promotion activity while Irene Rich was in town. Here is Bob Convey, KWK manager, with Miss Rich at a banquet the station gave for local women station and representatives of Welch Grape Juice Co., her sponsor. Fred W. Kastor, vice-president and General Manager of Radio Station WUAC, Welch agency, was an honor guest.

Ninch asserted. He said he regarded it as a desirable type of procedure which is followed, for example, by the Federal Power Commission, of which he was chairman and to which Commission he plans to return after completing his reorganization detail at the FCC.

The new rules were not motivated by any desire to block a Congressional investigation, Mr. McNinch emphasized.

Asked whether the FCC would discontinue making any grants without hearings, Mr. McNinch asserted that it must follow that procedure in certain uncontested matters. He said that since cases come to him for oral hearing, he has all the facts.

In his announcement covering the order abolishing the division of operation and instituting the new procedure, Chairman McNinch said that because of lack of time or effort whatever was made to make any general revision of rules, regulations and procedure. He said, however, that this matter would be given early consideration.

Regarding handling of unfinished business, he said:

"Unfinished Cases

"While no formal action was taken at the Commission meeting yesterday," said Chairman McNinch, "in regard to the hearing of oral arguments on matters before the several Divisions which will be pending and unfinished after Nov. 15, it was informally agreed, and will subsequently be officially assured, that oral arguments hereto-fore set for hearing before either of the Divisions will be heard by the full membership of the Commission.

"It will be found necessary to make some adjustments in the dates heretofore set by the Commission for oral arguments after Dec. 1, but those set for hearing during the last half of November will be heard at the time now set unless the Commission may discover some irreconcilable conflict as to the time set for arguments on matters now pending, in which event the Commission will advise parties of their interest at the earliest possible date as to any change in dates for arguments. Hence, in the absence of notice, the contrary, no interest should be prepared to make oral arguments on their respective matters on the November dates now set.

"It is probable, though this has not been definitely determined, that where oral argument has been made before either of the Divisions in a matter on which final decision has not been made, parties in interest will be offered opportunity to argue such matter before the full Commission. However, if such parties should avail themselves of the opportunity for re-argument, it is indicated that such delay decisions on these matters as dates for re-arguments would necessarily have to be reconciled with the dates for oral arguments set.

Another order (No. 24) by the Commission enumerated the changes in rules necessary to eliminate the division mode of operation. Some two dozen changes in rules were ordered but affected only the procedure in such manner as to circumscribe the former requirements with relation to division activity.

Griffith Heads KFJB
HOMER GRIFFITH, Chicago writer and producer, known best on the air as The Friendly Philosopher, will become station and commercial manager of KFJB, Marshalltown, Ia., effective Nov. 21. At the same time Irene Wigton Griffith will become program director and has appointed Howard H. Wilson Co. as national representative. Mr. Griffith has been in radio for the past ten years, starting in the commercial department of KFWB, Hollywood, in 1926. In 1932 he went to Chicago to continue his own business. He is giving up all his Chicago radio work with the exception of his Friendly Philosopher program sponsored by Mantle Lamp Co. Friday nights over the WLL Line from Chicago (WIND and WILW).

"JOLLY BILL" STEINKE, who is about the reading of the Chicago comics on WINS, New York, some time ago resigned Nov. 7 to resume his reading of the Tribune newspaper in the Sunday American.

... Serving an area with the highest income in Wisconsin outside of Milwaukee and Waukegan. Write or wire for details.

BROADCASTING • Broadcast Advertising
More Tobacco Shows
BROWN & WILLIAMSON TO-BACCO Co., Louisville, has started five new sports programs, through the WGGO Inc., New York. On Nov. 8, for Big Ben smoking tobacco fans, the New York Times' sports news series on WBT, Charlotte, N. C., started at 6:30-6:45 p. m., to be heard Mondays, Wednesdays, Fridays and Saturdays. Featuring The Novelists, this series will run through Feb. 4. On WDAF, Kansas City, sports commentators, Ernie Black and Joe Mitchell, started Nov. 15, to continue through Feb. 12. Program is broadcast the same days as The Novelists and is of the same product. For Avalon cigarettes, WUJ, Detroit, is carrying Bill Kennedy's sports talks on Tuesdays, Thursdays and Saturdays, at 7:45-8 p. m. Also for Avalon, WJDD, Chicago, starts Nov. 15 a full-hour sports cast, Mondays through Thursdays from 3 to 4 p. m., featuring Warren Brown. On the same station the Handicappers, covering all horse-track events, are heard from 7 to 8 p. m., Monday through Saturday.

G-E’s Big Fund
A $4,000,000 advertising and promotion campaign for General Electric, launched in October, was announced Nov. 10 by A. L. Scaife, manager of advertising and sales promotion for G-E. Details of the campaign have not been disclosed but it was understood radio would be used extensively.

FCC Orders on Procedure

FCC ORDER NO. 25
The Secretary is hereby directed to make a record of all communications received by the Commission relating to the granting or renewal of any license, or a pending before the Commission requesting the granting, renewal, modification or revocation of any license or construction permit, certificates of convenience and necessity, or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the Secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing, provided, that in the case of communications bearing more than one signature notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to one or other than such person.

FCC ORDER NO. 26
The Secretary is hereby directed to prepare each week a report listing all applications which have been granted during the preceding week for the issuance, renewal, modification, transfer or revocation of licenses, construction permits or certificates of convenience and necessity, as well as all rate schedules filed. Such report shall also show that, if any action has been taken by the Commission during the preceding week with respect to designation of any of said applications for hearing, the setting of a date for a hearing on any such application, the granting or denial of petitions for reconsideration, continuance, etc., as well as final action on any of such applications by the Commission. It shall not be necessary for the Secretary to include in such report any information with respect to the filing of or action upon applications for renewal of any license, or the modification or renewal thereof, nor of applications for temporary privileges such as special broadcasts, etc., nor of applications for emergency services.

