just in case you haven't heard, we'd like to let you know that a corner of the WOR-market is to be occupied by the Fair—the World's Fair to be quite complete about it. And we have it on the authority of moreancellions than we particularly care to know that $1,000,000,000 in new cash will be added to the $8,000,000,000 now spent for things is the WOR-market. We expect even the night symphony of crickets to take on a new tinge when the thing really gets going and about 80% of the people in the market want going back and forth to the Fair. These Fair visitors will heighten an old sound in the neighborhood. It will be the bird, high tinkle of coins changing hands, and what rain will be directed your way can be pretty much determined by what you do on WOR during the next eight or nine months. If all this doesn't give you the same kick we got that day long ago when we stumbled on Granny's secret preserve closet, you might just as well go home and pull the blanket over your head. Fair enough.
Keystone Renew Again
Same Time-Same Program
Sixth Year!

WLS

The Prairie Farmer Station

National Representative:
International Radio Sales
Chicago, New York, Dallas,
Los Angeles, San Francisco

Burleigh D. Butler, President
(Chicago) Glenn Snyder, Manager
Listening Habit and...

..Buying Habit

Are Linked Together in New England

Purchase of products with which they have become familiar is characteristic of the people of New England. Hence, when the name and story of your merchandise have been impressed on the residents of that extensive territory from Connecticut to Aroostook your sales campaign is well under way.

The Yankee Network provides comprehensive facilities for reaching all New England, sixteen stations giving complete local coverage in every major market. Each station is a vital factor in any sales campaign, commanding an enthusiastic audience receptive to Yankee Network's popular programs. This strong and exclusive combination assures you the largest New England audience it is possible to reach with a network broadcast.

To sell New England you must sell New England. And your messages can be given most economically and effectively through the 16-station facilities of The Yankee Network.

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

Edward Petry & Co., Inc., Exclusive National Sales Representatives

Published semi-monthly. Subscription (Year Book Number), published by Yankee Network, Inc., 21 S. Brookline Avenue, Boston, Mass. © Copyright 1933.

www.americanradiohistory.com
WWJ Sold Solidly 14 Hours Daily in Mid-Summer!

During the summer months all commercial broadcasting time over WWJ was sold solely fourteen hours daily. Monday through Friday. In comparison with the second and third Detroit stations, regardless of their power or network affiliations, the figures for a recent week show that WWJ led the second station in time sold by 15.1%; the third station by 90.1%!

Such an impressive sales record is a tribute to both the sales staff of WWJ and to the station’s national representatives. However, the significant factor for radio advertisers to remember is WWJ’s eighty-three-year-old heritage of good programs, forward-looking operation, and constant effort in the interests of its listeners. This policy has been maintained at WWJ from the start. The dividends it has paid in prestige and popularity for the station, and for the radio advertisers, is well reflected in this sales record.

Place WWJ on your fall and winter schedules and place your sales message in the homes of Detroiters who constitute the greatest buying power element in America’s Fourth Market.

Established Aug. 20, 1920

Regular tours now offer opportunity to see how far Television has advanced

For the first time, all visitors to Radio City may now obtain a clear idea of the wonders of Television. They may take a special television tour or see the television exhibits along with the regular NBC Studio Tour, at slight extra cost.

All who take this tour visit an experimental television studio in operation. They see the television camera, the boom microphone, studio lights, and control board with its keys, switches, lights. They also see a television receiver—not just as a museum exhibit, but actually operating television.

Visitors may appear before the camera and in the receiver see televised images of other tour guests. This fascinating show shows all who take it how television has advanced from the crude equipment used in experiments but a few years ago, to the efficient apparatus of today.

The NBC Television Tour is not only of instant interest to hammen, but everyone who is connected with radio will find a real fascination in this step into the future, in this glimpse of tomorrow's miracle of the air.

NATIONAL BROADCASTING COMPANY
The World's Greatest Broadcasting System
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Obviously
KFI
is the
BEST BUY

EDWARD PETRY & CO.
National Sales Representatives

LAURELS

ADRESSED
IN ERROR!

SALES MANAGEMENT

rates Charlotte as the best market for sizes of
our size in this part of the country and rates
"radio" as the preferred medium in the market.

We're proud of the tribute but we won't radio
advertisers that results here are likely to be far
for greater than can be accomplished almost
anywhere else in America.

