Market Bites Man!

(please follow this dull charade with your undivided attention; there are so many facts in it...)

Three weeks ago our Chief Statistician called in some people named Ross-Federal. Plucking his slide rule from his tunic, our C. S. said, "Gentlemen, let us descend upon a city known as Newark and conduct a coincidental. Let us know how large an audience L. Bamberger & Co.'s Mr. Ed Fitzgerald has on WOR between 9:00 and 9:15 A.M. in metropolitan Newark and some towns to the east and west of it."

So it was agreed.

Came back Ross-Federal. In time emerged this report: L. Bamberger & Co.'s Mr. Ed Fitzgerald held 41% of the total audience for three days and on one day niblicked his total to 54%; while 77% of Mr. Fitzgerald's listeners identified his sponsor and on no one day did the second competing station have more than 20% of the total listeners at L. Bamberger & Co.'s time.

Then, the market bit the man!

"Ah!" said our C. S. "Here's this city known as Newark in whose retail trading area 1,000,000 people live. Here's a city where 17% of the total morning radio owners LISTEN. And WHAT have WE been doing? We've been talking about metropolitan New York as if it were the only market we've got, while another of the world's greatest markets is just across the river from us. And each day WOR pumps 50,000 good watts into it. And people LIVE and BUY and have babies and I-s-t-e-n!"

Put THAT in your tambourine and thump it!

WOR
RADIO

is the medicine for sluggish sales!

Are your selling efforts suffering from Low Ad Pressure?

Take the radio treatment. It works miracles—but not in the hands of those who have not studied the field.

Many of the worst cases of Sluggish Sales on record respond quickly to a radio transfusion of new ideas.

But, before you start to use radio broadcasting, consult a specialist. Select your markets, your radio stations, your programs and your time on the air—as carefully as a skilled physician prescribes the compounding of potent elements to achieve specific results.

We maintain at every Hearst Radio office a staff of Radio Consultants who will gladly advise you on radio potentialities for your particular purpose. Our time is your time.

And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

HEARST RADIO presents 10 major markets

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<th>WBAL</th>
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Serving the Public Interest —

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

www.americanradiohistory.com
THE YANKEE NETWORK

14 STATIONS

- WNAC Boston
- WTIC Hartford
- WEAN Providence
- WTAG Worcester
- WICC Bridgeport
- WNLC New Haven
- WENH New London
- WCIE Portland
- WLBZ Bangor
- WFEA Manchester
- WSAR Fall River
- WNBH New Bedford
- WLLH Lowell
- WLNH Laconia
- WRDO Augusta

Attuned to the Tempo of 1937-1938 Selling

The past year will be recorded as a period of success and prosperity by The Yankee Network and the advertisers who are using its facilities. With its fourteen popular local stations covering all of New England's major markets and with its programs commanding an audience of steadily increasing size and loyalty, this group of stations is established as the vital factor in New England trade.

The coming year beckons with bright promise. In the future, even more than in the past, the network and its personnel will be equipped for effective service; they offer direct contact with a vast and active shopping region, they are attuned to the tempo of modern selling.

With happy memories and eager anticipations we offer the time-hallowed greeting

Merry Christmas
and
Happy New Year

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

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


www.americanradiohistory.com
... just 203 days to SUMMER

Not too soon (with next year's advertising budgets coming up) to think of summer radio!

Remember what happened last summer! Automobile advertisers quadrupled their investment in CBS summer-time, over a record-breaking 1936 & Soaps & Household Supplies more than tripled their investment in CBS summer-time, 1937 over 1936 & Cosmetics & Toilet Goods on CBS last summer went up 31% & Gasoline CBS summer advertising went up 44% & Cigarette CBS summer advertising went up 63% in 1937.

The largest and most careful buyers of advertising in the world are making radio's summer-curve the swiftest-rising curve in all advertising. And this summer, more millions will listen to more radios at home, in automobiles and on vacation than ever before. So—if you want a Merry Summer in 1938, start planning now!

COLUMBIA BROADCASTING SYSTEM
IMPROVE the performance of your Presto recorder by mounting it on this new stationary base. The Presto 180-A mounting adds weight and rigidity to your turntable . . . reducing the effect of vibration from outside sources . . . and it improves immensely the appearance of your installation.

The type 180-A mounting is a high grade, close grained, iron casting weighing 40 pounds. It is equipped with adjustable mounting feet for accurately leveling the turntable. And it is drilled and tapped to accommodate the standard Presto 16" recorder chassis. You can transfer your recorder from the carrying case to the stationary mounting in less than 10 minutes time.

Install these mountings in your control room. Get the advantages of a heavy stationary recorder for studio work and at the same time have a recorder that can be adapted for outside use when necessary.

PRICE OF 180-A MOUNTING
When furnished in place of carrying case . . . . $16.00
Price when purchased separately . . . . . . . . 36.00

Above Prices Are Net To Radio Stations.

PRESTO RECORDING CORPORATION
147 W. 19th ST.
NEW YORK, N. Y.

C O M P L E T I N G its 16th year of serving Arizona with the best in radio KTAR, Phoenix, pledges a furtherance of progressive policies to maintain its great audience acceptability!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES
"Blanketing the Gold Nugget of Western Markets"

KTAR
Representatives—
E. KATZ SPECIAL ADVERTISING AGENCY
New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas
WALTER BIDDICK CO.
Los Angeles, San Francisco, Seattle
WGBI can "wrap up and deliver" 175,000 radio homes in Northeastern Pennsylvania because these homes are absolutely dependent upon this CBS outlet for satisfactory broadcast service.

WGBI broadcasts from the center of the 17th largest U.S. Metropolitan area and is located in Scranton, Pennsylvania's third largest city.

WGBI is a MUST station on your list if you are to do a complete selling job in Northeastern Pennsylvania.

---

SCRANTON BROADCASTERS, INC
FRANK MEGARGEE, President

National Representatives: JOHN BLAIR & CO.

WGBI
SCRANTON, PENNA.

1,000 WATTS DAY
500 WATTS NIGHT
880 KILOG CYCLES
The Arizona Network

Announces the Affiliation of

KSUN

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Phoenix is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major market at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local progress of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer  KGAR Manager—Frank Howe  KSUN Manager—H. Carleton Morris

The Arizona Network is affiliated with CBS and Transradio Press.

The Voice of Arizona

For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

100 Watts • Day and Night Affiliate

Burridge D. Butler, Chairman
Fred Palmer, Manager
Havana Group Focuses on Clear Channels
Conference is Ready to Take Up Broadcast Allocations; Accord Is Noted on Regional Station Assignments

By Special Correspondent
HAVANA, Nov. 26—Reserving its most important problem—North American broadcast allocations for its last order of business, the Inter-American Radio Conference here has about completed all other aspects of its work and now is plunging into the home stretch on an agreement for use of channels in the band 550 to 1600 kc.

While still in the sub-committee stage, the conventional band broadcast allocations are expected to become the major order of business during the first week of December, with adjournment hoped for by the end of that week or in no event later than Dec. 10. The nature of the sub-committee discussions has been kept confidential, and for that reason the status of negotiations on the most important problem before the conference is not known.

Nevertheless, it has been indicated that, as was suspected, the differences between the North American nations have developed entirely on the distribution of clear channel facilities, with the total demand far exceeding the total supply. Involved in this, of course, are the United States, Canada, Mexico and Cuba, and to a lesser degree such nations as Newfoundland, Haiti and the Dominican Republic. The latter two nations have been attending the meeting, even though a part of the American region, because of internal difficulties, and the Newfoundland delegate, Claude A. Fraser, departed last week, leaving his interests with the Canadian delegation.

Presumably, substantial agreement has been tentatively reached in the sub-committee sessions on all of the conventional band allocations in the conventional 550 to 1600 kc. band. The fact that the regional stations are satisfied with the proceedings was indicated with the departure from Havana on Nov. 21 of Paul D. P. Spearman, counsel for the National Association of Regional Broadcast Stations, and on the following day of Dr. G. W. Pickard, consulting engineer for that group.

This presumably means that there has been substantial agreement on regional station assignments and classifications on a shared channel basis, and that the nations are satisfied with the proposals advanced by the United States Delegation on mileage and power limitations on such frequencies, to avoid interference. Basically, the United States proposals for the conventional broadcast band were those embodied in the Engineer's Report of last January of FCC Commissioner T. A. M. Craven, chief engineer, and the chairman of the American delegation to the conference, and A. D. Ring, assistant chief engineer for broadcast engineering.

This report, proposing six instead of three major classifications of stations and providing for a reduction of clear channels from 40 to 25, was agreed to at a preliminary technical conference of the four major North American nations in Havana last March. The broad principle involved was that of recognition of mileage separations even with transmitters of 50,000 watts to be used on a shared channel basis and for definite interference limits on use of power in the regional and local categories. Provision for 5000 watts power at night on certain regions was made, as against the present maximum of 1000 watts night, and for increase of powers of local to 250 instead of 100 watts night, where interference limits permit through adequate geographical separation.

With all save the regular broadcast band cleared up, and with everything in the broadcast band apparently agreed to except clear channel allocations, delegates are hopeful of arriving at an amicable solution within the next fortnight. While there have been threats of an impasse, confidence was expressed that an agreement, in treaty form, would be reached.

Conciliatory Attitude
All present, including industry observers, were distinctly impressed with the fairness with which all interests are being treated and considered by the delegates and their frank discussion of the problems. No controversies developed within the ranks between the clear channel and regional groups, networks or individual interests represented. James W. Baldwin, NAB managing director, returned to Washington on Nov. 21 after having been at the conference since it convened Nov. 1, but there was the possibility he would return.

On the clear channel demands, it was apparent that much depended on such questions as the extent to which the band 1500-1600 kc. will be deemed acceptable for some such channels, the extent to which channels will be duplicated as between Canada and Mexico and Cuba, and similar issues. The fact that the utmost good will and a conciliatory attitude is being displayed by all North American delegations indicated a determination to reach an amicable agreement.

Chairman Craven of the American delegation left suddenly Nov. 25 for Washington at the behest of chairman Frank R. McNinch. He was expected to spend one business day—Monday Nov. 29 in Washington to work with the FCC in adopting rules relating to its reorganization (See page 14) and probably to vote on certain other matters and the return to Havana by Dec. 1.

Ultra-High Action
Comdr. Craven has been under considerable handicap because his brother delegate, R. Henry Norweb, American minister to the Dominican Republic, has not been present practically since the first days of the conference due to Haitian-Dominican border difficulties which forced return to his diplomatic post. Thus Comdr. Craven and his advisors have been working day and night, but the Commissioner's tactfulness and ability have won the plaudits of all those present.

Allocations above 1600 and including the ultra-high frequencies in substance have been agreed to, and no longer constitute any serious problem. On international

(Continued on page 66)

HARD WORK AT HAVANA—As discerned by our candid cameraman Jack DeWitt, chief engineer of WSM. In left photograph an absorbing conversation of H. S. and Canadian delegation heads, Paul D. P. Spearman, counsel for Regional Channel Group; Senor Emilio Ascarraga, XEW, Mexico City. Third photo shows P. J. Hennessey, NBC; Mr. McManus, and A. D. Ring, FCC assistant chief engineer. Right photo shows Canadian group at Sevilla Ring, where some of the more important committee sessions are held; left to right: Walter Rush, C. P. Edwards, J. W. Bain and Conrad Manson. Comdr. Craven left Havana Nov. 25 for Washington, but was due to return there Dec. 1.
Shift in WPG to Clear Way For Bulova Network in East
Atlantic City Mayor Agrees to 1130 Assignment; WOV, WPEN, WELI, WNBC and Boston Included

FORMATION of a North Atlantic coastal network to stretch from Philadelphia, Pa., to Atlantic City, N.J., is the direction of Arde Bulova, prominent watch manufacturer and a director of WAGA, Philadelphia, who has taken out an application with the approval Nov. 19 of a plan whereby WPG, the municipal station in Atlantic City, changes frequency from 1100 to 1130 kv. in order to operate full-time with a directional antenna, on the 1130 kc. wave, subject to these two considerations, Mr. Bulova plans to place in operation a network of a minimum of five stations, to be served by a full-time outlet on 1100 kc., in New York, probably with 50,000 w., with this signal to be supplanted by the full-time outlet on 1130 kc. as of Nov. 24. This station will be known as WPEN, New York, and has control of WAGA, Atlanta, as well as his interests in these other stations. His plan from the outset was to form a North Atlantic regional network, but the procurement of a full-time high-power outlet in New York constituted the main obstacle. By surmounting these last restrictions WPG obtained its KSL consent for WPG operation on 1130 kc., full time, and approval of the FCC of both transactions—he will be able to proceed.

Paid $275,000 for WLWL
His purchase early this year of WLWL from the Paulist Fathers for some $275,000, culminated a four-year fight which had many repercussions in Congress and elsewhere, in which CBS was involved in its earlier stages. WOV also was affected by the decision. CBS sought full-time operation on the 1100 kc. channel which was blocked by WLWL. Mr. Bulova was interested in WOV in the same metropolitan area on 1130 kc.—only 30 kilocycles removed. Mr. Bulova purchased both stations and thereby was enabled to clear up the trouble, which had reached industry-wide proportions because of the restriction it precipitated in Congress.

Mr. Bulova is chairman of the board of WLWL, of which he also is a stockholder. He purchased the station for a substantial sum.: Both stations were purchased for approximately $600,000 but in separate transactions.

Stations Included

To be known probably as the International Broadcasting System, the network as it is intended to encompass such stations as the full-time WOV which will be established in and about Philadelphia, WELI, New Haven, WNBC, New Britian-Hartford, and WBBG, Boston, all of which Mr. Bulova has purchased, as he has an ownership interest. Participating with him in this project have been the late John Iraci, president and founder of WOV, which he sold to Mr. Bulova, and president of WAGA, in which he acquired interest, and Harold A. LaFont, former member of the Radio Commission of the NAB, who has a considerable interest in several of the Bulova stations and presumably would become general manager of the network.

Mr. Iraci, writing Nov. 24, tended to complicate the network plans and came as a surprise blow. At the time of his death, Mr. Iraci not only operated WPEN, but also WAGA and WPEN. It is understood Mr. Bulova had contemplated a purchase of a 40% minority interest in WPEN from Mr. Iraci, or had actually acquired such an interest shortly before his sudden death.

The arrangement with Atlantic City, it is understood, was made at a time when Mr. Bulova himself was suffering from a nervous breakdown. This has been held to be the reason for the sales arrangement. The plan was to move his WPEN-WBIL, and later, to develop a national network along the lines of the WAGA-WBIL-KEEL model. Mr. Bulova, who has been a member of the Radio Commission of the NAB, is understood to have been a director of the network for a long time and to have been actively interested in the operation of a large network.

Sales Group Plans Steering Session
L. H. Avery Calls Meeting to Be Held in Chicago Dec. 16
TO FORMULATE plans for a national organization of station sales managers, L. H. Avery, sales manager of WGR-WKBW, Buffalo, and chairman of the Broadcast Advertising Managers' Division, has called a meeting of 17 station officials in Chicago, where he will act as a sort of steering committee, will develop plans for a national convention of the organization to be held in Chicago next summer so as not to conflict with the contemplated NAB reorganization meetings following in New York.

Mr. Avery appointed seven section chairmen, six members of an executive committee and four committee chairmen for local, national, recommendations, and cooperation with the National Radio Dry Goods Association.

Promotion of Sales

The entire effort of the Sales Managers' Division, Mr. Avery declared, is that of procuring "bigger, better and cleaner" sales for broadcast stations. Mr. Avery is not merely president of his own station sales and managers, and executives, he said, but has written him since the CAF Convention in Chicago seeking additional meetings because of the good derived from previous sessions. The first preliminary meeting will be held at the Sherman Hotel. Personnel appointed by Mr. Avery to take title as acting chairman of the Sales Managers' Division is as follows:

Executive: Lewis H. Avery, WGR-WKBW; J. Bury Lotter, WTUL; William H. Morgan, KING; WCVI, KFWB; Craig Lawrence, KBO-KRTN; Mallory W. Albritton, WSB; and Jack O. Gross, kWU.

Division Chairmen: New England, WCAU-WQAL, WPM; Middle West, C. Mort C. Watt, WCIS; Southwestern, M. Butler Jr., WBS; Southeastern, M. L. H. Avery, WOR; Southern Central, Herb Hollister, KANS; Northcentral, C. T. Hagan, WTVN; Western, J. F. Avery, WBB; KFEL, Pacific Division, C. C. Mit- tendorff, KFWE; Local, H. R. Tomson, WSPD; National Sales Committee, C. V. Chalmers; Regional Committee, to cooperate with NRDGA. Harry Trenner, WYFB; Recommendations Committee, Charles C. Caley, WBBB.

Canada's 50 Kw. Soon
The new 50,000 watt transmitters of the Canadian Broadcasting Corp., CBC, in Toronto, and CBF in Montreal, are now slated to be definitely on the air during the early part of December. Both stations are being held for tests. CBC is expected to be on a few days or a week before CBF. Both are the highest powered transmitters in Canada, the first of a chain of five to be built by the Canadian Broadcasting Corp. At present there is no controlling broadcasting body in the near future.

BKO Pictures Corp., New York, has submitted an official denial of reports that it would enter the radio field, but promises to enter the motion picture field, and the coming Warner one for American Tobacco.

Boake Carter's Plans

BOAKE CARTER, at the termination of his contract with Philco Radio & Television Corp., Philadelphia, Feb. 1, will be sponsored by General Foods Corp., New York, for the 1939 Christmas season. He will broadcast for Benten & Bowles, New York, sponsor's agency, will neither confirm nor deny the report, however. It is understood that Benten & Bowles will go to the air with an entirely different type of program.

John Iraci Dies

From Heart Attack

Pioneer in Foreign Programs

Spent Decade in Industry

JOHN IRACI, president and general manager of WOV and WBIL New York, and owner of WPEN, Philadelphia, died suddenly Nov. 24 of a heart attack following a one-week illness.

Well-known in broadcasting circles, a one of the pioneers in foreign language broadcasting, Mr. Iraci entered radio in 1928, at which time he established WOV. He sold the station earlier this year to Arde Bulova. New York watch manufacturer and broadcaster, but shortly afterward purchased WPEN-WRAX, Philadelphia, and continued management and operation of the New York station as well as the Philadelphia outlets. He also took over general managers of WBIL (formerly WLWL) which was purchased by Mr. Bulova several months ago.

Burdened by Overwork

Mr. Iraci suffered a slight ner-

vous breakdown a week ago, pref-

eral, not only because of the vagaries of management of three stations, but also because of protracted labor negotiations in Philadelphia and reorganization activities. He re-

turned from a vacation in Europe last September, during which he had visited his native Italy, and was accorded a lavish welcome by New York's leading lights, includ-

ing Mayor LaGuardia, a close per-

sonal friend. Mr. Iraci stood high in New York's Italian community and was a leader in its political and social activities.

Mr. Iraci was born 52 years ago in Riposto, Sicily, and came to this country as a youth. Prior to entering the broadcasting field he was an importer.

Mr. Iraci is survived by his widow, two daughters, Rosaria and Marliana, and a son, Sebastian Ju-

lio. Burial took place Saturday in Cypress Hills Cemetery, Brooklyn.

Miss Hyta Kicasles, assistant man-

ager of the stations headed by Mr. Iraci, is expected to take over ac-

tive direction, along with Harold A. LaFont, former radio commis-

sioner, and vice president of WOV

Page 10 • December 1, 1937 • BROADCASTING • Broadcast Advertising
Music Strike Date May Be Deferred
Negotiations for Key Station Contract in Drafting Stage; Disc Proposal Still Under Revision

By BRUCE ROBERTSON
WITH THE mailing out Nov. 16 of the standard trade agreement drawn up by the international executive board of the American Federation of Musicians and the negotiating committee of the Independent Radio Network Affiliates, the first big step had been taken toward a peaceful settlement of a problem that might easily have ended in a radio-music war.

The committees had fought out the major issues involved; their lawyers had wrangled over wording; an agreement had been reached. Now it is up to the individual stations and local musicians unions to accept or reject this document as a part of each individual contract; to back up the judgment of their committees or to throw it overboard and return the status to that of last July when the AFM first presented to the broadcasters its demands for the first time.

Negotiations are taking no action in members in radio. Dec. 1 has been set as the deadline for the return of the contracts, but in view of the late date at which they were sent out it is almost certain that the deadline will again be extended probably to Dec. 15 or Jan. 1.

Key Station Contract

Meanwhile union officers and network executives are beginning the drafting stage in their negotiations for a standard contract for the network's key station in New York, Chicago and Los Angeles. Spokesmen for both broadcasters and musicians say that they are in agreement on all issues and nearly so on wording and that their work should be completed within the week. The license form which the union will present to the makers of transcriptions and phonograph records is undergoing some revisions and will probably not be ready until later in the month. The meetings at the present are being called a "discussion" and not a "negotiation" at present, but are waiting for an opportunity to study the union's demands before going on what course to follow. The union has previously stated that its license will be based on the demands presented when the proposal was turned down back in September. It has been stated that a compromise will be reached here also. The Canadian situation has been referred to with reference to the members of the two national organizations, who will follow Schedule A in drawing up new contracts with the Canadian networks.

AFM has not yet begun to consider the case of the non-network stations and will take no action with them until the affiliate contracts have been received and accepted. In fact, practically all future negotiations for network stations will depend on a final settlement of the network stations. If they accept the increased expenditures for staff musicians and the other improvements in the agreement, it will form a precedent for the union to use in dealing with the independent stations. If they reject the union's terms, there will be no necessity for them to deal with the independents, as the strike presumably would be on.

Many Changes Made

The plan of settlement calls for the additional expenditure by network affiliates of $1,500,000 annually for employment of staff musicians for the first year, and $600,000 annually for employment of staff musicians thereafter. The network affiliate will be required to make an aggregate expenditure by network contracts. Each station is required to expend either the amount called for in its contract or the amount previously spent, whichever is greater. This network affiliate will be applied to the stations affiliated with U. S. networks (CKAC, CCFP, KGW, KFBB, KKNX, KVNO) with the exception of network stations affiliated with these local networks, which are excluded from the following key stations: WEAF, WJZ, WABC, WWJ, WWJY, KDKA, WBBM, WGBM, Chicago; NCB, WOR, KNX, KHJ, Los Angeles. While individual contracts are to be signed by the stations and local unions, it is understood that none of these will become binding until the total expenditure is satisfactory to the AFM as achieving its purpose to increase employment of its members. The final form of Schedule A, as the standard agreement is called, is considered changed from the document that was originally submitted to IRNA members at their September convention (published in full in BROADCASTING, Jan. 15). Schedule A, which required signing stations to agree not to transmit program material as agreed upon with the signer of the agreement and not to contract for transcriptions or phonograph records from any company not listed on the final form, the signers to accept the use of "pilfered" records.

The revised Schedule A also specifies that the network stations and local unions will be required to be delivered the station's quota; that the network shall furnish "competent and qualified musicians"; that the station will not employ more than one union to write or obtain scripts; that the network shall not employ non-union staff musicians and to employ other than staff men upon terms acceptable to the union; that such employment shall be at the request of the station and the local union.

Original requirement that station accept the increased expenditure. The revision of Schedule A of music for the first network station was one of the major issues. The contract. Each station was required to make an aggregate expenditure of $3,000,000 annually for employment of staff musicians; that the station agreement shall be entered into with the network station. The first network station was named to the group that was to make the final determination of the network station. The group was named on the condition that the station agreement would be valid only for the first network station and that the station's agreement would be valid only for the first network station.

Northwest Stations Urged to Reject AFM Contract; NAB Change Is Favorable to Sherman anti-trust law or the present radio law.

Committee Appointed

A standing committee comprising five broadcasters and headed by H. J. Quilliam, KIRO, Seattle, as chairman, was named to study the Musicians Union problem and to report to the broadcasters.

Another resolution adopted dealt with the NAB reorganization and the group voted that the trade association should be re-established in such a way as to become an efficient organization, properly staffed with the full-time job for each station in the country. It proposed that the NAB be composed of all stations and groups which would elect delegates to the national convention or elect commercial boards to act in the director or delegate having a voting power in proportion to the number of members.

It proposed also that the NAB be geared to represent and to do for the industry everything except the representation of individual members before the FCC or any other government body.

Unless the reorganization is affected so as to represent the interests of the broadcasters, the resolution stated, the Pacific Northwest broadcasters would refuse to sign any contract that would "further support of the present organization is undesirable. The meeting also recommended that the quota provision of the NAB be held in Washington "as early as a date as possible."

Broadcast line rates, another resolution adopted concluded that a closer understanding between the two groups and the telephone companies, who are beginning to do business with the broadcasters, in both the telephone and broadcasting industries. The group recommended that the network stations be provided with a good of the fundamental rules, practices, regulations and rates filed with the FCC which reflect to telephone, as far as it concerns broadcasting.

The convention also went on record in support of the NAB public domain license and urged that the purchase of an additional license be made and the sale of the right to broadcast to the telephone companies.

Other Speakers

Guest speakers included former Senator C. C. Dill, now a Washington attorney, who spoke on 1937 revised Schedule A, and warned that broadcasting was not out of its infancy stage and must organize in some independently established industry; Alfred J. Schuempe, NAB copyright counsel in Los Angeles.

AS CAP, who presented a resume of what has taken place in these two states on copyright matters. Mr. Dyer, who has handled the local networks and broadcasters in the future; and Ralph Wentworth, of Laboratories, who has handled the local networks and broadcasters in the future.
Dog Food Bringing Business to Radio

Makers Begin Schedules After Layoff Since Last Spring

INACTIVE since last spring, leading national dog food manufacturers will shortly launch nation-wide radio campaigns with both network and large spot schedules to be used. Center of all the activity is in the Midwest packing centers of Chicago, Cincinnati, Cleveland, Baltimore and New York.

At Chicago, (Red Heart Dog food), will launch a quarter-hour weekly NBC network program featuring one of its leading spokesmen, looking after national and regional spot announcements and two weekly one-minute spots are being used. Henri, Hurst & McDonald is agency.

Mr. Hanson, a pioneer in technical radio, having been a wireless amateur in 1916. In 1916 he was operator on the SS Stephano, torpedoed by enemy craft. From 1917 to 1920 he was chief testing engineer of the Marconi Co. at Aldene, N. J. Later he was at the then WAAM, Newark, and in 1922 became assistant plant engineer of WEF. He joined NBC during its organization in 1926 as manager of technical operations and engineering, being promoted to chief engineer in 1934.

Promotional Plans

Complete merchandising and production campaigns will be given to local sponsors including placards, banners, direct mail pieces, and literature. Sponsorship will not be limited to any particular classification, such as department stores, but will be available to any local merchant.

The cost of the program will be determined by the size of the city.

The series will be broadcast three quarter-hour periods weekly. Herb Putram, Chicago writer, is author.

NO END IN SIGHT—They keep getting younger every issue, these "young and still younger" who fill the pages of this magazine are not doing the same. They are coming in day by day. Among those of tender years is Emma Kristine Heyer (center), daughter of Clair Heyer, national sales manager of WFBF, Rock Island, Ill. Her actual air experience is not listed in the entry. Jack Parker, new commentator of WJIM, Lansing, (left), is 21, having made his radio debut in 1932. At right is Irwin Drake Bingham, 19, of WKY, Oklahoma City, and WKY reports that he filched about his age to get the job. WTNO, Trenton, N. J., submits two entries but no photos. The two are George M. Cahan, 18, who made his debut five years ago as an announcer at WCAU, Philadelphia, and is now a full-fledged announcer, and "G9" Adams, 20, script writer who started six years ago.