More Tobacco Shows

KTAR Would Buy KVOA
PROPOSED purchase of control of KVOA, Tucson, Ariz., by the operators of KTAR, Phoenix, was disclosed Nov. 11 in an application for transfer of ownership filed with the FCC. KVOA, 1,000 watts on 1250 kc, is owned by the Albert Steinfeld Co., trading as Mescal, the former law office of the lawyer, who has been taken over by the management of the station himself, with a staff of six. Jack Stauffer is chief engineer.
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

66 BROAD STREET
NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

On Selling News

EDITOR BROADCASTING:
I wish to quote as follows from a letter received recently from one of the well-known agencies referring to a company which is well known nationally, although it has regional distribution:

Their experience with news broadcasts in other cities has been that when they got started with these things they usually had to continue along and could not discontinue after a few weeks at it; and it was felt that because of the importance of the New York market that we do not bring into it with just a few or six weeks sponsorship of the news.

This seems to be a new reason for not buying and I thought it might be useful to those selling news in other cities. Although I cannot quote further from the letter without revealing the identity, there is nothing amplifying the meaning. It is simply a case of too much success with news.

THEODORE C. STRIEBER, Vice-President, WOR, New York City.

October 27, 1937.

Everybody Busy

EDITOR BROADCASTING:
I wish to take exception to the box on top of page 63 in your issue of Nov. 1, which reads... "Speaking for Canada - to American Commentators, etc.

The box strikes us as being a reaction on the ability of Canadian announcers, and may be unfair. Such is the case as far as CKCL is concerned.

Mr. Baker has on a number of occasions been a guest commentator on CKCL, and he was invited to come to the opening of the Motor Show this year due to the fact that all other commentators in this area, who are capable of doing the job, are tied up with football, hockey on that particular date.

Most of them being out of town at points where they could not possibly get back in time to do the opening of the Motor Show.

A. E. LEARY, Manager, CKL, Toronto.

LIKE NBC, KDLT Salt Lake City, have the show manual or program handbook, including sections on ad lib, announcer-operator scripts, announcements, etc., rules, program failures, etc.

Data on Authorities

ERWIN M. FREY & ASSOCIATES, New York, has announced a new service to agencies, radio stations, and radio people, to call it "The Clearing House for Authorities." According to the company, the most distinguished men and women in the country have been gathered together "to lend prestige and unquestionable authority to technical claims for foods, cosmetics, household appliances, baby foods and other products. They are available to conduct laboratory and clinical research; to test and develop new uses for products; to advise on claims that are made for a product; to act as consultants on expert panels to write booklets, brochures and articles for publicity purposes; to make personal and radio appearances and lend valuable promotional assistance."

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted. 10¢ per word. Minimum charge 75¢ payable in advance. P.O.s close 26th and 16th of month preceding issue.

Help Wanted

WANTED: Engineer, programmer or commercial with investment. Good opportunity. Box 691, Broadcasting.

Situations Wanted

ANNOUNCER. Experienced as Program Director, Producer, Writer, Associate, Special Events Director, Newsreader, Continuity Writer, Station Manager; University, Station Manager, University, Station Manager. Excellent dependable, cooperative, flexible. Available at short notice. Travel anywhere. Available December 1st. Box 675, Broadcasting.


Young, Texas, experienced announcer, copy writer, desires chance to small station anywhere. Available now. Write: Paul Dillon, Country Club Road, Alpine, Texas.

Announcer-RCA Graduate; both licenses. Experienced maintenance, operation, supervising, transmission. Married, highly recommended. Box 699, Broadcasting.


Announcer, four years experience, can entertain, write continuity, best reference.Available with three network stations. All offers considered. Box 692, Broadcasting.

Wanted to Buy

Field strength meter. Give complete description. WMBC, Richmond, Virginia.

Billboard transmission series—at least 25 weather-beat programs recorded. Box 668, Broadcasting.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 5000 watts complete with spare tubes, antenna coupling, monitor and all accessories. Unit meets Federal Communications Commission requirements. Write or wire Radio Station WJJD, Jackson, Mississippi.

For Rent—Equipment


(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS

UNITED PRESS
District Branches Installed by FCC

Personnel Assigned for Work At Several New Offices

OPENING of one new radio district office of the FCC field service, and of four substations, to take care of increased inspection work, was announced Nov. 1 by W. C. Keeler, Washington, D. C., Burt Schulz, Washington, D. C., and Herbert Schutz, New York, N. Y., respectively chief engineers of the engineering department of the FCC. The new district offices are in the following cities:

- Chicago, Ill.
- New York, N. Y.
- Atlanta, Ga.
- Los Angeles, Calif.

The new substations are in the following cities:

- Fort Worth, Tex.
- San Antonio, Tex.
- Houston, Tex.
- Dallas, Tex.

FOR CBL—This transmitter building is one of two to accommodate 50 kw. Canadian Marconi transmitters being built for Canadian Broadcasting Corp. It is located at Hornby, 30 miles outside Toronto.

Ford's Forfeiture

FORD MOTOR Co., Detroit, forfeited $100,000 because of its failure to sponsor this year's world series in Chicago, according to Commissioner Landis. Rather than spend $275,000 for sponsorship of the series—$175,000 for time and line charges plus $100,000 for exclusive broadcast rights—Ford forfeited the latter amount presumably because he did not consider this year's series a particularly "good buy." Surveys showed this year's series to have less of a radio audience than any previous series. Commissioner Landis gave Ford the privilege of selling the contract, but no sponsor could be found.

Seal Drive Discs

NATIONAL Tuberculosis Assn., New York, will open its annual Christmas Seal sale with a quarter-hour WBS transcription talk by Alexander Woolcott. Transcription, to be heard on between 200 and 250 stations throughout the country, will be broadcast on Dec. 1. This year's Christmas seals carry a picture of a "town crier," as a tie-up with Woolcott's characterization of that role when he was on the air for Liggett & Myers Tobacco Co. (Grandad tobacco) and Cream of Wheat Corp.
Obrist Joins Jones

EDWARD C. OBRIST, since 1930 supervisor of commercial copy for WHK, Buffalo, and formerly program director of WSYR, Syracuse, has joined the radio staff of Ralph H. Jordan Co., Cincinnati agency. The Jones agency also reports that Drackett Products Co., Cincinnati (Drano and Windex), has renewed its spot schedule of Hello Peggy for 18 weeks on WLW, WFLA, KOA, KFI, KGO, KOMO.

