The
WESTERN
Network

KNX 50,000 watts
Hollywood

KSFO 1000 watts ... 560 Kc.
San Francisco  Oakland

JOHN BLAIR & CO.
National Representative
HUMPS

:their histories, habits and habitats

Humps in cats' backs are induced by playful puppies, passing motorcycles, photographers with flashlights, flirtatious male cats who won't take "No" for an answer, and just plain orneriness. Humps in sales curves spring from special deals, price cutting, Reports of Recovery, enlarged sales forces, increased advertising appropriations or merely a switch to radio advertising via CBS. Measured by permanency, profit or prospects the last way is the best way to hoist a Hump-That-Keeps-On-Humping. Advertisers who'd like to see their sales curves zoom upward are invited to scrutinize the case histories of CBS clients. They will find again and again such provocative examples as these, taken from the current year: A toothpaste whose sales began to spurt ahead of the industry's by 35% two months after it began broadcasting. A breakfast food, now in its third year of CBS radio advertising, that has jumped from eighth place to third. An automobile that is doubling last year's sales. Such significant successes explain why Columbia's sales show so sweeping an increase over last year, why CBS is used exclusively by twice as many of the 100 largest advertisers as is any other network.

THE COLUMBIA BROADCASTING SYSTEM
WORLD'S LARGEST RADIO NETWORK • 485 Madison Avenue, New York City
Scrambled OR Sunny-Side Up?

EGGS and DOLLARS representing YOUR SALES, are comparable!!! "Scrambled eggs" can be too loose, too dry, and rarely just right...BUT, when it comes to serving 'em Sunny-Side Up, it's no longer a problem... because... they're sure to please every time.

HEARST RADIO maintains a service with its millions of listeners by giving them programs Sunny-Side Up, and in return, these audiences show their appreciation and satisfaction BY BUYING nationally advertised goods promoted over the air by our stations.

HOW WILL YOU HAVE YOURS, "SCRAMBLED OR SUNNY-SIDE UP?"

HEARST RADIO
NATIONAL REPRESENTATIVE:

WCAE ... PITTSBURGH  KYA ... SAN FRANCISCO  WISN ... MILWAUKEE
WINS ... NEW YORK  WBAL ... BALTIMORE  KEHE ... LOS ANGELES
LET the most progressive station in St. Louis be your salesman in this important market.

KWK offers the advertiser a high percentage of listeners that includes an excellent list of prospects for a wide variety of products.

BY reaching the actual spending power in this area you are assured of increased sales and profits. Our capable and efficient staff is ready to serve you at any time and help you plan the type of program that will enable you to get your share of business in this prosperous market.

THOMAS PATRICK, INC.

HOTEL CHASE

Representative

PAUL H. RAYMER CO.

ST. LOUIS, MO.

NEW YORK

CHICAGO

SAN FRANCISCO
"How'm I doin', Mr. FJ & F?"

If you're wearing out your youth in figuring station coverages, schedules, and so forth, you're not doing so hot!

Lots of the things that can take you hours to search out for yourself are right at the tips of our fingers. Stations that are perhaps a mere alphabetical scramble to you are very intimate and well-known personalities to us. "Complete information" which doesn't cover one page in your files is enlarged to book-size in ours. And so on.

So . . . if you're making plans for radio, turn part of the job over to us. We're at your service—and you'll find our services valuable, even though they cost you nothing.

Address:

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

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

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 4184

WCSC . . . . . . . Charleston
WIS (NBC) . . . . Columbia
WAJU . . . . . . . Columbus
WOC (CBS) . . . . Davenport
WDAY (NBC) . . . . Fargo
KTAT . (CBS) . . . . Fort Worth
WDRC . (CBS) . . . . Hartford
WKZO (NBC) . . . . Kalamazoo
WNOX . (CBS) . . . . Knoxville
WMAZ . . . . . . . Macon
KOMA . (CBS-SBS) . Oklahoma City
WMBD . (CBS) . . . . Peoria
WPTF . (NBC) . . . . Raleigh
KTSAN (CBS-SBS) . San Antonio
WDAE (CBS) . . . . Tampa
KTUL (CBS) . . . . Tulsa
KALE . . . . . . . Portland

Southwest Broadcasting System
FCC Expected to Delay Regional Channel Change Until Clear Channel Report Is Made by Engineering Staff

Commissioners Assure General Hearing

DISPELLING reports that the entire plan for a realignment of broadcasting facilities has been abandoned, Chairman Amning S. Prall of the FCC Nov. 12 authorized the following statement concurred in by Vice Chairman Case of the Broadcast Division:

It is the plan of the Broadcast Division to consider the regional and clear-channel changes, any region where fractional statute requires a general hearing after receipt of the clear-channel recommendations, expected next month. Although all parties in interest will have full and free opportunity to present their views and offer evidence, because of the importance of the whole matter of realignment of broadcasting assignments, the Broadcast Division will not be stampeded into action.

The reallocation matter, in my opinion, is the most important question to which the Board will be required to respond since the conclusion of the FCC. We will give it full and complete consideration before arriving at any conclusion. The general hearing will be the initial step in that direction.

Reasons advanced for the joint consideration at a general hearing of the regional clear-channel recommendations were mainly that the two classes of channels are interrelated, and that at a general hearing all parties in interest would be in position to offer testimony covering both classifications. Since the publication by Broad- cast Division of initial clear-channel recommendations, under which seven of the 40 regional waves would be increased horizontally to 5,000 watts day and night (as against the 1,000-watt present night maximum), the Broadcast Division has received numerous communications, some of them urging prompt action and others asking that additional frequencies be added to the 5,000 watt category.

Another development relating to the reallocation situation was the motion introduced Nov. 6 by Commissioner C. Howard Howard, referred to the Broadcast Division, instructing it to study and report on the advisability of adopting regulations governing chain broadcasting. The motion has particular reference to duplication of chain programs over clear-channel stations. Obviously, the projected use of superpower on certain clear-channel figures in this proposal and will require consideration concurrently with any clear-channel realignment. (See detailed story on Stewart motion on page 12.)

In any event, nothing seems to substantiate the widely current report that the entire superpower project has been “scuttled”. The Engineering Department’s recommendations on regional, and those to be made on other classes of stations, it was emphasized, are designed to take advantage of technical advances in radio since the last reallocation in 1928 and do not have to do with the economic side of broadcasting.

Opposition to the regional proposal was expressed to the three members of the Broadcast Division CBS, NBC on the ground that it would suffer in comparison to NBC. It claimed that of the 28 stations on the seven regional channels recommended for 5,000 watts, 18 were on the NBC networks, while only five were CBS and five non-network.

William S. Paley, CBS president, discussed the proposal with Broadcast Division members individually on Oct. 30. He also visited the White House the same day, and paid his respects to President Roosevelt. FCC matters, however, it is reported, were not touched upon in any way during the five-minute conversation with the President.

Scientific Selection

AFTER the CBS expressions, it was reported, the regional recommendations were gone into by members of the Broadcast Division, who are entirely satisfied that the engineering report was based on scientific considerations only and that the stations per se had not been given consideration in devising the plan. In other words, it was found that on the seven regional channels recommended for 5,000 watt night operation, it is possible to get the necessary 900-mile separation between stations to avert interference. On the lesser classes of regions, recommended, separations of this distance were not found possible.