Wessel Preparing New Local Series

Nationwide Cooperative Will Be Launched Early in 1938

WESSEL Co., Chicago agency which is handling the series of NBC programs featuring the Philadelphia Symphony orchestra and sponsored by banks throughout the country, is sending out salesmen in major markets to line up local broadcasters. A new series of five programs will be launched about the first of the year.

In each broadcast by WBS, Chicago, is a race horse skit called Boots & Saddles. Three sponsors will be used. WBS, Chicago, and in conjunction with the broadcasts in which winners will get their choice of Muffet's, O'Wells, Burgundy King and Bubbling Over or cash prizes of $10,000, $5,000 and $2,000 respectively.

YOUNGER AND STILL YOUNGER

WFSB, Chicago, is a race horse skit called Boots & Saddles. Three sponsors will be used. WBS, Chicago, and in conjunction with the broadcasts in which winners will get their choice of Muffet's, O'Wells, Burgundy King and Bubbling Over or cash prizes of $10,000, $5,000 and $2,000 respectively.

JOHN BAGGLEY,系列产品

Mr. Hanson, a pioneer in technical radio, having been a wireless amateur in 1916. In 1916 he was operator on the SS Stephano, torpedoed by enemy craft. From 1917 to 1920 he was chief testing engineer of the Marconi Co. at Aldene, N. J. Later he was at the then WAAM, Newark, and in 1922 became assistant plant engineer of WEF. He joined NBC during its organization in 1926 as manager of technical operations and engineering, being promoted to chief engineer in 1934.

Promotional Plans

Complete merchandising and production campaigns will be given to local sponsors including placards, banners, direct mail pieces, and literature. Sponsorship will not be limited to any particular classification, such as department stores, but will be available to any local merchant.

The cost of the program will be determined by the size of the city.

The series will be broadcast three quarter-hour periods weekly. Herb Putram, Chicago writer, is author.

Quaker's New Shows

QUAKER OATS Co., Chicago (Aunt Jemima pancakes), currently sponsoring Aunt Jemima's Cabin at the Crossroads show on a single-station NBC network. On or about 8:45:90 a.m. (CT), is planning on adding the preceding 15-minute period with a new show. The program to make a half-hour serial Tuesdays through Saturdays.

Margaret Castlewood, a script writer for the Barbara Luddy is being considered. New setup in no way affects the sponsorship of Katherine Meyer's Kindergarten over NBC Saturday afternoons. Lord & Thomas, Chicago, is the agency.

DE FOREST'S TRAINING Inc., Chicago (radio correspondence courses), on Nov. 21 began quarter-hour periods on WJR, Newark. The firm, a new radio advertiser, has been using three five-minute periods on WJR, Detroit, and one 15-minute program on WTIC, Hartford. Pressa, Fellers & Pressa, Inc., Chicago, is agency.

Radio School Buying

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www.americanradiohistory.com
Dust on the Trailer—A New Menace

Film Exhibitors Hiding Advertising Raids Behind Wails

By T. E. KRUGLAK
Radio Department
E. Katz Speaks to Advertising Agency

WITH the radio hegira to Hollywood, prominent producers have a bone to pick about the fate of the poor exhibitor, harried by the spectre of vacant seats, while audiences at home are listening to Charlie McCarthy belabor W. C. Fields. In all the clouds of dust kicked up by the exhibitors, their own onslaught on the airwaves, watching the stations, has been carefully concealed. To get the entire story, a movie technique, the “flashback” must be utilized.

It is the early days of radio—and the stations are trying to break down the resistance of advertisers to auditory advertising. And you remember the terrible battle we had.

With that picture in mind, return to the present. To a great degree, advertisers have been convinced that radio, bringing entertainment, will listen to a splendid medium for sugar-coating an advertising message.

A Place for Both

With the chains and stations in most cities, radio advertising to a great degree supplements the space used in newspapers, but in the small stations, and in the bulk of the chains, advertising is imitating the part of radiomen that their product does not compete with the newspaper, it has resolved itself in the condition where the advertiser impressed with radio goes the whole hog, and abandons his newspaper campaigns.

Radio, having conditioned the advertiser to the point where he does not look upon the newspaper as complete coverage, also places him in the frame of mind being open to a further development of the same theme.

At this point another medium steps up and produces a logical argument which runs somewhat as follows: “We admit that the printed word and photographs have a great deal of authority in the presentation of a good sales argument. We also admit that there is another important medium, the auditory reception, which can hear demands and be swayed by a convincing voice. The voice is an important medium, generally speaking, that can be influenced by the power of the printed word or photograph.

Now, just supposing—now mind you, we are supposing there were a medium, combining both these powerful weapons—wouldn’t it be terrific?” It is in this vein of reasoning—this is not perfected, we mean something practical—a medium which has a guaranteed audience each week—where the audience is entertained, and placed in a receptive mood.

The advertiser, drooling at the mouth at the thought of this juicy morsel, is all ears and eyes. Then comes the revelation—the medium is none other than the motion picture theatre. The advertisers’ objections about audience resentment are answered by pointing out that most theatre audiences have been conditioned by radio into accepting advertisers to the radio station as a point of amusement. It is pointed out that the small town motion picture house is the center of the community, and that it would be impossible to have a to be a pretty dull picture to keep the average movie-goer away from the theatre.

Raiding the 100-Water

How has the motion picture advertiser fared? Examples are in order. One of the important distributors of screen advertising is “Screen Broadcast”. It lists as its customers local restaurants, cleaners, garages, and other independent merchants—in other words, the source a 100-watt station gets the attention of the public. This adver-...
Duplicated Clear Project Is Revised

WAPI Petition for 50 kw
Indicates Others' Plans

REVIVAL of the Petition to bring about full operation on a dupli-
cated basis of a half-dozen clear-
channel stations now dividing time on clear channels was revealed Nov. 18 with the filing of an appli-
cation by WAPI, Birmingham, to switch its frequency from 1140 to 1160 kc.

Five of the six stations are ex-
pected to seek increases in power to 5,000 to 25,000 watts. In addi-
tion to WAPI, these include Fort Wayne’s WWVA, Wheeling; KVVO, Tulsa, and KYW, Phila-
delphia, the latter already having asked for increase from 10,000 to 50,000 watts.

In each instance, with the excep-
tion of the application for the directional antennae, only KEX, Portland, which already has filed for full-time operation on a dupli-
cated "clear," will seek for the present the increase to 50,000 watts. It would operate jointly with WOWO at 1160 kc.

Class B Category

All of the applications, which likely would bring for hearing, would fall within the "Class B" category of duplicated channel applic-
tions. WAPI, in the allocations recom-
dations pending before the FCC and which also are a factor in the denial of directional applic-
tions at the Inter-American Radio Conference in Havana, has claimed a commitment sought by WAPI is the clear channel on which KYW now operates full time and with which it would operate jointly. WAPI is a half-time station owned by three Alabama col-
leges and shares time with KVVO. An application for operation would be taken under lease by a new operating company in which WAPI and KVVO, recently was designated for hear-
ing by the FCC.

The noncommercial, 1020 application which seeks an increase in power from 5,000 to 50,000 watts, WAPI also has filed a second ap-
plication for a new station on KYW channel but on an experi-
mental basis with its present 5,000 watts and a directional antenna. That presumably is in the nature of a "stop-gap" application.

The 1020 applications on operation on time sharing channels was projected early this year in a series of applications. In its initial phase, this project, which called for the allocation of the 1020 kc. clear channel exclusively to WCFL, Chi-
icago, had the hint of its demise rej ected by the late E. N. Nockels, general manager of the station, whose insistence on clearing of the 970 kc. channel on which it operated jointly with KYW, resulted in the 970 channel itself being allocated to a West Coast clear wave.

The new applications were founded on testimony at the allocation hear-
ings before the FCC Broadcast Division in October, 1937, that operation of half-time stations on clear channels was both unecono-
nomical and contrary to public service, since listeners were not given a continuity of service.

Air School Director

ELIOSE DAUBENBESCE, for-
merly national radio director of the Girl Scouts of America, has succeeded Helen Johnson as broadcast-
ning director of the CBS American
School of the Air.

Miss Johnson, who held the post for eight years, recently resigned to return to her home in New York. Mrs. Daubenspeck before coming to New York a year ago had been with the New York school for six years. In her work with the School, she took charge of the writing of the scripts, directed programs, occasionally acted in them, and publicized the broadcasts.

AL PEARCE has renewed his contract with Ford Motor Co. on CBS for one year.

Clean Scoop

AMONG the promotion ideas being executed by KIEM, Eureka, Cal., is the placing of cases of soap in the rooms of almost all the hotels and ad-
Jacent cities. The wrapper on each bar bears the compli-

tation of the station—"the voice of the Redwoods".

CENSORSHIP charges made against CBS by Ferdinand Louis Kerran, British Labor candidate for Parli-
ament, have been supported by Mr. Kerran, now in New York, spoke on WAPI recently. He has also been proved of deletions made in the text of his address. Later, however, Mr. Kerran's assistant indicated these were per-

tively due to a misunderstanding, and that there was no question in his mind of CBS' good faith in the mat-

Promulgation of New Rules

By the FCC is Expected Soon

PRELIMINARY Revision Is Now Being Considered;
Rotation Duties and Motions Court Studied

NEW rules to govern operations of the McNinch-revamped FCC have been completed in the rough and probably will be promulgated within a week.

A flying trip to Washington on Nov. 29 was undertaken by Com-
mmissioner of the United States delega-
tion to the Inter-American Radio Conference. He is here to look at the new operating structure along with other matters. Comdr. C. Bravens has been in Havana since about the time the conference began, and his absence resulted in delay in the drafting and prom-
ulogation of the rules. Because of the pressure of his Havana duties, Comdr. Braven was unable to leave Havana. Commissioner of the United States for one day only and to re-
turn to Havana immediately.

In addition to the approval of the McNinch structure, which is designed to make fully effective the new mode of operation necess-
ary under the three divisions of the Commis-

sion, the board is expected to act soon on the new operating structure, which is designed to make fully effective the new mode of operation neces-

dary under the 1020 kc. division of the Commis-

sion, the board is expected to act soon on the new operating structure, which is designed to make fully effective the new mode of operation neces-

It might be expected that the assignments of the Division of Operations and the temporary assignment of all emer-

gency matters dealing with public utility common carriers. In the Division of Operation, the temporary special authority to broadcast special events outside of regular hours, authority to operate without approved equipment and similar miscellaneous but nevertheless important matters have been held since the abolition of the division. Docket cases, however, have been held to the same end. But on matters encompassing more than routine emergency operations, which would be handled by the Division of Operation and so on. By rotating such assignments month by month, or possibly even on a fortnightly schedule, each commissioner would become familiar with every phase of the work of the Division.

This same order presumably would delegate authority to boards or to the chairmen of the Division, tuturing possibly such officials as the secretary, general counsel and chief engineer in other cases in the im-
portance of certain assignments over the reorgan-
tist heads—to pass upon routine license renewals, special authoriza-
tion and other matters of a non-

policy making nature. Only the ap-

Table:<figure>

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tr>
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<td>Formerly national radio director of the Girl Scouts of America</td>
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<td>HARRY BRAY</td>
<td>Commissioner of the United States delegation to the Inter-American Radio Conference</td>
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<tr>
<td>KERRY KERRAN</td>
<td>British Labor candidate for Parliament</td>
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McNinch Reform Defers FCC Inquiry
Congress Stands By as Chairman Continues to Act; Copyright, and Food and Drug Bills Inactive

By WALTER BROWN
CHAIRMAN Frank R. McNinch's handling of the FCC since he became chairman in May 1937 has been such a "surprise" to the Capitol Hill audience that many of them have wondered if McNinch has laid his plans aside for the time being at least, the demand in Congress for a sweeping investigation of that agency.

The special session of the 75th Congress, which convened Nov. 15, is considering farm legislation along with modification of the uncontrolled profits and capital gains tax laws. McNinch must now find he has laid aside the only legislation seriously debated during the regular session in January. The feeling on Capitol Hill, especially among those who have sponsored a FCC probe, is against hauling Chairman McNinch before a Congressional committee; until he has had ample time to put things in order by way of reorganization, McNinch feels he cannot do any constructive work.

Most prominent of the dozen resolutions proposing an FCC investigation is that sponsored by Senator Wallis of Nevada (R-Me.) and which Administration influence, at the last session, caused to be referred to the Senate Audit & Control Committee after it was approved by the Senate Interstate Commerce Committee. The committee chairman is Senator Wheeler (D-Mont.) is chairman.

Not in a Hurry

Senator Byrnes (D-S.C.), chairman of the Senate committee that clears all resolutions providing appropriations, told BROADCASTING he would "certainly resist any effort to take up the White resolution until Chairman McNinch has had time to reorganize the Commission and put in the reforms the President recommends it." He feels that when this is done there will be no need for a special investigation. "I do not think that the appointment of new men does anything to obviate the need for such a fact-finding study as my resolution proposes," McNinch said. "But I think Mr. McNinch is doing a good job and I feel it would be unfair to him before a committee until he has had a full study of conditions at the Commission and accounted himself with the problems facing the radio industry."

He explained he had never been his intention to go on a fishing expedition. He was attempting "to put an end to the desire of uncovering "administrative skeletons". "I think we did a good job in radio for the 1935-1936 period. We were pioneering then, and during the last ten years radio has moved a long way. I think there is need for a new and different approach to new and problems facing the radio industry. That is the real purpose of my resolution."

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safetY AWARD—Carl George (left), of WAGA, Cleveland, active in Safety Council activities, has started a series designed to point out good and bad points of city driving. Three times weekly Mr. George with a Cleveland Safety Department representative, drives Cleveland streets in WAGA mobile transmitter. Listeners hear from Mr. George and the patrolman who describes actions of motorists in the week's bus section. Broadcasts are scheduled at rush hours. To the "Best Drivers of the Week" WAGA awards a merit certificate, which tells of the honor conferred. Others in upper photo are Frank Austin and Safety Rep. representative Holsinger.
Smith Takes Post With Gruen Watch

LEAVING WLW to become director of advertising of the Gruen Watch Co. in Cincinnati, Frank M. Smith, sales manager of the Crosley station for the last three years, was to assume his new duties Dec. 1 and immediately begin plans covering an extensive advertising campaign which will include radio.

Mr. Smith's duties at WLW have been taken over by Robert G. Jenkins, who will later be identified with the management of WSAI. Whether this assignment will be permanent was not divulged. James D. Shouse, former general manager of KMOX, St. Louis, has taken over the supervision of the Crosley station as vice-president and general manager with Mr. Jennings serving as his chief assistant.

Mr. Smith's decision to join the Gruen Co. developed after several months of negotiation, it is understood. Arrangements were completed on Nov. 17. He will continue to make his headquarters in Cincinnati. It was learned Gruen plans to concentrate the major portion of its advertising budget on radio under Mr. Smith's direction. The nature of the contemplated campaign, however, has not yet been divulged.

Euclid Candy Expands

EUCLID CANDY Co. of California Inc., San Francisco, manufacturers and distributors of candy bars, which formerly concentrated radio activities to the San Francisco Bay region, has expanded its coverage and on Nov. 23 started a program on the Mutual Network, in which Mr. Smith is doing commentary, on two CBS California stations (KXN, KSFO), Tuesdays, 5:45 to 6 p.m. (10:45 to 11 p.m. Pacific). Initial contract is for 13 weeks. Sidney Garfinkel Adv. Agency, San Francisco, has account.

Live Show for Lydia

LYDIA E. PINKHAM MEDI- CINE Co., New York, has sponsored the Voice of Experience five days a week on 56 stations, some live and some recorded, on Dec. 27 will start a coast-to-coast hookup of the program on a special hookup of the same stations. WOR, New York, is the key station, with stations WMCA, New York, WLW Line, and Colonial Network. Agency is Erwin, Wasey & Co., Inc., New York.

Hecker Adds Four

HECKER PRODUCTS Corp., New York (Silver Dust, Gold Dust), has added four stations to the list carrying the transcribed program of Beatrice Fairfax. New contracts, with WBEN, Buffalo; WQAQ, WQAM, WQBR, Washington, DC; WQEW, Pittsburgh; WQRF, Baltimore, and WCAU, Philadelphia, will run for 52 weeks, two quarters, to be started Dec. 5. Total list now carrying the program includes 8 Mutual stations, WQAQ and WQAM in New York, WQRF, Pittsburgh, and WCAU, Philadelphia, and 50 WOR stations.

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SOUNDS WHEN THEY'RE WANTED

New CBS Turntable Removes the Guesswork From Transcribed Effects by Novel Devices

DEVELOPMENT of sound effects records to the point where more than 75% of radio's sound effects come from discs has relieved the sound effects engineer of much brain-racking to produce his own sounds, but it has raised a new problem—that of dropping the needle on the record at the desired point and time so that the wished for effect arrives on the dot and not five seconds too soon or too late.

Chalk marks have been of some help but not nearly enough in this split-second business where a miss of a single groove may entirely spoil the effect. But such worries are a thing of the past in CBS studios in New York, which now boasts a new turntable equipped with an automatic spotting device so exact that it can locate a groove in half, dropping the first syllable.

Secret of this device is a dial which registers the position of the tone arm so exactly as to enable the spotting of the needle not only to the desired groove but to any part of the groove in the hearth of the sound effects technician presses a button beside the dial. When the signal is heard he lifts his finger; the dial hands stop and he makes his reading. During the broadcast he sets the dial at that point and when he gets his cue and starts the record the motor-driven tone arm lowers the needle to the disc at exactly the right spot at exactly the right time. The whole spotting operation can be done in six seconds.

One Man, Not Three

Three turntables, each individually driven by its own variable-speed motor drive, accurate to within a fraction of 10% at any set speed from 10 to 120 r.p.m., and each with its own automatic tone arm, are contained in the CBS console. The parts are so carefully tooled and constructed that a record may be rehearsed on one table and played on another at the same reading. The tone arms may be swung either to the right or left, permitting the use of two simultaneous pick-ups from a single record. The individual and master speed controls, the low pass and high pass filters and the volume controls for the basis and intermediate speakers are accessible to one engineer, who can handle as many effects as would require three men with ordinary reproducing equipment.

A separate unit contains the two 18-inch dynamic speakers, each mounted in its own loading column. Each speaker has its individual power amplifier, giving clearer tone and better quality and allowing complete control of both high and low frequencies. Other turntables or electrical effects or microphones may be plugged into the turntable console and fed through these speakers.

This unique reproducing instrument is the result of more than three years of experimentation by Mr. Pierson, head of the CBS sound effects division. After conferring with many manufacturers and himself building several spotting models, he collaborated with Mr. Proctor of the B. A. Proctor Co. in planning this device. Additional refinements of design and construction were carried out by Fairchild Aerial Camera Co.

Proof that such a machine aids rather than replaces the ingenuity of the sound effects engineer is illustrated recently when a script called for the sound of a glacier breaking up. After contacting museums, colleges and explorers' clubs to locate someone who had witnessed such a spectacle and learning what it sounded like, the CBS sound staff achieved a perfect imitation through the instantaneous use of a record of bacon frying, played at 10 r.p.m. and with all the high frequencies filtered out, a record of corn popping, likewise played very slowly, and a thunder record.

STAR RADIO PROGRAMS Inc., New York, has released a new holiday series entitled Christmas Tree of 1937, which includes 25 scripts. Subscribers to the series include KDYL, KXO, WMLA, KGU, KPFX, KFMM, WM3C and WQBC. New subscribers to the organization's program. Good Morning Neighbor, are CHAB, KLZ and WMMN.

Pepsodent's Plans

PEPSODENT Co., Chicago (toothpaste), will use either a 3:30-4 p.m. spot or the 5:30-6 p.m. half hour on Sunday afternoons for its Walt Disney show starting on the NBC-Red network Jan. 2. Forty-eight stations will be used in the coast-to-coast hookup. Basil Loughman, head of the radio department of Lord & Thomas, Chicago, agency handling the account, will go to Hollywood to handle production for the first two programs. Whether he will stay in Hollywood or return to Chicago and let the West Coast office of the agency handle production of the show is still undecided.

Fairbanks Dealers

FAIRBANKS-MORSE Home Appliances, Indianapolis (Conservator refrigerators), through local dealers will shortly start placing one-minute transcribed dramatized commercials on a group of stations. Plans were cut by RCA, Chicago, and produced by Arthur W. (Tiny) Stowe, Henri, Hurst & McDonald, Chicago, is agency.

Smith Bros. Spots

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), started Nov. 15 a series of spot announcements to be heard on a list of more than 100 stations in the East and Midwest. Agency is Brown & Tucker, New York.

OUT of 102 broadcasting stations in Australia, 20 are 'national stations' operated by the government and 82 are privately owned, deriving their revenues from advertising. Of the latter, newspapers control 20 and have an interest in 11 others.

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Baseball Leagues Plan Discussion of Radio at
Sessions in December

POLICIES that minor and major league
groups will take regarding baseball broadcasts next year probably will be
determined when the minor league owners meet at the one-hour rag-
ning meeting in Chicago December 6-8. Representatives of
general Mills Inc., Wadams Inc., and the St. Louis Post-Dispatch, as well as
advertisers together with repre-
sentatives of their agencies, are
planning to attend both meetings.

Among major league problems to be discussed will be broadcasting.
New York Yankee games in New
Orleans last season, five stations (WFUE, WJZ, WJW, WHN, and WJJD) broadcast Cubs
and Sox games.

The National League will hold its
meeting on Dec. 6-7 at the Congen-
ral Hotel, the American League at
the same time at the Palmer
House. The coming meeting of
leagues will be held at the Palmer
House Dec. 8. L. C. McEvoy is ra-
d direct.

nder of the American League while Ford Frick, president of the National League and a
former head of radio policies affecting his league.

College and Club Groups

Form Texas Air School

RECOGNIZING the potential field of radio in higher education, representatives of various
colleges and prominent clubs in the state who organized the Texas School of the Air. Through the co-
operation of the general education board, the group has
formed a new project—described as first of its kind in the United States—ask-
inng for a grant of $126,000 from the Rockefeller Foundation to finance the school for two years.

Destined to go on the air in Sep-
tember, 1939, tentative plans call for
a daily station emanating five
hours from eight stations ranging from broadcasts for the
youths to college bands and adult educational features. The
plans include establishment of ra-
dio workshops at the University of Texas, Southern Methodist University and Texas State College for
Women. The network will be
broadcast in 60 stations but would be recorded at these stations and
sent to stations throughout Texas.

M. J. Underwood, State
Radio Chairman of the Parent-
Teachers Association, was elected
president of the new School of the Air. Other officers elected are Dr. T. H. Shively, University of Texas, vice
president, and Dr. G. O. Clough, Southern Methodist Uni-
versity, secretary-treasurer.

AKRON LAMP Co., Akron (lamp-
cases), has started weekly quarter-
hour broadcast of the Grand Old
Opry House on WSM, Nashville. Ad-
tional outlets will be limited to
farm stations, according to the a-

AIRCRAFT NEWSOM, Chicago, has
made an agreement with the Long-
beach, Calif., airport for the use of a
four-engine Lockheed Electra as an experimental aircraft. The first flight will be
made December 15.

BAD NEWS OF GOOD

BROADCASTING

M.G.M. Spectacle Runs Into

Internal Trouble

WITH Bill Bacher resigning as pro-
duction head of the M-G-M
Maxwell House program, Good
News, and with Gardner and Sam Moore, his
former assistants on the show, have temporarily taken over
under supervision of Louis K. Sidney,
M-G-M executive in charge of radio.

Bacher, who had a seven-year
production contract with M-G-M which called for motion pictures as well as baseball broadcasts, will be
released from his obligation to
the studio because of conflicting elements in his amateur
broadsheet between M-G-M and Bacher is understood to date from two weeks before the starting of Good
News of 1938 on the NBC-Red net-
work Nov. 4. Bacher wanted "free
rein" and better cooperation from
stations, but was credited with selling General Foods Corp. the idea and it is reported in
Hollywood that Bacher's next move might step in to bridge the diffi-
culties.

It is understood Good
News of 1938 will be revamped with a motion picture star added as master-
of-ceremonies in an attempt to
build a general audience for the show, much like the new Warner Bros.-Lucky Strike program which sta-
ted in the NBC-Red network Dec. 8.

WBS Auto Campaigns

NEW YORK Automobile Show
promptly WBS, New York, to pub-
lish plan for the sale of auto manufacturers for which it makes transcriptions, and the number of
stations each uses. Chevrolet leads with 401 stations in Chicago, Detroit, and Minneapolis; Buick, 93; Plymouth, 82;
Oldsmobile, 65; Pontiac, 62; De-
Soto, 58; Willys, 50; and Stude-
backer, 28.

PACKARD MOTOR Car Co., Det-
iroit, is renewing its Hollywood
Mardi Gras Tuesday evening
hour program in which former pack-rider of the Detroit network for 52 weeks beginning Dec. 7 and
on the same date is adding Walter
Hays to the broadcast. Pack-rider is who the model is Helen Thornton, of the
WHK-WCLO staff. WHK was the

pioneer Cleveland station.

Covered Wagon—Built to

scale, this model, symbol of Unit-
ed States development, is.

L. C. McEvoy is ra-
d direct-

nder of the American League while Ford Frick, president of the National League and a
former head of radio policies affecting his league.

PACKARD Motors, Chicago, have added 7 more stations carry-
ing 2 and 5 minute spots making 15 stations now carrying the schedule with others to be add-
ed. The stations are: WJB, WMN, KFeF, WWL, KJFB, and KOAM. Two and 5-
minute programs are being broad-
cast three and six times weekly.

First United Broadcasters Inc.,
Chicago, is agency.

YOUTHFUL NEWS of Baseball School
of the Air started Nov. 16 on WAAB,
Boston, under the direction of Jack
Thornton, and senior high
radio players, holds studio class discussions and answers all questions about the game.

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ing 2 and 5 minute spots making 15 stations now carrying the schedule with others to be add-
ed. The stations are: WJB, WMN, KFeF, WWL, KJFB, and KOAM. Two and 5-
minute programs are being broad-
cast three and six times weekly.

First United Broadcasters Inc.,
Chicago, is agency.

YOUTHFUL NEWS of Baseball School
of the Air started Nov. 16 on WAAB,
Boston, under the direction of Jack
Thornton, and senior high
radio players, holds studio class discussions and answers all questions about the game.

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NAB Group Plans New Setup; Will Invite Wheeler to Speak

Washington Meeting Considers Loucks Resume of 100 Reorganization Proposals; Plans Report

GRADUALLY crystallizing its plans for revamping of the NAB, the Reorganization Committee of the association has made tentative arrangements for Senator Burton K. Wheeler, key legislator in the passage of the new Radio Act, to attend the forthcoming convention of the NAB, to be held in February.

The invitation was extended through Ed Craney, director of KGIU, Butte, and a member of the Reorganization Committee. Formal invitation probably will be advanced shortly through the NAB board of directors. Under the invitation, the NAB convention held in New York in October, at which the Reorganization Committee was appointed, broad plans for the convention were to be advanced by this committee and read by Mr. Wheeler.