WILLING EARLS...brings RESULTS to your sales message on WDRC—the ONLY Columbia Network Station in Connecticut!
Craig & Hollingbery, Inc.
National Representatives
Basic Network Station of the
Columbia Broadcasting System

Long Waves Sought at Havana

(Continued from page 12)

for discussion, but they are not considered as binding on any of the parties and each country is free to propose new channel or modifications as it chooses. Whether the classification of channels and of stations set up in these resolutions will be approved; whether frequencies will be designated for each class of station; what degree of protection against objectionable interference will be accorded each class of stations; and how the channels, particularly those opened to high power, will be distributed among the nations—all are questions to be decided.

It is not known what share of facilities, particularly in this high power class, will be demanded by any of the countries or will be conceded by the United States. It is possible only to make conjectures based on the earlier demands of Canada, Mexico and Cuba at the March conference, when Canada asked for 15 “exclusive” channels, six in addition to what she now claims to have. Mexico then also asked for parity with Canada, and Cuba asked for anything up to two. There is, of course, no possibility that such demands, or anything like them, will be satisfied.

Under the conference procedure adopted at the plenary session Nov. 4, the proposals must be submitted by Nov. 12. Proposed by Commissioner Craven, this was designed to speed up the conference in the hope of termination by Nov. 20. Because of many delays, this hope has all but faded.

Innumerable factors contributed to the delay, including late arrival of delegates, absence or illness of others, incomplete preliminary arrangements, and holidays, entertainments, and ceremonies, etc. Moreover, the American co-delegate, R. Henry Norweb, was called away to the Dominican Republic because of the unrest along the Haitian Border. He was scheduled to return to the Republic, but the situation in Cuba also tended to make the status of the Cuban Delegation somewhat uncertain.

At the first plenary session, the conference organized itself into three principal committees—Technical, Tenderly by Commissioner Craven; Administrative, Legal, headed by Mateo Marquez Castro of Uruguay, and Drafting, headed by Emilio Edwards Bello of Chile. Topics on the agenda, some 35 in number, were distributed among the three committees. It was in the technical subcommittee that the longwave controversy precipitated by Canada developed.

American delegates and technical advisors were assigned to the Technical Committee as follows: Commissioner Craven; Acting FCC Chief Engineer E. K. Jett; Assistant FCC Chief Engineer A. D. Smith; General Counsel R. B. Baker, National Section; FCC; Lieut. Col. D. M. Crawford, Army Signal Corps; and Lieut. Col. Edwin D. Craven, Air Commerce. Mr. Ring was assigned to the committee of this subcommittee having to do with broadcasting, a joint, Jett, Gross, Simson and Crawford. A second subcommittee having to do with the high power bands may be assigned to that service includes in its membership, Commissioner Craven, Norweb, Gross, Crawford, H. B. Otterman, State Department. On the Drafting Committee are Otterman and Gross.

It was agreed that all plenary sessions would be public, that meetings of the Steering Committee should be private and that all communications. It is proposed that all plenary sessions be open to representatives of private interests and to the press, except when in executive session. On matters of a general international character, which will require revision of the radio regulations annexed to the International Telecommunications Conference of Madrid held in 1912, the Havana Conference will limit itself to resolutions making recommendations to the Cairo Conference beginning Feb. 1. The effort is to have the American nations attend the Cairo session as a united front.

On matters having to do with all programs, the standard broadcasting bands, the aim will be to arrive at an agreement among the North American nations (United States, Canada, Newfoundland, Mexico, Cuba, and perhaps also Haiti, Santo Domingo, and the other Caribbean American nations). Principal South American nations already have a formal regional agreement among themselves reached in Buenos Aires in 1935 and revised in Rio de Janeiro in the summer of 1937 that rate no need for an agreement has appeared for revision of this agreement. If agreement is reached among the North American nations, it is uncertain whether it will emerge as a formal treaty or some other type. It will be the technical subcommittee that the longwave controversy precipitated by Canada developed.

The technical subcommittee was to be the technical subcommittee that the longwave controversy precipitated by Canada developed.

The technical subcommittee was to be reached through agreement among all American nations on allocations between 1600-4000 kc., and perhaps also to a limited extent with respect to certain bands of the lower frequencies. The principal questions calling for agreement have to do with the claims of broadcasting and aviation. If an agreement is reached among the nations in these bands, it seems likely that it will take the form of an executive agreement and not a formal treaty.

Committees and Observers

Committee B of the Technical Conference has the herculean task of handling questions in the band 550 to 1600 kc. In this band is the problem of the broadcasts raised by the developments adopted as a basis for discussion at the March conference. As a classification of stations and channels, determination of the degree of protection which each class of station is to receive is from possible interference, subdivision of channels into several classes, and determination of what stations shall be assigned to the several North American nations, particularly in the high power or broadcasting class. If a satisfactory treaty agreement is to be reached on North American broadcast allocations it will be the work of this subcommittee.

In addition it must decide what, if anything, can be done to meet the claims of other nations in the North American nations. In both South America and in Central America for bands above 550 kc., broadcasting and perhaps also how they shall be allocated, as well as to devise recommendations for the Cairo Conference designed to bring to an end the overcrowded conditions of the bands used for international broadcasting.

Consequently, the Technical Committee, with its two subcommittees, the all-important committee of the conference. It was regarded as extremely significant that for the negotiations present should have unanimously elected Commissioner Craven as chairman, although he did not seek the position.

American observers attending the conference included:

Japanese: Theodore KABU; Louis G. Caldwell, J. H. DeWitt Jr. WSM, and H. L. Leidley, WLW, Clear Channel Groups; Paul D. F. Speckman and Dr. Greenfield Pickard, National Association of Regional Broadcast Stations; William L. Lodre, CBS; Dr. C. J. Jolliff, W. H. Horn, Woffington, G. Land, Philip J. Messer Jr., and RCA.

The story of “Aladdin and His Wonderful Lamp”, is duplicated every day for sponsors using the Southwest’s most popular radio station.