As it now stands the three members of the Broadcast Division are in virtual agreement that nothing should be done on the regional recommendations until the clear-channel proposals are at hand. They also agree that the reallocation project is of such transcendent importance that haste should be made slowly, although changes in its course are likely to be recommended. Regional line should be followed.

Thus, it now appears definite that a delay will be held on the regional and clear-channel recommendations. The basic procedure will be reallocation, then a detailed regional plan. That embraces the plan of drafting proposed rules covering the recommended changes. The Broadcast Division then would call a general hearing on the proposed rule or series of rules, inviting all parties having a legitimate interest to appear. Parties in interest would be asked to file appearances within 30 days from the call for the hearings, stating briefly their positions and also any specific objections. The hearing itself probably would be set two or three months after FCC action.

With the clear-channel recommendations expected about Dec. 15, it is likely that the Broadcast Division will not set a course until after the new year. At the earliest, it seems evident that no general hearing could be held until about March, 1936.

Knoxville Proposal

STATIONS supporting the regional recommendations have expressed dissatisfaction over the Broadcast Division’s failure to set a general hearing. These objections in the main are that the FCC, in setting the proposed rule for hearing, would make it an active application. With the clear-channel recommendations mandatory in any sense. Any parties which feel they would suffer be in position to consider the stated could offer evidence to that end in the formal hearing proceedings.

A recent proposal made to the FCC members urging a change in the regional-channel recommendation. On behalf of WNOX, Knoxville, James C. Hanrathan, vice president of Continental Radio Co., Serpilla-Howard radio subsidiary which recently purchased the station, asked that the 1010 kc. channel, on which WNOX is assigned, be considered.
Don Lee Network Renews With CBS

DON LEE Broadcasting System, Pacific Coast segment of CBS, has signed a new five-year contract with the network. The network announced the signing of its present contract with the network, which will run until Jan. 31, 1937, it was learned Nov. 4. The extension is for $6,000,000. This is the last of the several such agreements which will run through October, 1937. The contract is unusual inasmuch as the FCC has not yet set up regulations to control such contracts.

In announcing the agreement, James H. Cox, president of CBS, said the contract represents a strengthening of the network's cooperative program and is evidence of confidence in the new administration's program. The network has also agreed to increase its broadcast facilities and to provide more local programming.

The contract will take effect Jan. 1, 1936, and is subject to approval by the FCC. The terms of the agreement include a provision for the network to pay the station $6,000,000 over the five-year period, with an option to renew the contract for another five years.

BROADCAST TARIFF REVISED BY A. T. & T.

LIBERALIZATION of the telephone tariffs of the American Telephone and Telegraph Co. for broadcast programs was ordered by the FCC Telephone Division Nov. 1. The FCC’s granting of a special permission for a revision of rates for the broadcast program channel facilities will mean that more than one radio station can be connected with the network for program transmission.

The transfer of the radio stations of the regulations had been changed by the A. T. & T. so more than one radio station in the same exchange may be connected as an extension of Schedule B facilities on less than the statutory 30 days notice. Another change effective Dec. 1st will permit more than one station served by Schedule C and D facilities to become connected within a defined area previously only one radio station could be connected for network transmission in the smaller area.

The effect of the change, it is said, will be that of allowing non-competitive broadcasters to work for outstanding broadcasts, such as Presidential speeches, World’s Series games, and the like, without first giving 30 days notice, and also without paying costs for a one-hour minimum sale of a one-hour bit of programming. Regular “talk” circuits at substantially lower rates thus can be used.

DISCS SERVICE ORGANIZED TO SERVE INDEPENDENTS

FORMATION of Transcontinental Broadcasting Co., Inc., project a “transcription network service and proposed to offer commercial‘ sold transcriptions and a library service to independent radio stations,” was disclosed this month with the incorporation of the company in Delaware with a capitalization of $100,000. Backers of the project were not announced, however, until the formal announcement of the name of its president. The president’s name is T. C. C. Dill of Washington, D. C., who is named as counsel.

Senator Dill’s offices are temporary eastern headquarters pending the opening of New York and Chicago offices. An office at 729 S. Western Ave., Los Angeles, has already been established with Bayard Weirbter in charge. Mr. Wei-rbter is the former president of the Western Air Services, which was engaged in Hollywood motion picture interests. It is believed that these offices will be a help to the project, which proposes to offer its transcriptions only to non-network-affiliated stations.

LOCAL DEALER DRIVES KELVINATOR

KELVINATOR Corp., Detroit, (refrigerators) is making available radio announcements of one-minute duration on license to local dealers. The agreements on the sales of Kelvinator and Leonard refrigerators until the end of the year. Kelvinator dealers may use these continuities, along with other sales promotional material prepared by the manufacturer’s advertising agency, Geyer, Cornell & Newell Inc., Detroit.

Cost of the advertising which the dealers will use will be paid for on a cooperative basis. Kelvinator’s contest revolves around letters written on “Why I Want a Kelvinator for Christmas.” Leon-ard’s will be a competitive essay contest on the subjects of the Leonard feature of greatest appeal to the writer.

Station in Indiana Sought By Typographical Union

INTERNATIONAL Typographical Union of North America, affiliate of the American Federation of Labor, has filed with the FCC an application for a new station in Indianapolis to take over the facilities of WIND, Gary, Ind., it was announced last week. The WIND station is to be sold and the proceeds from the sale will be used to finance the new station.

The new station is to be a non-commercial, educational station that will provide educational and cultural programming for the community. The station is expected to go on the air within a few months.

COST OF HIGH POWER STATIONS

Proposed Change in Assignments Would Mean Millions

In New Equipment and Energy Use

FIGURES that resemble foreign war debts are being bandied about as the FCC considers the implications of its pending FCC plan for redistribution of broadcasting station assignments. The estimates cover the cost of installation of new equipment, power and other outlays that would be required if the plan were adopted. The figures are not, however, as the project hangs in the balance, because of the uncertainty of the FCC’s intentions. The network is not taking these costs for purposes of the project at this stage.

Equally as interesting are the estimates of actual operating costs for electrical energy. The average cost of energy is about $0.08 per 1,000 kilowatt hours. If the new station were between $15,000 and $20,000 per year. For a 500,000-watt station, the cost, it is estimated, would go roughly $15,000 to $20,000 a year. For 25 super-power stations of 500,000 watts, the power expenditures would mean roughly, $2,500,000.

Governments Calls For Code Revival

Broadcasting Industry Invited To Preliminary Conference

BROADCASTING industry collaboration in the effort to revive NRA practices for industry regulation has been extended by the Federal Coordinator for Industrial Cooperation, in his call for four town meetings with the Federal Coordinator for Industrial Cooperation, in his call for four town meetings with the (Amoco oil and gas) of the networks to be held in Washington Dec. 9. Mr. Berry on Nov. 7 sent to James W. Baldwin, NAB executive director and former executive of the Federal Coordinator for Industrial Cooperation, an invitation to participate in the conference.