Meanwhile, the Reorganization Committee has scheduled its first meeting, since the convention in New York for Washington on Dec. 8. On the agenda were some 100 suggestions for reorganization, which were reduced to a composite plan by Philip G. Loucks, former NAB member, who does direct work for the committee. Members of the committee are Edwin W. Weis, WSM, author of NAB reorganization proposal; Mr. Craney; John Shepard, 3d, Yankee Network, JG, Walter J. Damme, WWJ, and Edward A. Petty, WLS.

With Mark Ethridge, business manager of the Louisville Courier-Journal and Times operating WHAS, as ex-officio member.

Will Issue Report

The committee, immediately following its meeting, will send out to all NAB members and nonmembers alike its first report on the reorganization recommendations. Upon adoption, the report will be given to the board of directors, which, at the next regular NAB meeting, will consider the report and take action. The report will act as a guide in preparation for the reorganization of the NAB.

Eventually, the committee will draft its proposals to be submitted by mandate of the recent New York convention in days in advance of the next regular NAB convention.

At the next convention, the committee will hold the first or second week in February, assuming that the two days of the convention will be filled with Washington the appears most likely place. Although some sentiment exists for Chicago and possibly New York.

At this time, it is likely that the report will be void of any specific recommendations as to the identity of the new officers and directors who might be considered for the board of directors. While the committee is known to be giving thought to such matters, it does not feel it is in the position of making any direct propositions to the NAB membership authorizes it.

Sentiment on this point largely surrounds the retention of a man of demonstrated ability but not of the so-called "czar" status. It is felt that the industry neither needs a dictator nor desires one and that it requires simply a man of impeccable reputation and recognized ability to take over the helm and direct the broadcasting industry as a foremost instrumentality of public service. Similarly, the committee has formulated plans for individuals for particular positions within the NAB, such as heads of regional, local and other departments which may be created. It is felt that a man designated as the head and as president should have the opportunity of selecting his own aides. But the committee is expected to recommend departmentalization to provide for such branches of the NAB. It may also provide in the by-laws for appointment of standing committees and recommend establishment of committees or departments to deal with regional, local, clear channel and other groups which make up the industry. Such plans have been suggested.

Getting Out of Politics

Based on the multiplicity of recommendations already received it appears obvious that the committee will recommend that election of officers and directors of the board of directors go out of the convention itself. The preponderant view is that politics should be kept out of the NAB and broadcasters, by states or districts, should designate their own directors or council members, as the case may be. Both the president and the secretary would be paid executives, under most of the proposals. The honorary office of chairman of the board would be given to the new man most likely as president and designated in the new convention.

The proposed board would be given broad authority in the constitution. The board would be designated by the board of directors, which, at the next regular NAB convention, would hold a number of meetings during the year. The board of directors would meet on special call and before and after each annual convention, with the convention time placed in the new constitution.

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Cost of Conventions

The probable plan for election of officers of the board of directors, and through the council, of course, would be in effect until after the annual meeting, since members would be able to see it in action. The new board would be empowered to delegate as much or as little power to the new president as it felt. That provision would coincide with those of other trade associations, it is indicated.

WATL Prizes

WATL, Atlanta, is sponsoring a College Scholarship Contest for seniors in high schools and accredited private schools of Atlanta. A total of $700 will be awarded to three boys and girls, in the amounts of $200, $100, and $50, as the first, second, and third prizes, with a special award of $50 each to the school whose pupil wins first prize. Competition is based on the writing of a half-hour radio drama. The dramatic will be presented over WATL, with the winners selected in a series of eliminations. J. W. Woodruff Sr., president of WATL, who initiated the contest, will personally contributing the $800.

Resort Tests Radio

PALM SPRINGS Business Men's Association, Palm Springs, Cal., is using KNX, the first station in the three-month test campaign on KFI, Los Angeles. The weekly quarter-hour program is institutional, with no commercials. Besides its supposed audience, KFI offers the desirability of Palm Springs as a home, a city. Resort attractions, hotels, and activities are mentioned. The show is confined to Palm Springs real estate, but with no individual buildings. Palm Springs is a fashionable Southern California desert resort community. If test is successful, it will be continued on a seasonal and year-round basis.
IF YOU think we're chesty and self-sufficient just because we're big — you've got another guess coming to you!

Here at WHO we realize deeply that we're big because we are still in step with the little every-day lives of five million little people — of whom we ourselves are a few.

And so they continue to listen to us, and advertisers continue to give us the bulk of their business — not only because we've got nine times as much power as all other Iowa stations combined, but also because lots of them would prefer to do so, even if the power story were reversed. . . .
Facsimile's Place in Radio Spectrum

Four Stations Already on The Air; Six Others Plan Service

THE PLACE facsimile broadcasting is destined to hold as a radio program medium has been defined in new experiments now under way in various sections of the country, undertaken largely at the suggestion of the FCC.

Taking advantage of the new rules governing such experimental operations, placed in effect early this year and permitting facsimile transmission on regular broadcast frequencies, four stations have been granted licenses for facsimile experiments and six others have applications pending. In addition, five stations are experimenting with facsimile in the general experimental high-frequency band, rather than on their regular broadcast frequencies.

Already an established commercial "communication" in the transmission of weather maps, photographs and other visual data, facsimile is still an unknown quantity as a supplementary listener service. Technically, it is feasible to accomplish transmission by the use of such half-tone, newspaper-like pages and the like, through a commercial system as well as the regular radio receiver. Similarly, relatively inexpensive equipment is being considered for use with the regular broadcast transmitter.

Advocated by Judge Sydney E. Mansfield in its early stages, facsimile was regarded as a possible competitor of the newspaper in metropolitan areas. In an address before the NAB Convention in Chicago last June, Judge E. O. Sykes, then chairman of the Broadcast Division, said the FCC was "very much interested to know whether there are stations that want a facsimile broadcast service, and if such a service can be supplied by commercial broadcasting stations that facsimile broadcasting can be so arranged as to be a useful service.

Stations already holding licenses for experimental facsimile transmission on their regular broadcast frequencies are WHO, Des Moines; KFBK, Sacramento; KJMJ, Fresno; and WGH, Newport News. Under authority of the commission, these stations are permitted to broadcast from midnight to 6 a.m. and in each instance they are receiving signals on receivers strategically located in both urban and rural points. WHO and WGH are installing the facsimile equipment on their towers, while WGH is a KJMJ-also are understood to be planning use of this system.

A similar authority to transmit facsimile are those of KSTP, St. Paul; WOR, Newark; KSD, St. Louis; WSM, Nashville; WCP, Portland; WOR, Hartford; and WCLE, Cleveland. It is anticipated that the applications will be granted, since they are definitely in the experimental category and the FCC has adopted a liberal policy on experimental operations.

In addition to these projected experiments, five other broadcast stations have been experimenting with facsimile for periods ranging from several days to six months. These include the Journal Co., which operates several newspapers in two states; Oregional Publishing Co., operating KGW and KEZ, Portland, Ore.; RKO, New York; and WCVB, Boston.

Receiving Sets Placed

WHO, according to its vice-president and manager, J. O. Maland, plans to undertake rather extensive experiments, and proposes to work in conjunction with certain other stations, such as WGN and WSM. Fifty receivers have been leased from the Finch organization and sit in stations, placed in Iowa and 20 outside the state. Recorders will be located in such cities as Des Moines, Denver, San Francisco and Omaha, in addition to those in Des Moines and in every other section of Iowa. The receivers are equipped with automatic time clocks so they will shut off after the transmission is completed, and then, so the time clocks do not run more expensive than the recorders likely to be used when mass production is possible.

Advocated by Judge Sykes in its early stages, facsimile was regarded as a possible competitor of the newspaper, a view largely has been dispelled. More rapid transmission of recorded news to remote and outlying points is possible with facsimile, it is pointed out, but it is not regarded as a likely competitor of the newspaper in metropolitan areas.

As revealed in an article appearing in the New York Times, the station has been heard over an area possibly 100 miles in radius. The volume of the signal has been so considerable that the station has been heard over an area possibly 100 miles in radius. By HERMANN H. HETTINGER

IDEAL CHART-Drafted by Herman S. Hettenger, former NAB research director and Walter J. Neff, head of Neff-Rogoy Inc., advertising agency, which will be included in their new book Practical Radio Advertising to be published early next year by Stinehouse-Hall. The volume will be the first, its authors claim, to deal comprehensively with the planning and execution of a radio advertising campaign from determining at the outset whether the product should go on the air and, if it does, the method of reaching the potential audience. The chart was prepared at the request of the NAB Cost Account Committee as part of its standard accounting system.

The Basic Functions

Four basic activities must be performed by radio stations, and these have been used as the basis for the organization chart. The first is the identification of the station's audience. The chart reproduced in connection with this article is based upon a study of the organization of a group of representative larger stations, as well as a detailed analysis of station functions as revealed in the extensive classification of accounts developed several years ago by the NAB Cost Accounting Committee as part of its standard accounting system.

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CUSTOMER: My 35 mile drive has been well worth while.
CLERK: 7 years on WJR has brought customers from many states.
New Station in Richmond, WRNL, Now on the Air
WITH its old staff as a nucleus, the new WRNL, Richmond, Va., went on the air Nov. 14, using Western Electric transmitter and speech input equipment and a 250-foot Blaw-Knox tower. The station, operating with 500 watts daytime on 880 kc., was formerly known as WLBG and operated at Petersburg, Va. It was purchased about a year ago by the owners of the Richmond News-Leader and authorized by the FCC to move to Richmond.

Manager of the station is Earl Sowers, formerly with the newspaper, and commercial manager is C. Alden Baker, who held the same post with WLBG. Walter Selden continues as chief engineer. John Stewart Bryan, publisher of the Richmond News-Leader, is president and owner of WRNL, Inc., the licensee corporation, with minority stock held by his son, Tennant Bryan, managing editor, and Douglas Freeman, editor.

New York Sponsors
Mohawk Valley Net
Has Six Sponsors
Three Stations Are Added to Original Group of Five
WITH six sponsors having signed contracts last hour of last week, the newly organized Mohawk Valley Broadcasting System, which began operations the middle of November, feels that it has started off on the right track. Basic idea of the new regional hook-up, according to Burc Squire, its manager, is to supply coverage in New York State and lower New England to advertisers without affecting their time in their established activities in New York City. The network, however, has no New York City key station, but will pick up programs from any station in the city the advertiser may desire.

Beginning with five stations that were formerly members of the Hearst-controlled New York State Broadcasting System, which ceased operations on Nov. 20 and which Mr. Squire formerly headed, the Mohawk Valley network has added three more stations, and now includes WABY, Albany; WBX, Utica; WSAY, Rochester; WBNY, Buffalo; WNBH, Binghamton; WMFR, Pittsfield, in New York; and WDEV, Waterbury, and WSYB, Rutland, in Vermont. Syracuse may also be added if desired, with a choice of stations being available to the advertiser.

Accounts Signed
The freedom to use any metropolitan station desired and the fact that the stations are connected with class A lines have gained the new network a ready reception by advertisers and agencies, Mr. Squire stated. Business signed by the chain includes: Five quarter-hours each for Hecker Pouch Co., New York (Hecker H-O cereal), placed through Erwin, Wasey & Co., Inc., N. Y.; two weekly quarter-hours for Maine Development Commission (Bangor potatoes), placed through Brooke, Smith, French & Dorrance Inc., N. Y.; a weekly 15-minute program sponsored by American Chicle Co., Long Island City (chewing gum), placed through Badger & Browning Inc., N. Y.; two quarter-hourly weekly for Clear Again Inc., Chicago (cold tablets), placed through Schimmer & Scott Inc., Chicago; a Sunday half-hour talk by the Rev. Gerald K. Smith, head of the Committee of One Million, placed through Transcontinental Broadcasting & Television Corp., N. Y.; and a Sunday one-hour sermon by the Rev. Elmo Bateman.

L. C. Paine, who was associated with Mr. Squire when he was general manager of the New York State network, has joined Mr. Squire's new organization as a salesman.

KFBM are the call letters assigned for the new 100-watt daytime station on 1370 kc., when the FCC on Nov. 9 authorized Don M. Lideston and A. L. McCarthy to construct at Poplar Bluff, Mo.

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A MARKET THAT SURPASSES EVERY LARGE CITY IN AMERICA BUT TWO: NEW YORK & CHICAGO

There are 2,300,000 Italo-Americans living in New York, New Jersey, Connecticut, Pennsylvania and Delaware. It is a market with a population larger than any city in America, with the exception of New York and Chicago; larger than Philadelphia and Detroit; about twice the population of Los Angeles, and three times the population of Cleveland. This market is concentrated one hundred miles around New York City. We specialize in this market. We reach the Italo-American population of this territory every hour of the day and every day of the year. It is a billion dollar market. Are you overlooking it?

INTERNATIONAL BROADCASTING CORPORATION
132 West 43rd Street - Tel. BRyant 9-0800 - New York, N. Y.
Regular Series of School Broadcasts On 12 Stations Arranged in Chicago

FIRST OF the educational radio broadcasts to start on a regular basis as the outgrowth of the successful use of radio by Chicago schools, closed in September because of an infantile paralysis epidemic, will begin Dec. 2 on WGES, with a special weekly education series directed primarily to foreign born citizens.

Under the direction of Harold W. Kent, who has been appointed radio director of the project, programs will shortly be launched on 11 other Chicago stations. The 12-station setup represents the largest educational broadcasting experiment ever undertaken by any board of education.

Although scripts from the Federal Radio Script Exchange in Washington will be used on the first eight programs of the WGES show, the Radio Council of the Chicago Public Schools, as it is officially known, will handle the writing and production of all subsequent programs. The council will also write and produce all other shows in cooperation with the various Chicago stations. For the most part acting talent will be drawn from high schools, with other schools contributing talent later.

Personnel Assigned

Three Chicago teachers have been assigned to write scripts, another is in charge of auditions, while a fifth has been appointed music supervisor. Luella Haskins, Cecelle Mulroy, Genevieve Forbes are writing scripts and doing research work, assisted by Lillian Novotny, acting as clerk and librarian. Lucille Steinmetz is handling production. No music director has been appointed. Allen Miller, head of the University Broadcasting Council, Chicago, is acting in an advisory capacity.

According to Mr. Kent, the school board's programs will generally be directed to elementary and high school pupils while the University Broadcasting Council's shows will be directed to college students and adults. Eventually a tieup is hoped to be made between the UBC and the newly formed radio station.

Although many of the broadcasts will be heard in the evening, some will be on the air in the afternoon when other stations are tuned in by entire classrooms. Radio lessons in these broadcasts will be tied in with regular school lessons.

Mr. Kent, radio director of the air education program, has been described from Frasque Memorial Departmental and Boys High School, where he has been principal, to head the experiment. He conducted the School of the Air, over NBC for some time and in the early days of radio was in charge of 15 educational broadcasts over WMAQ, Chicago. He recently returned from Detroit where he conferred with Kathleen Lardie, director of a similar radio educational project there. Miss Helen Johnson, director of the American School of the Air over CBS for the past eight years, who retired from that post last week, was also in Chicago November, attending the Chicago plans with Mr. Kent.

Stations that will carry the broadcasts are: WMAA, WBEM, WRCB, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WBSC.

More Townsend Spots

TOWNSEND National Weekly, Chicago, on Nov. 21 added four more stations carrying transcribed talks, making 24 stations throughout the country being used either by Townsend National Weekly or local Townsend clubs. Townsend National Radio Club of Los Angeles, recently renewed weekly quarter-hour talks on 11 Don Lee stations, placed through Lise Sheldon Adv., Los Angeles. The national headquarters in Chicago, is sponsoring weekly talks on WJAZ, WMBD, WHBF, WBEB, WDBZ with other stations shortly to be added. Burton Keith, Chicago, is agency. Local Townsend Clubs, placed direct, are sponsoring weekly broadcasts over KGGO, WMEX, WRAW, KYOS, water, with daily except Sunday programs broadcast over WTMV and KWJ.

Perfection Expands

PERFECTION BISCUIT CO., Fort Wayne, has signed a new contract with WOWO in commemoration of its 1,200th program, and its ninth consecutive year of broadcasting. The company, one of the largest in the country, has in the past broadcast two programs weekly, and these all live talent shows. Results have been so successful that this coming year will see three 15-minute programs weekly instead of the previous two. Plans are in the making to feed the Friday program to an Indianapolis station, as the company has recently opened a branch in that city.

Biscuit Firm Returning

NATIONAL BISCUIT CO., New York (crackers, cookies), now sponsoring Dan Harding's WJW on NBC and network, originating in Chicago, and who last year had Twin Stars nationally, is planning to return to the air on a national scale this winter. No details are available. Agency is McCann-Erickson Inc., New York.

Policy of Cash Discounts Endorsed by the AAAA

REPLYING to newspapers which have eliminated the 2½ cash discount, the American Association of Advertising Agencies, in a printed circular, has released a resolution adopted recently by its executive board declaring the AAAA "as being unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted this wide policy." The standard cash policy of the advertising business, says the circular, is the principal stimulus to prompt payment to advertising media owners by agencies and to agencies by their clients. It adds that the cash discounts are regularly passed on to the advertiser by the agency when the advertiser pays on or before the agency's discount date, and thus the agency has no profit motive in suggesting that media allow it.

BELL CLOTHING Co., Oklahoma City, sold 180 suits of men's clothes in response to a program on WXY, no other medium being used.

"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls... half city and half country... in every nook and corner of Kansas.

Here are USABLE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW "The Voice of Kansas"

DON SEARLE, Gen. Mgr.

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

Page 24 • December 1, 1937

BROADCASTING • Broadcast Advertising
There is the Nation's 3rd Market

and WWJ Is First in Detroit!

With Detroit now THIRD among America's markets, measured by both personnel and payroll in business and industry; and with WWJ FIRST in listener interest in Detroit (proved by actual survey), there is no doubt about Detroit being a MUST market and WWJ a MUST medium. The figures below and impartial WWJ coverage facts completely substantiate this claim. Investigate before planning future schedules.

<table>
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<tr>
<th>Rank</th>
<th>County</th>
<th>Leading City</th>
<th>Personnel Employed</th>
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Percent of U.S. Total

* Employed in industry and business and on farms.  
1 Payroll for industry and business, farm figures not available by counties.  

America's Oldest Radio Broadcasting Station
Owned and Operated by The Detroit News

National Representatives

The PAUL H. RAYMER COMPANY
New York • Chicago • Detroit
San Francisco
Work Started by WOL On 1 kw. Transmitter

WITH the last legal obstacle removed from its path, WOL, Washington, has begun installation of its 1,000-watt transmitter which will increase it from local to regional status on a full-time basis, William E. Dolph, station manager, announced Nov. 18. The station will operate on 1,230 kc. in lieu of its present assignment on 1,510 with 100 watts night, 250 watts day. A two-year quest for the regional facility was terminated last month when Continental Radio Co., Scripps-Howard subsidiary, dropped its appeal in the local courts against the FGC grant.

A Western Electric transmitter is being installed in a new transmitter house to be located in northwest Washington, just outside the District line. Two Blaw-Knox self-supporting antennas, each 230 feet high, will be installed for directional effect. Mr. Dolph said he hoped to have the new transmitter on the air in February or March.

Lucky Campus Plans

COLLEGIATE news broadcasts, which American Tobacco Co., New York, has been testing at Yale and Cornell in the interest of Lucky Strike cigarettes, may be extended to other colleges and universities early next year. Some 10 or 15 schools which publish campus dailies and which are located near broadcasting stations have been picked for consideration by the sponsor, but no decision is expected to be made until after the Christmas holidays. Plan calls for daily quarter-hour broadcasts of campus news, written, edited and broadcast by the staff of the school paper, with only the commercials being furnished by the agency, Lord & Thomas, New York. First tested at Yale for a month last spring, newscasts are currently broadcast for Yale students on WICC, Bridgeport, and for Cornell undergraduates on WESG, Elmira.

WHEC, which operates on 250 watts days and 160 watts nights, is now consolidated with WEHS and WBHI, also in Ciero.

ALL GRINNED—When Le Moyne C. Wheeler, commercial manager of WHEC, Rochester, N. Y., got himself right in the middle of a bevy of beauties during a Lake Ontario yachting party, Mrs. Wheeler is on the left and the big grin on the right belongs to the popular Peg O’Ness. Stone of CBS station radio. The little girl in the middle is Peggy’s sister, Teddy. W. S. Shockley, local manager of Atlantic Refining Co., who took the picture, says he doesn’t know what prompted the grins unless it’s the success of Atlantic’s sportscasts.

Networks Realign Cincinnati Setup

KTSW, Affiliated With NBC As Supplementary Outlet

PARTIAL alteration of network service in Cincinnati, occasioned by the peculiarly dominant position of WLW, is expected to develop during the last fortnight.

The only other development in the station situation since the affiliation of KTSW, El Paso, Tex., with the NBC-Pacific supplementary group, to become effective next April 1, to be available either to the Blue or Red networks, KTSW will join as soon as lines between El Paso and Albuquerque, 230 miles away, are installed by AT&T. The network rate will be $120 per hour. KTSW operates on 1,230 kc. with 250 watts day and 100 night and has a pending application for a shift to 1,300 kc. with 500 watts full time. Karl O. Wyler is manager.

Cincinnati Setup

Under the new Cincinnati arrangement, all NBC outlets in the city—WLW, WCKY and WSAI—become available to advertisers on either the Red or Blue Network on an optional arrangement. WLW continues as optional to either Red or Blue advertisers. WSAI has been the Red outlet and WCKY the Blue.

It was also reported that Mutual programs might be made available in Cincinnati on an optional arrangement covering the three stations. While no formal announcement was made, negotiations have been in progress on this matter and it was thought likely that the arrangement would ensure to Mutual to clear time in the Cincinnati area when WLW is not available.

Transamerican Broadcasting & Television Corp., sales representatives for the WLW Line, has announced discontinuance of permanent lines to WWJD-WIND, Chicago-Gary, WXYZ, Detroit, and KFMB, St. Louis. Henceforth, it stated, only commercial programs will be fed to these outlets. Sixteen-hour service will be retained for the original WLW Line group, comprising WLW, WQV, Pittsburg, WFIL, Philadelphia, and WHN, New York, plus WBAL, Baltimore. These stations will continue receiving the Line’s sustaining as well as commercial features. The reason ascribed for dropping the sustaining service to the midwestern cities, it said, was that these stations were broadcasting only a few of the sustaining programs and they did not require this service. It was felt that to continue the heavy costs of permanent lines was uneconomical.

Thrift Plan May Place

THRIFT & SECURITY Foundation, New York, headed by Herbert N. Fell, a non-profit philanthropic society, which has for some time been contemplating use of radio to promote thrift, has concluded plans for a campaign to arouse public interest in its "automatic savings plan." Use of radio will probably start in New York, and the Foundation is now seeking cooperation of local stations.

Page 26 • December 1, 1937
Even before the Western Electric 110A Program Amplifier was officially announced, orders began pouring in from broadcasters. They'd heard what we said it would do—and they bought on faith. Now they've been using it for some months—and some of them have written us what it has done for them. Today you need not take our word...you can take THEIRS!

WINS: "marked improvement in signal...certain dead-spots eliminated...both quality and volume improved."

WKBH: "signal at outer edge of service area noticeably improved...a great help in maintaining high program level without over modulation."

WOR: "areas where signal was hashed with monkey chatter now cleared considerably...3 db audio increase has definitely aided in clearing this condition."

WTAG: "no difficulty in normal operation at level 3 to 4 db higher than previously used."

WAIM: "a very good investment...has increased fidelity of signal."

WDAE: "normal coverage increased 25%...quite possible to use 5 db of compression without any particular change in quality of transmission...never worry any more about any conceivable sort of line surge."

WISN: "Materially aids in maintaining higher average percentage of modulation...signal boosted between 3 and 4 db."

WMBD: "better signal to noise ratio."

KFYR: "average modulation percentage very much higher...interruptions due to high audio surges have ceased to exist...stations separated 10 KC can be tuned in without monkey chatter."

KKRO: "any station without it can hardly be called modern...makes it possible to broadcast most any voice, ballyhoo or shouting without spoiling effect."

WMBH: "unsolicited reports from localities and distances never or rarely heard from before, best prove the 110A is really doing its stuff."

WDAY: "unsolicited reports that we come-in much better...average modulation level about 3.5 db higher."

WJBO: "consider the 110A the outstanding development during the past 5 years...decided increase in signal...practical abolition of monkey chatter."

WHAM: "no fear of distortion from over modulation...will raise standards of any station which has one."

KQW: "has improved signal about 100%...much favorable comment from listeners and sponsors."
ACTUAL FIELD TESTS REVEAL THAT LINGO TUBULAR STEEL RADIATORS GIVE A NEW PERFORMANCE VALUE NEVER BEFORE ATTAINED BY ANY ANTENNA

*The chart illustrated here shows comparison of a Lingo Tubular Steel Radiator from tests made by Paul F. Godley and Dr. George H. Brown, well-known consultant engineers... and of an actual structural steel tower of conventional type from test figures published in June, 1937, issue of "Proceedings of the Institute of Radio Engineers." Note that the tower radiator (B) reaches a peak of 500 OHMS, with the Lingo Radiator (A) reaching 1200 OHMS... over TWICE that value.

The Curve "A" shows the measured resistance of a Lingo Tubular Steel Radiator, varying as a function of antenna height. (Note that the antenna height is given in degrees).

These facts, based on actual tests made by well-known antenna authorities, prove the superior performance characteristics of Lingo Tubular Steel Radiators, and denote the sinusoidal current distribution of an ideal straight wire, and give proof of the extremely low base capacity.

WRITE FOR ILLUSTRATED, DETAILED FOLDER
Describes Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

JOHN E. LINGO & SON, INC.
Established 1897
CAMDEN, NEW JERSEY

John E. Lingo & Son, Inc., Manufacturers and Erectors of VERTICAL TUBULAR STEEL RADIATORS

Fred S. Liggett

FRED S. LIGGETT, chief engineer of WTMV, East St. Louis, died Nov. 17 of complications following a siege of pneumonia more than a year ago. He had gone to Florida a few weeks ago for a rest and succumbed at Lee Memorial Hospital, Fort Myers, Fla. He was a native of Virden, Ill., where he was born in 1899. He is survived by his wife and 5-year-old daughter, Mr. Liggett entered radio as a signaling operator more than 15 years ago. He was at one time transmitter chief for KMOX, and chief engineer of KSD, St. Louis, and joined WTMV in 1955 as its chief engineer.
Note to the trade:

Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1938 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1938 Year Book Number more comprehensive and more useful than even our preceding numbers.

The Editors
MODERN in design... construction... and appearance—this WWJ Auditorium Studio in Detroit, Michigan. And typical of the complete acoustical service provided by Johns-Manville in studios across the country over!

Using J-M Acoustical Materials and Sound Isolation, J-M Engineers assure permanent protection against faulty acoustical conditions. Moreover, studios designed by these men are outstanding for their attractiveness, as well as for their assurance of high-fidelity reproduction.

Your own acoustical problems, whether in connection with new or existing studios, will be handled effectively and economically when you call in J-M Acoustical Engineers. Helping to design and build your studios in accordance with present-day sound-control methods developed by Johns-Manville... they create and safeguard broadcasting quality. For full details, write Johns-Manville, 22 East 40th Street, New York City.

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

Page 30 • December 1, 1937

**BROADCASTING • Broadcast Advertising**

**Digest Making Plans**

LITERARY DIGEST, New York, after Jan. 1 will test use of radio, starting with one New York station. Detailed plans have not yet been made by the agency, Prins & Kesler, New York.