Here's why. There are more than two and a
half million persons in WBT's designated primary
area alone. It is virtually an individual two-and-
afraid million. Almost everybody in the Pied-
more likely to listen to WBT when they listen to the
radio. And in Charlotte itself — in the largest
coupled-collateral study ever made in this area —
the telephone interview spread over 4 hours
of the day, every day of the week of April
3, 1936 — Crosley, Inc. found that on a five-day
average — 79.1% of the families were listening to WBT.

When you buy radio time, you expect a show
of the audience. But when you buy WBT time,
you receive almost all of the audience. And
WBT's rates are lower than for almost any
other 10,000 watt station in America.

WBT 10,000 WATTS • CHARLOTTE, N. C. • A CBS STATION
Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales:
New York • Chicago • Dallas • Milwaukee • Birmingham • Los Angeles • San Francisco
Miller Asks Probe of ASCAP Monopoly

Tells New Deal Committee of Price-Fixing Restraints, Impediments to New Music and Plans to Boost Fees

INVESTIGATION by the Federal Monopoly Committees of the entire music copyright industry has been initiated following the publication of the report of the ASCAP Monopoly Committee. The report was presented at a hearing before the National Committee on the Motion Picture Industry of the Senate on March 31, 1938.

The ASCAP Monopoly Committee, which has the official title of "The Motion Picture Industry's National Committee on Monopoly Issues," is investigating the ASCAP monopoly and its alleged conspiracies with the motion picture industry to control the use of copyrighted music in motion pictures. The committee is composed of representatives of the major motion picture studios and is being lead by Charles L. Post, President of the National Motion Picture Council.

The committee has been investigating the ASCAP monopoly and its alleged conspiracies with the motion picture industry to control the use of copyrighted music in motion pictures. The committee is composed of representatives of the major motion picture studios and is being lead by Charles L. Post, President of the National Motion Picture Council.

The committee has been investigating the ASCAP monopoly and its alleged conspiracies with the motion picture industry to control the use of copyrighted music in motion pictures. The committee is composed of representatives of the major motion picture studios and is being lead by Charles L. Post, President of the National Motion Picture Council.

The committee has been investigating the ASCAP monopoly and its alleged conspiracies with the motion picture industry to control the use of copyrighted music in motion pictures. The committee is composed of representatives of the major motion picture studios and is being lead by Charles L. Post, President of the National Motion Picture Council.
Miller Challenges Enemies of Primary Competitive Radio in Peabody Address

NEVILLE MILLER, 23-year-old radio executive of the American Broadcasting Co., today took the challenge to the radio industry's enemies and said the industry's enemies and said the nation's enemies are not to be taken lightly.

Mr. Miller, speaking at the annual meeting of the Peabody Radio Institute held today, said the enemy is not to be taken lightly.

"The enemy is not to be taken lightly," he said. "The enemy is not to be taken lightly."
Sale of Four Heart Stations In Texas Near Consolidation

Store Goes to Texas

Sale of KYA to Bobbi Group

In Negotiation

With the radio industry in a consolidation mode, a group of investors, headed by Mr. Bobbi and William

funding the purchase, has approached Mr. Bobbi with the proposition.

Mr. Bobbi has been involved in radio for many years, and with William, both Bobbi and Heart Group, has

proposed a purchase.

The negotiations are expected to be completed within the next few weeks.

OUT OF SUNDAY

The owner of the Heart stations, WOAM, WOAM-FM, WOAM, and WOAM, is expected to announce the sale of these stations to the group. The agreement is expected to be final within the next few weeks.

PETER PAUL PLANS

TWO SPOT PROGRAMS

Peter Paul, a well-known program director, has been offered two spot programs by the group. The programs will be broadcast on WOAM and WOAM-FM, and will feature Peter Paul's popular music format.

The announcement comes at a time when the radio industry is experiencing consolidation. Many stations are merging or selling, and the group is expected to continue with its plan.

EDUCATIONAL GRANT TO NEW YORK CITY

PETER WOLF ON WAY FOR LONG RANGE

School- Radio Development

WITH THE GRANT OF A CONTRIBUTION by a local business, the school-radio development program is expected to continue.

The grant, to be used for equipment and programming, will be distributed among the schools in the city.

The grant is expected to be used for the development of a school-radio program, which will be broadcast on a local station.

EXCLUSION OF RADIO FROM PAID PORTION OF MOVIE DRIVE TO BE CRITICIZED BY NAB

ACTION ON THE RADIO license in a recent decision by a federal court, the NAB has announced its intention to challenge the decision.

The NAB has expressed its concern that the decision will have a negative impact on the radio industry and has announced its intention to challenge the decision.