KFH (To get things he desired, Aladdin had to more than want them. He had to rub the lamp. Radio Station KFH is your magic lamp for increased customer acceptance.)

National Representative EDWARD PETRY AND CO.

Page 60 • November 15, 1937
Unions Are Still Active Organizing Stations; Engineers at WOL on Strike

A CIO-supported "sit down" strike at WOL, Washington 100-watt, was terminated temporarily Nov 11 after the station had been off the air for more than seven hours. The station was opened with a day long meeting with a new wage scale for the station's seven operators.

The operators, who have been on their own initiative, decided to sit down when the station opened Nov 11, after the management had rejected a demand for a wage scale of $30.00 to $40.00, similar to that obtaining at WABC, New York. The existing wage scale was from $24.00 to $34.12 for men with more than a year experience.

Mr. Dolph, WOL general manager, refused to negotiate with the operators or with CIO-American Radio Telegraphists Association organizers who joined in the affair, until the station was put back on the air. Informing the FCC of the incident, Mr. Dolph was told unofficially that he would be expected to operate as required if union operators were available in Washington. He immediately rallied a number of available announcers but last time the regular men decided to put WOL back on the air and reopen the station.

A series of conversations which lasted from 2:15 p.m., Nov. 11, through the afternoon of the next day, a two-four-hour contract was decided upon. Covering a 40-hour six-day week, it prescribes pay of $30.50 per week for the first year. This $3 per week increase in pay each six months. Apprentices will be $25 per week for the first five months then $30 per week.

AGRAP expects to have all stations, WNEW and WVOV, who have joined 100% and bargain as soon as possible. The New York network effects forces at NBC and CBS in the near future, these negotiations having been delayed because the network officials were tied up with their deals with the musicians union. Langham, who returned to his work as a production man at CBS on Nov. 8 after several weeks absence, is now in charge of the activities of the Amercan Federation of Radio Artists, AFL talent union which is organizing all persons except musicians appearing before a microphone, including announcers. Largely has had little effect on AGRAP's progress.

AFRA Adds Locals

New AFRA locals were organized in Montreal and Detroit early in November, according to Mr. Holt, executive secretary of the talent union. Committee named by the locals, the country, are busy drawing up conditions of employment and worked out a scale. The data from which the executive board will formulate the demands which it will present to the individual stations and networks. Just when these demands will be presented Mrs. Holt refused to say, stating that although work is progressing rapidly it is impossible at this time even to hazard a guess as to when they will be ready.

She is planning to leave soon for a visit to the West Coast, where she said that the locals in Los Angeles and San Francisco had overflown their city boundaries and had spread out into the surrounding communities, becoming regional rather than local bodies. The same condition also exists in Chicago, she said. In New York an open meeting on Nov. 8 was attended by an overflow crowd of more than 600, which was told about the formation and progress of the organization.

The Intimate Touch of Community Service for Northern Illinois and Southern Wisconsin ASSURES YOU LISTENER ATTENTION when you use WROK Rockford, Ill. 1410 K.C.

Squre Forms Net

BURT SQUIRE, recently general manager of the New York State Broadcasting Service, has established Squre, New York, has organized the Mohawk Valley Broadcasting System with headquarters at 29 W. 57th St., New York. New company will act as commercial sales organization for a regional network composed of 29 W. 57th St., New York.

WIBX, Utica; WJBO, Auburn; WSBY, Rochester, and WBNY, Buffalo. They are represented by Class A lines. The company will have no New York key station but will hook up the network with any station in the Mohawk Valley by an advertiser. A number of sponsors are said to be planning to use the Mohawk hookups when the sales operations about the middle of November. For the present at least the announcers will be available for commercial programs only.

BRYANT Publicity Service, New York, headed by Gordon H. Bryant, has been named national advertising representative of WVZ, Tallahassee, Fla.

Mass. Adam J. Yeung Jr., for the last seven years said that demands for recognition have been presented to the station management. It is expected that negotiations will be held within a few days.

An increase of 115 new members within the last month is reported by the American Guild of Announcers, independent organization. The organizing staffs of two New York City stations, WNEW and WV, have joined AGRAP 100% and bargaining started immediately at both stations, according to Roy S. Langham, president. Bargaining has been begun at WIP and WCAC in Philadelphia, he said, and is continuing at KFY and WIPN in that city, as well as at WOR, Worcester, and WEEI, Boston.

Mr. Langham also said that AGRAP expects to complete its negotiations for the New York sound effects forces at NBC and CBS in the near future, these negotiations having been delayed because the network officials were tied up with their deals with the musicians union. Langham, who returned to his work as a production man at CBS on Nov. 8 after several weeks absence on leave, stated that the activities of the American Federation of Radio Artists, AFL talent union which is organizing all persons except musicians appearing before a microphone, including announcers, has had little effect on AGRAP's progress.

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Radio Bills

General Legislation to Be Given Priority, However

(Continued from page 9) quest for the inquiry at the new session. As a matter of fact, there appeared to be a substantial agreement among many members of the Senate that they would support the probe.

Since then, however, things have happened in radio regulation. With the assumption of the FCC chairmanship by Frank R. McNinch at the behest of President Roosevelt, and with the promotion of T. A. M. Craven from chief engineer to commissioner, a new complexion has been given that agency. With even greater celerity than anticipated, Mr. McNinch has outlined a sweeping reorganization of the FCC and given it the type of leadership the Administration obviously desired.

While this reorganization is in process, it is doubtful whether Congress will see very early into FCC activities via the investigatory route. On the contrary, it probably will prefer the results. Moreover, Chairman Wheeler is known to hold Mr. McNinch in high esteem, not only as an excellent public servant and executive but also as a man of capacity for effecting a reorganization.

Senior White, regarded as the best-informed man in Congress on radio and communications, is believed to harbor the same views toward the new chairman. And Senior White paid highest tribute to Comdr. Craven at the time the Senate considered his confirmation last August, alluding to him as one of the world's foremost radio engineers.