**Equipment**

THP, Oct. 1 Broadcasting reported in this column that KOAM, new station at Pittsburg, Kans., was equipped with modern radio equipment throughout. In the interest of accuracy, we are glad to make a correction by including all speech amplifiers, equipment for studio and transmitter installation of KOAM in the report. KOAM from Collins Radio Co., Cedar Rapids, Ia., and has been used since the station was opened. This equipment includes Collins 12Q and 12U speech input units, 12X, remote microphone, 12C, 12R, 12D frustrate cabinet and miscellaneous necessary units.

RADIO ENGINEERING & MFG. Co., Jersey City, maker of Remco radio equipment, has issued a bulletin describing its new 203 transcription playback, which is designed for advertising agencies, radio stations, educational institutions and producers of recordings or transcriptions.

WBRC, Birmingham, has purchased from RCA Manufacturing Co., Camden, a 5-D, 5,000-watt broadcast transmitter together with speech input equipment.

WJR, Detroit, has ordered a complete new Western Electric master control equipment at a cost of $300,000, Andrew Pridelien, WJR technical supervisor, who has been working on the plans for several months, placed the order in New York. The equipment will be placed in a new control room early next year.

CAPITOL, Radio Engineering Institute of Washington, has published a new catalog titled "A Tested Plan for a Future in Practical Radio Engineering." Copies are available on request.

KFEL, Denver, has installed Remco recording equipment under direction of Chief Engineer Faye Vecht.

RALPH ATLASS, president of WJLE, Chicago, and WIND, Gary, has instructed his attorney to file an application with the FCC for permission to use the new Transcontinental for WIND. If application is granted the station will be the first in the Chicago area to get a facsimile license.

UNIVERSAL MICROPHONE Co. Inglewood, Cal., as of Dec. 1, has announced that all model microphones listed above $10 will thereafter be manufactured with a plug instead of connecting cable direct to the microphone. The new arrangement is a saving plug, developed especially for that purpose. The microphone will be separated. The velocity and dynamic controls are at present going through production on the new schedule, according to James R. Pouch, president.

RADIAGE STUDIOS, Chicago, has been appointed midwestern representative of Radiogage Inc., Beverly Hills, Calif. "Marian" Radiogate will soon announce a complete new line of studio, portable and home sound equipment.

Noel Zemler heads the Radiogage Studios in Chicago.

WNYC, Brooklyn, N. Y., has completed its new 180-foot transmitting tower, located in nearby Greenpoint. On Nov. 29 the station celebrated its 13th anniversary.

KDLR, Devils Lake, N. D., has installed a Collins 245U amplifier. It has also added a Western Electric microphone to its studio in the Grand Theatre. Other new equipment recently installed included a Baw-Knox断-electric radiator.

**Grove Considering Johnson Rebultals**

May Sponsor Discussions of General's NBC Comments

NEGOTIATIONS are under way whereby General Johnson of St. Louis, may pay for the time requested by reputable groups and individuals for any discussions or refuty issues raised by General Hugh Johnson during his regular NBC series for Groves' Bromo-Seltzer. According to Stack-Globe Adv, Agency, New York, the possibility of radio discussions and rebult not is being considered itself as a part of the nationwide publicity attending the refusal Nov. 10 of NBC to air the General's speech on venereal diseases [BROADCASTING, Nov. 15].

Questions of policy and the method of selecting worthwhile and representative groups are being discussed by the network, the agency and the sponsor. Whether this type of program would open the way to a flood of controversial broadcasts or be a public service with strong listener appeal, remains to be seen.

Dr. Fishbein Speaks

Meanwhile, NBC clarified its policy on social disease broadcasts by having Dr. Morris Fishbein make an address Nov. 16 on its Blue network after he had been introduced by Gen. Johnson who said in part: "I don't care who talks about venereal diseases to the radio audience so long as the subject is brought out in the open and frankly discussed." So keen was the nervous tension of the NBC staff that General Johnson the announcer introduced him as "Doctor Johnson ."

Dr. Fishbein is director of the Journal of the American Medical Association and a recognized authority on venereal diseases, spoke at 10:30 p.m. He told of experimental work on venereal diseases, the discovery of organisms causing syphilis and gonorrhea, of the Wasserman test and of the introduction of salvarsan in treatment.

Dr. Fishbein said credit to Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, for "bringing the control of these diseases more prominently to the public mind."

After the cancellation of Gen. Johnson's speech, WJF, Detroit, and WCAU, Philadelphia, CBS outlets, invited the General to deliver his speech on their facilities. These invitations were refused because of the General's contract to present his series on NBC. KSO, Des Moines, and WMT, Cedar Rapids, wired General Johnson for his script and asked permission to have their newscaster read the speech. This permission was granted and Benedic Hardman, news editor of the Iowa Broadcasting System, read the speech on these stations Nov. 15. According to CBS, many letters of commendation were received and the speech had a large audience appeal.

**Chevrolet Increases**

CHEVROLET MOTOR Co., Detroit, on Dec. 6 renews Musical Moments, WBS transcriptions, for 13 weeks, and will increase its station list to 350, an increase of about 85 stations. Campbell-Ewald Co., Detroit, is the agency.
# NBC Thesaurus

**Lists Submitted by Stations Offering Thesaurus Programs**

<table>
<thead>
<tr>
<th>Station</th>
<th>Program Name</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>WJZ</td>
<td>Junior League</td>
<td>Baltimore</td>
</tr>
<tr>
<td>WOR</td>
<td>Our Town</td>
<td>New York</td>
</tr>
<tr>
<td>WINS</td>
<td>The Big Band</td>
<td>New York</td>
</tr>
<tr>
<td>WABC</td>
<td>The Starry Night</td>
<td>New York</td>
</tr>
<tr>
<td>WQXR</td>
<td>The Popular Hour</td>
<td>New York</td>
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<tr>
<td>WOR</td>
<td>The Saturday Night</td>
<td>New York</td>
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<tr>
<td>WNBC</td>
<td>The Warm Up</td>
<td>New York</td>
</tr>
<tr>
<td>WOR</td>
<td>The Midnight Special</td>
<td>New York</td>
</tr>
<tr>
<td>WNBC</td>
<td>The Great Debate</td>
<td>New York</td>
</tr>
<tr>
<td>WOR</td>
<td>The Big Top</td>
<td>New York</td>
</tr>
<tr>
<td>WOR</td>
<td>The Big Band Tonight</td>
<td>New York</td>
</tr>
</tbody>
</table>

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**Sponsors**

Send for a copy of the new NBC Thesaurus "Portfolio of Recorded Programs".

**Electrical Transcription Service**

**National Broadcasting Company**

RCA Building, Radio City, New York  •  Merchandise Mart, Chicago

A Radio Corporation of America Service
New FCC Considers Policies
In Two Newspaper-Radio Cases

Hears Arguments on Kansas City Star Application
For WREN and Transfer of Station in Oregon

THE FIRST of a series of more than a dozen pending cases involving newspaper acquisitions of existing broadcasting stations was presented to the reorganized FCC Nov. 18 in oral arguments involving the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the Kansas City Star, which operates WDAF.

In a second case, that of acquisition of Station KOOS, Marshallfield, Ore., by Sheldon Sackett, publisher of the Coos Bay Times of Marshallfield and the News of Eugene, Ore., and copublisher of the Statesman of Salem, Ore., members of the FCC likewise showed considerable interest in both the purchase price and newspaper acquisition of the only radio station in the city. The purchase price was $14,000 but the examiner found that the equipment of the station had only an estimated $5,000 replacement value.

In both newspaper acquisition cases, the nature of questioning by FCC members indicated that some policy might be evolved on both newspaper ownership and transfers of stations. It has been contended that the FCC does not have any control over newspaper purchases of stations. Consequently, on that score the FCC may undertake to determine whether or not it does have such jurisdiction and if it concludes that it does, what formula it proposes to adopt in evaluating such properties.

In the fact that Paul M. Segal and A. W. Scharfled were asked to file a brief by Dec. 15 on the WREN sale and an oral argument for KOOS, was asked to file a memorandum covering his views on the factors which should be taken into account in considering newspaper acquisition of stations, was viewed as particularly significant and pointing to the desire of the newly-constituted Commission to lay down policies on those subjects.

The cases were heard by five members of the seven-man Commission in the first day's oral argument before that agency since its reorganization Nov. 15 under which the division form of regulation was approved. Commissioner Sykes, former chairman of the Broadcast Division, presided at the request of Chairman McNinch, who was present, however. Also present were Commissioners Brown, Case and Walker. Altogether, oral arguments on the separate cases were heard, with the most important involving the WREN sale on which Examiner Hill had recommended denial on grounds that it would be "a step" toward monopoly.

Precedents Are Cited

Deep interest in that issue was evinced by Messrs. McNinch and Walker, the latter participating in his first regular broadcast case, and counsel for WREN and for WDAF were plied with questions.

The issue is a live one, in the light of legislation proposing complete separation of newspapers from radio station ownership, now pending in the House, and because the FCC under the McNinch chairmanship is making a thorough investigation of this whole subject due to Administration and general interest in it from the purported monopoly standpoint.

Numerous precedents for acquisition of second stations in the same area were cited during the oral arguments of Mr. Segal, counsel for WREN, and Mr. Scharfled, counsel for the Kansas City Star. The latter pointed out that the FCC during the last year had granted a half-dozen transfers to present station owners in the same locality with no question of monopoly raised, and he held that the monopoly question was not a part of the testimony in the formal hearing and therefore could not be made a part of the examiner's recommendation under the FCC regulations precluding an examiner from establishing policy.

It was pointed out that there are now seven stations in the Kansas City metropolitan area and that acquisition of WREN by the interests operating WDAF would not constitute a monopoly.

Prefacing his question with the statement that he was not familiar with the precedents and procedure, Chairman McNinch inquired as to the best evidence that the transfer of WREN would serve public interest. He said this point should be cleared before the matter of monopoly was even considered, since the law prescribes that the FCC must regulate broadcasting in such manner as to assure itself that the proposed operation will serve public interest, convenience and necessity. He said the Commission, in this instance, could not take into account the fact that WREN might profit from the sale.

Answering this point, Mr. Scharfled stressed the present high quality of WDAF programs and of the promise in the record that if the transfer were approved, the Kansas City Star would place all of its resources behind the station in an effort to give maximum public service.

Commissioner Walker frequently

(Continued on Page 31)
WKY DELIVERS ADVERTISERS THE BIGGEST AUDIENCE OF OKLAHOMA'S BEST-BUYING LISTENERS!

OKLAHOMA CITY'S APPROVED LAUNDRIES

November 17, 1957

Mr. M. H. Bonebreke, Adv. Mgr.,
Radio Station WKY,
Skirvin Tower Hotel,
Oklahoma City, Okla.

My Dear Mr. Bonebreke:

During the past two years our Approved Laundry programs over WKY have attracted national attention. Almost every week we receive letters from radio stations and laundries all over the country regarding the effectiveness of our radio advertising.

We feel, of course, that an important factor in the success of our programs has been our continuous effort to put on interesting shows. But a show without an audience would be a flop, so we are glad to give full credit to WKY’s ability to deliver a tremendous daytime audience.

Daytime programs have proved both productive and economical for us. For the consecutive years we have had one or more daytime programs running on WKY and we have never failed to get results. This record speaks for itself.

Just as housewives of Oklahoma City have “approved” our Approved Laundry service and our radio programs, so do the “approved” WKY’s daytime audience. It delivers the goods.

Sincerely yours,

OKLAHOMA CITY’S APPROVED LAUNDRIES

Ben Barnett, President

WKY Oklahoma City

Modern, efficient facilities enable WKY to provide satisfactory daytime reception in more Oklahoma homes than any other station. The aggregate attractiveness of its programs makes WKY the top-heavy favorite wherever it is heard. Added together, these give WKY “ownership” of Oklahoma’s biggest audience of active, practical housewives... radio’s best-buying listeners.

Best able to approve this statement (and ready and willing to talk) are the WKY advertisers who day by day see and feel the power of WKY stimulate sales... steadily, economically and surely. Typical is the statement at the left. Significant is the fact that every-day WKY results have “attracted national attention” and interest.

On its production record, WKY is the first buy in Oklahoma... ranks high in the “must” list of the country’s best-selling stations.
Newspaper-Radio Cases
(Continued from Page 32)

inquired as to the "public advantage" that would accrue as a result of the transfer. He asked whether it was the intention of the Star to "junk" WREN and thereby eliminate a competitor in the Kansas City area. Mr. Scharfien denied any such intention, pointing out that the $300,000 purchase price indicated the serious intentions of the proposed purchaser to continue operation of the station. He pointed out also that even with the acquisition, there would be five other competitive stations in the Kansas City area.

Finally, it was pointed out that the FCC has never denied an application either because of newspaper ownership or because of multiple ownership. Thus, Mr. Scharfien contended, if two stations out of seven in a metropolitan area can be adjudged competitive, then such monopolies exist all over the country.

WREN and WDAF counsel were given until December 14 to file a brief on the transfer. The decision is regarded as of great importance since it will constitute the first expression of the reorganized FCC — under the chairmanship of Mr. McNinch and with a second new commissioner. A. M. Craven participating — on the formulation of policy regarding newspaper ownership and acquisition of stations.

During Mr. Segal's argument, Chairman McNinch inquired whether the purchase price on WREN did not represent a "capitalization of the station's license." He said it did not clear to him that the Commission could not shut its eyes to the price and that he did not know what the station has to sell in addition to its license.

His assertion that the mere desire of two parties to buy and sell could not be construed as sufficient basis to warrant approval, indicated that in the future stations must make an affirmative showing that improvement of service will result from transfers of licenses.

Mr. Fisher made a strong plea on newspaper ownership, pointing out that in no few instances newspapers pioneered commercial broadcasting. In a market the size of Marshallfield, he said, economic injury could result if the two separate advertising media were under separate ownership. He contended further that those who are fostering separation of newspapers from station ownership do not understand the factors involved and the elements that unite to make for improved public service.

Sterling in Canada

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia, Dr. Lysaght's Toothpowder), on Nov. 22 started a Canadian sales campaign using 11 stations. Contracts are for five-quarter-hourly weekly, 62 weeks, placed through Weed & Co. Program is the RCA transcription version of Stella Dallas, now heard on WEAJ, New York, for Telley tea, and on WJR, Detroit, for California. Assignment to Chicago, Sample-Humert Inc., New York. Canadian stations are CKWX, CJAT, CFAG, CKY, CFPC, CJLR, CFCY, CFRS, CBNS, CRO, GH5, CHSM, CKWZ, CKL, CHSO.

Transamerican Appoints Bill Ray to Be Manager Of West Coast Activity

WILLIAM (Bill) RAY, for the past 18 months production manager of KFWB, Hollywood, has been made western manager of Transamerican Broadcasting & Television Corp., the appointment being announced by John L. Clark, president, on Nov. 20, on his departure from that city for New York, his headquarters.

Ray has been with KFWB 13 years and became production manager when Maish took over management. Ray stated Transamerican production activities will be centered in Hollywood. He will make his headquarters on the Warner Bros. Sunset Blvd. lot in that city. An extensive producing plant is being set up with the assistance of Don Becker, production manager, who will divide his time between New York and Hollywood in the future. A San Francisco office will also be established. KFWB and Transamerican are subsidiaries of Warner Bros.

With Ray's promotion, Manning Ostroff, producer, was elevated to production manager of KFWB and Robert Kennett brought in as his assistant. Kennett was formerly production manager of WFW, Cincinnati.

Following affiliation with the California Radio System, production at KFWB is also being increased and a heavy schedule of network programs is to originate from there. The network includes 7 California stations, KFWB, KMG, KLV, KENV, KFWB, KFOX, and KYY. Transamerican represents the network nationally.

CBS Asks Rearrangement

In Plea to Buy KSFO

REARRANGEMENT of the proposal of CBS to acquire KSFO, San Francisco, through a long-term lease, was requested by the network in a petition filed with the FCC Nov. 17. The petition was filed pursuant to the announcement last month, coincident with the reorganization of that agency, that cases still undecided but which had been argued before any division, would be heard by the newly constituted Commission.

Oral arguments on the KSFO-CBS application were heard last summer but the Broadcast Division did not render its opinion prior to its dissolution Nov. 15. The proposal was for lease on a five-year basis with options to renew for succeeding five-year periods. Examiner R. H. Hyde recommended denial of the transfer, which proposed that CBS pay to KSFO a rental of $25,000 a year plus an amount equal to one-seventh of the gross annual income in excess of $175,000.

THOUGH MANY STATIONS have been receiving literature from Radio Bands Inc. 160 N. Wacker Drive, Chicago, a broadcasting reporter was unable to contact any such firm at the address. The firm had been writing stations regarding a new transcription library service.
It takes a well-stocked platter to see the family through a holiday dinner without skimping. And the only way to get a full measure of coverage in the Connecticut-Southern New England market is to use the station that's right for the job—WTIC.

WTIC does a thorough job of reaching all of Connecticut, and big slices of Western Massachusetts, Eastern New York as well as Vermont and New Hampshire. About 4,000,000 people are included in WTIC's primary and secondary coverage areas. As prospects for most anything you have to sell, they rank like this, according to government figures: 15% more spendable income than the national average, 23% more retail sales—and 50% more food sales per capita.

As for their listening habits, Ross Federal's carefully chosen sample shows that at any given time 60.72% of these prosperous people can be expected to tune in WTIC compared to 24.37% for the next most popular station. You will find, as other national advertisers have, that this 149% greater coverage in the Hartford market makes WTIC a paying proposition.

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

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

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

National Representatives: Weed & Co.

CHICAGO       DETROIT       NEW YORK       SAN FRANCISCO
WCKY
IS DOING THE
FOR THE
NBC RED and BLUE...
REAL JOB
ADVERTISER!

F. B. Wilson

TEN THOUSAND WATTS
DAY and NIGHT

FREE & PETERS National Representatives
GAS ... the enemy of tube life ... is entirely absent in AMPEREX GRAPHITE ANODE AIR COOLED TRANSMITTING TUBES

It is the perfection by the Ampex engineering staff of an evacuation and processing technique which convert these graphite anodes into keepers of vacuum of far greater merit than some of the metallic plates which have recently been rediscovered. These exclusive processes invest AMPEREX TUBES with that extra margin of efficiency reflected in unusually long life, superior performance and consequent operating economy.

Rarely, if ever, will an AMPEREX tube cause a deflection in the grid current meter*. Rarely, if ever, will an AMPEREX GRAPHITE ANODE show even a faint blush of color when operated within its recommended ratings. It is the black body and rough surface heat radiating properties of these specially processed anodes which keep them operating black and cool. The comparatively cool anode prevents spotty heating of the glass envelope with its resultant gas evolution and further serves to keep the temperature of the grid well below the point where grid emission is formed.

* Reverse grid current due to ionization in conventional gas tests.

Investigate this Extra Margin of Efficiency built into every AMPEREX TUBE.

AMPEREX ELECTRONIC PRODUCTS, Inc.
79 WASHINGTON STREET

BROOKLYN, NEW YORK

www.americanradiohistory.com
F L A S H !

Flash's Version of the OLEY, CROWLEY & GEARY CAPTURE

FIRST with the news of the capture of the three jail-breaking O'Connell kidnapers! FIRST with the air interviews giving the personal story of the kidnapped keeper, plus interviews with police officers, the tip-off men and others close to the scene of the capture. And FIRST with the running story of the hunt... with original reporting... with INS reports... and with all-night communication flashes to New York State Police: As usual, WFBP gave its listeners the most complete story—and gave it FIRST. Here is the thrilling record:

Nov. 16 (3:10 A.M.)—Convicts Oley, Crowley and Geary escaped from the Onondaga Penitentiary, forcing Keeper Hayes to accompany them:

(7:00 A.M.)—WFBP flashes news of the escape.

(11:15 P.M.)—Keeper Hayes interviewed over WFBP.

Nov. 16 (in the evening)—Henry King kidnapped by escaped convicts, who forced him to feed them at his home:

Nov. 17 (2:55 P.M.)—Oley and Crowley captured in a rooming house by City Policeman Robert Holland and Harold Kelley—result of a tip-off by Ivan Whitman:

(2:59 1/2 P.M.)—WFBP flashes news of the capture.

(4:00 P.M.)—Miss Norma Gray, who lived in the rooming house, and Mr. and Mrs. Henry King, the unwilling hosts of the kidnapers on the previous night, interviewed over WFBP.

(5:00 P.M.)—Policeman Holland and Kelley, who made the capture, interviewed over WFBP.

(6:25 P.M.)—WFBP flashes exclusive story that District Attorney Martin will call a special grand jury investigation.

(7:30 P.M.)—WFBP requested by State Police to act as communication center for State Police cars. WFBP remains on the air all night to render this service.

Nov. 18 (10 A.M.)—Tip-off man Ivan Whitman (just released by police) and his wife are interviewed by WFBP.

Nov. 18 (2:50 P.M.)—Oley and Crowley leave for Albany jail.

(2:53 P.M.)—WFBP flashes news of Oley and Crowley departure.

Nov. 18 (4:35 P.M.)—Geary captured by City Policeman Thomas Lewis and tip-off man Casper Mirra.

(5:15 P.M.)—Policeman Thomas Lewis and tip-off man Casper Mirra interviewed by WFBP.

Nov. 19 (5:30 P.M.)—WFBP summons up the entire line by personal interviews with Lieut. Dillon of State Police; Sheriff Auer, First Deputy Sheriff Schmidt; Captain Havers of Syracuse Detective Bureau, Captain Arnold of Radio Division, Syracuse Police; and Detective Sergeant Casey.

FIRST with the News
FIRST with Listeners
FIRST with Advertisers
G-E Soon to Complete Pacific Shortwave Unit

The first international shortwave station to be located West of the Mississippi will be completed and ready for operation late next year, according to Chester H. Lang, General Electric broadcast manager in Schenectady. The FCC Broadcast Division last month authorized GE to build the station at Belmont, Cal. in operation on the two international frequencies—9330 and 15330 kc.—with 20,000 watts.

Mr. Lang said the station will send American programs to parts of the world that receive practically none of this service from any country now. Specially designed directional antennas will be employed, with the beams directed to the Far East and to South America. Programs will consist of features offered by NBC as well as many other programs designed especially for shortwave. Programs will be designed for evening reception in Manila and Tokyo, afternoon reception in Shanghai and Calcutta, and night reception in Sydney, Australia.

BEHIND NEWS.—Iowa Broadcasting System took the microphone into the Des Moines Register & Tribune conference room to catch a session of news and features in the making. Around the table (l to r) are J. S. Russell, farm editor; Kenneth MacDonald, assist. managing editor; Ken Brown, Iowa Network special events chief; Ken Clayton, Sunday feature editor; Sec Taylor, sports editor. In background are Engineer Bob Chadwick of IBS, and King Park and Hallie Podrebarac, promotion staff.

Overhaul Placing

OVERHAUL SALES Co. of Michigan, Detroit, has appointed Bruce Beemer Inc., Detroit, as advertising agency. Spot announcements have already been started on several Michigan stations and other stations are to be added. J. R. Edsell is account executive.

Casco to Test Radio

CASEIN Co. of America, New York (Casco glue), is planning to use radio for the first time. Plans, though still in the formative stage, will probably take the form of test programs on several stations in the East. Agency is Ferry-Hanly Adv. Co., New York.

Ohio Group Urges Recognition Plan

Industry Problems Taken Up At Recent Statewide Session

PROBLEMS confronting the broadcasting industry and steps that should be taken to combat them were discussed at the meeting of the Ohio Broadcasters Association in Columbus Nov. 12-13. J. Harold Ryan, vice-president and general manager of WSPD, Toledo, was elected president succeeding John F. Patt, Warren Williams, WKNX, Youngstown, was elected vice-president from the secretary-treasurership and C. R. Thompson, WCCL, Columbus, was elected secretary-treasurer

The meeting, first since the establishment of the Association on a permanent basis, was presided over by Mr. Patt. During the last two years the organization has been a voluntary one and was incorporated last February.

Legislative Activity

The group continued the employment of P. R. Ginger as legislative representative. He also represents the Ohio Newspaper Association. It was developed that as a result of his work, several bills regarded as unfair to broadcasters were effectively killed at the last session of the Ohio State Legislature. Among these were measures requiring the registration of all advertised trade marks; a measure to require all Ohio stations to pay a 10% franchise tax and a bill proposed by the Musicians Union which would have prevented union musicians playing at the Ohio State institutions from going on the air.

After explanation by Mr. Patt of the Cleveland Media Group Plan for Agency Recognition, Cleveland broadcasters recommended that the plan be adopted as a state measure with the hope that it eventually might get national recognition.

H. M. Melvin of the Ohio Bell Telephone Co. explained new telephone charges which have recently gone into effect throughout the state. Mr. Melvin further promised the executive committee in drawing up a schedule of rates covering line costs within the state boundaries. This will further be broadened to include existing costs for combination or network station groups in Ohio.

R. C. High, of WOSU, an honorary member of the Association, reported on educational programs not in effect throughout the state. These programs have been originated by the Department of Education of Ohio State University and are being broadcast by many stations throughout the state.

Edward J. Fitzgerald of the NAB Bureau of Copyrights spoke on the public domain libraries and the work of the bureau. The library was visited by an additional half dozen attending broadcasters subcribed to the service.

Lists of committees were set up with Columbus broadcasters in charge of legislation, with Cleveland and Cincinnati operators composing the commercial committee. Mr. Ginger, legislative representative, has established a permanent office at 133 High Street, Columbus, in charge of Miss Marie Polk. The new executive committee was requested to meet at least three times during the coming year in Columbus with Mr. Ginger.

Representatives

HOWARD H. WILSON CO.
Kansas City—Chicago—New York

So-

The story goes—Our Advertisers realize the wealth of this Northwest Market by Increased Sales. WNAX offers you a daily visit to over 2,000,000 listeners in North Dakota, Minnesota, Iowa and Nebraska. Let WNAX introduce you to the farmer's wife. She offers an unusual market.

WNAX

5000 Watts (L.S.)
570 Kilocycles
Yankton, So. Dak.

5000 Watts Night

WAX

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HOW MANY MONEYVOLTS?

DENVER MERCHANTS USE THIS INSTRUMENT TO GET THE RIGHT ANSWER

Sales Intensity Tests Impel Them to Spend More Money with KLZ than with Any Other Station

- What do KLZ coverage and popularity add up to in sales and profits? How many "moneyvolts" does it register at the sales counter?

Best qualified to answer these questions are the eyewitnesses and students of the local scene, Denver merchants. Competent appraisers of local media, they are first to discover profitable ones . . . quickest to take advantage of them.

With no measure but sales, no motive but profit, Denver's department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station.

Follow the example of Denver's big, successful firms and place your radio advertising on KLZ to get maximum sales intensity in the Denver-Rocky Mountain region.

KLZ Denver

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH WKY - OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY
The 'Radio Family'

THERE are all sorts of ways by which those in radio can help to help itself. Radio manufacturers, for example, should be among the most important advertisers, and we delight in noting that they are improving in that respect. And broadcasters should do everything they can to help manufacturers and their local dealers in selling receiving sets. In so doing, they assist in increasing their own audience and "circulation," which in turn helps them do a more comprehensive job for their clients.

At this season a golden opportunity presents itself for this sort of cooperation. The Yuletide is approaching. People everywhere are in a Christmas-buying mood. A modern radio receiver makes an ideal Christmas gift. And people want ideas.