Mr. Baldwin said Nov. 9 that he had been invited to the meeting and that he had been invited to participate in the conference. Of these, Ending 1936, expressed unqualified approval of the plan. those 1936 were non-commit- nal, and that the plan was better with their industry memberships.

Nine C. & O. Spots

CHESAPEAKE & OHIO Railroad on Nov. 1 began a 52-week schedule of 5-minute transcriptions six times weekly over nine stations in its territory. The transcriptions, selected from the WBS and NBC National and network radio news, are broadcast after 106 minutes, local time in each city, and the network, which can be heard in various parts of the country.

The WBS, the NBC network’s radio news service, is using its staff orchestra. Other stations handling the schedule are: WRAW, Washington; WPNX, Scranton; WRIGHT, Columbus; WREX, St. Louis; KVOO, KPRC and WFMB. Campbell - Ewald Co. is handling the account through its Washington office.

Government Calls For Code Revival

The procedure informally outlined was that of a general conference of all groups and then of separate meetings of representatives of industries, on the one hand, in which each group would present the matter with the other. Mr. Berry said he would be the only government representative and would act as coordinator.

Sponsors the Futurity

A SPECIAL hookup was arranged by American Oil Co., Balti- more (Amoco gas and oil) for the running of the "Futurity" Nov. 2, linking WBAL, Baltimore; WFIL, Philadelphia, and WMBL, Washington. While the networks were carrying the football games, Amoco engaged Clem McCarty, the NBC sports specialist, to describe the day’s horse races. It bought a four-hour afternoon hookup from the New York Ketz Agency, Baltimore. When a generator blew out at 1 p.m., WFIL went off the air, quick work by the station’s engineers and ten assistants bringing the station back in operation at 6:15 p.m. Ordinarily this type of accident re-covered in a few minutes. WFIL lost the American Oil "Futu- rity" sponsorship, of course, but more than offset the loss by selling the sponsor election returns.
Radio to Make Nation Ice Cream Conscious
Spot Campaign Placed Locally Being Launched by Producers;
All-Year Consumption, Invigoration to Be Stressed

A MAJOR advertising campaign to make America "ice cream conscious" is being launched by the International Association of Ice Cream Manufacturers, with radio selected to play an important if not the most important role through transcription spot placements.

Having approved the idea at its annual convention last month, the Association now has five representatives on the road contacting local manufacturers to line up the campaign for spring introduction. The campaign, covering newspapers and billboards along with radio, was devised by Robert C. Desirins, vice president of Campbell-Ewald Co., Inc., in charge of the Washington office, who is advertising counsel for the Association.

The effort will be to popularize ice cream as a food for all-year consumption rather than a hot-weather confection. Such slogans as "The Pickup That Never Lets You Down," will be used in conjunction with an office worker's drive for a "3 O'clock Recess" so they can have an ice cream snack.

Ice Cream Hour

STILL another part of the campaign will be that of having ice cream available with cocktails at bars.

Cocktail bars and example will be stocked with ice cream products so that abstainers may have their drinks while their cocktail drinking companions enjoy their drinks.

Origin of the campaign was reached after Mr. Desirins, credited with conceiving the idea, addressed the Association's convention in St. Louis on Oct. 15. Leo J. Fitzpatrick, president of the New York and general manager of WRJ, Detroit, also addressed the convention, and urged widespread use of radio along the lines suggested by Mr. Desirins.

The Association is representative of approximately 70% of the ice cream manufacturing industry, having 500 members operating 1,200 plants. Annual production of its membership averages about 180,000,000 gallons, having an average retail value of $1 per gallon for a monetary turnover of $180,000,000. It is hoped, through the advertising campaign, to step up consumption at least 25%.

Robert Hible is executive secretary of the Association, with headquarters in the Barr Building, Washington. The advertising campaign is being coordinated through Mr. Desirins but, of course, will be placed locally by individual manufacturers and their agencies. It is expected to begin by next spring in at least 20 major markets and to be extensively by individual manufacturers along program lines suggested by the Association, though not identical.

The five representatives now in the field have with them proposed campaign material covering all phases of radio advertising. The radio text is a transcription, produced by World Broadcasting System, consisting of a five-minute sample program with music and dialogue, and three one-minute sample spot announcements. The five-minute spots for regular daily schedule are being recommended strongly as "the best buy in radio."

Although less than a month has elapsed since the promotional work was launched a substantial number of manufacturers already have agreed to the campaigns locally, it is hoped that by the drive in full force on a nationwide basis by spring although in certain cities the campaigns may be started earlier.

As soon as sufficient reaction from manufacturers is procured on the spot radio efforts, according to Mr. Desirins, production plans will be devised on large scale. Different types of programs must be arranged because of the likelihood that competitive manufacturers in the same markets will use competing stations.

Merchandising Tie-ins

IDEAS aplenty have been shaped for the programs. In the five-minute spots, for example, one of the programs will have a background of dance music. The girl friend will complain to her dancing partner that he has lost his usual pep on the ball-room floor. Off go to the ice cream bar. Then back on the dance floor they fit, with the young man remarkably invigorated.

The "3 O'clock Recess," however, will be the strong plug, "Time Out-For Health Is Time in for the Boss," and one of the catch lines, "Keep in Step—Ice Cream for Pep" is another.

For juvenile appeal, the sales effort will be to establish ice cream as a nourishing food, rather than a delicacy or a Sunday dinner treat. Many merchandising tie-ins have been devised.

The representatives in the field have been assigned to cover the entire country with their proposed advertising campaigns. The transcription samples also will be made available to broadcasting stations upon payment of the nominal pressing charges. The representatives and their territories are:


GEORGE R. WILLIAMS — Iowa, North Dakota, South Dakota, Nebraska, Missouri, Kansas, Oklahoma, Minnesota, Wisconsin.

The campaign is to have a substantial role through and South Carolina, Georgia, Tennessee, Alabama, Mississippi, Florida, Louisiana, Arkansas.

Impetus was given the campaign by Mr. Fitzpatrick in his address before the Association. He pointed out that in the ice cream industry as a whole, has never utilized radio. After pointing to the increases in sales that seem growing out of the use of radio advertising, he said:

Radio Sells Ideas

IT HAS BEEN demonstrated that radio radio in and across a counter or will sell an idea, which will in turn promote the sale of goods. I am no familiar with your problems or what your advertising campaign, few months or years. But I realize that ice cream dealers want to build a product's consciousness that their product is more than merely a luxury. By scientific research consumer representation and have proved that a health for cream is food. You have been made aware of many properties possessed by ice cream.

And you have been getting closer to the idea of making cream a year-round idea, not subject to a hot weather luxury.

And, as far as I must be reminded in this respect of what Mr. Charles Lipton and a mail-boat to make the British Empire a nation of tea drinkers by building up a campaign as that seems to affect every Englishman or woman around 4 o'clock in the afternoon.

Perkins under his aegis has the dish of ice cream has greater possibilities for a pick-me-up than tea; even a cock-eyed idea that thinks you can build toward an ideal of making the Americans a nation of cream-hungry every afternoon at 4 o'clock.