In addition to the two dozen measures having to do with radio per se, there are numerous other bills indirectly bearing upon radio. These include copyright measures; bills for regulation of the sale and advertising of foods, drugs and cosmetics; measures to broaden the functions of the Federal Trade Commission which would include a greater degree of surveillance over radio advertising; a measure for Government-owned broadcasting station; and, perhaps most important from the standpoint of subject matter, a (not yet) approved complete separation of newspaper and radio stations insofar as ownership is concerned.

The Copeland and drug bill has now been before five sessions of Congress without enactment, although in each session has shown a lack of becoming law three or four times. There is a strong possibility that some new legislation will come in that line will become law at the ensuing session. Senator Copeland (D.-N.Y.), in the Department of Agriculture's Food & Drug Administration to be the regulatory agency under his bill. The House, consistently refusing to go along, proposing that the Federal Trade Commission assume this jurisdiction. That constitutes the major difference over the legislation.

Labor Legislation

Wage-hour and legislation and the President's reorganization program, of course, will have a bearing upon the broadcasting industry. In the case of the latter legislation, practically all units in the industry are believed to be within the minimum standards, which might be specified in such legislation. The off-take is generally observed in radio, except for technicians, and the minimum wages by and large, it is believed to be considerable higher than any minimum which might be specified.

Apropos the reorganization bill, under its original terms the FCC would have been absorbed by the Commerce Department, presumably becoming a part of that entity under an assistant secretary. In the committee consideration of the measure last year, however, the FCC, along with such other agencies as the ICC, Trade Commission and Securities Exchange Commission were specifically exempted from absorption by departments. Consequently, it is expected that should this bill be passed, the Commerce Department would remain an independent entity in any legislation proposed for enactment.

The bill for a framework of ownership and operated shortwave station, which provoked quite a furor last session, is presently is slated for abandonment. The proposal was to build a high-power international station, financed by government funds, for operation by the Navy Department but with programming handled through the U. S. Office of Education.

Legislation to restrict the activities of music copyright combines, such as ASCAP, likewise has been pending several years. The basic proposal is that the $250 statutory damage, which has been on the books, be eliminated, with the courts to decide the degree of damage. ASCAP, however, has resisted these efforts bitterly. While the Senate has been disposed to act favorably, and has on two occasions during the last two years, the measures have been successfully stymied. However, it is believed that the Senate Patents Committee will hold hearings on three bills involving copyright still pending.

The newspaper ownership bill of Rep. Wearin (D.-Ia.) never got beyond the introduction stage. Senator Wheeler also has fostered legislation along that line but did not introduce a bill in the last session. Whether this issue will erupt again in the new session remains to be seen. The degree of administration support given it, it is indicated in Congressional circles.

The FCC also has this problem before it in a preliminary way and it is expected that some time in the future there will be a statement of policy on it. Certain groups in the Administration are understood to be interested in the overspill on the theory that operation of a majority of the stations by newspapers is undesirable and might result in a reflection of editorial attitude of an undesirable nature.

Five-year licenses for broadcasting stations, in lieu of those now issued for six months, are proposed by Rep. Anderson (D.-Mo.). The present law permits issuance of broadcasting licenses for a maximum of three years, but the FCC and its predecessor Radio Commission have contended that the short term license is desirable as a means of keeping assignments flexible. The industry practically solid on the enactment of 1927 Radio Act has protested the short term license as an obstacle to stability.

Food-Drug Measure

Food and drug legislation is of vital importance to the broadcasting industry, however, because it is estimated that substantially one-third of the annual radio turnover (some $40, 000,000), is represented by the purchases of food, drugs and cosmetic advertisers. In all, a half-dozen bills dealing with the legislation existing but the Copeland bill has the spotlight during the last five years. Passed by the Senate last session, the bill again failed of House enactment when the House would not compromise after reneging on a writing the bill several times. After the session ended, a House subcommittee started out a bill baring a Copeland designation but totally rewritten in content. Presumably that bill will go before the full committee for further consideration and then get to the House floor at the next session.

The House bill proposing a watch tax on broadcasting stations is still pigeon-holed by the House Ways & Means Committee. Whether anything will happen to it is questionable. FCC Commissioner George H. Payne sponsored the measure.

Practically all of the oratory during the last session related to measures pending investigations of radio and of the FCC. Reps. McFarland (D.-Tex.) and Wiggins (R.-Wash.) introduced such measures. Both of them have taken up the fight of the late Rep. Less and introduced the initial resolution calling for a wide-spread investigation of the FCC and of purported radio monopolization. Rep. Less's brother, who previously served as his secretary, was elected to succeed the energetic labor leader in the House.

Another investigation measure has to do with allegations of a "black market" in Washington. The remainder of the bills dealing with radio touch such matters like adding the Defense Department to the list of liquor, testimonial, foreign products, and the like and of amendment of the so-called political section of the existing radio law so as to guarantee time for public forum discussions free for sponsorship.

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

Harold E. Smith, General Manager

STATION W·A·B·Y ALBANY, N.Y.
HIAROLD J. McCREAMY, former chief engineer of the Chicago Television Research Laboratories, has opened a consulting engineering office at 500 W. Adams St., Chicago. He was formerly with Leitch Electric Co., Glencoe, Ill., Western Electric Co. and Automatic Electric Co.

S. T. STARNES, formerly of KFJZ, Fort Worth, has been named chief technician of KABE, San Antonio, N. D. Bird, also of KFJZ, has joined the control staff.

JOHN SCALES has resigned as supervising technician of KFEY, Hollywood. His successor has not been announced.

TOM E. AGENCY, formerly transmitter engineer, has been promoted to chief engineer of KGO, Minneapolis.

CLIFF SCHENK, a former Federal Meter Line radio operator, has joined the engineering staff of WTMJ, E. St. Louis, and has been assigned to handle recordings produced on WTMJ's new Fairchild recorder.

LINDSAY L. COFFMAN and J. B. MCGREGOR, recent graduates of Capital Radio Engineering Institute, have joined the engineering staff of WIS, Columbia, S. C.

JOHN H. KULIK, veteran NBC engineer, and an accomplished musician, has joined the Technical Staff of KWFN, Havana.