Thus we think the broadcasters, even though there isn't any immediate direct return, should help their local dealers and the manufacturers in the Christmas campaigns, both in the spirit of goodwill and of good business. We suggest that stations, in their free spot time from now until Christmas, without mentioning trade names, of course, gratuitously intersperse such spots as: "Buy her that new set for Christmas," or "A worthwhile gift for the entire family is a modern high fidelity receiver that transforms your living room into a veritable broadcasting studio." Put your continuity people on it and give your business partner a lift.

And the dealer, in reciprocation, might well urge the manufacturer with whom he does business to concentrate on local spot campaigns in cooperative dealer efforts. It's a natural with the right sort of spirit behind it.

Facsimile Future

LAST June FCC Commissioner E. O. Sykes made a plea to the assembled broadcasters attending the NAB Convention in Chicago that they do something about facsimile broadcasting. The Commission, in changing its rules, had opened the way for experimentation of "still picture" transmission on regular broadcast frequencies and was anxious to learn to what degree public demand existed for such a service and whether it would likely become a medium of mass dissemination of record information comparable to aural broadcasting.

Heeding this plea, four stations already are maintaining experimental facsimile operations. Another half-dozen applications are pending and probably will be approved. In addition five other stations—even before Judge Sykes' plea—had engaged in facsimile transmission on the ultra-high frequencies, whereas these new licensees and applicants are authorized to carry on with their regular transmitters on their regularly assigned channels, but only from midnight to 6 a.m.

Whether facsimile is headed as a medium of public service, it is not possible to foretell. Less glamorous than its visual radio associate—television—it is nevertheless much further advanced technically. In commercial pursuits in the point-to-point field, facsimile today is being used advantageously for the transmission of weather maps, photographs and other "record" type communications.

There are many who believe that facsimile operated but because their radio advertising pulls. It is because we have a profound belief in the continued pulling power of radio that we are convinced radio will suffer only slightly by the current recession, and really stands to gain as political efforts are exerted to halt that recession.

With L. D. H. Weld, research director of McCann-Erickson Inc., we were entirely when he tells a New York Times interviewer that some companies could do better by maintaining their advertising during periods of business recession, and points to the successful experience of drug companies during the last depression in maintaining sales volume by maintaining advertising schedules. In times of declining sales—advertise. That ought to be an industrial axiom and that business, particularly if it is in a highly competitive field, will survive best which trumpets its story loudest.

Jitters

DEPRESSION failed to stay the rising curves of broadcasting, and we don't expect the current business recession to do more than flatten them out somewhat. We base this observation on reports from stations large and small which, with a few exceptions, state that business is still good though some accounts seem to be getting a little jittery along with the business community as a whole.

Newspaper lineage is dropping as advertisers curtail their budgets, but few of the advertisers holding franchises to select periods on the air want to give up those franchises—not only because of "preferred positions" they enjoy and audience followings they have developed but because their radio advertising pulls. It is because we have a profound belief in the continued pulling power of radio that we are convinced radio will suffer only slightly by the current recession, and really stands to gain as political efforts are exerted to halt that recession.

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HOW the Facsimile Future is Shaping Up

Facsimile is now being used advantageously for the transmission of weather maps, photographs and other "record" type communications.

There are many who believe that facsimile

The R A D I O B O O K S H O P

THE RISE and decline of educationally-owned broadcasting stations in the United States is traced in full detail in "Education's Own Stations" by S. E. Frost Jr., an associate of the National Advisory Council on Radio in Education, just published by the University of Chicago Press ($4). The 481-page volume lists 168 educational institutions that have held 202 broadcasting licenses since 1921 and 1936. Pointing out that as of January 1, 1937, there were only 38 left [The Broadcasting 1937 Yearbook lists only 37, of which 12 are operated commercially, and 14 more that are church-owned; the 38th is Lincoln Memorial University which holds a CP for a new local, not yet built]. News to radio people of today will probably be the fact that such institutions as Emmanuel Missionary College, Boise school district, Graceland College, Omaha Central High School and others equally obscure once held radio licenses. The author devotes a chapter to each of the former and present license holders and in factual manner tells why it still is or is not on the air. For the most part lack of revenues is attributed by the sources of the chapter data for the failure to keep going.

UNDER the title School Broadcasting in Great Britain (University of Chicago Press, $1), Lester Ward Parker reviews results of a survey made in that country. The author suggests that school broadcasting be made an integral part of public education, if it is to develop, and that education authorities give it their sanction and support.

will not enjoy any practical application as an adjunct to broadcast service, and that it will be outstripped by television. There are others who take a diametrically opposite view. The economics involved are substantial.

But first, technical feasibility must be ascertained and listener acceptance checked. That is what these pioneering applicants for licenses to experiment propose to do. They will invest substantial sums in experimental equipment, hire technical engineering specialists to supervise the work. And the "program material", whether news reports or other photographic matter, must be prepared and "edited"—all of which requires man-power and overhead. Systematic technical studies as well as "listener surveys" must be undertaken and reports submitted to the FCC. Radio broadcasting in the facsimile field is healthy. And it is the obligation of present-day broadcasters, many of whom pioneered the way in the aural field, to break this new ground. They are doing it even though there are no immediate prospects of pecuniary return, which is as it should be.
SOME DAY when broadcasters decide to stage a contest to determine the most versatile man in radio, Harold Everett Smith, general manager of WOKY and WABY, Albany, will get your vote. Violinist, painter, aviator, draftsman, "ham" operator, in television, decorator, and newspaperman, he has been on exhibition at the Art League. As an aviator, he has personally owned three planes, and piloted them all. As a draftsman, he designed the WOKY transmitter building and planned the WOKY and WABY studios. As a ham operator, he invaded the air with call letters 21M as early as 1922. As a pioneer in television, he maintains an experimental television station on Mount Beacon 12 years ago. As a newspaperman, he "nursed" a 10-watt into a prominent, 1,000-watt network outlet, and added another station for good measure.

Harold Smith is a local boy who made good, and then returned for a time to prove he could do it again in his home town. He was born Oct. 11, 1891, at Peekskill, N. Y., where his parents still reside. His early education was enriched with lessons in the arts, and he displayed unusual talent as a violinist and painter. Thus, when he left Peekskill as a youth it was to become a musician on Broadway. When the War was declared he declared he joined the Army, and became a regimental radio sergeant and went through the Army radio school. After the Armistice he returned to his first love, music, and became the Hippodrome's concertmaster.

But he never lost his interest in radio, and in 1924, when it was possible to purchase WOKY, then a 10-watter on Dykemian St., in New York City, he jumped at the chance. At the time the transmitting equipment of the station was mounted on a breadboard, and the rest of the equipment was in keeping. Before long he succeeded in increasing its power to 50 watts.

In 1926, the station was moved to his home town, Peekskill, and granted an increase to 500 watts. But Harold Smith was not satisfied. He saw possibilities of still better service and in 1931 moved WOKY again, this time to Albany. In the state capital he shared time with WHEC, Rochester, until a change in frequency permitted full-time operation and another power grant up to 1,000 watts day and 500 watts night.

In 1934 Mr. Smith bought WGL, located at Hudson Falls, N. Y., and, still true to his "better service" ideal, arranged its removal to Albany. Today the two stations under Harold Smith's direction employ about 45 persons and are housed in studios of exceptional beauty. The studios themselves, decorated with light fanciful murals, are a reflection of his personal ambitions.

During the years since Harold Smith's advent into radio he has owned his own airplanes and has run his own planes but recently hit a snag that has dampened his aviation ardor temporarily. It happened that a fellow aviator was flying the low-wing cabin job that Harold Smith had taken from the factory only three days before. With Smith as a passenger, everyone was happy until one of the wings touched the top of one of the tall pines that line the slopes of the Helderberg Mountains. The plane went into a spin, and when Smith came to he found that he had sustained some severe scalp abrasions and an ankle fractured in three places. For months he had to visit the doctor thrice weekly and carry a cane. He says he's anxious to get into a cockpit again.

As a station operator, he is a prolific idea man who doesn't hesitate to put his ideas into action. He thinks rapidly and acts promptly. In appearance, he is of middle height, full-faced, stocky. His hair is thickly brushed, pompadour-style, is grey tinged and receding at the temples. Several years ago he married Helen Frances Schoolderer, Garrison, N. Y. They have one child, Harold Everett Smith, Jr., born March 17, 1927. The Smiths believe in enjoying life. In addition to their beautiful residence in Albany, they have a winter residence at Coral Gables, Fla., and a summer home in the Helderberg Mountains. He is a Mason.

Harold Smith, general manager of WOKY and WABY, Albany.

We Pay Our Respects To—

HAROLD A. WOODMAN, associated with NBC since its inception in 1926 and for the past three years manager of WOXY Pittsburgh, has returned to the network's New York headquarters in the station's relations department. Mr. Woodman, who has been in sales and station contact man for WOXY New York for the past three years, became first named in 1933, Mr. Rosenbaum is also vice-president of the Philadelphia Orchestra.

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PERSONAL NOTES

Samuel R. Rosenbaum, president of WOXY and prominent Philadelphia businessman, has been reappointed by Governor H. H. Lehman, another time, for his term on the Pennsylvania State Board of Vocational Education. This appointment was first named in 1933, Mr. Rosenbaum is also vice-president of the Philadelphia Orchestra.

Benedict Gibler, Jr., president of WIP, Philadelphia, has been appointed to the Radio Committee of the Pennsylvania State Board of Vocational Education. Benedict Gibler, Jr., president of WIP, Philadelphia, has been appointed to the Radio Committee of the Pennsylvania State Board of Vocational Education.

FLOYD ORRIN SPICER, night manager of WNEW, Newark, died at his home in Newark Nov. 12. He had been connected with that station for 27 years. Joining WNEW in January, 1937, as an engineer. He was 38 years of age, and leaves a wife and daughter.
PHOTOGRAPH OF THE DAY

BELLS SYSTEM CONFERENCE
TELEPHONE SERVICE

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HOW THREE CAN GET TOGETHER MILES APART

An agency man, a station representative and a station manager had a last-minute problem of time clearance. No two men could settle the matter without the third. They were miles apart. One of them picked up the telephone and asked Long Distance for "Conference Service."

Quickly, the three men talked together, as if in the same room, by telephone. Each one could hear and be heard. The problem was settled immediately. Much valuable time was saved. Telephone Conference Service is fast, adaptable and useful in a business where minutes count.

REID KILPATRICK, KOHE, Los Angeles, sports announcer, has taken on the additional duties of night supervisor in charge of production. Station has also added Sylvester Gross as announcer-producer. He was formerly chief announcer of the Southwest Broadcasting Co., Texas.

LYLE FLANAGAN, head of the continuity department of WHO, Des Moines, has been named president of the Des Moines Poetry Society.

H. R. GROSS, news editor of WHO, Des Moines, is the father of a baby boy born Nov. 10, his second child.

GEORGE H. COMBS, Jr., former Congressman and New York attorney, has joined WHN, that city, as news commentator in a thrice-weekly series called The Editorial Slant on the News.

FRANK BLAIR, program director of WFBC, Muncie, Ind., has returned to his duties after an appendectomy. Mason Dixon, formerly of WRYA, Richmond, has joined WFBC as continuity writer and announcer.

TED HUSING, CBS sportscaster, was guest of honor Nov. 17 at a testimonial banquet given by the New York Athletic Club. Sportswriters and prominent athletes were among the guests and a portion of the banquet was broadcast on CBS.

JEANETTE SPIEGELMAN has been shifted from the music rights to the program department at NBC, San Francisco, and Florence Crowell of the music library replaced Miss Spiegelman in music rights.

JACK LYMAN, formerly with the radio staff of the Dallas and San Diego expositions, joined the production staff at NBC, San Francisco, on Nov. 24.

EDNA FISCHER, NBC, San Francisco pianist, recently sold four popular tunes to Paramount Studios for use in films.

BILL PALLEY of the WBBM, Chicago, transcription department is a patient in St. Luke's hospital, Chicago, following a sudden illness.

ED PEARSON, former press agent for Houduit, is writing continuity for WCP, Boston.

JAMES O'ARA, formerly of WOC, Boston, has joined the announcing staff of WHDIL, that city.

JOHN HAYES, assistant production manager of WOR, Newark, and former program manager of WIP, Philadelphia, is writing a book on radio in collaboration with Horace Gardner, Philadelphia, to be released Jan. 20. The publisher is Lippincott.

ARTHUR O. BRYAN, continuity director, of KILJ, Los Angeles, has resigned to engage in freelance writing for the movies. He was formerly on the staff of WIP, Philadelphia.

RUTH WENTWORTH, who was the original Martha Logan for Mayor, is the new Polly the Shopper on KSTP, St. Paul. She formerly was with KFRC, San Francisco. Edith Sheldore, the former Polly, is now in New York planning to free lance.

HAL CHAMBERS, KPWB, Hollywood announcer, has been appointed commercial copy editor.

DON LAWRENCE recently joined the announcing staff at KOIL, Omaha, after a period with KO and KNT, Des Moines.

MAX KNEPPER has resigned as publicity director of KFVD, Los Angeles, to produce a play.

FRANK BIGNELL and Cecil Hubbard have joined the announcing staff of KTUL, Tulsa.

PICK FEMME TALENT—Gone from radio's often quaint idiom will be the phrase "casting couch" when stations have a committee of women audition all girl singers and actresses, a plan recently started at WBBM. The Chicago CBS key is banning male production men from the control booths when women display their talents before the microphone, entrusting all decisions on employing women staff members to a newly-created "women listeners board." Members (left to right) are Carroll Mountjoy, director of WBBM's women's programs; Chairman Kave Brinker, director of program production research in the Chicago CBS studios; Gertrude Dyer, publicity contact woman; and Helen Keppler Brooks, music librarian. Miss Dyer watches prospects from the control room to appraise their movie possibilities, publicity picture prospects and the general nature of their audience personality.

The agency man, the station representative and the station manager had a last-minute problem of time clearance. No two men could settle the matter without the third. They were miles apart. One of them picked up the telephone and asked Long Distance for "Conference Service."
MERLE BJORK, formerly of KGDE, Fargo, N. Dakota, has been added to the staff of KDLL, Devils Lake, N. D.; Donald Donahue, secretary of the Shetland Omega, has joined KDLL as sports commentator.

CONRAD RICE, announcer of WTSN, Milwaukee, was married in Minneapolis in November.

PARKS JOHNSON and Wally But-terworth, conductors of the NBC Vee Vee program, and NBC Radio Mer-rel series, have been named editors of the "Twenty Questions" department of Liberty magazine.

JOHN GHIOS has resigned as program manager of KDKA, Pittsburgh, to return to New Orleans under John Royal at NBC. New York.

DICK POST, formerly of WCCO, Minneapolis, has joined the announcing staff of WNBQ, Chicago.

JAMES McKEBEN, with various southern California transcription concerns as writer and actor, has joined the transcription department of KFKE, Los Angeles. He takes over the duties of Bob Heistand who was promoted to assistant production manager.

DICK FRANK BLACK, NBC New York general musical director, was in Hollywood during November on a national survey and for a series of conferences with Don E. Gilman, western division vice-president.

GEORGE JESSEL has been released from his contract as production ad-visor of Warner Bros. First National Stories. Jesse! will use this time exclusively to radio production and acting and also a syndicated newspaper column which he is writing.

BRENT BENCE, chief announcer at KRIC, San Rafael, Calif., has returned after an attack of flu.

MEMORY ROBERTS has resigned from NBC to write the Sperry Flour Co. Martha Meade scripts for Westco Ad. Agency, San Francisco.

ALEX PETRY, formerly of NBC, New York, has succeeded Russell Mc-Neil, resigned, as chief librarian of NBC in San Francisco.

JOHN NESBITT, Mutual network commentator of San Francisco, was recently signed by M-G-M to studio in Hollywood to write and direct movie short programs after his air material.

TED MAXWELL, NBC playwright, actor and producer, recently resigned from the San Francisco NBC studios to return to the Chicago studios the second time. He will continue to write "Memory Lane and Hauhorne House" for San Francisco NBC production.

WALLACE GADE, announcer of KJBS, San Francisco, and Miss Ann Bradley were married recently.

OREL PHILLIPS recently joined the announcing staff of KJBS, San Francisco.

HERMON STAXON has been added to the announcing staff of KYOS, Merced, Cal.

DICK de ANGELIS has been named newscaster of KJRS, San Francisco, succeeding Vann Connors, recently named production manager of KQW, San Jose.

CHARLIE FOLL, production manager of KYOS, Merced, Cal., and Miss Margaret Marshall were married in mid-November.

LES MALLOY, announcer and publicity director of KGSC, San Fran-cisco, recently returned from a trip to Mexico.

HELEN O'NEILL, for many years an executive in the NBC production department at San Francisco and pre-sident that affiliated with KFRC and KTAT in KFRC, recently left NBC.

GARNETT MARKS, announcer of WMCA, New York, has resigned. He has announced no future plans.

Garnett Marks, announcer of WMCA, New York, has resigned. He has announced no future plans.

SYL BINKIN, who handles the Night Watchman program on WEW, St. Louis University station which recently went commercial, has been trans-ferred to its sales staff. WEEV has completed revamping its offices in the university's law building.

MAURICE WEBSTER, KNX, Hol-lywood, announcer, won the National Newspaper New plugin Award for some cause, photography. He was given $50 and a gold embossed sheepskin.

AUGUST SUTTON, production man-ager of CKLW, Detroit, has been ap-pointed program director of KMPC, Beverly Hills, Calif.

JOHN CHARLES DALEY III, an-nouncer of WJW, Washington, is the father of a baby boy, John Charles IV, born in October.

EDNA MAY, fashion stylist of the Cincinnati Times-Star, has starred in a series of weekly talks on the House-hold Hour of WCYX.

R. BRUCE WALLACE, promotion manager and head of the news department of KFAR, Lincoln, and KOIL and KFOR, Omaha, addressed the Cosmopolitan Club Nov. 15 at its regular noon meeting in Omaha. The stations operate a speakers bureau as a free service for Nebraska gatherings. The members of the radio staff have pre- pared 16 speeches covering different phases of radio.

THOMAS J. CONNELLY, formerly with a building supply company, has joined WTIV, F. St. Louis, as promotion director. Paul R. Reet, for- merly of WSN, has joined WTIV as a writer handling special accounts.

TED COOKE of KAST, Astoria, Oreg., returned Nov. 15 to KOIN-KALE, Portland.

HERBERT WELCH, recent Ohio State graduate, and Merrill Madden, a recent graduate with WJAC, Boston, have joined the announcing staff of WBNs, Columbus.

ANNOUNCING THE OPENING OF

WS AL

"The Eastern Shore's Own Station"

SALISBURY • MARYLAND

-M-]

The only station serving wealthy Southern Delaware and the Maryland Eastern Shore with a primary signal.

One of the nation's most modern stations.

1200 Kw • 250 Watts • Daytime

Write for rates and time availability.

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www.americanradiohistory.com
MISS BETTY KUIIL has joined the bookkeeping department of KVI, Tacoma. Miss Dorothy Anne Simpson and Miss Dorothy Tennant have joined the Seattle office staff. Bernard D. Elliott has joined KVI as staff photographer. New to the musical staff are the Four Esquires.

JERRY GERHAN, sports announcer of KVI, Tacoma, has been Associated Oil commentator for Seattle and Tacoma games. Ruben Gaines announcer, has been transferred to the Seattle studio in charge of programs. H. J. McAlister has been named KVI chief announcer.

WALTER CRONKITE, football announcer, has been appointed to the news bureau of WGY, Oklahoma City. He was formerly with UP and came from Austin.

HARRY ALDRED, formerly script writer and actor of WTMJ, Milwaukee, has been named publicity director.

EDDIE RIVERS, veteran president of the Hamrick-Evergreen Theatres, has been named publicity director of KRSC, Seattle.

DOUGLAS KAMP, recently of the Columbia Herald-Clippers, has joined the continuity staff of WTMJ, Milwaukee.

GLAN IBEICH, production manager of KFJ-KECA, Los Angeles, has resigned, effective Dec. 1 to join the production staff of Radio Transcription Co. of America Ltd., Hollywood.

BOB ANDREWS, formerly script writer on the NBC Network House Show Road program, has joined the MGM, Culver City, Cal. radio continuity staff and is working with Harry Krannen in writing motion picture adaptations for the MGM-Maxwell House program. (Good News of 1938.)

DAVID TYSON, announcer of juvenile programs, has been named night supervisor of WFIL, Philadelphia.

ROY LAFLANTE, of the production department of WFIL, Philadelphia, and Miss Myra Singer, that city, were married recently.

EARL CATON Jr., formerly of WARI, Anderson, S. C., has replaced Louis Harrier at WSBA, Montgomery, Ala. Farrier having moved to New York.

ED BUTLER, formerly of KWSC, Pullman, Wash., has joined KUJ, Walla Walla, as sports announcer and continuity writer. Added also to the KUJ announcing staff were Leon Jackson, Richard Carey and Floyd Fitzpatrick.

GORDON JOHNSON, former radio maintenance man with Northwest Airlines in St. Paul, has joined KSTP, St. Paul, as control operator.

BOB ROGERS, son of Naylor Rogers, formerly general manager of KNX, Hollywood, has joined the announcing staff of KFAC, Los Angeles.

Kelly Anthony Is Named To post on KFI-KECA KELLY ANTHONY, in radio since 1931 and John (Bud) Edwards have been made program director and production manager respectively of KFI-KECA, Los Angeles. Mr. Anthony, son of Earle G. Anthony, owner of the stations, was assistant manager of KFI-KECA when he resigned several months ago to make a tour of Europe. At one time he was with the NBC New York traffic department and Edwards held the same post in Milwaukee. He replaces Don Clark who resigned to join H. N. Swanson Inc., Beverly Hills, Cal., writer's agency, as manager of its radio department.

Mr. Edwards, for five years with KFI-KECA, and more recently assistant production manager, succeeds Glen Heisch who resigned to join Radio Transcription Co. of America, Hollywood, as assistant to Lindsay MacHarrison, production manager. Bob Heisland, in charge of KFI-KECA transcription and sound effects department, has been elevated to assistant production manager.

Father Wagner Is Named Head of Wisconsin Group REV. FATHER James A. Wagner, managing director of WHBY Inc. Green Bay, has been elected president of KFJ-KECA Los Angeles, managing director of WHBY and WTAQ, was named president of the League of Wisconsin Stations at a special meeting held in Milwaukee in latter November. Other officers named include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary; Hiram Born, WHBL, Sheboygan, treasurer. Stations affiliated with the League of Wisconsin Stations include WHBY and WTAQ, Green Bay; WRJN, Racine; WGO, Janesville; WEMP, Milwaukee; WHBL, Sheboygan; WOTM, Maniowc; WSAU, Wausau; KFJ, Fond du Lac; WIBJ, Pewaukee; WKBH, La Crosse; WEAU, Eau Claire. The next meeting is scheduled for Dec. 14 in Madison.


ANNOUNCEMENT

With the completion of our new Radiotone installation we are pleased to offer the facilities of our recording department for advertisers and their agencies.

RADIATE STUDIO

154 E. Erie Street

Chicago, Ill.

BROADCASTING • Broadcast Advertising

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

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www.americanradiohistory.com
FOR SWEETEN—Old friends and new associates greeted Claude Sweeten when he recently took over the musical direction of KEHE, Los Angeles. Following his inaugural program he was honored guest at a studio party given by Murray Grabhorn, KEHE manager. Attending were (left to right), Charles Flesher, Young & Rubicam, producer; Wilt Gunzendorfer, assistant manager, Thomas Lee Artists Bureau; Walter Bremer, NBC producer and master-of-ceremonies; Arnold Maguire, NBC producer-writer; Mr. Grabhorn; Raymond Paige, network musical director; Pat Weaver, Young & Rubicam, radio director; Mr. Sweeten; Murray Bolen, Young & Rubicam Inc., producer; Harrison Holliday, KFI-KECA manager; George Whitney, KECA account executive; Jack Van Nostrand, Young & Rubicam Inc., producer; Al Cormack, CBS traffic manager; Mickey Gillette, NBC musician, and Tommy Harris, NBC tenor.

VOICE OF PUBLIC
Citizen's Foundation Allots
Public Service Time
FORMATION of the "KIRO Foundation," to be directed by a committee of public-spirited citizens which will allot time to various noncommercial public service groups on a purely sustaining basis, was announced Nov. 18 by H. J. Quilliam, general manager of the Seattle outlet.

Pursuant to the action of the KIRO board of directors, Mr. Quilliam has written a number of outstanding leaders in education, radio and other pursuits seeking their advice and suggestions in connection with the pioneering venture. The committee, too, representative of political, charitable, industrial and religious groups, will seek to establish a procedure under which all may have the right of expression over KIRO facilities. The committee, in its survey, undertakes to establish how much time should be devoted to such causes, including minority groups, after which the station will definitely set aside the time requested. Time will be allotted to the groups on the basis of merit and the degree of public interest involved.

"Inasmuch as we have a sincere desire to serve the public interest in the best possible manner," Mr. Quilliam stated, "we are asking the public, by this committee, to assume this responsibility to themselves."

The resolution adopted by the KIRO Board upon motion of Saul Haas, a principal stockholder, sets forth that the proposed grant of time be "a free gift" of the station, to be used for dissemination of useful information in the furtherance of civil and charitable causes, with the limitation that the KIRO Board reserve the right to reject that which is libelous, obscene, obviously untrue or obviously improper. The Board ordered also that Mr. Quilliam send a letter to the FCC, to the several heads of departments of political and social science of universities located in the West, and particularly to those universities which own and operate their own stations, asking for advice and suggestions for the use of the proposed committee.

BERT HORSWELL, headquartered in Chicago, has been appointed Central States sales representative of C. F. MacGregor, Hollywood transcription concern. He was formerly manager of WIBA, Madison, and WHBL, Sheboygan, Wis., and at one time was sales promotion manager of Wingate Kickerick Co., Minneapolis.

The Other Fellow's Viewpoint...

WIBU'S Average City
Editor, Broadcasting:
Referring to the article under Purely Programs in the Nov. 15 issue of Broadcasting, it might be well to inform the brother broadcasters that WISN of Milwaukee did not scoop the Typical Town on the air.

WIBU, from our Beaver Dam Studios fed a 30-minute program to the remainder Wisconsin Network Radio Network, in honor of the Average City—not the Typical Town, one hour and 30 minutes previous to the WISN program. Local musical groups as well as local townsmen were interviewed during the program.

BRUCE BEICHL, Studio Manager, WIBU, Beaver Dam, Wis.

Re 100 Watters
Editor, Broadcasting:
Our editorial "The 100 Watter Fallacy" hit a spot in our heart.
Personally I would like to see every account executive in the country have a copy of that writer up framed on his desk ... under the glass top as it were. From where I sit the 50 kw stations have done too good a job in selling themselves via the advertisements in publications such as yours. ..

Be that as it may they are doing a job for themselves that we cannot do. The national and regional business here makes up a fair share of our income but with the exception of a large automobile manufacturer all of it has been sold by personal contact and none has been received through an agency.

We know we do a good job or we would not be carrying a large list of local advertisers. We do believe that we have efficient management and intelligent operation and we do know we have a good plant and we do know our rates are fair ... but what account executive can we convince without a personal call?

Incidentally your editorial is framed where all may see. Thank you for it. BERT WICK, Director, KDLR Inc., Nov. 19, 1937. Devils Lake, N. D.

WAVE PROGRAMS PULL FROM THE ROOTS!