Campbell Dieken

NAB board members, on a vote of 7-2, have directed the NAB to take action on the decision.

The NAB board members are expected to meet soon to discuss the matter.

Reprint from American Radio History
A station that would stand out in ANY territory!...

KOIN... covering the rich market of OREGON and Southern WASHINGTON... offers NOT ONLY...

- PRESTIGE AND AUDIENCE PREFERENCE
- ADVANTAGE OF CBS AND KOIN PRODUCTIONS
- TECHNICAL PERFECTION

KOIN is the only outlet in its market for Columbia's free programs and sponsors those with top-flight productions from its own studio. It maintains the largest staff of announcers in the Pacific Northwest and produces programs regularly in both the 2:00 and 7:00 morning Columbia network.

KOIN is ONE OF THE TOP RANKING STATIONS IN THE UNITED STATES FOR LOW COST PER SALE!"
The Minutes of Minit-Rub's Debut

From 0 to 2000 Donen Takes a March by Radio Alone

By JOSEPH M. ALLISON

Minit-Rub Corp. officials and Tom, Jone, 'banging Mr. Donald, to start the new ring in it, in 1937, for his historic station, the thirteenth of Minit-Rub to be put on the air in New York, a place where there is a dream of achievement. So much, in fact, that what was once a barn is now the showplace of the New York metropolitan area.

Minit-Rub is a great radio, named appropriately, and with it was a business at 1690 Fifth Avenue, a place where people could buy the newest electronic devices, and in it, there were a series of colorful signs advertising the new Minit-Rub station.

It was not so easy to explain Minit-Rub's business to the public. But it was a business that brought the metropolis to New York's attention—and it is to be noted that the public was impressed.

WLS, NBC RENEW AFFILIATION Pact

With the affiliation of the new WLS, NBC, has extended its pact with NBC, for a fourth consecutive season, in an agreement which makes WLS the primary NBC station for the new year.

Under the arrangement, NBC is to launch a series of programs for the new year, and NBC has expanded its program schedule, including the addition of another network radio program. The new program, known as "The Newshound," will be broadcast every evening.

Texas Democratic Proposes State Promotion Through National Radio Coverage

The Texas Democratic state division has proposed a series of radio programs for the new year, which will cover the state's political and social life. The programs will be broadcast on the state's major radio stations.

Big Band List

By STEVE FERGUSON

HIS new year, a host of big bands will be featured on various radio programs.

Robert E. Lee, "The Texas Band," will be featured on "The Big Band Show," which will be broadcast every Saturday night.

Broadcast Business

In the field of broadcast business, the new year promises to be a busy one. Many new stations are going on the air, and there is an increase in the number of advertisers.

On September 17, the Texas State Network, with its stations in Dallas and Fort Worth, will inaugurate a new series of programs for the new year. The series will be broadcast every Saturday night.

The Texas State Network, Inc.

ELLIOTT ROSEFELD, President

General Offices: 111 W. Lancaster, Fort Worth - Business Offices in New York, Chicago, Kansas City, St. Louis, Dallas, and San Antonio.

The Texas State Network, Inc., is a subsidiary of the Texas State Network, Inc., and is in complete control of all its stations.
AMONG THE FALL SPOT CAMPAIGNS

The Nov. 13 issue of Broadcasting magazine will feature a special section highlighting fall spot campaigns. The following companies have submitted their campaigns for consideration:

- **Nero Chemical Co., Chicago**: Will advertise its new line of spot announcements, which will feature a weekly rotation of 12 spots, covering 14 markets across the country.
- **Lay's Chips**: Will promote its new potato chip flavors with a series of spot announcements, available in 10 markets.
- **Gloria**
- **Caffitaly**: Will run a campaign targeting coffee drinkers in major metropolitan areas.
- **Cleopatra**: Will launch a series of spot announcements targeting younger audiences.
- **Ferndale Farms**: Will promote its line of fresh produce with a series of spot announcements, available in 8 markets.
- **Theater Arts**: Will advertise its upcoming holiday show with a series of spot announcements, available in 10 markets.
- **Walt Disney World**: Will promote its new attractions with a series of spot announcements, available in 15 markets.
- **Tuna Sandwich**: Will advertise its new line of seafood products with a series of spot announcements, available in 12 markets.
- **Hot Dog Heaven**: Will promote its new line of hot dogs with a series of spot announcements, available in 10 markets.