I am not taking sides for any medium, but I am not talking specifically of radio. I believe you can communicate with possible forms yet you shouldn't overlook the fact that you have a job to perform and that advertising is ready to be set in motion, to be the dynamo you need to get that job accomplished.

I feel that many natural faith in advertising than any other force in the world today think good business men and advertisers have been in complete control during the depression we should have been able to find our way out much earlier than the politicians were able to do for us and that we should never even have considered such means as price-cutting under every possible form. I feel the prejudice against the cattle unceasingly. I frankly don't believe that there is such a thing as over-production. By petty industry of 120 million people, rich and productive, without a creature or produce for so many countries in a country many a man has never hoped to own more than a dish of ice cream, or a coast, in a home.

I venture to say there are thousands of persons in this country, that is, they have a dish of ice cream from one year to another. There are still a half families right here in the Midwest.

(Continued on page 51)
Learn the Factors on Unemployment, Then Change the Trend Of Public Opinion by Advertising, He Proposes

Business has been taking it on the chin for 72 months, but it's still in there, swinging. That's the way Mr. Durstine feels about it. Not only that, but he sees a powerful force that can hasten recovery. That force is advertising. But if old Dr. Advertising is to help business through its convalescence, it must know the symptoms. There's a way of knowing, he believes, and here it is, accompanied by some searching comment on business in general and its relation to advertising.

What else can advertising do? Well, it can continue to fill its principal role as the voice of business.

It was the automobile business which led us out of the minor depression of the early twenties. Is it doing the same thing again to-day? Detroit and other automobile centers have certainly passed out of the serious phases of unemployment and into a period of comparative prosperity because and not in spite of an automotive advertising which, as American citizens have decided that the old car has gone far enough and it's time for a new one. In that decision advertising has played its vital part by carrying the news of the thrilling new models which engineers and designers have produced.

There are other communities like this throughout the country, where the chief industries of a community are feeling a renewed pull from their advertisements and it's a lot less than one billion.

Let's not wait too long. Advertising men have long known that when a trend of public opinion is crystallized in one direction or another it can be too late to change it.

This is a funny country, and when it decides that it is through with the automobile business, no one will remember what happened to Congress shoes, to petticoats, to high-stiff corsets, and to hair nets and to miniature golf?

Let's not wait until the homely virtues of American character are out of fashion, too. Let's put down fact-finding as the first useful task which advertising can lend to recovery, and let's remember that the same technique that is now serving individual manufacturers can be applied to the broadest problems that this country faces.

With the country beset by labor racketeers, by the prophets of defeat and soft-living promises, with many politicians afraid to face the truth for fear of what the country needs an awakening that can come only from those who believe that the true democracy of a real republic is only as sturdy and as loud as the demagogues, and that it will find a response in the hearts of the people only when the country feels that it is not alone and that its strength and courage will decide rather than its weakness and indecision.

When we speak of recovery, we mean more than a money recovery. We mean a recovery of moral fibre, too. The force of advertising can work for that recovery too.

gent and sincere efforts to lay the true facts before organizations promulgating information of this type, combined with the most arrogant and prejudiced evasions.

Obscure and frequently obsolete business has been challenged as horrible examples both by private enterprises benefiting by the credit extended by banks, and by exhibits sponsored in high places. Developments in recent months have been such that the true democracy of this shallow nature of most of this hullabaloo against advertising and thoughtful housewives are beginning to realize that their best friend is the manufacturer who must win their goodwill not by a million-dollar appeal, but in a way which will insure a constant flow of repeated purchases. More for Less Money

PEOPLE may criticize advertisements, but no one can criticize the principle of advertising. You may be upset by some of the messages that come to you over the telephone, because you don't condone the basic invention of the telephone itself. You may say that there aren't not enough things as advertisements, which are deliberately as deceitful as testimonials are in fact. We don't like the taste those diagrams of our interiors or those descriptions of the most popular products available to all the country generally at a lower cost.

First, suppose we demolish the idea that advertising is an economic force which has made mass production possible, and is making better products available to all the country generally at a lower cost.

And while we are about it, give us ten millions more and we will cure the greatest economic ill now besetting this free political.

What is meant is this:

Advertising men have learned long ago that any kind of propaganda can be used to mould opinion.

We have noticed in the past twelvemonths, whatever may be the case in Europe, that in this country, in the area of the American minds, things like that don't happen.

Close at home within our own borders, whenever the advertising of discouraged millions fed by...
THE PROOF OF SHOWMANSHIP

W-H-O'S REGULAR PAYROLL INCLUDES
138 ARTISTS, ENGAGED IN PRODUCING
68 LIVE 'COMMERCIALS' EACH WEEK

SINCE it antedates the networks, WHO has never been content to be merely an "outlet." Instead, year after year it has presented Iowa and midwestern listeners with a program service created specifically for them—combining the cream of Red Network programs with outstanding features developed in WHO studios.

At present, these features include 68 live-talent commercial musical programs each week, broadcast with the precision and pace of network programs, sponsored by experienced advertisers who find WHO the effective way to cash in on Iowa's present prosperity.

In studios, production staff and talent, WHO is organized to produce any type of show required by the advertiser. On WHO's regular talent payroll are 138 artists. The program department under the experienced direction of Harold Fair, is prepared to audition effective programs developed at WHO, or to reproduce radio features already in use elsewhere by the advertiser.

Not alone in radio, but in comparison with any other advertising medium, WHO has taken front position as one of America's most powerful business producers, in terms of profits per dollar—a position earned and maintained through superb showmanship to the extensive market which enjoys consistent service from WHO's 50,000-watt transmitter.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. DES MOINES, IOWA Phone 3-7147
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

November 15, 1935 • BROADCASTING
Dr. Stewart Asks FCC Report On Networks, Clear Channels

Broadcast Division to Special Rules on Chain

DUPLICATION of network programs on clear channels which reduces them to CBS stations, Dr. Stewart, chairman of the FCC Telegraph Division, presented to the FCC, sitting en banc, directing the Bureau to be considered whether in its opinion clear channels should be adopted. A ruling that the Telecommunications Act of 1934 gives the FCC authority to make special regulations applicable to elections engaged in chain broadcasting.

In a statement accompanying the motion, Dr. Stewart said that the 40 clear channels originally set aside in 1926 were designated to pt. ASCII broadcasting, rural and remote listeners. He pointed out that the programs available at night to 35.5% of the nation's 40 clear channels. In addition, 76.7% of its area, are those offered by clear channel stations. Then he cited statistics to show that only one of the 40 clear channels does not have a chain station. (This is the importance of clear channel as designated to KXN, Los Angeles.)

Of the aggregate of 40 clear channels and clear channel stations, Dr. Stewart said 26 of them have NBC network stations, 12 CBS and 3 MBS. Dr. Stewart dealt in channels rather than individual stations because of the duplicated assignments on certain of the 40 channels reduces them to non-clear status.

Scope of Motion

THE PLAIN'T of chain program duplication has not been heard for several years on the FCC. In the early days of the Radio Commission, Commissioner E. O. Sykes, one of its charter members, vigorously espoused regulations which would curtail such duplication. He had been a frequent outburst by then members of Congress and others.