In a recent telephone poll, Louisville listeners gave a local WAVE spot program an overwhelming 75% preference as their favorite daytime program! Yes, and our staff write and produce the entire job, except commercials ... this and other popular locals shows we built make us believe we have what it takes to have and to hold a Louisville listening audience ... May we prove it to you?

As N. B. C. Outfit
National Representatives: FREE & PETERS, INC.

KSH
The Four Star Station of the Rich Southwest Trade Territory.
∴ Leading in Local Spots and Sponsored Programs.
∴ Top Talent on Local Commercials.
∴ The Best CBS Commercials and Sustaining.
∴ A Live-wire Merchandising Service.
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

WOR, Newark
Modern Living Health Institute, New York (proprietary), 3 sp, weekly sp, thru Alfred P. Zabin Adv., N. Y.

Rap-In-Wax Paper Co., Minneapolis, 5 weekly sp, thru W. I. Tracy, N. Y.


General Motors Corp. (Oldmobile), Lansing, Mich., weekly sp, thru D. P. Brother & Co., Detroit.


United Drug Co., Boston (Rezall), 5 sp, thru Street & Pinney, N. Y.

Producers Distributing Agency Inc., New York (Nearest turkey), 5 weekly sp, thru Edwin M. Phillips Co., N. Y.

Modern Living Health Institute, New York (Hooch-Lax, Capair), 3 weekly sp, thru Alfred P. Zabin Adv., N. Y.

Remington-Rand Ind., N. Y., 3 weekly sp, thru Lefcord Adv. Agency, N. Y.

KFRC, San Francisco
Rociuciruxa, San Jose (religious), weekly sp, thru Richard Jorgensen Adv., Co., San Francisco.


Gas Appliance Soc., San Francisco (gas appliances), 5 weekly as, thru Jean Scott Frickleton, San Francisco.

WNAV, Boston
Rumford Chemical Works, Rumford, R. I. (Rumford Baking Powder), 25 sp, thru Atterton & Currier, N. Y.

Ironsides Yeast Co., Atlanta (Ironlized Yeast), 25 sp, thru R. B. & R. Ryan, N. Y.

Larwood Corp., N. Y. (Hilli's Cold Drops), 30 ft, thru Quaker Oats Co., Chicago, 150 as, thru Fletcher & Ellis, N. Y.

WICC, Bridgeport, Conn.
Wm. S. Scull Co., Camden (Boscam milk amplifier), series as, thru Fletcher & Ellis, N. Y.

Christian Science Citings Agency on Publication, Boston (renewal), 62 ft, through.

Crawford Laundry Co., Bridgeport, 26 sp, thru Reidolph-Johnstone, N. Y.

WCLO, Janesville, Wis.
Zebies Pharmacal Co., St. Louis, daily sp, thru Baroner Adve.

Northland Greyhound Lines, Chicago (bus line), daily sp, thru Beament & Hoehman, Chicago.

WWAB, Boston
Kay Jewelry Co., Boston, 15 sp, thru Salinger & Publicover, Boston.

WTMJ, Milwaukee
Reid-Murdoch & Co., Chicago (Mandie food), 17 weekly as, thru Rovers & Smith, Chicago.


Tree Sweet Products Co., San Antonio, Cal. (fruit products), 3 weekly as, thru Dana Jones Co., Los Angeles.

KGO, San Francisco
E. Fougler & Co., New York (Vapez), 2 weekly in, thru Small & Seltzer, N. Y.

Railway Express Agency, New York, 6 weekly as, thru Cables, N. Y., 3 weekly ft, thru Rovin, Wasey & Co., N. Y.

Golden Gate Ind. San Francisco, 7 weekly as, thru Rovin, Wasey & Co., N. Y.

KEHE, Los Angeles
Old Mission Tablet Co., Pasadena, Cal. (proprietary), 7 weekly sp, thru Los Sterling & Associates, North Hollywood, Cal.

Leaf For Advancement of Peace, Los Angeles (political), weekly sp, thru Lockwood-Shackelford Co., Los Angeles.

CKNX, Winston, Ont.
Templeton's Ltd., Toronto (proprietary), 3 weekly ft, thru Associated Breeding Co., Toronto.

Bayer-Semen Co., Wilmington, Del. (fertilizer), 6 weekly as, thru Thompson-Koob, Cincinnati.

WMAQ, Chicago

Railway Express Agency, New York, daily as, thru Cables, N. Y.

KGGC, San Francisco
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 2 weekly ft, thru Associated Radio Adv., Los Angeles.

WNEW, New York
Bulova Watch Co., New York, 5 weekly sp, thru Blon Co., N. Y.

WHN, New York
Procter & Gamble Co., Cincinnati (Oxydol), 20 weekly sp, thru Blackett-Sample-Hummer, Chicago.

R. B. Davis Co., Hoboken, N. J. (baking powder), 15 weekly as, thru Charles W. Hoyt, N. Y.

Nottorne Products Co., Brooklyn (minyrite), 52 weekly as, thru Schiller Adv. Corp., N. Y.


Railway Express Agency, New York, 5 weekly as, thru Cables, N. Y.

WFBC, Mineopol, Ind.


Procter & Gamble Co., Cincinnati, 10 as, thru Foller & Ryan, N. Y.

WNEW, New York
Michaels Department Store, New York, 06 as, thru Schillin Adv. Corp., N. Y.

Westchester Laboratories, Port Chester, N. Y. (Salolpene nose and throat spray), 6 weekly as, thru Robert & Reimers, N. Y.

KJBS, San Francisco
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 2 weekly ft, thru Associated Radio Adv., Los Angeles.

KMPC, Beverly Hills, Calif.
Remington-Rand Ind., Buffalo (typewriters), weekly sp, thru Leford Adv. Agency, N. Y.

WQXR, New York
Martinson Coffee Co., New York, daily as, thru Albert Frank-Guehrer Ltd., N. Y.

WICC, Bridgeport, Conn.
Saltseas Packing Co., Providence, 28 as, thru Livermore & Knight Co., Providence.

"It's Our New Package, Designed for Radio Contests—Three Full-size Containers Under ONE Box Top!"

WIRE, Indianapolis

Smith Bros., Co., Poughkeepsie, N. Y. (tough drops), 6 weekly sp, thru Brown & Tarcher, N. Y.

Stokesley Bros. & Co., Indianapolis (Van Camp tomato juices), 5 weekly as, thru Raymond R. Morgan, Co., N. Y.

Central Shoe Co., St. Louis (Perfect Easy shoes), weekly ft, thru Kelly, Stuhmann & Zabridini, St. Louis.

Prophetic Brush Co., Florence, Mass., 10 weekly sp, thru Lambert & Feasly, N. Y.

Deidell-Wemer-Gilbert, Detroit (San Felix stop), 7 weekly sp, thru Brace Benner, Detroit.

KFL, Los Angeles
Horlick's Malted Milk Corp., Racine, Wis. (malted milk), 3 weekly sp, thru Tord & Thomas, Chicago.

Quaker Oats Co., Chicago (cereals), 3 weekly sp, thru Lord & Thomas, Chicago.

R. L. Watkins Co., New York (Dr. Lydon tooth powder), weekly sp, thru Blackett-Sample-Hummer, Chicago.

The Neutral Thousands, Los Angeles (political), weekly ft, thru Lockwood-Shackelford Co., Los Angeles.

KFRC, San Francisco
Chamberlain Laboratories, Des Moines (cosmetic), 5 weekly sp, thru Coolidge & Des Moines, Chicago.


Limeous Ind. (cereals), 6 weekly sp, thru Pinek Co., Chicago (medicines), 5 weekly as, thru R. M. Seed Co., N. Y.


WIND, Gary

Peter Fox Brewing Co., Chicago (beer), 10 weekly ft, thru Schwimmer & Scott, Chicago.

California Hawaiian Sugar Refining Corp., San Francisco (Citrus Co. & H Sugar), 6 weekly sp, thru Bowman-Dutie-Cummings Inc., San Francisco.

KDFY, Salt Lake City

Furshill, New York (clothes), 4 daily as, thru John Austin Driscoll, Los Angeles.

Carter Medicine Co., New York (liver pills), 8 weekly sp, thru Street & Finney, N. Y.

WENR, Chicago
RCA Mfg. Co., Camden, 6 weekly sp, direct.

Great Western Life Ins. Co., Chicago, weekly sp, thru Schwimmer & Scott, Chicago.

National Bro's., Chicago (rug dealers), as, thru Critchfield & Co., Chicago.

WEAN, Providence, R. I.
Procter & Gamble Co., Cincinnati, (Ivory Soap), 50 as, thru Comp- ton Adv., N. Y.,

Ward Baking Co., New York, 10 as, thru Fletcher & Ellis, N. Y.

WCKY, Cincinnati
Lawrence Roller Mills Co., Lawrenceburg, Ind. (Town Talk flour), 100 as, direct.

Keating Sales & Service Co., Newport, Ky., 2 weekly sp, direct.

WMCA, New York

KFRU, Springfield, Mo.
Staley Milling Co., Kansas City (feed), 25 sp, thru Potts-Turnbull, Kansas City.

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BROADCASTING • Broadcast Advertising

Drawn for Broadcasting by Sid He
Paper Uses Radio

Since Omaha Bee-News left the Hearst fold to be absorbed by the Omaha World-Herald, the Chicago Herald & Examiner has been buying time on KOIL, Omaha, in a free-for-all circulation battle. Starting with Saturday announcements, the Chicago paper assumed sponsorship of Uncle Don Reads the Comics, a Sunday half-hour program that has been conducted in cooperation with the Bee-News. Don Kelley writes the program and narrates the Uncle Don role, with Arthur Faust directing the dramatic staff.

HALGAR Inc., new Chicago firm, with offices at 1444 S. Michigan Ave., started a test program on WMAQ, Chicago, Nov. 15 advertising the firm’s Mar-Vo-Car. Product is a complete permanent wave set selling for $1. The new half-hour show, broadcast at 10:30 a.m. Monday and Thursday and at noon on Sundays, features such comedians as Ted Weems’ orchestra, and the piano team of McIvory & Lyon. Negleyt, Horton & Hoyt Inc., Chicago, handles the new account.

HARRY L. HURD INC., Newark, N.J. (Freshmart), is planning use of radio, probably spot, after the first of the year. Wm. Eady & Co., New York, is agency.

OXO Ltd., Montreal and London 100,000, is sponsoring a twice morning program featuring Clarege Haynes, singer and guitar, over four XHIO-Red network stations on the Pacific Coast. The agency is Dornan & Co., San Francisco.

BROADCASTING

REV. F. F. BOSWORTH, of River Forest, Ill., on Nov. 21 started weekly quarter-hour transcription talks on WLIC, Muncie, WELD Grand Rapids, and a Wilkes-Barre station. KOHIL Rapid City, S.D.; WDDT Toledo, and WAGM, Presque Isle, Maine, started the disc Nov. 14 and KGOL, Wolf Point, Mont. Nov. 7. Rev. Bosworth is now on WJJD, WCRL and WCRB in Chicago and is heard via transcribed talks on Sundays on WYMA, New York, and WIP, Philadelphia. D’Arey Laboratories, Chicago, out the transmissions. The business is placed direct.

F. A. STUART Co., Marshall, Mich. (Stuart’s Dyspepsia Tablets), has placed its entire account with Benson & Dall Inc., Chicago.

THE George Jessel variety show, 30 minutes in Hollywood, has added to its sponsors Crawford Laundry Co., Bridgeport, on WCC, and Standard Drug Co., Cleveland, on WOK. Program has been carried on those stations as a sustainer, agency for both accounts is Redfield-Johnstone Inc., New York.

COLGATE-PALMOLIVE-PET Co., Jersey City, N.J. (Colgate tooth powder, Rapid Shave Cream and Brushless Shave Creame) has transferred those accounts from Benton & Bowles Inc., New York, to Benton & Bosco-Chicago Inc., Chicago. None of the products is using radio at present.


50,000 WATTS—NATIONALLY CLEARED CHANNEL

Station LOUISVILLE

Gives you better returns for every dollar you spend advertising your product in the rich Ohio Valley. . . . Let us prove it to you.

PROVEN PRIMARY LISTENING AREA FACTS

Population  4,933,307
Radio Homes  904,999
Families  1,367,519
Passenger Cars  946,323
Filling Station Sales  877,575,093
Drug Sales  62,545,831
Income Taxpayers  134,106
Total 1936 Sales  82,738,11,583

EDWARD PETER & COMPANY
National Representatives

820 Kilocycles  C.B.S. Outlet
COURIER-JOURNAL & LOUISVILLE TIMES STATION

BROADCASTING • Broadcast Advertising

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Yea
ook Advertising
forms close December 15th

Reserve
Space
Today

Radio's Year-Round Advertising Medium
Snow Wanted
SNOW on the street and the man-on-the-street jumps on the sled on the snow on the street. That is the formula planned by a Salt Lake City department store to tie-in its toy and sporting departments on KDYL with winter's arrival. [As BROADCASTING went to press it had not snowed in Salt Lake, but Jack Gregson, KDYL special events man, was all ready to jump.]

Covered the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

RESULTS . . . that's what counts
The excellence of the job being done for advertisers by WDBJ in the rich Roanoke and Southwest Virginia markets . . . is shown by the fact that 80% of WDBJ's contracts are renewal contracts. To cover this prosperous area consistently and satisfactorily at all times you must use WDBJ.

WDBJ
5000 WATTS (DAY) 1000 WATTS (NIGHT)

KSPR at College
THE Minneapolis Junior Chamber of Commerce, feeling that the movies, magazines, and radio have given the public the wrong impression of what the college student does, this fall, has taken over sponsorship of a Know Your University series on KSTP, St. Paul and Minneapolis. Another recent MBS remote took place high above New Jersey during the experimental shuttle fights to test the possibilities of intra-state radio service for the communities off the regular airlines. Jerry Danzig and Dave Driscoll, MBS special events men, interviewed the state's oldest rural mail carrier as they zoomed along.

Covers the Regions of Missouri

KBFR
COLUMBIA, MISSOURI

A Kilowatt on 630
A Sales Message over KBFR Covers the Heart of Missouri

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Broadcasting • Broadcast Advertising
TONGUE TIED—WJBK, Detroit, has solved the Chinese pronunciation problem by engaging three Chinese students from a local university to provide tips on uttering oriental names. In the photo (left to right) are WJBK's Fred Knorr, Charles Sterritt, Angus Pfaff, Bob Longwell and David Lim (Chinese).

Our Foreign Neighbors TO ACQUAINT listeners with the problems and progress of foreign nations, MBS has started a Sunday afternoon series called World Neighbors, featuring dramatized highlights in the lives of famous world citizens whose achievements have benefited everyone. The first of these series called "The Rise of the British Empire" was given Nov. 21 under auspices of the University Broadcasting Council, on WCN, MBS Chicago affiliate.

For The Youngsters SCHOOL children are interviewed by announcers of WMAQ, Chicago, in a new program, Children Speak, which broadcasts originate in the theatre lobbies near schools at 4 p.m., after classes are over for the day. Questions are supplied by listeners. The quarter-hour program is broadcast daily except Saturday and Sunday under sponsorship of Foley's, Hennes & Tar Syrup, Lassen & Salomon, Chicago, is agency.

Chance for Students CLEVELAND high school students are given a chance to compete for a position in radio by W GAR, which offers free special school newspaperman the post of editor-in-chief of the W GAR High School News Bureau. The appointment will be based on scholastic standing and ability to report and write news. Students will be eligible only in their senior year. They may, however, submit applications in their junior year to the station's committee on selection.

Poe's Horrors ADAPTED to radio by Virginia Wilten of the production staff, WBAP, Fort Worth, is attracting widespread comment with a series of horror dramas from the works of Edgar Allan Poe. Titled Black Night, each broadcast is 30 minutes in length and is presented as a sustaining program by the WBAP players. Many eerie sound effects never before used on the air have been worked out under the direction of Ken Douglass, production director, WBAP, claims.

For Naturalists FROM the lobby of New York's American Museum of Natural History, a question and answer program originates weekly on WOR, called This Wonderful World, the series features Bob Emery and Mrs. John M. Saunders in discussions of natural history.

In the Control Room ON WBAI, Baltimore, Control Room tells dramatic and amusing incidents in the rehearsal and broadcasting of a typical nationwide commercial. The program is a Saturday half-hour feature and succeeds Club Radio.

Ancient Annals FROM files of local papers, WBIF, Rock Island, obtains material for Ralph Child's Pressroom Echoes, a three-weekly evening quarter-hour in which Child and Forrest Cooke exchange gossip.

Opportunity for Censor NBC is conducting a nationwide search for the champion American talking parrot, winners to compete later in coast-to-coast broadcast tests. Associated stations will comb their localities for birds with superior diction, originality of expression, vocabulary and voice quality.

For Better Music TO DIVERSIFY a recorded music program and instill in listeners the desire for more classical music, KCKN, Kansas City, Kan., has restored to argument. Ben Allmeyer, of the KCKN staff, poses as a professor and breaks in to complain about too much swing music, pleads for more musical classics. Listeners like it, say KCKN and the sponsor, Jenkins Music Co.

Bill Board THE Bill Board of WVOO, Fort Wayne's "new named to" program has an interesting history. When originated, it was decided to use the 15 minutes allotted to the station's own programs. But the merchandising department found that Bill Board had too many listeners to non-paying, so used it to publicize bigger and better shows. Listeners grew in number so Bill Board was made a half-hour participating show.

News of the Week BON MARCHÉ, large Seattle department store, has started So Goes the World on KJR, Seattle, with Dick Klippinger narrating news of the past week with the aid of a dramatic cast. The show is in addition to the store's four-quarter-hour news periods daily, as well as two more on Sunday, all on KJR.

What Dudes Are Wearing WTMJ, Milwaukee, has sent Nancy Grey, conductor of the women's feature What's New in Milwaukee on a two-week trip to Arizona dude ranches and resorts via American Airlines. She is gathering impressions of what's new in women's wear. During the trip she is sending letters to her sponsors back in Milwaukee, as well as a daily letter for George Comte, pinch-hitter on her program.


...wood words sell...
**Bull Heads Agency**

FRANK BULL, well-known Pacific Coast sports reporter and agency account executive, has been elected president of Allied Advertising Agencies Inc., Los Angeles.

Mr. Bull, a former member of the agency's staff, succeeds G. W. Ryan, who has resigned Nov. 21 to devote his time to other business interests. Dick Smith is first vice-president, and Walter McCreary, second vice-president and general manager.

**EARS ARE WHAT COUNT!**

- Watch for it! An accurate, unbiased analysis of LISTENING HABITS in the seven major cities of Nebraska... proving the rich trade territory of eastern Nebraska and western Iowa.

again that WOW dominates the market again. If your copy has not yet arrived, write us today! You'll want it for your files.

**John Gillin, Jr., Mgr.**

**Woodmen of the World**

Young & Rubicam Inc., New York, announces the following additions to its personnel: Tom Lane, formerly of the WOR publicity department, and James E. O'Bryan, formerly of the CBS press department, have joined the agency's radio publicity staff. The agency's radio production staff of Arthur Knudsen Inc., New York, has been asked to handle production of We The People.

**PETER BARNUM**, formerly of Young & Rubicam Inc., New York, has joined the general radio production staff of Arthur Knudsen Inc., New York, to handle production of We The People.


**NATE Tuffs**, of Ruthrauff & Ryan Inc., Hollywood production staff, and Mrs. Tuffs are the parents of a baby boy born Nov. 22.

**DANNY BANKS**, vice-president in charge of J. Walter Thompson Co., Hollywood, is the father of a baby girl born Nov. 22.

**S. K. ELLIS**, Jr., formerly with CBS in Chicago, has joined the Chicago office of Fletcher & Ellis in a research capacity.

**NEILSON CARTER**, has been named manager of the Chicago office of Beaumont & Homan Inc., coming in from the Omaha office where he has been succeeded by O. W. O'Neil. J. A. Haines has been named an account executive in the Chicago office and Charlie Teodosio production manager.

**CROSLEY & HAM INC., San Francisco and Portland, Ore.,** has been formed by consolidation of Eunice R. Ham Inc. and J. T. Crosley Co. Inc. The San Francisco office is now at 380 Sanguine St., Mr. Ham is manager of the Portland office, in the Oregonian Bldg.

**W. B. BOLT & HOLDEN**, new Chicago production firm [BROADCASTING, Oct. 21], has expanded to larger premises at 2601 Jackson St. the firm is now located on the 10th floor at 285 Wacker Drive. W. W. Joyce, formerly assistant sales manager of Rural Press magazine, and later chief sound effects man at NBC Chicago, has been added to the production staff. The firm is writing and producing Public Service No. 1 for Falstaff Brewing Co., St. Louis, and the Tom Shits show for Ralston-Purina Co., St. Louis.

**CLIFFORD CARLING**, has joined Columbia Management of California Inc., Hollywood, as creative assistant to Arthur Rush, manager. He succeeds Larry Wilde, resigned. Paul Louis in charge of radio talent of Columbia Management, Inc., New York, was formerly with W. K. Nash Agency, Clair Callahan has joined the RSD continuity staff.

**JAMES M. COSTELLO**, correspondent for the Milwaukee Sentinel and formerly with a contracting firm in Janesville, Wis., has joined Bert S. Gittens, Advertising, Milwaukee agency, to handle industrial accounts.

**ADAM J. YUNG JR.,** formerly in sales promotion and research for NBC, New York, and more recently with Bryant Publicity Service, New York, has been appointed time-buyer of H. M. Knapp Advertising Agency, New York.

**FREMAN KEYES Jr.,** president of Ranner Media Inc., Chicago, has appointed Tom E. Wallace as manager of the agency's Hollywood office.

**CECIL UNDERWOOD**, of the Needle Loom & Textile Co., Inc., Hollywood production staff, was in Hollywood during November on a combined business and pleasure trip. He produces the NBC Hammer-Medam & Poleyeic series sponsored by S. C. Johnson & Son Inc.

**GEOJE D. LOTTMAN**, New York publicity service, has established Hollywood offices at 600 Hollywood Blvd., with Jerry Olenick and Murray Weintraub as co-managers. Specializing in the comic field, the organization has added Amy Alexander and Robert Joseph to its writing staff.

**WALTER SCHWIMMER**, partner of Schwartz & Scott, Chicago, will sail from New York Dec. 22 on a two-week cruise. Included in Mr. Schwimmer's itinerary is Havana, Panama, Honduras, and Nicaragua.

**CHARLES S. KNAPP,** New York Advertising, has joined Chambers & Winnefall, Boston, to direct copy and idea activity. He had formerly been with Young & Rubicam, J. Walter Thompson Co. and Ruthrauff & Ryan.


**CHARLES SANFORD KNAPP,** formerly copy and account executive with J. Walter Thompson Co., Young & Rubicam, and Ruthrauff & Ryan, has joined Chambers & Winnefall Inc., Boston. He will head its copy staff.

**DON FRANCISCO,** vice-president of Lord & Thomas, Los Angeles, has been made president of the new Hollywood Pacific Coast League Baseball Club.

**CARROL NEE and Robert Woodburn of Radio Feature Service Inc., Hollywood publicity concern, were married at Riverside, Calif., Nov. 20.

**WILLIAM REUBENS,** at one time radio editor of Orchestra World, New York, has joined Radio Feature Service Inc., Hollywood, to handle publicity concern, as agency contact man.

**MASON BARLOW Advertising,** as the title of a new agency established by Mr. Barlow at 201 N. Wells Bldg., Chicago. Mr. Barlow for many years has served manufacturers and others in sales and advertising counsel but has worked his way to contact status. Clients include Adolph L. Bushell's metallurgical apparatus and optical instruments; Chicago Ford Co., revolving line: Chayson Governor Sales, Burlington Governors; D. M. Forney Mfg. Co., automotive gears, and Rippey Mfg. Co., steel specialties.

**WILLARD (Doc) HALL,** well-known radio director and master-of-ceremonies, has joined Keightley & Keate, Beverly Hills, Ca. production agency under a five-year contract. He directs the radio department and new commercial production division. On Nov. 15 it started a weekly series of professional talent program Discoveries of the Year on KFYO, Hollywood, under sponsorship of The Boston Store, Los Angeles.

**WAIR, Winstoc-Salem, N.C., claims to have one of the most unique spots in the world. It is C. A. Bonner's local mute dealer, who has purchased a daily spot announcement for six months.
BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.
IN HERBERT BEACH, Cal., since it activities for the agency BROADCASTING vice-
Mr. in radio E. Hills, Cal., department manager charge of radio, BOXTON G. WINTER has joined Max W. Becker Adv. Assoc. Long Beach, Cal., as account executive. He was formerly advertising manager of the Newspaper (Cal.) Daily Courier.

HERBERT GLOVER, publicity di-
gerent, Lord & Thomas, N. Fulton & Co., flew to Hollywood Nov. 28 to spend a week coordinating publicity activities for the agency in connection with the Lucky Strike-Warner show.

SAVING CRAMPTON, Holly-
day manager of William Eddy & Co., was married in that city Nov. 17 to Sarah Adams of Wellesley, Mass.

OUTLINES GROVES' Career for an announcer at WHK-WCLE, Cleve-
land, has joined the radio production department of Noel & Thomas, Chi-
ago, as assistant to Basil Loughnine, radio director.

DOREN W. Gamble Co., Chicago, on Dec. 1 absorbed Gamble & Co., Ltd., also of Chicago, organized by Thomas Gam-
ble, president and who will also join the agency since it was organized 15 years ago. At Doren's, Mr. Gamble will continue to handle the Halley Street & Co. account which had been handled by his own agency.

Myron Kirk to Quit MYRON KIRK, vice-president in charge of radio, Ruthrauff & Ryan Inc., New York, will relinquish that shortly to become radio de-
partment manager of Famous Artists Corp., newly-formed Beverly Hills, Cal., it is re-
rauff & Ryan four years, is to take over his new duties after Jan. 1. Reagen Bayless, his New York as-
istant, will join him on the West Coast. Amory Eckley, now in charge of Feldman & Blum Corp. radio contacts, will also join the firm. Although not confirmed, it is understood that Edmund B. Ruffner, West Coast radio presi-
dent of the agency, will also join new firm. Although not confirmed, it is understood that Edmund B. Ruffner, West Coast radio pre-
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Mr. Swallow

Swallow Advanced

JOHN W. SWALLOW, for five years NBC Hollywood studio manager, has been appointed western division program manager, with headquarters in that city. The promotion was recently made Mr. Swallow, NBC west-
ern division vice-

Wester Starts Firm

CARL WESTER, NBC salesman in Chicago, has formed a radio writing and production firm to start opera-
tion Dec. 1 with offices in the Palomino Bldg. He joined the staff in March, 1930, and has handled many big NBC accounts. He will be associated with a well-

De Carmo Merges

DE GARMO CORP., New York, ad-
vertising agency, has merged with Arthur H. Fulton Co., that city. Lee Ellis, a newcomer to advertising, has joined the firm, now called Pulaski, with offices at 30 Rockefeller Plaza.

The CAROLINA COMBINATION

WIS WRFT
COLUMBIA, S. C. 5000 WATTS, NBC RALEIGH, N. C. 5000 WATTS, NBC Represented by Free & Peters, Inc. Sold at one low rate.

PROMOTION No. 11 JUST COMPLETED!

For but 4 station owners in the past 14 years, one man has

Established and built up station prestige

Increased local and national incomes many-fold

Built permanent organizations for eleven separate properties, each of which is a leader in its field.