In addition to these campaigns, many other companies will be featured in the special section, showcasing the diversity and creativity of fall spot campaigns.
WLS-WSAI Stiffen Policy: Dunville Names Sales Head

WLS-WSAI's decision to make Dunville the new head of sales for the company has been met with mixed reactions. Some are praising Dunville for his experience and knowledge of the industry, while others are concerned about the change. Dunville, who has a long history in radio sales, has been with the station for over 10 years. His appointment has been seen as a move to strengthen the station's sales efforts and improve its market position.

New Radio Section Headed by de Wolf

State Department Division has expanded powers

FRANCIS E. WOLF, State Department Division Head, has been named to head the Telecommunications Division. The division is responsible for overseeing all aspects of telecommunications, from the design and construction of new systems to the maintenance of existing ones.

In an announcement of the reorganization, Mr. Wolf said, "I am delighted to take on this new role. The Telecommunications Division plays a crucial role in ensuring that our nation's communications infrastructure is robust and reliable. I look forward to working with my team to continue to improve the efficiency and effectiveness of our services."
WKY Sells all three

WKY reaches ALL the people in Oklahoma whose enthusiasm and cooperation you need to put your product across, once you put it in. The power of WKY to move merchandise is no mystery to Oklahoma jobbers and dealers...no vague, intangible statistic. WKY is a force they FEEL, an argument they understand. Generating this potent selling force for your product, your jobber and your dealers in Oklahoma is WKY's invariably predominant listening audience, the most important and most profitable portion of Oklahoma's active purchasing power. Jobbers, dealers, consumers...WKY sells all three.

WKY • OKLAHOMA CITY

Ow ned A nd O per at ed B y T he O kla h o m a P u bli shi ng C om pany
Recreator Draws Salesroom Mobs, And Sells Autos

Ticket Drawing A Drawing Card

For Beverly Hills Dealer

By W. A. THOMAS, 58902 Illy, Los Angeles

John F. Flood, local sales manager of the Beverly Hills Ford Motor Co. in Los Angeles, has announced that his company has sold a new Ford car in California for the first time in the history of the factory.

The car was sold yesterday to a Mrs. T. A. Johnson, who said she had been looking for a new car for some time and that she was satisfied with the one she had bought.

Mrs. Johnson said she had been a customer of the company for several years and that she was satisfied with the service she had received.

The car was delivered to her this morning and she is said to be very pleased with it.

Mr. Flood said that the sale was a significant one for the company and that it would be a stepping stone to further sales.

Mr. Flood also said that the company was working on a new sales program that would be announced in the near future.

Western Electric's new 5 KW -with the Doherty Circuit- is ready for immediate delivery

Improve your service to clients and listeners with this price-setting transmitter

ASK YOUR ENGINEE about these outstanding features:

- Doherty Circuit increases power amplifier efficiency more than 100%, from the usual 30% to over 60%, requiring less primary power and greatly reducing operating costs...

- Improved stabilized feedback circuit...

...engineered to permit increase to 10 KW, 50 KW or 500 KW by adding standardized amplifiers.
Jansen Leaves KVI Post
To Head KGE, Honolulu
Edward Jansen, recognized newsman at KVI, Tacoma, has resigned to accept the post of managing director of KGE, Honolulu. He will shortly arrive here and take up his new duties. He is leaving KVI with a new lease on life. His resignation is effective September 1.

M. James

New WHD

Whitmore

Newsman

Gratified

with Reception

of New WHD

When interest in the new WHD power house and transmitter in Seattle reached an alltime high, the WHD newsman, Jansen, was gratified with the reception of the new WHD tower and transmitter. He had been working on the project for many months and was thrilled to see it finally come to fruition. The new facilities were a testament to the hard work and dedication of the WHD team.

WHO Hearing Ordeal

Doris Nathan, for special employment, is now assisting WHD in its drive for a new WHD tower. The drive is proving to be a difficult one, as the WHD tower must be built on a hilltop overlooking the city. However, the WHD team is determined to see it through, and Doris Nathan is doing her part to help.

New PLKZ

IN TWO months, the new PLKZ tower will be completed. The tower is being built on a hilltop overlooking the city, and will provide a clear signal for the entire area. It is expected to be completed by the end of the year, and will be a great boost to the WHD network.

Pine Bell Scholarship

Julie, R. B. Bigelow, Sullivan, P. (Pine Bell). Bigelow is a top student with a strong interest in music. He has been active in various musical groups and has performed in several concerts. He is planning to pursue a career in music and is looking forward to the future.

 PERFORMANCE

DOUBLY ASSURED

BLOW-KNOX

RADIATORS

Blow-Knox Radiators, Inc.