While program duplication is the salient factor in the Stewart proposal, the wording of the motion is sufficiently broad to cover any type of network charge. The motion, as referred to the Broadcast Division, instructs the FCC to be considered whether in its opinion the FCC should adopt special regulations and in the proposed text of such regulations.

In his accompanying statement Dr. Stewart recommended a long-duplication period. He said, however, in reply to an inquiry, that the scope of the motion itself is much broader.

The motion also is of considerable importance of the current activity of the FCC on channel allocation lines, with some 25 of the 40 clear channels slated for superpower, ultimately, of 500,000 watts. This, doubtless would result in even greater duplication of chain programs, it was well written.

Dr. Stewart's motion and statement follows:

Text of Statement

AT A MEETING of the Commission held on the following day, the motion of Dr. Stewart was referred to the Broadcast Division, for consideration and action.

1. "move that the Broadcast Division be directed to report to the Commission whether in its opinion the Commission should adopt special regulations under section 305 (1) of the Communications Act for the regulation of chain broadcasting and (b) in the event that the adoption of such special regulations is believed to be desirable, to propose the text of such regulations."

2. "In support of the motion I wish to call attention to:

1. At the time it provided for clear channels (General Order No. 40, August 28, 1926), the Commission said: "* * * 40 channels will continue to be available to stations with power of 5000 watts and a maximum to be determined by the Commission to be available with the allocation of the clear channels. On these forty channels only one station will be permitted to operate at any time during any hour, thus insuring clear reception of the station's signal within the area of its service range.'"

2. The following statement was made in a public broadcast on July 2, 1930: "As amended, it (General Order No. 40) provides for a certain number of additional stations on interference-free channels and sparsely settled areas over long distances under favorable conditions."

3. The population and the area of the United States dependent for broadcasting at night to the geographical area on which the broadcast is shown on the following table:

<table>
<thead>
<tr>
<th>Percentage of population</th>
<th>Percentage of area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone</td>
<td></td>
</tr>
<tr>
<td>First</td>
<td>24.9</td>
</tr>
<tr>
<td>Second</td>
<td>32.6</td>
</tr>
<tr>
<td>Third</td>
<td>33.2</td>
</tr>
<tr>
<td>Fourth</td>
<td>35.4</td>
</tr>
<tr>
<td>United States</td>
<td>38.8</td>
</tr>
</tbody>
</table>

These figures are as of December 1933 but there has been little change in this situation, they are compiled.

Dr. Stewart's motion is available at right to this 35.8% of the population of the United States who reside in 76.7% of the country are therefore offered by clear channel stations, and their program selection is limited to those carried by such stations.

4. The present situation of clear channels (night time) with respect to stations and clear channels, 40; number with NBC stations, 5; NBC, 4; number with CBS stations, 26; with CBS stations, 12; with NBC stations, 11; with NBC stations, 6; and 35; with NBC stations, 1.

5. Duplication of programs on clear channel stations reduces the value of clear channels to persons living on secondary service (for whom the channels were set apart) and tends to defeat the announced purpose in the establishment of clear channels.

RADIO'S LITTLE COLONEL—Here you have Col. J. T. F绡-

PATRICK, II, son of the NAB president and director of WJR, seated in his radio-equipped buggy, is an antenna. The set was designed and installed by Merrill Mitchell, WJR chief engineer, and the antenna were not waveless. The body, it is understood, is by Fisher. Rumor has it that the dial is locked at 520 kc. (WJR's clear channel) but we have no verification of that. Col. Leo, 19 months old, was appointed to Gov. Loomis' staff last summer.

Protests Filed

FROM the beginning transcription pressing firms have contended that the Bureau was mistaken in calling upon them for payment of the 1.5% tax on transcriptions. In some cases the tax, which amounts to 5% of the value of all products made, was paid with a protest note attached to each check. In other cases, taxpayers filed formal protest with revenue collectors, the taxes being held in abeyance under regular Federal tax procedure.

Revenue officials stated they were unable to give any estimate as to the amount of tax already paid by transcription firms. If the tax has been paid, but passed on to the purchasers, the taxpayer is not entitled to recover.

As assessments as high as $500 are known to have been made by revenue collectors on small transcription series, exorbitant valuations having been given talent in many instances. Fear of Federal imposistion is believed to have frightened off many sponsors contemplating transcription programs. Assessments as high as $2,500 are known to have been made on talent, master records and finished transcriptions.

NAB Opposed Tax

FROM the beginning the NAB and American Association of Advertisers have contested Revenue Bureau's right to demand they pay the tax, which applied the phonograph records tax to transcriptions, which are not sold to the public and are made especially for advertising purposes.

The tax, incorporated in Section 607 of the Revenue Act of 1932, originally was interpreted to be levied on phonograph records and sound-disc records under S. T. 550 and S. T. 651, handed down by the Bureau. These rulings are modified under the latest rulings.

Governmentlevies On Discs Rescinded

Revenue Bureau Reverses Prior Ruling on 1932 Tax Law

REVOCATION by the U. S. Internal Revenue Bureau of a decision holding that phonograph discs are taxable under the 1932 tax on phonograph records lifts a cloud that has hovered in the form of rendition for several years.

The decision, made public Nov. 6, permits transcription sales for broadcasting purposes and motion picture records of the "sound-on-disc" type to be taxed for "record sleeves" within the meaning of section 607 of the Revenue Act of 1932 and are not subject to tax under that section.

On the other hand, recordings "which are commonly and commercially known as phonograph records, even though they are frequently played over the radio, are nevertheless 'recording discs' and are taxable as such."

The Revenue Bureau acted on the theory that "from all evidence and evidence that in the industry concerned a very definite distinction is made between phonographs and other similar transcriptions and that the latter are not commercially known as 'records for transcription.'"

Buyer, Agent and Seller Are Urged by Mr. Kobak To Assist Media Audits

ADVERTISING volume will reach for an all-time peak in 1936, Edgar Kobak, chairman of the Advertising Federation of America and NBC vice president in charge of sales, predicted Nov. 1 in an address to the Association of Advertisers in Radio.

"Coordination of marketing plans, advertising and selling has developed from the depression," he said, bringing a reduction in distribution waste.

To profit from lessons learned in past experience, Mr. Kobak advised APA members to: Tell the truth about advertising in schools and colleges and all efforts in education; stop bribery in advertising; stop exploitation of patrons, and rackets; eliminate 'media knokkings'; support and develop audias of all media; direct advertising to the consumer; repulse attacks against advertising; fight for "truth in advertising."

Referring to the circulation question, Mr. Kobak, a member of the ANA-NAB "Committee of 15" which is studying radio audit plans, said that "radio broadcasting is giving birth to an audit in its field," and called for support of all audits by buyer, agent and seller alike.