With the successful completion of his

eleventh consecutive pro-
motion, this executive's services are now available to a station owner who is desirous of better serving his market while in-
suring advanced profits.

His most outstanding results have been associated with stations of 5 to 50 kilowatts in major markets which have had national network connection.

He will be in Chicago through the 15th of De-

December or will arrange for a personal interview at your station.

All inquiries by wire or letter will be treated confidentially. Full refer-
ences, including this publication, will be gladly furnished.

Address Box 823

BROADCASTING

360 North Michigan

Chicago

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A DOUBLE-BARREL GUN

Doubles the Bag

Says the Major

When there is plenty of game, you can bag twice as many with a double-barrel gun . . . .

In the Carolinas, the twin sta-
tions, WIS-WPTF, double re-

sults among the large group of buyers in the rich cotton-to tobacco areas for a single low rate.
New WFIL Transmitter
AT A COST of approximately $125,000, WFIL, Philadelphia, on Dec. 1 will begin installation of its new transmitter. Paul Godley, consulting engineer, will supervise technical construction with Walter Thomas, Philadelphia architect, handling the design. The 32-acre tract fronting on the Schuykill River in Southwest Philadelphia four and one-half miles from the heart of the city, has been purchased. A two-story Colonial house to serve as a combination technical laboratory and living quarters will be erected. Completion is expected in two months, according to Donald Withycomb, general manager.

RICH PANAMA and the CANAL买 American

HOBBY—Bernard Gruger, first assis-
tant engineer of WGO, Schenectady is one of those chaps who seeks recreation in working. The publication Modern Mechanix has awarded him third prize in the “Midget Mike” model locomotive contest. The tiny model is complete in every detail and is built to a scale of 5/32 inch to a foot. Its total overall length is 11½ inches as compared to 72 feet, the length of the real locomotive.

FOR THE RURAL BUSINESSMAN

WFIL Gears Program to Desires of Farmers—
Presenting Daily 10-Minute Service

AN UNUSUAL service program for the rural audience has been developed by WILC, Munite, Ind. aired six days weekly from 12:20 to 12:30 p.m., the program is under the direction of Frederic W. Ager, merchandising director, who made a study and a survey of the primary and secondary areas of the rural listeners. The study included questionnaires to farmers, agricultural agents, 4-H and Grange leaders, farmers and mem-
bers of the wholesale and retail merchants who filled their orders for commodities.

According to Mr. Ager the study and survey indicated that the farmers valued their time during working hours as highly as their city cousins. They were found to be liv-
ing under modern conditions, driving automobiles, sending their children to central schools, and try-
ing their products to market. Many farmers were found to be modernizing their harvesting methods by making the process as nearly mechanical as possible.

The program was a ten-minute pro-
gram devised especially to be of a service nature. The program in-
cludes: Chicago grain quotations; New York stock market report; Chicago, Indianapolis and local livestock quotations; Indian-
apolis, Chicago, St. Louis, Kansas City and pork and poultry market prices; local grain quotations; national, regional, and local farm news bulletins; temperature report and forecast; weather report and forecast and the correct time.

The program has been set up on a noncompetitive participation basis for sponsors with each sponsor be-
ing allowed to be known as the com-
pany bringing the special report. Many farmers have expressed a preference for this service type of program over the more lengthy ones carried by other stations.

WILLARD TAHLET Co., Chicago, will start its proposed radio campaign after the first of the year, according to Hugh Rager, account executive of First United Broadcasters, Chicago.

ATLAS PROMOTING RECORDED SERVICE

AN ADVERTISING campaign to
to be begun shortly in radio pub-
lications to sell to the radio pub-
liscations to sell to the radio pub-
lished on the transcribed programs produced by the Radio Corp., New York, was announced by Herbert R. Ebenstein, president, at a national convention of the company’s dis-
tributors, held at the Stevens Hotel, Chicago, Nov. 28-29. Atlas does not employ salesmen to sell it to stations and advertisers, but has intro-
duced to radio a franchise syste-
many individual stations have given exclusive rights to sell Atlas pro-
ductions in a given area. Each dis-
tributor will maintain branch offices throughout his territory for the placement of the programs to stations, programs being leased on an exclusive basis within any market area. Plan is similar to the one used in the distribution of motion pictures, in which industry Mr. Ebenstein has a wide experience.

Franchises for three distributor in the Central, Southern and West-
ern zones, have been issued by Atl-
us, L. Daniel Blank, former pub-
liction director of the company, who will be a branch office in Atlanta. Western distributor, Ray Cofin, likewise from the move-
ishes, who will make his headquar-
ters in Los Angeles with branches in Denver and Seattle. Mr. Ebenstein is managing the eastern division and will open district offices in Chicago, New York, Boston and San Francisco in the near future.

Atlas already has 29 serial fea-
tures ready for release, comprising some 900 16-minute and half-hour episodes and representing an in-
vestment of $400,000, it was stated at the convention. The network and its offices, including its headquarters, are located at 124 East Wacker Drive, Chicago.

A booklet describing these releases has been issued as a part of the corporate broadside de-
scribing the publicity and mer-
chandising the programs will re-

cive, the whole plan of exploita-
tion similar to that used in the promotion of motion pictures.

Consolidated Acquires

CONSOLIDATED Drug Trade Products Inc., Chicago, large user of radio, has purchased the nationally known products, Krank’s Lather Cream, from A. J. Crank (A. J. Crank Bros. & Paul); Zymole Trolley (throat lozenges), from Frederick Kranki & Co., Chicago; and Blue Bird Nail Polish, Minneapolis, is to form the same name. A line of five- and ten-minute daily except Sunday participation on the Make Believe program started by WNEW, New York, Nov. 22 for Blue Bird, through McCord Inc., Minneapolis, Salem N. Baskin Adv. Agency, Chicago, is agency for Zymo-

tones.

UTILITIES Engineering Institute, Chicago, has been charging courses for the conditioning of radio men has added three five-minute programs to WORWO and a weekly quarter-hour Sunday show on KVI making 29 stations now carrying the broad-

casts. First United Broadcasters Inc., Chicago, is the agency.

EDWARD F. McGrady, who recently retired as Assistant Secretary Labor Department of Labor, is to become labor relations executive of RCA, on Nov. 26 was elected a director of RCA.

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BROADCASTING • Broadcast Advertising
saw his Careful Preparation

COMMERCIAL announcements should have all the advantages that good writing and persuasive speech can supply, according to Wart Peterson, radio director of Marschalk & Pratt, New York, in his speech recently before the Jane Manner Speech & Drama Forum at Steinway Hall, New York.

Mr. Peterson, former NBC announcer and program director, pointed out the part which the stage and screen have played in the promotion of better speech and the great importance of speech today in the medium through which radio entertainment and advertising is brought into millions of homes.

“The client that sponsors a radio program,” he said, “invests thousands of dollars in something whose success depends upon an extraordinary extent of speech. Entertainment must have the aid of speech and the advertising message almost solely depends upon it. And no matter how good the message is delivered, it must have clarity of expression and warmth of personality to make an impact on the listener.”

He condemned the casual manner with which this Wart and vital phase of broadcasting is often handled. “Advertisers,” he said, “spend days and months preparing programs, auditioning orchestras, singers, comedians, etc. At the last minute somebody remembers the ‘commercials,’ and this vitally important part of the program is then hurriedly thrown together with an equally hurried selection of an announcer. ‘This’, he pointed out, “is bad advertising.” The advertiser who takes space in a magazine depends upon illustration and text; in the same general way, in most cases he employs the best art and copy talent he can get. In radio, the same thing should hold true.”

Mr. Peterson also touched on the part that better speech over the radio is giving to the downfall of local sectionalism. He mentioned the fact that listeners have now become educated to voices that deliver the English language in the same way in every section of the country. He also discussed the necessity of ‘writing ear’ copy for the air and the importance of using short sentences and simple words. After the meeting Mr. Peterson and Arthur Breshears, of the Marschalk & Pratt staff, answered questions in a half hour general discussion of the subject.

Conquest Appointed

CONQUEST ALLIANCE Corp., New York, has appointed exclusive representatives of Col. Theodore Roosevelt Jr. According to A. M. Wilson, production director of WSAI program manager, the series was arranged by George Fries, director general manager, Lew Heck, editor, Charles H. Jennings, general manager. Programs are designed to acquaint listeners with the problems of newspaper industry, and are a part of the WSAI Cincinnati, Your City series.

Winkelmann Shoe Co., New York (women’s shoes), has started broadcasting two annoucements daily on WHN, New York, and has explored the use of stations in Boston and Cincinnati. Jay Lewis Associates, New York, is placing the business.

Out Here In Chicago...

PROOF: This is a two-minute story that should be read and re-read by those who are interested in getting sales results in Chicago. It was told by Mr. A. C. Faeh, general manager of the Chicago Automobile Show just prior to the tremendously successful show this year. Said Mr. Faeh: “We have cast about each year for a BIG IDEA, or theme that would prove an attractive added background to bring people to the automobile shows. We made surveys and investigations in Chicago and finally in studying the lists of actual automobile buyers we were struck with the amazing fact that the PREPONDERANCE HAD NAMES DIFFICULT TO PRONOUNCE! We had the idea instantly—the fact were clear that a great percentage of the motor car sales in Chicago are made to foreign-born persons or persons of foreign parentage!” Our show appeal was based on a pageant of the brides of all nations. We appealed to each of the nationality groups.

“Result: A show attendance greater than that of any in history!”

We think this backs up our oft repeated story of the fabulous opportunities in the field of foreign born Americans in Chicago. Does that mean anything to you, Mr. Advertiser? Do you overlook the fact that two out of three persons in Chicago are of foreign birth or parentage?” We believe you are making a mistake if you’re not including WGES, WSB, WCBS and WEMP on your advertising schedule—they are the preferred stations of this overwhelming but almost generally forgotten population.

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May Defer Music Strike Deadline
(Continued from page 11)

of all Retail Sales in
North Carolina take
place within WSOC
Coverage

Supplementary to
NBC Red and Blue

THE MOST
POWERFUL
STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY
CLEARED CHANNEL
COMPLETE NBC
PROGRAM SERVICE

KVOO
"THE VOICE OF OKLAHOMA" — TULSA

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tion must give four week's notice in terminating its employment of a staff musician has been charged to read "reasonable notice" with the provision that controversy about the length of such notice shall be determined by the AFM board. If the union accues the station of default the station shall have two weeks in which to rectify the default or answer the charge, and if it denies the charge an arbitration board of two men shall be set up, AFM appointing a union musician who is not a member of the local involved, and the station appointing a person engaged in broadcasting but not employed by that station. The decision of these two shall be binding on both parties.

Stating that the agreement is based on mutual good faith for the purpose of increasing employment of musicians in broadcasting, the schedule continues: "It is agreed (a) that if a substantial number of affiliate and/or any network company or corporation executing contracts in pursuit of such plan of settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with affiliates or key stations entered into pursuant to the plan of settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the plan of settlement by giving fourteen (14) days' notice to such effect."

Violation Claimed

Strong objections to section (b) of the IRNA plan were made by the AFM committee that "all musicians other than staff musicians employed by affiliates shall likewise be employed upon the terms and conditions agreed upon between affiliate and local union" are voiced in a telegram sent to Broadcasting, Nov. 21 over the signature "Philadelphia Broadcasters" calling these sections "in direct violation of what the IRNA convention authorized." Inquiries have failed to disclose the identities of the "Philadelphia Broadcasters." Joseph Weber, president of AFM, told Broadcasting that the message could not have come from any IRNA station as all three network affiliates in Philadelphia have already approved the agreement and are now meeting with the musicians local there to work out new contracts. Samuel R. Rosenbaum, president of WFIL, Philadelphia, chairman of the IRNA Negotiating Committee, in a telegram to Broadcast- ing, Nov. 21, asserted that "an anonymous telegram purporting to come from Philadelphia Broadcasters emanated from an unauthorized and irresponsible source." The fact is, he said, that all three Philadelphia network affiliates are accepting the plan and have opened negotiations with the musicians local.

A more serious threat to acceptance of the agreement by Dec. 1 arose at a meeting of 18 broadcasters representing 24 stations in the Pacific Northwest, held in Spokane on Nov. 13. A resolution that the "we refuse to sign the union contracts in their present form" was adopted by a vote of 16 to 1, one member not voting, and a committee of five was appointed to give further study to the problem. Committee members are: H. J. Quilliam, KIRO, Seattle; Louis Warner, KIQ-KGA; Judge John A. Kendall, representing a group of stations; O. P. Soule, KTFI-KSEI; and W. J. Madsen, KOVO. Discussion preceding the adoption of the resolution revealed that this group was unwilling to enter into any agreement that would limit its members in their choice of program material or manner of presentation or which would be in violation of the Sherman Anti-Trust Act or the present Radio Law.

Since Schedule A in its final form had not been received by these broadcasters at that time, it is possible that their objections have already been met and that their committee will now recommend the agreement's acceptance. The agreement contains no provisions which would compel any affiliate and upon the terms and conditions thereof to violate any existing Federal Act or breach any existing agreements. The negotiating committees, in a lengthy letter to all stations affiliated with nationwide networks and so involved in the agreement, pointed out that its negotiations have accomplished the following results:

1. The threat of a nation-wide strike will be averted by your agreeing, together with all other affiliates, to spend not less than your allocated quota for staff musicians during each of the next two years.

2. The strike deadline date is now moved forward to December 1, 1937.

3. Right to use staff musicians for commercial as well as sustaining programs is assured.

4. Reasonable and responsible source insurance is provided that will not be compelled to accept incompetent material.

5. Affiliates retain control over program material and station operations.

6. Execution of the agreement assures affiliates receipt of network services.

7. Satisfactory provision for notice of termination of employment.

8. Reasonably satisfactory clauses regarding strikes and adjustment of differences.

The letter continues: "Our position is clear. We believe a settlement of the Federation's demands is to the best interest of the broadcasting industry. We were chosen to negotiate such a settlement. We have done so. The enclosed copy of the Plan of Settlement and accompanying Schedule contain what we are satisfied is the best settlement that can be made. We recommend it to the industry."

KATE SMITH was presented the tenth millionth Philco radio set Nov. 18 during her regular CBS program for General Foods. H. Pierre Mages, vice-president of Philco Radio & Television Corp., made the award.
Lutherans Add 13

LUTHERAN LAEMEN'S LEAGUE, ST. LOUIS, has added 13 more Don Lee stations on the West Coast to the Lutheran Hour network, bringing the number of stations to 59, according to Kelly, Stuhman & Zahrndt, St. Louis, handling the account for the third season. Stations are KVOS KOL KXRO KMO KGY KPQ KIT KALE KSIM KORE KNE KIEM KWQ.

Gulden's Adds Two

CHARLES GULDEN INC., NEW YORK (MUSTARD), ON JAN. 4 WILL START GULDEN'S MELODEERS ON WJZ, NEW YORK, TUESDAYS AND THURSDAYS, FROM 6:35 TO 6:45 P. M., AND A QUARTER-HOUR BROADCAST OF RECORDS ON WGY, SCHENECTADY, TO RUN 13 WEEKS, ALSO TUESDAYS AND THURSDAYS. COMPANY ALSO HAS A PROGRAM OF RECORDS ON WEKI, BOSTON. AGENCY IS CHARLES W. HOYT CO., NEW YORK.

Lure of Dollars

BILL WEST, MANAGER OF WTMV, ST. LOUIS, IS USING POCKETBOOK APPEAL TO OBTAIN SPONSORS AND PROGRAM IDEAS. TO THE WIFE OF EACH SALESMAN HE RECENTLY SENT A LETTER LISTING SIX AVAILABLE PROGRAMS ALONG WITH THE COMMISSION HER HUSBAND COULD MAKE BY SELLING A SPONSOR FOR EACH.

Total monthly commission on the six programs would amount to $75.03, he reminded. Announcers, writers, actors and newsmen will be given extra money for ideas.

CANADA POSTPONES SUNDAY DECISION

By JAMES MONTagne

DECISION on the main topic of the Nov. 16 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa—a ban on Sunday commercial programs—has been delayed. According to General Manager Gladstone Murray, “consultative efforts” will be carried out with the owners of privately-owned stations across Canada in the hope of arriving at a mutual arrangement, satisfactory to the Lord’s Day Alliance with respect to Sunday radio programs.

The Lord’s Day Alliance of Canada asked the board of governors at the Nov. 16 meeting (1) that professional and commercial sports be banned from the air on Sundays at any time throughout the year; (2) that all spot advertising and sales talks be eliminated from Sunday broadcasts in connection with commercial advertising programs, which would confine all commercial broadcasts on the Sabbath to some such statement as “this program is sponsored by”; (3) that programs “which are out of harmony with the spirit and ideals of our Canadian Sunday, such as the cheaper jazz music programs and vaudeville programs” be restricted.

It is not expected however that much will be done about the request in actual practice, as there are few sports broadcasts of any nature on the air on Sundays over Canadian stations, and the CBC cannot stop listeners from tuning in to American stations carrying commercial programs on Sunday.

It is expected, however, that the “consultative efforts” of Gladstone Murray with the privately-owned stations will tend to curtail somewhat overlong sales talks.

Dafoe on Social Diseases

DR. ALLAN ROY DAFOE, SPONSORED ON CBS by Lehn & Fink Products Co., New York (Lysol), on Nov. 26 devoted his broadcast period to a discussion of social diseases. Dr. Dafoe is heard three days a week from 4:45 to 5 p.m. He praised the courageous people who are working to bring the vital problem to light and recommended that every child be given a blood test. Agency is Lemen & Mitchell Inc., New York.

Market Series

ASSOCIATED MARKETS of Chicago (meat markets), on Nov. 22 started a half-hour daily except Sunday program on WIND, GARY, with WTMJ, MILWAUKEE, and WTAM, CLEVELAND, SCHEDULED TO START SIMILAR PROGRAMS SHORTLY. BEAUMONT & HOHMAN INC., CHICAGO, is AGENCY.

GET YOUR SHARE of $20,000,000 Increase Arkansas Business 27% Increase Cash Receipts Arkansas Farms via KTHS

10,000 Watts NBC

HOT SPRINGS, ARK.

The Milwaukee Journal Station WTMJ

Broadcasting • Broadcast Advertising

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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 food 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 quick! In KNX's primary daytime listening area live 3,322,600 people. Annually thebuy $303,617,000 worth of food products from 14,461 food stores... In KNX 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?
Equally impressive is the array of soaps and cleansers, drugs and cosmetics, tobacco products and confections, advertised on KNX. Revised lists of all advertised items are sent regularly by KNX to the drug and grocery trade. Would you care to have a copy?
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

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

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HERCULES R. SKITTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulted Radio Engineer
2915 North Henderson Avenue
Telephones 3-6039 and 3-7619
DALLAS, TEXAS

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted. 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Formas close 5th and 10th of month preceding issue.

SEAL-TITE BUYS TIME SEAL-TITE PRODUCTS CO., Angeles, to introduce Intr-Kle, a new liquid paint cleaner. To consumer market, on Nov. started a 2-week participation in Times Square, in the Eddie Affres philosophical program on KJ Hollywood, its first advertising in any media. Coverage is now include other western stations. Firm also manufactures and distributes Seal-Tite Bakeelite, a facing material and is planning radio campaign after Jan. 1, which will include daily participation in the five-weekly Fletcher Wil Housewives Protective League KNX. Agency is Ivar F. W. Jr. & Staff, Los Angeles.

BROADCASTING • Broadcast Advertising

Write or Telephone for

A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within 3/4 cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don’t have to sign contracts to do business with us

DONELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donelley & Sheridan Rds. Lake Bluff, Ill.
P & G Plans Programs

For Contract With CBS

PROCTER & GAMBLE Co.'s contract for 20 quarter-hours weekly [Broadcasting, Nov. 15] on CBS will take six programs from NBC on Jan. 3. In those cases where a program is heard twice daily, on both NBC networks, it is impossible to say which spot will be vacated, inasmuch as NBC has not yet received cancellation orders. The Goldbergs, for Oxydol, now on the Red network, will be heard on WABC-CBS from 2:15 to 2:30 p.m.; Oxydol's Own Ma Perkins, on both NBC networks, scheduled for 10:45 to 11 a.m. on WBBM-CBS at the same time that The O'Neill's by NBC for Ivory. Latter program is now on both the Red and Blue networks.

Guiding Light, now on the Red, will be heard from 4:30 to 4:45 p.m. for White Naphtha soap. Road of Life, broadcast twice daily on NBC for Chicago, will take the 9:30-9:45 a.m. spot on CBS; and Kitty Kelsee, on Red Drelf, goes to WBBM-CBS at 2:15-2:30 p.m., same hour as Goldbergs in the East. All are scheduled for Mondays through Fridays.

Agencies are Compton Adv. Inc. for Ivory and Naphtha; Pedlar & Ryan Inc. for Chicago, and Blackett-Sample-Hummert Inc. for Oxydol and Drelf.

Chicago Institute of Diesel Engineering, Chicago, according to R. L. Toleo, general manager of the firm, is planning a nationwide radio program. Spot announcements and short talks will carry the substance of the schedule. Bruce Brewer, Detroit, is agency, with Bromley House, account executive.

Too Late To Classify

Help Wanted

Excellent opportunity for radio time salesman to make good income. Must have at least three years experience, preferably same network, good personality, showman.

Situations Wanted

Commercial man, long productive record in sales, management, sales promotion, production and agency contacts. Can produce immediate results, will work on a basis for mutual satisfaction. Box 957, Broadcasting.

Saleem—12 years radio experience all branches. Desires change January last as sales manager with live wire stations. Will furnish sales records showing top sales for past three years: Average 50,000 per year, 40 years old. Married. Will consider house offers. Arrange interview. Box 953, Broadcasting.

Wanted to Buy

Manager with proven record will purchase all, part interest or lease station. Box 894, Broadcasting.

PREVIEWS—For the antenna dedication ceremonies of KDKA, Pittsburgh, were given recently for 500 businessesmen and advertising executives who viewed the new TV-spire and heard special programs. They were entertained in a large tent at the antenna base. Thousand visitors were entertained the next day.

P & G in Dominion

PROCTER & GAMBLE Co., Cincinnati (Kirk's Castile Soap), on November 23 started two weekly quarter-hour periods on 6 Canadian stations. P & G, for its White Naphtha soap, has been sponsoring P & G Rangers on Monday, Wednesday and Friday and the two additional periods give the firm a strip across the board. Of the six Canadian stations, CFRB, Toronto, CJRC, Winnipeg, CFNC, Calgary, and CFQG, Saskatoon, are represented by Joseph Hershey McGinnis with CKCK, Regina, and CJCA. Edmonton, represented by Weed & Co., H. W. Kaster & Sons Adv. Co., Chicago, is agency for Kirk's Castile Soap with Compton Adv., New York, handling P & G White Naphtha.

Bocalav Plans Radio

BOCALAV, New York (mouth wash), plans to use radio after the first of the year, starting with one local station. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.

• Are your Sound Effects up to Standard?

A complete quality catalog of unsurpassed sound effects dance, flawlessly recorded from life and released with positive Victoria pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

More Parkay Cut-Ins

KRAFT-PHENIX CHEESE Corp., Chicago, which has recently placed its new oleomargarine, Parkay, on the market, on Nov. 25 added 20 other stations to the dozen already cutting in on the NBC Kraft Music Hall program with local commercials for Parkay. In addition to the 12 reported in Broadcasting Oct. 15, new stations are: WTIC WDEL WNAE WCHS WTAG WWJ WGY WJR WMBG WBAP KFRC WOAI KTBS KTBX WTAR KOA KPI KPO KTAR KGW. J. Walter Thompson Co., Chicago, is the agency for Kraft, with Needham, Louis & Broosby Inc., Chicago, handling Parkay. In the Christmas eve show of the Kraft Music Hall to be broadcast Dec. 23, there will be little or no commercial talk and all cut-ins will be eliminated. A kraft chorus composed of Kraft employees in Chicago, will be pipped in from Chicago broadcasting Christmas carols.

Been there so burn long I can't turn it!

Maybe it's hard to believe, but it's a fact that here in our prosperous Red River Valley, thousands of radio sets are left tuned to WDAY month in and month out!

WHY? Partly because WDAY is the only N. B. C. station—and the ONLY chain station—serving this section! Nowhere else can you find such a favorable set-up today... May we tell you more?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO

940 Kilocycles

500 Watts Day

1000 Watts Night

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Twiced Moved
NINE WEEKS on the air with an all-time high for stations following each broadcast and two necessary changes to the local business in the story of Trippett’s Pied Piper Shoe Store, Tulsa. The store sponsors a 15-minute children’s amateur program on KTUL Saturdays, 9:15 a.m., and it has been so popular that it has created an increased interest in health shoes for children throughout Tulsa.

DISC REGULATIONS REVISED IN CANADA
NEW regulations of the Canadian Broadcasting Corp. eliminate transcriptions between 7:30-11 p.m. except with written permission, starting Nov. 1. In a circular letter released by General Manager Gladstone Murray, 25 stations in smaller centers of the Dominion are allowed one hour of transmissions between 7:30-11 p.m. and 17 stations, including one CBC station, are allowed one-half hour of transmissions between those hours, with no date limitations.

Only stations which must strictly adhere to the “no transcriptions” rule are in Montreal, Toronto, Winnipeg and Vancouver.

The smaller stations in these cities are appealing to the board of governors at their Nov. 16 meeting in Ottawa on the ground that live talent costs have gone up with this new regulation in those five cities.

All guest games and programs which can be interpreted as games of chance or lotteries have gone off the Canadian air, on receipt by stations of a notice from the CBC that such programs are not allowed under the Canadian Criminal Code. The circular from CBC states that any person involved in such pro-

Effects—From $16,000 worth of new sound equipment, Alfred Span is supplying background for 16 CBS shows originating in Hollywood. Recently transferred from New York, Mr. Span has introduced a number of new effects. Here he is at the thunder screen.

programs including sponsor and manager of station, are liable to prosecution under the Criminal Code and Radio Act regulations. The question is being studied from its legal aspects as a number of games of the bingo variety and amateur shows where the winning depended on a drawing by picked listeners have been sponsored by commercial firms. Meanwhile the stations have pulled the programs off schedule and a test case program may be arranged when all the legal angles have been studied.

New Pillsbury Show
PILLSBURY FLOUR MILLS Co., Minneapolis, in early January plans to replace its NBC show, Today’s Children, which was the same author, Lrna Phillips, entitled Women in White. Latter show is being replaced by new Chicago firm, Carl Wester & Co. Agency is Hutchins Adv. Co., Minneapolis.

The St. Louis Star-Telegram, holder of a construction permit on a new 1,000 watt broadcasting station on 1290 kc. in St. Louis, erection of which has been delayed by litigation, has applied to the FCC for authority to erect a 300-watt facility station to operate on the ultra-shortwaves.

APex Distance Record
THE THEORY that ultra-short wave or “apex” broadcast transmitters carry only a few miles, and that their coverage is purely local, is again blasted with a report that WIXOY, new General Electric apex station in Albany, N.Y., had been picked up 2,000 miles away in Phoenix, Ariz. This was the first letter received by the station reporting reception. The station operates on 41,000 kc. with 350 watts, and is designed to transmit signals primarily in the Albany and Schenectady areas within a 20-mile radius from the transmitter.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh V-Hom overall) the first of January will start five weekly quarter-hour transcriptions. Lew & Marden, out stations, program is currently running on WHJ, Des Moines. Discs cut by RCA-Ohia will be mailed either at an early morning or early evening period according to Ross Metzger, radio director of Radioart & Rickle, Chicago, agency handling the account.