C. E. LEWIS, chief radio engineer of Phillips Co., has resigned. His successor has not been announced.

KFRU - COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Caters the Heart of Missouri

7 KEYS to NEW STANDARDS for VERTICAL TUBULAR STEEL RADIATORS

Lowered Costs

Savings up to ONE-HALF the usual cost over other types of Vertical Radiators are possible. We will be pleased to quote our complete prices in advance-including construction, erection, insurance, painting, Department of Commerce Lighting, Foundations, etc.

Optimum Performance

Actual working and field tests have proven that LINGO TUBE Radiators give within 3% of 100% efficiency. The copper-bearing seamless steel tube gives necessary and adequate ground water to assure optimum coverage of primary area.

5-Year Insurance

Every LINO erector, Radiator is insured against breakage, loss or damage for a period of 5 years at no extra cost. The LINGO TUBE Radiators will withstand a wind velocity of 100 m.p.h. and are also available in lighter weights for erection on buildings.

Reliability

For over 20 years the firm of JOHN E. LINGO & SON, INC., has been constructing and erecting vertical structures. LINGO TUBULAR STEEL towers have been used by the U. S. Navy Dept. since 1923 at various points between Maine and Panama. Their uninterrupted use in tropical storm centers is worthy testimony of their construction.

Individual Engineering

Lingo Radiators are individually engineered for every Station. They are not made to specification for a Radiator. LINGO TUBE Radiators, are manufactured with all necessary information for construction.

Single Responsibility

Due to the fact that Lingo not only constructs, but ERECTS every Radiator, you are assured of 100% satisfaction and service. You are not burdened by the annoyance and difficulty of dealing with two or more contractors - "actually see the whole job through".

Immediate Delivery

There are no delays and disappointments - every Radiator is custom-built, thoroughly tested and approved in our laboratories.

Write for descriptive folder giving details with complete cost and performance charts.

JOHN E. LINGO & SON
MANUFACTURERS AND ERECTORS OF TUBULAR STEEL VERTICAL RADIATORS
CAMDEN, NEW JERSEY
Telephone Camden 407 Established 1897

BROADCASTING • Broadcast Advertising

November 15, 1937 • Page 63
NEW STUDIOS—WOGO staged a special broadcast when work was re-arranged to its new studios, to be ready next March. Wielding a word and a voice, left to right, C. R. Jacobs, CBS manager, conducted the opening. WOGO chief engineer; Earl H. Gammons, WOGO general manager.

KABR, Aberdeen, S. D.—Granted change 1410 kc to 1600 kc. New station to be 1 kw. sustaining. Hyde.

KEDG, Arkadelphia, Ark.—Granted change 950 kc to 1000 kc. New station to be 1 kw. sustaining. Hyde.

KEDG, Arkadelphia, Ark.—Granted change 950 kc to 1000 kc. New station to be 1 kw. sustaining. Hyde.

KBUC, Des Moines, lowa, to move to 1530 kc and change antenna. increase D to 250 kw. sustaining. WOGO.

KNAC, Youngstown, Ohio, to change antenna, increase D to 250 kw. sustaining. WOGO.

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Luckyes New Show

AMERICAN TOBACCO Co., New York (Lucky Strike), will replace the present Wednesday Hit Parade on NBC sponsored by Warner Bros.-Transamerica show featuring Dick Powell on 74 NBC Red stations plus KFWB, 10-11. It will be titled Your Hollywood Parade. Lord & Thomas, New York, is agency.

WARNERS DROP SCRIPTS

FOLLOWING a national survey, Warner Bros. First National Studios, Hollywood, has discontinued supplying radio script versions of its pictures more than 30 weeks old, which were made, according to a statement by the Warner studios, on the finding that these broadcasts were detrimental to the company's interests and those of its exhibitors. Transcription programs however, will be continued.

Other Hollywood motion picture studios it is understood are prepared to follow the lead and discontinue the issuing of scripts on forthcoming films. The elimination of transcriptions is also deemed likely to follow.

WM. WRIGLEY Jr., Co., Chicago (sugar), on Nov. 8, renewed for 22 weeks a contract with WLS Chicago for 540 Red stations. (PST) Agency: Adam-Brown Co., Chicago.

Carnation Co., Chicago (evaporated milk), on Nov. 8, renewed a contract with 74 NBC Red stations, Mon.-Fri., 9:30-10:30 p.m. (PST). Agency: Mitchell Inc., Chicago.

Youth Chemical Co., Chicago (toy make-up), on Nov. 8, renewed a contract with 9 NBC Red stations, 9-10:15 p.m. (PST). Agency: Jablow & Langer, Chicago.

Network Changes

GROVE LABORATORIES Inc., St. Louis, Mo. (Brebo-Quinol), on Nov. 8, added 30 NBC stations to the program. (PST) Agency: Perlow & Perlow, St. Louis, Mo.


IODEUT CHEMICAL Co., Detroit (tootpaste), on Nov. 15, renewed a contract with 30 NBC Red stations, Mon.-Sat., 6:15-7:15 p.m. to NBC-Blue 5:15-6, five weeks.

AFM-Net Accord

(Continued from page 13)

Amos and Andy progress. In these meetings, which were to be resumed Nov. 19, NBC, represented by Mark Woods, treasurer, and C. W. Fitz, business manager of program department, will be met by W. L. Lowman, vice-president, and MBS by Alfred J. McCree, president, and T. G. Streibert, vice-president.

A one-year contract has been negotiated with RKO for the sale of Muzak, a supplier of so-called "wired radio" programs to restaurants, hotels and other places desiring music without an equipment, and it is believed that Muzak will extend its services to other cities this year.

Teleprograms Inc., also engaged in "wired radio," has rejected the 902 complaint of advice of its lawyers as being in restraint of trade. The New York musicians local is also in a new contract with Teleprograms and with WINS, New York, which is trying to get its classification changed from the class that has so far transcribed all station that it should not be required to employ as many musicians as it has been doing. The union says it is temporarily operating without any staff musicians and has been placed on 802's "unfair" list. The union is asking for an investigation of the protests that this is unreasonable as it gave its orchestra the required notice and is willing to negotiate a new agreement.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Puffed Wheat), will start Dick Tracy on 12 NBC stations in the East in January with about 18 other stations in the West and South to carry transmitted reruns. The program will be broadcast 15 minutes daily except Saturday and Sunday, both on network and in transmitted form. Fletcher & Ellis, Chicago, handles the Puffed Wheat and Puffed Rice accounts.