Longest Talent Series

DRUG TRADE PRODUCTS, Chicago (proprietaries), has launched a series of two-hour programs over WBBM, Chicago, broadcast from 2:30 to 4:30 p.m. Mondays through Fridays and from 11:30 to 1:30 and from 5 to 5:45 on Saturdays. The program is of the folkyx type, with a hill-billy master of ceremonies who gives the commercials in an informal way. Show is said to be the longest live-talent series on the air. Agency: Benson & Ball Inc., Chicago.
Don’t let Network Competition SCARE YOU!
MORE BUFFALONIANS LISTEN TO LOCAL BASEBALL BROADCASTS THAN TO ANY NETWORK PROGRAM

FACTS

<table>
<thead>
<tr>
<th>Analysis of Completed Calls</th>
<th>2297</th>
<th>100.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not own radio</td>
<td>36</td>
<td>1.57 %</td>
</tr>
<tr>
<td>Own radio</td>
<td>2261</td>
<td>98.43 %</td>
</tr>
<tr>
<td>Radio sets off</td>
<td>1455</td>
<td>64.35 %</td>
</tr>
<tr>
<td>Radio sets on</td>
<td>806</td>
<td>35.65 %</td>
</tr>
</tbody>
</table>

Program Popularity Figures

Tuesday, September 3, 1935 (Radio sets on—131)

| Baseball Game WGR | 57 | 43.51 % |
| Ben Bernie, Fred Waring, Eddie Duchin | 39 | 29.77 % |

Thursday, September 5, 1935 (Radio sets on—120)

| Baseball Game WGR | 48 | 40.00 % |
| Show Boat, Paul Whiteman | 53 | 44.17 % |

Wednesday, September 11, 1935 (Radio sets on—196)

| Baseball Game WKBW 8:30 to 10 PM; WGR 10 to 10:30 | 74 | 37.76 % |
| Wayne King, Broadway Varieties, Town Hall, Burns & Allen | 75 | 38.26 % |

Summary of Four Daytime Games (Radio sets on—359)

| Baseball Game WKBW | 191 | 53.39 % |
| All other Buffalo stations | 98 | 24.51 % |

This Table, compiled by Ross-Federal Research Corporation, is just about the most convincing argument we can present in favor of the right kind of local program. And — not to mince matters—in favor of Buffalo Broadcasting Stations WGR-WKBW.

For only BBC gives you the right set-up for successful local programs. Each of our two stations carries a generous share of the outstanding Columbia Network Productions and BBC Presentations. We don’t need to draw any diagrams or charts to show you that this division enables you to buy advantageous time on either station in a way that’s unique in the country—and impossible where one station must carry all network broadcasts.

Incidentally, just because this survey was made by Ross-Federal during the baseball season shouldn’t lead you to believe that baseball broadcasts are the only way to reach the major Buffalo Area Audience.

Any carefully planned program with similar local interest would be just as popular—command just as large an audience. But—you can command this large audience only if you pick BBC.

Remember that when you’re planning a radio campaign in the Buffalo Area. Remember, too, that WGR-WKBW give you the most complete coverage in the Buffalo Area—and that we’ll be only too glad to send you the complete detailed survey from which the table in this ad was prepared.

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, NEW YORK. REPRESENTED BY FREE & SLEININGER, INC.
How Utilities Can Utilize Radio Effectively

BY DR. HERMAN S. HETTINGER
Wharton School of Finance & Commerce, University of Pennsylvania

Medium Peculiarly Suited to Public Service Concerns Due to Its Close Contact With the Family Circle

MOST everyone uses the energy that public utilities supply for operation of home and place of business—but at least most everyone who lives in a good market area and has money to spend. And most everyone would like to have a house full of the conveniences which are dependent on utilities for their operation. With its intimate relation to the fireside, radio offers a particularly effective medium for utilities—and here Dr. Hettinger tells about it, giving an exhaustive treatise on the advantages of radio as an advertising medium.

Radio's Advantages

Radio, in common with other media, must meet two basic requirements of advertising effectiveness: (1) That it reach the prospective customers, and (2) That it capture and carry a share of the advertising message. All media fulfill these requirements in their own individual fashion and therefore the public as to their specific usefulness; and (3) Establishing consumer confidence in the company and its service, essentially a good will proposition.

Radio offers a Bonus

IN RADIO you possess the unique advantage of furnishing both the editorial material—here the program and entertainment—and the advertising message. Potentially you may place your advertisement opposite the feature story; that is, the best program of the day. You control this. To the extent to which a program is an advertisement and call it to the attention of listeners, you may make large segments of the total potential audience your own. I know of no medium which affords the skilful and enterprising advertiser a greater "bonus" circulation than does radio.

Two final remarks regarding circulation. The audience you win for your program will not vary directly with the amount of money you spend. Skill is very much more important. The extent to which you capture the audience you secure for your program is very much less important than the total potential audience to whom you are hearing it. Sales are the only test of advertising efficiency.

Radio deals with sound. Music and the human voice constitute its principal vehicles. The entertainment value and the ability to stir feelings and emotions, provide a unique background for the advertising. And the commercial announcement does not exist in a vacuum. An announcement following which has been skillfully inserted therein, wins a friendly hearing.

In utilizing the human voice, radio makes use of the oldest and most elementary form of communication. Psychologists have shown indubitably that we remember what we hear longer than that which we read. This is not surprising, for the race learned to listen long before written language was invented.

All of the emotional power of the human voice—command, persuasion, warmth, friendliness and appeal—are at the service of radio. Radio is more than advertising. To a degree it is personal. The announcer seems to speak to each individual listener or small group of listeners, rather than to composite unknown thousands.

The Mind's Eye, Too

IN UTILIZING sound, radio employs the ancient story-telling psyche that is a primal campfire. So often we see more clearly with the mind's eye than with actual sight. The imagination, as利用ing an opera is often preferable to seeing it, since good voices and dramatic presence do not always go together. In radio drama, or in a radio talk, you stir the imagination and challenge the mind's eye to activity.

Radio's principal stock in trade is furnishing listeners with entertainment and useful information. This is the reason for radio's existence. A number of most important listener characteristics are implicit in this function. We listen to the radio because we want to hear. Listeners often do not realize that listening is voluntary. We approach the radio in the belief that we will be entertained. There is no initial resistance to be broken down. If we are entertained, or receive something of value, we are appreciative. Our expectation of being pleased has been fulfilled. Our need for information is immediate and home are in a particularly receptive frame of mind for what the program sponsor has to tell us. The program sponsor, in turn, is willing to tell us his message in a tasteful manner.

The listener's appreciation of the program is based on the fact that he does not listen alone. A large portion of listening is done in groups. The human voice is sound psychology to say that our feeling of enjoyment is heightened by sharing our impressions. The key to much of the success of the theater is also an important force behind the radio. Music and the human voice is also worth noting that family listening enables the advertiser to address his message to the various (Continued on page 48)
THAT EXTRA SPURT...

to Win!

Chart a sales course in the Chicago market with either WMAQ or WENR to back it up, and you'll find that these two radio "home folks"... who know local situations and its people so well... will give you that extra spurt so necessary to the full success of your selling efforts.