6900 N. Central Ave.

Phoenix, Ariz.

382-2259

www.americanradiohistory.com
Certainly advertising men often shape the fate of the manufacturer's branded merchandise. In the last decade they have worked more and more within the walls of time...radio time. They have made more and more use of Spot Broadcasting time, thereby increasing its volume faster than any other type of radio. We suggest that it is more than a coincidence that the most successful spot broadcasters use these stations...and that the fates seem always kind to their products!
AIR YOU BUYING AIR-OR PEOPLE?

If you're selling bands and forming your own station, you're basically doing a disservice to the music you're playing. Our station's primary audience is not the music itself, but the people who listen. The audience is not just a way to increase the listener base, but the key to the station's success.

THURSDAY, October 1st, 1937

MCDONOUGH, Ohio

"McDonough Heads WIBC, New Indianapolis Outlet"

WIBC, a subsidiary of the Chicago Tribune Company, announced the appointment of Kenneth W. Blackman as general manager of the new WIBC, Indianapolis, Indiana. Blackman will assume his duties on October 1st.

ROBBY of the Kansas City, Missouri, station, KKFI, was killed in a plane crash in the Midwest. Robby was a well-known personality on the station, and his death is a great loss to the radio industry.

FOURTH QUARTER FINALE

The fourth quarter finale is October 31st, and stations will be closing out their fundraising drives for the year. This is a crucial time for radio stations, as they aim to reach their fundraising goals for the year.

McDonald's Institute of Technology

"Golden Silence"

The McDonald's Institute of Technology, located in Golden, Colorado, announced the establishment of a new degree program in radio broadcasting. The program will be taught by the institute's faculty and will focus on the technical and practical aspects of radio broadcasting.

FORD SYMPHONY ON OCTOBER 25TH

The Ford Symphony Orchestra will perform on October 25th, and the event will be broadcast live. The orchestra is under the direction of Maestro James Levine.

*WHO FORCIBLE ARE THE RIGHT WORDS!* x 8

*No put your trust in money, but put your trust in trust*.

The ability of KFH to fiercely impress its 70,000 Wichita market with the right words has been an important factor in the success of the station. The station's ad team has been working hard to advertise dollars in the trustworthy hands of this powerful selling media.
The Other Fellow's Viewpoint...

Why, Oh Why!

EDITOR, Broadcasting: Here are some patrons that I would like to see your town.

Why, Oh Why!

EDITOR, Broadcasting: Here are some patrons that I would like to see your town.
Paul in Demand

Sponsorship of Paul Whiteman's band on WOR, New York City, is causing Paul to be contacted and asked by others to do some special personal appearances during the course of his schedule. He is becoming known as the " Buster Keaton of Jazz," and his program attracts a large audience. Some of the guests he has had on his show include Ben Hecht, Will Rogers, and Will Hays. The program is now in its third year and is one of the most popular in the country.

Late Personal and News Notes

JOE HANSON, manager of WOR, New York, was in Chicago last week to see the pot-plant show. While in the city, he called on some of his friends and met some old acquaintances. He is planning a trip to the West Coast later in the month.

EARL IRWIN, manager of WOR, New York, was in Chicago last week to see the pot-plant show. While in the city, he called on some of his friends and met some old acquaintances. He is planning a trip to the West Coast later in the month.

WILLIAM R. HODGSON, manager of WOR, New York, was in Chicago last week to see the pot-plant show. While in the city, he called on some of his friends and met some old acquaintances. He is planning a trip to the West Coast later in the month.

Radio WOR New York City

WOR's new show, "The Big Picture," is being well received by the listening public. The show features music, comedy, and news, and is hosted by Jack Lively. The show airs every Sunday at 9:00 PM. 

WOULD'T it be great if you could have a comfortable place to listen to music while relaxing? How about a new radio station that plays classical music 24 hours a day? The station is called WOR-Classic, and it's located in New York City. The station was created by radio legend Alan Freed, who was known for his love of music and his ability to communicate with his listeners. WOR-Classic plays a wide variety of music, from classical to jazz, and is available on the internet and through an app. The station is a perfect place to relax and enjoy some great music.

For a Perfect Vacation

Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's finest hotel. A S. Kelsey, Managing Director.

For a Perfect Vacation

Blackstone

Michigan Avenue, Chicago

September 1, 1938

www.americanradiohistory.com
NBC OPENES STUDIO ON COAST OCT. 1

FORBUSH, Olympia of the new NBC studio on the west coast of the United States, has been named to be the director of the station, it was announced yesterday by J. J. Mielke, head of the network.