BILL McINTOSH, formerly m.c. for Ray Noble's orchestra on the British Broadcasting Corp. network, and at one time newscaster, announcer and writer with KLZ, Denver, has joined the staff of WEW, St. Louis. George Sutton, formerly news analyst and director of Muzak Corp., Milwaukee, has also joined WEW.

How You Can Step Ahead into a Better Radio Job

If you are not satisfied with your present position, if you have the desire to improve your rate and your salary ... "invent" a new position, build one up, and shift it to WEW. We have had just such an experience. The time to get the job is now, while the demand for new ideas is at a peak. Perhaps we can help. The organization will be new, the work different, the problems unusual.

CARNATION CO., Chicago (evaporated milk), on Nov. 8, renewed a contract with 74 NBC Red stations, Mon.-Fri., 9:30-10:30 p.m. (PST). Agency: Mitchell Inc., Chicago.
**Merchandising & Promotion**

What Food Stores Like—Milk Promotion—Mending Kit—All for Frogs—Dog and Girl—Bus Cards

**V**

**A**

**Y**

**E**

**GRINSTEAD**, madam, thank you. From the front page of the WBBM, Chicago, has just completed a survey of food stores in Chicago where in answers the figures were obtained: What medium of advertising do the food stores prefer for their assistance in moving their merchandise? (2) How many of them have radio in their stores and what are the stations? Of the stores that maintain the fastest in their particular classification? The survey is said to be significant in view of the fact that in Chicago, America's second market, there are approximately 10,000 grocery stores doing an annual business of more than $200,000,000. Following are highlights from the survey:

Food dealers like advertising assistance—they appreciate it. And they recognize results—recognize them not only by sales figures, but by the mystic sixth sense that comes from watching the flow of merchandise.

Of the way they named first choice of media: Radio 65.6%; newspapers 28.2%; counter display 5.8%; magazines 2.5%; billboards 1.8%. It was found that 53.5% of the stores had radios turned on.

**Prizes for Answers**

HILTON Inc., New York (men's clothing), Nov. 3 started sponsorship of Quizmaster on WMCA, New York. Program, conducted by Dr. C. Klose, will be broadcast for 30 minutes from the stage of the Strand Theater, Brooklyn, and consists of nonstop questions. First prize on the weekly show is a suit of men's clothes, or its equivalent in cash if the winner is a woman. Second and third prizes are $10 and $5. At the end of 13 weeks, all previous winners will compete for a 100 gram gold. The agency is Bachenheimer, Dunne & Frank Inc., New York.

**Recorded and C. of C.**

WTMV, E. St. Louis, sent its Fall Festival Program, recorded by Director Woody Klose across Illinois on a St. Louis cabalade of businessmen, sponsored by the St. Louis C. of C. Drillers in the new Flora, Ill., oil field opened a well for the party, with Klose, Operator Cliff Schoonover, heaved at the horse getting spoiled with oil. Each of the businessmen on the trip received a letter advising when to hear the program.

**The Red River Valley**

WDAY, Fargo, has issued a 12-page book of facts and figures about the Red River Valley market, prepared in an elaborate guide to this rich farm section. The brochure is illustrated with maps and charts and decorated with amusing drawings of the little farmer who represents the station's average listener.

**Bread at Fair**

JONES FINE BREAD Co., Waco, has an elaborate display at the Brazos Valley Free Fair, originating a number of its WACO programs for the site.

**The Frogs Have It**

CAPITALIZING on the name, Froogle's Department Store in Tulsa, the store with the two big frogs out in front, has inaugurated a very successful children's program over KTUL five days a week at 8:15 p.m. The program is titled Old Froogle. Old Froogle is supposed to be a genial old bull frog who tells the children stories with the assistance of Aunt Sylvia. The Froogle stories he tells concern the adventures of a little frog, Bigeye. To tie in with this idea of frogs the store is giving away free to any child who come in with their parent a little green frog luck charm, the statue of Bigeye of whom Old Froogle tells every day.

**Results of Survey**

A PRODUCTION piece, summarizing the results of a recent radio survey made by the Minnesota Congress of Parents & Teachers, has been released by WMC, Minneapolis. Questionnaires for the survey were distributed by PTA groups in 29 communities. Over 10,000 were returned and analyzed by Dr. Kenneth H. Baker, professor of University of Minnesota's department of psychology.

**LOCAL NEWSREELS**

WTCN, Minneapolis, in cooperation with local theatres, making a series of newscasts covering events of local interest with emphasis on special events broadcasts on WTCN. Stephen Wells, WTCN director of special events, edits and writes the film continuity.

Charles Irving of the production department acts as commentator. The theatres furnish the equipment and cameras when.

**Rino and Dime**

LEVER BROS. Co., Cambridge, Mass. (Rino), on Nov. 5 started a daily gift offer on its five-a-week CBS program, Big Sitter, in observation of the series' first anniversary. The gift, a personally initialed mending kit, is offered daily for three weeks for the first time. It consists of a recent issue of a big box of Rino, plus 10c. Agency is Ruthrauff & Ryan Inc., New York.

**For the Youngsters**

KPOP, Long Beach, Calif., has mailed out 10,000 program pamphlets to its young listeners. The three-page leaflet is in two colors, with illustrations and promotes the station's evening series of juvenile dramas.

**The KMA Market**

KMA, Shenandoah, has issued a promotional piece, the KMA Folder of KMA, showing coverage, market data and results obtained by advertisers.

**SHICKING—WIBW, Topeka, with Alfie-Chambers Mfg. Co., as sponsor, went to the Cornhusking Contest at Marshall, Mo., in this bus. A special telephone network was set up for the promotion.**

**Girl Names Dog**

ONE appeal for a name for a Scotch terrier brought 23,139 replies when broadcast on the Aunt Jenny's Real Life Stories program on CBS. Sponsor is the Wisconsin Wises, Cambridge, Mass., for Spry shortening, through Ruthrauff & Ryan Inc., New York; near Kansas City, submitted the name "Stynie" and won the dog.