WMAQ AND WENR

2,299,300 RADIO FAMILIES*

2,275,400 RADIO FAMILIES*

Maps are available showing the potential circulation of these stations as determined by the New NBC Method of Audience Measurement.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ ★ WRC & WMAL ★ WMAQ & WENR ★ KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ ★ SPRINGFIELD, MASS.—WBZA ★ SCHENECTADY—WGY ★ PITTSBURGH—KDKA ★ CLEVELAND—WTAM

DENVER—KOA ★ PHILADELPHIA ★ DETROIT

November 15, 1935 ★ BROADCASTING
Deadline Six Weeks Away for Signing of Extensions; Warner Bros. Still at Odds With Society

WITH THE DEADLINE on present contract still only five weeks away, the fate of music received by the American Society of Composers, Authors & Publishers (ASCAP) in the remaining six-month extension period may depend on the outcome of negotiations between the unions and Warner Bros. It has been reported that less than one-seventh of the nation's 620 broadcasters have signed extensions of their contracts for the 1935-36 season; and the result of the negotiations will determine the fate of the remaining stations.

Warner Bros., motion picture producers who operate the publishing houses having some 40% of the ASCAP catalog, Mr. Mills said, are backing their organization in the event the Warner Bros. house would withdraw from the ASCAP fold. This is not the first time Warner Bros. has been in dispute with ASCAP, and there are indications that Warner Bros. is still in dispute with ASCAP over the meetings of ASCAP directors held recently.

Current conversations of ASCAP with Warner Bros. have to do with renewal of its contract. They have been held up, Mr. Mills said, because Warner Bros. executive have been engaged in litigation in St. Louis, and have not been in position to confer. During the last week the ASCAP board has been considering not only the contract negotiations with Warner Bros., but of which were said to have been signed already but also the Government's proposal to make a five-cent-per-hour increase in the week bill passed by the last Senate and pending before the House. It is a "fair and competitive" rate, according to Mr. Mills.

Along Tim Pan Alley it is expected that Warner Bros. will fall into line with ASCAP and that the ASCAP catalog therefore will remain substantially the same. That would mean that the current contract, and to the contracts being offered broadcasters would be unchanged. If the danger of a substantial diminution of the catalog would be eliminated. With Warner Bros. withdrawing, it is expected that the ASCAP catalog will be withdrawn, and that Warner Bros. will withdraw from the ASCAP fold. The result of the negotiations will determine the fate of the remaining stations, and there are indications that Warner Bros. is still in dispute with ASCAP.

CITY POWER SERIES
Los Angeles Municipal Blast on KFI Twice a Week

LOS ANGELES' Municipal Bureau of Power and Light on Nov. 12 inaugurated a twice-weekly afternoon quarter-hour deeks over KFI through Don B. Wilner Corp., with Clyde Scott as account executive. Agnes Carter, lone economist, and Ann Martin, specializing with her broadcast daily, under the caption "The Electric Kitchen." As the result of this election late in October the Federal Government retired certain bonds and issued others at a lower interest rate. The result will be a 9% rate reduction to consumers in January.

The KF program urges residents to use more electricity and purchase new appliances, though the Bureau itself sells only electric. Its display room includes various makes of refrigerators, stoves and other electrical appliances, but visitors are referred to dealers.

The broadcast series includes a menu service in printed form twice month given away by dealers, is not particularly anxious to have stations sign extensions with the "rider" at this time, and that it would prefer to set its own house in order first. The view was that there will be ample time in which to work out the extensions. Moreover, the cancellation clause in the "rider" will enable stations to negotiate new contracts should the worst happen by the withdrawal of Warner Bros.

The Timid Soul...Webster

O-OH, SU-SANNAH! OH DON'T CRY FOR ME - FOF I'M OFF TO CALIFORNIA WITH MY BANJO ON MY KNEE

Mr. Milqueoast has heard how frisky the American society of composers, authors and publishers is about infringements, and makes it a point to sing song and get his work on which the copyright has expired.

New York Herald-Tribune Syndicate

State Tax on Radio Is Adjudged Invalid

Court Holds That Washington May Not Tax Gross Receipts

TEN WASHINGTON state tax law, imposing a tax of 0.5% on the gross income of radio broadcasting stations was declared unconstitutional in a ruling handed down by the Federal District Court for the Western district of Washington in a suit brought by KVL, Inc., operating KVL, Seattle.

The decision is of great importance to the broadcasting industry because other states have enacted laws similar to the Washington tax law. It is the first clear-cut decision holding that a state may not impose a tax upon the gross income of radio broadcasting. The decision is based on the grounds that such tax constitutes a burden upon and interferes with interstate and foreign commerce.

State Court Reversed

THE Washington tax statute sought to impose a tax of 0.5% upon the gross income of broadcasting stations after May, 1935. The Washington State Supreme Court in the case of Wiltz v. Department of Taxation, State of Washington, 59 Wash. 2d 108, 394 P. 2d 777 (1964), reversed the Federal District Court's decision upholding that the tax was an unconstitutional burden upon such commerce.

District Judge Cushman, after holding that all radio broadcasting is interstate commerce, ruled that it is elementary that a State can neither impose a tax upon an engaged in interstate commerce nor gross receipts therefrom.


“WLS has done much to popularize real American Music, clean humor, good music, and the family circle fireside. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station.”

Yank Taylor
Radio Editor, Chicago Daily Times

Chicago "Turns Out"—25,000 Strong for WLS Harvest Festival

CITY, town and country "joined hands" in a typical WLS get-together for the first WLS Harvest Festival. Staged in Chicago's vast International Amphitheatre, 25,000 radio listeners — largely Chicagoans — paid to attend the Event. 5,000 farm exhibits were sent by 2500 WLS listeners in 30 states and Canada. And, the entire affair was created, planned, publicized and produced by WLS staff employees.

The popularity and audience responsiveness which causes WLS to be referred to as "the true American station"—and draws 25,000 paid attendance to a station project—means advertising results for you! Are you taking advantage of it?

Over 1,000,000 letters received from WLS listeners thus far in 1935.

THE PRAIRIE FARMER STATION
1230 Washington Blvd., Chicago, Illinois

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

November 15, 1935 • BROADCASTING
Horlick's Rides Air Waves to Success

By BRUCE ROBERTSON

DIGNITY is a quality that is fundamental to human life. It is a sense of self-worth, a feeling of being respected by others. When a person feels that they are valued, they are more likely to take care of themselves and their environment. This is why efforts to improve the well-being of marginalized communities are so important. Horlick's Malted Milk is a company that has been a leader in promoting dignity and self-worth for years.

Horlick's has always been committed to providing a nutritious and affordable product to people of all walks of life. Their commitment to quality and service is evident in their ad, which highlights the benefits of their product:

"Horlick’s has always been a leader in providing a nutritious and affordable product to people of all walks of life. Their commitment to quality and service is evident in their ad, which highlights the benefits of their product:"

By following the ad's instructions, customers can receive a free sample of Horlick's Malted Milk. This not only encourages them to try the product but also reinforces the company's commitment to providing high-quality goods to customers.

Sustainability and Community

Horlick's has also been committed to sustainability and community outreach. The ad mentions that Horlick's has been a major sponsor of local radio programs, which is a testament to their dedication to building relationships with the community.

In conclusion, Horlick's Malted Milk has a long history of providing quality products and promoting dignity and self-worth. Their commitment to sustainability and community outreach is a testament to their dedication to making a positive impact on the world.