Twiced Moved
WOKO, Phoenix, Ariz. This was the split-second in the Capital District, has had the perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story...tomorrow’s best in equipment for TODAY’S SELLING JOB.

In the Heart of “The State That Has Everything”
HAROLD E. SMITH, General Manager

STATION W-O-K-O ALBANY, N.Y.

Page 64 • December 1, 1937

BROADCASTING • Broadcast Advertising
Three-Year Extension Of Its Lease on WMAL Is Negotiated by NBC

A THREE-YEAR extension of its lease of WMAL, Washington, NBC-Blue outlet, has been effected by NBC, dating from Feb 1, 1938, and insuring operation of the station under NBC management until 1941.

NBC has operated the station under lease for the last five years, at an annual rental of $36,000, including WMAL studios. The three-year extension is for $38,000. The arrangements were consummated with the heirs of the estate of M. A. Leese, founder and owner of the station.

Several years ago Hearst Radio Inc. entered into a contract to purchase WMAL for $265,000, which contract subsequently was held invalid by the local courts. Hearst Radio sued for specific performance of the contract but the courts held that it had not been fully consummated and that therefore the heirs to the Leese estate had the right to reject it. The station operates on the 630 kc. channel with 250 watts night and 500 watts day.

Wayne U Forms Guild To Merge Radio Activity

WAYNE UNIVERSITY, Detroit, has established a Broadcasting Guild for the purpose of correlating the school’s radio programs and courses of instruction in radio. Headed by Garnet Garrison, who is director of radio at Wayne U and has charge of its five radio courses, the Guild lists as its objectives the training of students in the technique of broadcasting by providing laboratory work in planning, arranging, writing and producing programs; the cooperation of stations with the municipal university for the betterment of educational programs and the development of facilities for graduate work in broadcasting. The Guild is auditioning students who will originate, write and produce several broadcasts each week on Detroit stations. The college will continue its school of the air called The Contemporary Scene on WXYZ.

A round table discussion of techniques in teaching appreciation of radio programs was held in Detroit Oct 30 under auspices of the Guild with the various grades of the city’s educational system represented by teachers and professors. Frank Ryan, manager of CKLW, represented the commercial side of radio in the discussion.

ASSOCIATED Retailers of St. Louis joined Nov 19 for a half-hour early evening program produced by Frank Eschen, program director of KSD, which was fed to all other local stations—WIL, WBB, KWK and KMON.

BROADCASTING IN CANADA

C CBC NATIONAL NETWORK COVERING CANADA FROM COAST TO COAST IS NOW AVAILABLE TO SPONSORS

- THE FIVE REGIONAL NETWORK DIVISIONS OF THE NATIONAL ARE:
  
  British Columbia—The Prairie Provinces—Ontario
  Quebec—The Maritime Provinces

- NEW LINKS IN THE NETWORK ARE:
  
  CBL Toronto, Ontario 50,000 WATTS
  CBF Montreal, Quebec 50,000 WATTS

FOR FULL PARTICULARS OF NETWORK RATES AND FACILITIES APPLY

CANADIAN BROADCASTING CORPORATION

1 HAYTER STREET 1231 ST. CATHARINES ST. W.
TORONTO, ONTARIO MONTREAL, QUEBEC

Commercial Department

BROADCASTING • Broadcast Advertising December 1, 1937 • Page 65
Radio Party Plans

THE International Radio Party, which goes into its eighth annual celebration, will include Miami and Cuba this year. It will convene in Miami Dec. 4 at the Macfadden-Deauville Hotel and remain there until Dec. 7 as the guests of Bert Macfadden, publisher. The party will carry on Dec. 8 through 12 in Havana at the Sevilla-Biltmore. The Cuban Tourist Commission will be host. Jack Rice, president of the Club, is handling arrangements and is headquartered at 1730 Country Court, Miami.

More than 100 reservations have been made for the Miami meeting. Four special programs will be broadcast by WDRC during the Havana visit of the Club, including an interview with President Laredo Bru of Cuba, conducted by Joseph Ries, WDRC educational director, on Dec. 10.

WAGA Safe Rifled

BURGLARS broke into the offices of WAGA, Atlanta, on Nov. 19 and rifled the safe of $2,035 in cash and checks. The station manager and operated by the Atlantic-Jones Co., recently was moved from Athens, Ga., and became an NBC-Blue outlet.

LOCAL BOYS MAKE GOOD!

The money of Hartford merchants and jobbers goes where they find most of their customers—where today's advertising investment increases tomorrow's sales. They know WDRC is the ONLY Columbia Net Work Station in Connecticut. They know WDRC's programs are as much a part of the local business community as the famous . . . pretty sound reasons why national advertisers check closely on how the money is being spent in Hartford.

CRAIG & HOLLINGBERY, Inc.

National Representatives

Havana Focusing on Clear Channels

(Continued from page 9)

broadcasting channels, the nations in subcommittee have assented to a variety united for the International Telecommunications Conference to be held in Cairo next February.

The subcommittee A of the technical committee, dealing with broadcast allocations for the Americas other than the conventional broadcast band 550 to 1600 kc. has completed its work. On use of the high frequency broadcasting, Coburn spoke for Cuba, presented its need for the higher frequencies above 4000 kc. for national broadcasting in tropical countries.

A Colombian proposal was favored, not as an agreement but as a position for study now and the Cairo conference which in substance proposes a band of 20,000 kc. for broadcasting. The result was simply that the countries would study the proposal between now and the Cairo conference.

Other proposals of the United States was for use of ultra-high frequencies for various purposes, including broadcast allocations in the band 6000 to 25,000 kc. were approved.

The high frequency broadcasting, Coburn pointed out, had been proposed by the United States as an opportunity for the 13, 25 and 50 megacycles, adopted.

Wholely outside the subject of Inter-American allocations, was an under-the-surface conflict, between American and German business interests having to do with the sale of apparatus in the South American nations. Germany has been seeking interest in some sense of the high frequency reception caused by diathermy machines, which use ultra high frequencies became a committee topic.

The U. S. proposal that practitioners using them to 12, 25 and 50 megacycles, was adopted.

As She Is Spoke

HAVANA, Nov. 26.—Difficulties of translation arising in the Inter-American Radio Conference here were nicely met by the definition of clear channel (canales despuyados) which has been carefully worked out in the preliminary sessions in Washington and in the wringer of translation from Spanish and then back again into English it had become clear.

The wringer had been adopted in the official minutes of the technical subcommittee on broadcasting: "A clear channel is one on which the predominant station is heard, and the transmission is not affected by interference from other stations, except at the outlying areas of substantial operation of the secondary service.

Cuban Interferences

During the conference, American delegates and observers have had an opportunity to see what is taking place in the future if some agreement is not reached. The air is full of rumors as to new stations going on the air, increases in power for existing stations.

On Nov. 22 a change became effective which threatens new interference to the U. S. clear channels. A Cuban station of about 1,500 watts began operations on 710 kc. about three weeks ago. Jack Poppele, chief engineer of WCR, assigned to that channel, immediately made rapid progress, and as a result the station shifted to 750 kc., replacing one of smaller power which shifted to 720 kc. the result. This meant possible interference to WJZ, Detroit. But the station started at 720 kc., with 1,000 watts, causing interference to WGN. On the same day—Nov. 22—room was made for a new station registration station 730 or 805 kc. a mid-channel, thus threatening interference to WFBA-WBAB.

It has been rumored that shortly a law will be proposed forbidding power above 20,000 watts in Cuba adjacent to the same stations are considering installing higher power to 50,000 watts.

An ongoing clear channel interference situation, of course, is that of Mexican border stations, which is being considered at the conference, but all details as to results are lacking at this time.

American CCIR

Creation of an American C. C. I. R., or a cooperative technical committee to meet every two years to consider technical interference, has been moved a step closer to accomplishment during the last week. It will probably be held the Office of International Communications. The organization, under the pending proposal would have a permanent secretariat in one of the countries for a period of five years. Presumably, Havana, Companies, associations, the national governmental organizations would be entitled to participate. Its activity would be of an advisory nature and its purpose primarily to promote technical progress among member nations.

Considerable progress also is being made in putting the so-called by the future press proposals in suitable form and it seems virtually certain that a proposal which will be adopted which is none that was adopted.

The problem of the interchange of news between the American nations will be encouraged for the sake of good will and mutual understanding it creates, that the multi-directional advantages of radio and the economic advantage of reports given full opportunity; that the countries resist any endeavor to fix the economic advantage of such use of radio through tariffs or restrictions that stand in the way (that word count as against time basis for charges); that the use of devices to insure secrecy of press in such service be encouraged, and that news be considered to include not only news sent to newspapers but also to other outlets for dissemination to the public such as radio, magazines, newspapers, and others and the like.

The resolution of course, will be devoted mainly to radio multiple destination services.

Sure Places Spots

SURE LABORATORIES, Chicago (breath purifier), will start three daily minute announcements on WCKY, Cincinnati, Dec. 6 with the announcement to be added after the first of the year. The following schedules have been started on four other stations: 28 weekly announcements, WMCA; 21 weekly announcements, WHK-WCLE; 14 weekly announcements on WIP; and one or more announcements on WIBL. Free bottles of Sure are offered in the commercials with listeners writing in receiving a certificate redeemable at full value at any store handling Sure. Dealers get full credit on all certificates redeemed. Kirtland-Engel Co., Chippewa, recently been appointed agency, with Milton Mendelsohn, account executive.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate

1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Page 66 • December 1, 1937

BROADCASTING • Broadcast Advertising
AFRA Claims Most Artists In Key Cities on Its Rolls

No Ban Imposed on Free Appearances on Radio, Says Mrs. Holt; ARTA

THE AMERICAN Federation of Radio Artists has not presented any demands to radio producers or stations and does not contemplate doing so for some time, Emily Holt, national executive secretary, told several hundred Los Angeles county members when she addressed them at a mass meeting in Hollywood Nov. 23.

Correcting reports that AFRA had imposed a ban on free radio appearances, Mrs. Holt said this is a problem that may be dealt with eventually, but that no action can be taken until the entire situation is charted. AFRA will be the collective bargaining agent for the artists of the industry, but since no free appearances at present hit mostly the higher salaried entertainers, their grievances can wait until more data has been collected and a platform presented that will equally benefit the lesser paid workers, she explained.

Between 70 and 90% of the radio artists in the key cities have already been signed, Mrs. Holt said, giving the organization sufficient strength to act when necessary. Unless a sound working agreement is presented to start with, the most effective protection will not be afforded. In line with this, “AFRA shop” or “beaded shop,” will probably be one of the first points of negotiations. A large number of producers and stations throughout the country have already shown a willingness to cooperate, even to the extent of instituting AFRA shop before being asked, and no difficulty is anticipated in arriving at a final working pact.

Mrs. Holt went to Los Angeles from New York primarily to confer with national board members of the American Federation of Radio Artists, Inc., a group that urged that members be patient. “Now that we have declared our organization the bargaining representative for radio performers, we soon will be ready to start negotiations,” she said.

Sign in Oklahoma City

Two Hearst stations, KOMA, Oklahoma City, and KEHE, Los Angeles, have signed contracts with the American Radio Tele- graphists Association, CIO communications union. The KOMA contract, signed Nov. 20 by Elliott Roosevelt, vice-president of Hearst Radio, for the station and J. B. Harriss for the union, calls for a completely closed shop for technicians and announcers, with salary increases ranging from 15% to 71% for engineers and 22% for announcers. Technicians will work 48 hours weekly and announcers 45 hours under the new arrangement, which also provides for two weeks' vacation with pay and sick leave, with pay up to 60 days annually.

At KEHE the technical staff, which has joined ARTA 100%, won an average increase of approximately 40%, with the minimum salary being raised from $35 to $49.35 weekly. This contract was signed Nov. 15 by Murray Grabhorn, manager of KEHE, and E. B. Roberts, representing ARTA.

In New York, ARTA is conducting negotiations with WOVO and expects to have a contract within a few days. It also organized the technical staff of WNEW 100% and that of WQXR 90% and will shortly start negotiations at these stations. For the engineers employed in the New York office of the Radio Division of the Federal Theatre Project. ARTA won a 50% wage increase, from $95.44 to $145 monthly. The contract was worked out by Harold Katan, chief organizer of ARTA's broadcast division, and Paul Edwards, New York administrator of WPA. The broadcast division of the union has moved its New York headquarters from the main office at 10 Bridge St. to a more central location at 800 8th Ave.

The Northwestern activity of ARTA includes the signing of technicians, announcers and continuity men at KBEK, Muskegon, Okla., and of the entire staff of KFRX, Oklahoma City, on a vertical setup. Negotiations are under way with the management of the stations. At KLUF, Galveston, organization is in progress. Progress was also reported in Philadelphia where negotiations at WFIL will probably be completed within a few days, following which bargaining will commence at WIP.

CAB February Convention

CANADIAN Association of Broadcasters will hold its annual convention at Ottawa Feb. 7-8, with headquarters at the Chateau Laurier. While the agenda has not yet been fixed, Secretary Arthur Evans stated exclusive representation will be one of the topics to be definitely discussed at the meeting. The convention is one of three held every year, and will be followed during the summer months with regional conventions of members in eastern and western Canada.

Lever in Dominion

LEVER Bros., Toronto (soap), has placed a 28-time 50-word spot campaign to run four weeks in a tie-in with newspaper advertising for free towels on coupons from soap. The campaign started Nov. 22. The account was placed by J. J. Gibbons Ltd., Toronto, on CRCT cpfrc CKTB CKNX CFQC CHC CJOY.

Honor Brand Test

HONOR BRAND Frosted Food Corp., New York, which recently appointed N. W. Ayer & Son Inc., New York, to direct advertising, is testing the Washington, D. C., market with participation in the Home Forum on WRC. Contemplated expansion to regional networks will depend on results of the test.

Transcriptions

In transcriptions it's QUALITY. Quality of production—quality of recording. SRC which today serves 162 radio stations coast-to-coast and a growing number of national advertisers and agencies, is equipped to do the job. More than that, they DO it! And at a remarkably moderate cost. Give SRC a trial now!
Applications...  

**NOVEMBER 15**

WRBC, Bluefield, W. Va., has amended its license so that it can increase its R. L. frequencies from 190 to 215 kw. effective 11:55 a.m. Jan. 15.

**NOVEMBER 16**

WCF, Cleveland, has applied for a license to increase its power from 250 to 500 kw. effective Dec. 1.

**NOVEMBER 17**

WCP, Providence, R.I., has applied for authority to increase its power from 50 to 150 kw. effective Jan. 15.

**NOVEMBER 18**

WPFA, Madison, Wis., and WKGX, Madison, Wis., have applied for authority to increase their power to 50 kw. and 25 kw., respectively.

**NOVEMBER 19**

WEAN, Providence, R.I., has been granted authority to increase its power from 250 to 1250 kw. effective June 1.

**NOVEMBER 20**

WGK, Geneva, Ill., has been granted authority to increase its power from 5 to 50 kw. effective Nov. 25.

**NOVEMBER 21**

WRRL, Richmond-Licence as CP for new station.

WLBZ, Florence, S.C., has applied for permission to increase its power from 5 kw. to 50 kw. effective Dec. 15.

WSW, Hal Bredow, Camden, N.J., has applied for a license to change station call letters from WCNZ to WBCV.

WLAC, Nashville, has been granted authority to increase its power from 5 kw. to 50 kw. effective Dec. 15.

WGCM, Mississippi City, has been granted authority to increase its power from 250 kw. to 500 kw. effective Jan. 1.

WAPI, Birmingham-Change antenna site.

WABA, Richmond, Ind., has been granted authority to change its antenna site from 1020 kw. to 1200 kw. effective Dec. 15.

**Examiners' Reports...**

**NEW: United Theatre Inc., San Juan, T. T.-Examiner Berty recommended (1-526) that the station be granted.

**NEW: Kimball Broadcasting Corp., Salt Lake City.-Examiner Dalberg recommended (1-524) that the station be granted.

**NEW:** Examiner Berty recommended (1-524) that the station be granted.

**NEW:** Examiner Berty recommended (1-520) that the station be granted.

A Station's Standards...

**NOVEMBER 15**

The new edition of the broadcasting station operation, a 258-page bound handbook published by Standards of Practice, was released Dec. 1. The WTMJ, Milwaukee, said, "The book is the third such volume ever published by a station. It outlines the duties of each official and employee of the station, covers hours and salary schedules, vacation, sick leave, bonus, etc., lays down rules and regulations for employees and staff, and sets forth salesmen's standards of practice." The book is available at the company's offices at 560 Broadway.
NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business
On Nov. 29 started 5 Mutual stations. Sun., 11-11:15 a.m., to 12:30-3:15 p.m.
Agency: Bell, Co. N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes).
Dec. 8 starts its Hollywood Parade featuring Dick Powell and other War
Brothers talent on 7 NBC-Red stations plus KFWB. Wed., 10-11 a.m.,
for 30 weeks. Agency: Lord & Thomas, N. Y.

OXO Ltd., Montreal (Oso beef cubes), on Nov. 16 started Oso Pro-
duced communications over 2 CI-Red stations, with NBC-Pacific Red stations

CANADA DRY GINGER ALE Co., N. Y., on Oct. 25 began 52 participa-
tions in weekly Network News service, weekly to Feb. 14. 1938, on 12
Youman stations. Agency: J. Walter Thompson, N. Y.

AMERICAN OIL Co., Baltimore, on Nov. 1 began 16 minute participations in
Maat-Country Weekly Network News service. Tues., 9:45-10 a.m.

EULID CANDY Co. of Cal., San Francisco (Eulid Candy), on Nov. 23 started for
13 weeks KQW Morning (PST) with 2 CI-Red stations, plus 2 KFWB.
Tues., 5:30-5:45 p.m. (PST). Agency: Sidney Garfunkel Adv., NY.

Renewal Accounts
REGIONAL ADVERTISERS Inc., New York (gas companies' cooper-
ative advertising), has renewed for 26 weeks Mystery Chef on 17 NBC-
Red stations, Tues., Thurs., 11-12 noon (PST). Agency: Me-
Can-Ericsson Inc., N. Y.

J. F. MUELLER Co., Jersey City (Please don't), on Dec. 30 renew for 13
weeks Kitchen Cushion on 4 NBC-Red stations, Sun., 9-9:30 p.m.
Agency: Kenyon & Eckhardt Inc., N. Y.

CARDINET CANDY Co., Oakland (cardy bars), on Dec. 6 renew for 13 weeks
Kitchin Cushion Cushion for 4 NBC-Red stations, Sun., 11-12 noon.
Agency: Tocashi-Elliot Inc., Oakland.

FORD MOTOR Co. Detroit, Mich., on Jan. 2 resumes Your Time, Your Enemy, Your
Time weekdays on 53 CBS stations. Sun., 9-9:30 p.m. Agency: W. Ayer &
Son Inc., Chicago.

Network Changes
LUTHERAN LAYMEN'S LEAGUE.
The Night @ 11:30 p.m. Sun., will be carried on the NBC network.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 1 replaces

MILES LABORATORIES Inc., Ely-
hurst, Mass., has added 4 new stations to NBC-Red Uncle Lute pro-
grams.

SKELLY OIL Co., Kansas City, on Dec. 5 replaces the McAlevy Show of
Heirs on CBS. Mon., 9-9:30 p.m. Agency: Newell-Emmett Co., N. Y.

ASH-KELVINATOR Corp., De-
auville, La., has added 4 stations to Prog. Quiz, Sat., 9-9:30 p.m.

H. J. HEINZ Co., Pittsburgh (57
years), on Dec. 5 starts new sched-
ule for Heinz Magazine of the Air on
CBS. Now heard three days weekly at 12 noon. Two days
11-11:55 a.m. will drop the extra
quarter-hour on the other two days,
including Howard Dull, tour and, in
the new edition, Thurs.,
3:30-4 p.m.

ACME WEAN COLOR &\@COLOR\@COLOR CO. (Pacel ad campaign), on Nov. 29 changed their Sunday afternoon
NBC-Red program to 4:30-4:45 p.m. beginning the first week in December.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 5 resumes Edwin C. Hill's Your
News Parade on 93 CBS stations. Mon., Thurs., 11-11:55 a.m.
Agency: Lord & Thomas, N. Y.

HECKER PRODUCTS Corp., New
York (Silver Dust Goldluster), on Nov. 29 renewed for 13 weeks Bea-
tice Fairlair on 38 Mutual-Dum Lee stations. Tues., Thurs., 2:30-3 p.m.
Agency: Kirby & Image, N. Y.

SIGNAL OIL Co., Los Angeles (oil
and gasoline), on Nov. 14 renewed for 13 weeks Barnet's Circus of
NBC-Pacific Red stations. Thurs., 7-7:20 p.m. (PST). Agency: Logan &
Schofield, N. Y.

H. FENDRICK Inc., Evansville, Ind. (La Fensere cigars), adds WEIR.
KFVR, WDAY to Smoke Dream over a.m. plus WDAY network Sun., 12:30-
7 p.m. (CT).

E. BUGERGA & Co., New York (Vapex), on Jan. 1 will add WGN,
Chicago, for hookup for Let-
Play Games.

KWTX-KGBX, Springfield, Mo., is combining its studios in one building.

BROADCASTING • Broadcast Advertising
December 1, 1937 • Page 69

Is There A
Doctor in the
House?

There's always a specialist in our house, ready to cure your technical ailments; or, to perform a major engineering op-
eration.

38 Years Professional Experience

—Special Appointment—
Civilian Radio Engineer U. S.
Navy Dept. in 1919

LIEUT. COMDR. THOMAS APPLEBY, U. S. N. R., Pres. and Chief Engineer

* Field Intensity and Station Location Surveys.
* Directional Antenna Systems.
* Allocation Problems.
* Television Specialists.
* Broadcast, High Frequency and Ultra High Frequency Bands.
* Management and Sales Analyses.
* Coverage Presentations for Sales Purposes.
* Market Data.

A COMPLETE SERVICE FOR THE BROADCASTING STATION

Appleby Consulting Radio Engineers
Jasper & Winchester Aves. ATLANTIC CITY, N. J.
Telephone 2-2335

Field Engineers operating throughout the United States and Canada.

NEW MICROPHONE
Self energizing. Not affected by heat or cold. 13, 15, 100, 200 or 300 watts. Can be used in combination. Weight 25 pounds, direct to grid. Free, rev.
40-6000 0.P.A. Output 36 db.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.
434 Warren Lane, Inglewood, Calif., U. S. A.

Scientific LOW TEMPERATURE CO-EXISTENT CRYSTALS
NOW $40.00
Two for $75.00 Approved by FCC
Supplied in insulated Air Gap Hold-
ers. 500-560 Kc. Frequency Drift guaranteed to be less than three cycles per minute per degree centigrade change in temperature. Accuracy Better than 2 per cent.

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HAYSTINGS, MARYLAND

"The Crystal Specialist Since 1929"
JOHN C. JESSUP, time salesman of WTMJ, Milwaukee, has developed a new idea for merchandising Christmas toys, which resulted in securing a substantial schedule from a firm not using the air. Realizing that all advertising must be in the form of programs and exhibits to sell toys through children, has been the problem he has been addressing. The advertising appeal to parents on the theory that they would react to a schedule story which assured a sizeable discount on toys, especially in view of the business recession.

Kunelmil - Esser Co., large furniture dealers with a toy inventory covering the entire floor, took quickly to the idea and obtained a heavy schedule of 100-word announcements on WTJ to sell parent’s “Christmas toys at discounts of 20 to 40%.”

Response at WOR
MAIL RESPONSE at WOR, Newark, passed the one-million mark Nov. 15, bringing the total of letters and postal cards received by WOR so far this year to 1,000,000. This total includes responses to offers made on numerous commercial programs as well as artist fan mail, but does not include mail sent directly to sponsors. All-time high for daily mail receipts was set Oct. 1 when 27,751 pieces of correspondence were received by WOR as a result of a map offer made on the Lone Ranger program. The year’s response to this program totals 141,850 mail requests.

Vie for Scholarship
WHITING MILK CO., Boston, sponsoring a quarter-hour Junior high and high school drama program, is giving a scholarship in connection with the WAAB program. Promotion includes pamphlets, newspaper and magazine advertising. Audience votes decide the best dramatic roles. N. A. Ayer & Son Inc., the agency, will prepare a script suitable to winners acting in semi-finals and finals. Votes are mailed left or on a mail-in section of the program. Stepbrothers are treated to milk and crackers.

KWLO Does a Good Job
SAFE OLD story in an attractive way is told by KWLO, Madison, Wis., in its blue and silver and gold promotion booklet called the “First 200 Days”. For one thing, the booklet is well organized with the smallest details of coverage and market data emphasized concisely. For another, the book featuring a attention ring binding and its photographs of station personnel and programming are clear and candid.

Remote Christened
WWVA, Wheeling, has christened its new mobile unit “Little WWVA”! It started the procession in Wheeling on Oct. 7, and and parade Nov. 26 with the station’s announcers describing proceedings along the line of march. At a predetermined point the mobile unit pulled out of line and broadcast one side of the parade as a “stationary” station.

A Typical Survey
ROSS FEDERAL Research Corp., New York, has released a new 37-page radio coincident report representing the findings conducted for a radio station. Titled “Report to Your Radio Station,” it is available to all broadcasters. Approximately 275 stations already have reported the request.

BROADCASTING • Broadcast Advertising
Radio Station WLW  
Cincinnati, Ohio

Gentlemen:

As you know, we have been on a coast-to-coast network using 69 stations each Sunday night from 10:00 to 10:30 Eastern Standard Time since September 5.

Your station WLW has done such an outstanding job for us that I just cannot let it pass unnoticed; therefore this letter.

Our program, as you know, is on the subject of Telepathy and Extra-Sensory Perception. On September 19 we offered to send gratis to anyone making the request, a booklet giving an outline of our subject -- Telepathy. There were no prizes offered -- no premiums. The audience was required to send in nothing but a letter or a postal card. The announcement was made only once over each one of the 69 stations and the audience was requested to address us in care of the station to which it was listening.

From your station WLW we received 25.9% of all the responses sent in to the 69 stations. This is outstanding and you are to be complimented on the popularity and responsive audience of your station.

Sincerely yours,

[Signature]

President

Radio Station WLW  
Cincinnati, Ohio

November 8, 1937
A UNIQUE DESIGN—
A NEW STANDARD OF
TUBE PERFORMANCE

FOR BROADCASTING:

Low-Price + Conservative Rating

=ECONOMY

RATED AT 500 WATTS per tube by FCC for high-
level service, two RCA-833's can be used as final
RF stage in 1 KW Transmitters.

Its low cost and extra performance suggest the
RCA-833 as an economical replacement tube. Note the
radical new features which will make the RCA-833 of
interest to every radio engineer.

FOR SHORT-WAVE AND UHF RADIO SERVICES:
The unique features of the new RCA-833, which in-
clude low driving power, high efficiency and ease of
neutralization, insure stable, economical operation at
the higher frequencies.

RCA-833 FEATURES*

HIGH EFFICIENCY AT HIGH FREQUENCIES
HIGH INSULATION
SHORT, HEAVY LEADS
LOW DRIVING POWER
COMPACT DESIGN
TANTALUM ANODE
MODERATE PLATE VOLTAGE REQUIREMENTS
EXTRA EMISSION FROM 100-WATT
THORIATED-TUNGSTEN FILAMENT

*Technical bulletin available on request.

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

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