**WHIP Promotion Piece**

WHIP, new 5,000 watt daytime Hammond, Ind. station, has issued a group of folders for agencies and advertisers giving complete data on the station's equipment, coverage, service, etc.

**In Memoriam**

For the dollars lost and the good will engendered by those who are not using

In Memoriam

WIBG for their sales and service message.

**WHIP**

for their sales and service message.

Radio has proved itself the greatest medium for more communication the stations have ever been.

You can reach more people in this one way.

**WOR**

at least three times any other medium.

REQUIEM—Too bad, means WBIG, Greensboro, N. C., sympathizing with those not using its facilities. The folder also carries the WSM creed "I am the American Radio Listener!!"

**WMAZ BOOTH—** The Macon station was represented at the Georgia Farm Show with an exhibit of products sold by all its sponsors. On duty when the photo was snapped was Lew Kent (left), Mrs. Allie V. Williams, program director, is standing at the extreme right.

In Chicago Buses

WAAF, Chicago, has colored car cards in all Chicago buses calling attention to outstanding programs on the station. The placards, changed monthly, are in all the firm's 600 buses. Although advertisers are not mentioned in the cards they are benefited by them inasmuch as the cards are not dated to the names and time of broadcast of various commercial programs. WAAF has also recently put out a brochure listing facts and data about its King of the Kitchen program.

Interest in Music

DR. JOSEPH E. MADDY'S 1937-38 radio series on the National Red network has received requests for textbooks from every state, all the provinces of Canada, and a dozen countries. The second year over NBC networks and its eighth-year on the air, this is the first season the series has included instruction in piano and voice. First printing of the piano instruction books was exhausted within four weeks after the first broadcast, Oct. 12.

**Program Service**

WRVA, Richmond, Va., celebrated its 12th anniversary Nov. 2 by presenting its first issue of its WRVA Dialog, a monthly program selection service. The first copy included a resume of November programs over the network, plus a program selection for WRVA. Offering quick reference to programs by types and filled with descriptive comment, the folders are mailed monthly without charge to all listeners who ask for them.

**Bank Merchandisers**

THE three banks using WOVO-WGL, Fort Wayne, Ind., are active merchandisers. Fort Wayne National Bank has a six-foot electric sign with call letters and it is on the next program. Fort Wayne Morris Plan has a four-foot sign of palm trees for the Arabesque series of Radio Events Inc. Lincoln National Bank & Trust Co, sends blotters in all direct mail, listing time of program on WGL.

**WOR Piece Won Award**

GLM, at the West Side market data book of WOR, Newark, was honored mention at the Third Annual Presentation of the New York Employer Printers' Assn., held at the Hotel Astor in early November.

**BROADCASTING** • **Broadcast Advertising**

Page 66 • November 15, 1937

www.americanradiohistory.com
THE NO MAN’S LAND OF RADIO
Remote farms, mines, lumber camps . . .
Urban areas choked with local interference . . .
Homes with old and poorly repaired radio sets . . .

THESE MAKE UP “THE NO MAN’S LAND OF RADIO”

THE thousands of listeners in this “No Man’s Land” know better than anyone else the value of WLW.
They depend almost exclusively on THE NATION’S STATION for top-flight programs delivered with a clear signal . . . and they are never disappointed.

WLW—THE NATION’S STATION
IMPORTANT NEWS ABOUT THE
NEW RCA LIMITING AMPLIFIER

**Features Low Distortion during Compression...Triple Action V. I. Meter...**

All Electron Tube Operation...Regulated Power Supply...Moderate Price!

The new RCA 96-A Limiting Amplifier prevents excessive levels from causing distortion or over-modulation. Provides normal circuit gain of a program amplifier (58 db maximum), is entirely A.C. operated and has important features offered by no other equipment of this type.

When operated above its critical level, the 96-A provides a compression ratio of about 10-1. If the input is increased by 10 db, the output will increase by 1 db. Below the critical level, it functions as a normal amplifier with linear characteristics. As a result, it is usually possible to increase both modulation and signal levels, before over-modulation causes distortion. Chances of transmitter "off-ons", due to sudden peaks of modulation, are greatly reduced.

96-A uses an all electron tube circuit, assuring uniform compression during normal operation. After a peak has caused compression, the return to normal gain is slower than offered by other similar amplifiers. This prevents audible rise in gain, usually apparent by a varying background level. The 96-A will compress completely in one thousandth of a second, but gain is restored to 90% of normal value in about 7 seconds.

Because of the circuit used, the 96-A's extremely low distortion does not change appreciably with compression. This equipment's job is to reduce distortion. Hence, it is important that it introduces no distortion itself. Less than 2% RMS distortion over the entire limiting range—and between 50 and 5,000 cycles—is produced. Uniform frequency response is practically unaltered during compression...Convenient to use and moderate in price, the new RCA 96-A is made to order for use in your station. The nearest office will give you prices and technical data without obligation. Write or call today.

**SPECIFICATIONS**

Constructed in two units—amplifier and regulated power supply. Mounted in chromium-trimmed panels. Matches the RCA de luxe line of speech input equipment. Regulated power supply insures constant limiter action regardless of line voltage changes. By means of a switch, illuminated Volume Indicator Meter may be read as normal V. I. meter, to indicate db compression or to check tubes and plate voltage. Amplifier gain and output controls calibrated directly in decibels. Hum level—75 db below signal for normal settings. Range of inputs for limiting—0 to —40 db. Range of output level for limiting—10 to +18 db. Separate switch included for disconnecting limiter portion of amplifier. Amplifier panel height—14 inches. Supply panel—10½ inches. Input and output impedances—500 ohms.

Replace weak transmitting and receiving tubes with the tubes preferred by network stations, RCA.

**RCA MANUFACTURING CO., INC., Camden, N. J.**  
A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue  
Chicago: 589 E. Illinois Street  
Atlanta: 490 Peachtree Street, N. E.  
Los Angeles: 1016 N. Sycamore Avenue

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Replace weak transmitting and receiving tubes with the tubes preferred by network stations, RCA.