FORBUSH, known as the "southwest" head of the network, will control the studio which will be the first in the west coast.

FORBUSH, a native of Illinois, is a graduate of Northwestern University. He has been in the broadcasting business for over 20 years, and was a pioneer in the development of radio in the west.

FORBUSH, who has been with NBC for over 10 years, will assume his new duties on Oct. 1.
"IT'S A BEAUTY 
AND DOES IT PERFORM!!"

That's what broadcasters have been saying about the new Gates 20B Console type sound equipment, And it is a beauty, the most beautiful piece of apparatus that ever graced a modern broadcasting studio. Performance? Well, such things as a perfectly flat curve, a linear level back, hum free operation plus the use of only linear standard component throughout without any hardware that's the way the 20B is built.

If you are planning equipment changes it will pay you to see the new Gates for describing this new Gates development.

GATES RADIO & SUPPLY COMPANY 
QUINCY, ILL., U.S.A.

Page 62 • September 1, 1938

AMERICAN Radio Co. USA

NEW UNIVERSAL FULL FREQUENCY CUTTING HEAD

The new Gates cutting head is a refinement especially designed for the broadcast engineer. It is an entirely new design and it will be found to be an improvement on all modern cutting heads. The Gates cutting head is designed for all types of cutting equipment. It is a rugged and reliable machine that will stand up to the most severe conditions.

GATES RADIO & SUPPLY COMPANY

Page 62 • September 1, 1938

In the CONTROLL ROOM

BROADCASTING • Broadcast Advertising

SOLD BY

John E. Lingo & Son, Inc.

Page 62 • September 1, 1938
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 13 TO AUGUST 30, INCLUSIVE

PCo to Meet With Industry September 19
On Use of Low-Power Radio Apparatus

As part of its ongoing effort to develop the potential of low-power radio programming, the Federal Communications Commission (FCC) plans to hold a meeting with industry representatives on September 19. The meeting will focus on the use of low-power radio apparatus and how it can contribute to the public interest, convenience, and necessity.

Applications

The FCC has received applications from a number of entities seeking authorization to operate low-power radio stations. These include educational institutions, community organizations, and non-commercial entities. The applications are currently under review by the FCC.

Both Artist and Salesmen

In an effort to enhance the artist's role in radio programming, the FCC has proposed changes to its regulations. The changes aim to provide more opportunities for artists to participate in the creation and delivery of radio content. The FCC is seeking public comment on these proposals.

Sensational Invention

Aventions

Tiger—Stay Away From This Plow!

Ever see it? It's a combination plow and portable sawmill. You fence-hugging billy gook, wasn't it obvious when you watched the horse, did you think it was going to chew you up? Well, this is a sawmill designed by a man who has made it simple to build your own. With the use of this device, you can easily build your own plow and sawmill. The patent is No. 350,000. It's a device for building the best plow and sawmill without using the bands. You manually bend the body and the little thing gets the rest.

These inventors had good intentions but they missed the point. Gadgets alone don't do you any good. They must also be used responsibly. We don't use trick gadgets in our broadcasting equipment. We're winning the results, not complications. We stick to tried-and-tested methods, and we find something which offers definite advantages to the user. For example, we introduced the Velo-phonograph which provides better recording quality. We gave you the Uni-Directional mike to reduce dropouts of unwanted noise. We've contributed to many other new ideas which provide definite advantages. Among them is the RCA air-cooled five kilowatt transmitter. It eliminates the plasma from the radio station. It simplifies operation and reduces maintenance. And the circuit of the 5-kw is by far the most reliable ever used commercially.

We don't avoid gadgets. We think they're useful, simple, and inexpensive to operate, and capable of first-class performance. That's what we offer you.
BROADCASTING • Broadcast Advertising

September 1, 1938

Page 56
...DOTS ON A MAP...

distributors? • dealers? • warehouses? • markets?

To a radio advertiser they generally represent radio stations. Every radio advertiser would like to have more “dots” on his radio station map... but the limitations of his appropriation often restrict him.

If your program does not necessarily require Broadway and Hollywood big name talent, we believe you will find that, by using the talent and production facilities of WLW, you can add more stations... dots on your map... without sacrificing caliber or quality.

If you haven't definitely decided on your program for 5th, may we show you the savings in talent and production afforded by using a “listener rated” program produced by

WLW — THE NATION'S STATION
CINCINNATI