Merry-Go-Round Series Transcribed for Dealers

OFFERING "DINER DISCOUNTS" direct to station commercial departments, Grun & Co., Cincinnati, on November 15 to expand its MBS Horizontal 6 x 8 Merry-Go-Round series on transcriptions for local dealer sponsorship. "DeGarmo-Kilborn, New York, the Grun agency, also have the transcriptions pressed by John V. Grombach Inc., New York, direct from the WOR office, to be used in local advertising.

The Merry-Go-Round series is a popular radio program that has been a staple of local radio stations for years. The series has been transcribed for local dealer sponsorship, allowing stations to offer special discounts and promotions to their customers.

The successful use of this series has led to the expansion of the program, offering even more opportunities for local dealers to benefit from the popularity of the program. This expansion is expected to generate even more interest in the program and further solidify its status as a staple of local radio programming.

GEORGE LOGAN PRICE, of Mertens-Price Inc., Los Angeles program producers, lost his ranch in the recent forest fire in the Maltibu Hills region.

www.americanradiohistory.com
EXPERIENCED MEN

Serve these 14 stations located in 12 markets. Added man-power and concentration on fewer stations have resulted in: First, rendering the time buyer a more comprehensive and intelligent service; Second, serving each station with the complete type of representation it has every right to expect. No wonder the John Blair man "sits in" when important spot broadcasting campaigns are being developed!

* The tenth: E. F. Montgomery, who, before joining our organization, was commercial manager of WCCO, 50,000 watt CBS outlet in Minneapolis. . . . The others: John Blair, Murray Grubbhorn, Lindsey Spight, George Bolling, Lincoln Simonds, William Weldon, Arthur McDonald, Blake Blair and Allan Marin.

***

STATIONS REPRESENTED
Columbus, Ohio.........................WBNS
Cedar Rapids-Waterloo, Iowa........WMT*
Des Moines, Iowa...................KRNT*-KSO*
Detroit, Michigan...................WWJ
Houston, Texas......................KTRH
Los Angeles, Calif..................KNX**
Omaha, Nebraska....................WOW
Phoenix, Arizona....................KTAR
St. Paul-Minneapolis, Minn..........KSTP
Salt Lake City, Utah.................KDYL
San Francisco, Calif................KSFO**
Shreveport, La.......................KWKH—KTBS

* Forming the Iowa Broadcasting System.
** Permanent lines connect these two stations.

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Superior 7889

SAN FRANCISCO
Russ Building
Douglas 3188
Third Quarter Income Up 33%; 90 Million Dollar Year in Sight

Principal Gains During the Quarter Are Registered In Regional Network, National Non-Network Fields

A PARTICULARLY strong showing during the summer months has caused the advertising volume for the third quarter of this year to show a greater gain over the corresponding quarter of last year of any three-month period of the current year. Broadcast advertising during the third quarter of this year was 33.2% greater than during the third quarter of the preceding year.

Broadcast advertising volume for the first nine months of this year totaled $263,312,322, and was 21.3% above the $212,354,178 level for the corresponding period. On the basis of the nine months showing, gross time sales for the current year should run between $85,000,000 and $90,000,000.

Principal gains during the quarter were in the regional and national non-network fields, despite the decline in the latter during the third quarter. National non-network volume for the last three months was 92.1% greater than during the third quarter of 1934, while national non-network advertising registered an increase of 17.5% for the nine months of 1935, national network advertising was up 25.4%, and local advertising was up 18.5%.

Radio Gains Most

RADIO continued to show the greatest improvement of any major medium when compared with the corresponding quarter of last year. While local broadcast advertising increased 18.5%. For the third quarter of 1935, national network advertising showed an increase of 21.3%, regional network business 16.9%, national non-network volume 24.6%, and local advertising 18.5%.

Chinese Chizini Named To Disc Service of NBC

FRANK E. CHIZINI, for the last year-and-a-half on the disc, has been named assistant manager of the NBC Disc Service, C. Lloyd Egner being the sales promotion manager of the NBC Disc Service, has been identified with the sales promotion activities of the Transcription Service, of which C. Lloyd Egner is manager.

Prior to joining NBC, Mr. Chizini was vice-president of Robert E. Ramsay Organization, New York advertising agency, where he served from 1927 until he joined NBC in 1934. From 1924 to 1927 he was assistant advertising manager of the Lilly-Tulip Cup Corp., New York.

GUILBERT GIBBONS, up every morning for a 7 o'clock program on Station WMAQ, has labeled himself "The Burnt Toastmaster".

Chicago Going EST

CHICAGO's radio goes on a time parity with New York March 1, 1936, when the order of the City Council will put the clocks forward an hour and establish Eastern Standard Time on the year round. The ruling of the council should push the clocks forward still another hour in New York and many other cities so that they can observe Daylight Savings Time during the summer. Nevertheless, the clock change between Chicago and the East is expected to ease radio scheduling difficulties during the summer months of this year. The Illinois legislature is also considering the basis of programs keyed to networks from Chicago.

John Livingston Named Rep Promotion Manager

JOHN LIVINGSTON has been appointed to the newly-created post of sales promotion manager of the affiliated stations of E. H. Sleininger & Company, Freeport, Ill., Sleininger & Company, Freeport, Ill., South Shore Broadcasting Company, South Amboy, N. J., Atlanta, and Associated Tele-Communications."
RIDE THE MAGIC CARPET

WHAS

TO THE FIRESIDES of MILLIONS

<table>
<thead>
<tr>
<th>RADIO EQUIPPED HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary and Secondary Daytime Coverage</td>
</tr>
<tr>
<td>Primary and Secondary Night-time Coverage</td>
</tr>
</tbody>
</table>

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET

November 15, 1935 • BROADCASTING
**‘Natural Publicity’ Marks Campaign of Standard of Indiana**

Why Sponsor Went to Europe For Talent Used on CBS Series

THE BEST advertising campaign in one with a natural publicity tie-up, A. N. Steele, advertising manager of the Standard Oil Co. of Indiana, told members of the Federated Advertising Club of Chicago Nov. 7 at their luncheon meeting.

“Wherever possible,” said Mr. Steele, “we go outside our product for our advertising story, choosing football cards and the like. We always talk of the principal element that will catch reader interest, which we can then focus on the particular article we are advertising.

Last year we used an animal show at the World’s Fair to put over our ‘live power’ campaign, which brought us five or six times the amount of space in the form of publicity that we purchased for our advertising.

“The same considerations,” he continued, “are the choice of our recently launched campaign consisting of a 60-minute program featuring Jack Hylton. We are frequently asked why we went to England, but we felt that was the best in the world. We might reply with another question: Why isn’t there an English man over here? Plenty of first class talent was offered to us, but we don’t believe that bringing a foreign program and its talent are sincere when they sell cigars one year and some months later try to build the same publicity that built up an artist’s value for one sponsor will lessen its value to the next sponsor. We have chosen an English Chief for a long time to come, no matter who may sponsor him.”

**Getting Publicity**

“SO WE went to Europe for something new to American audience and we selected Jack Hylton, who not only has had a successful career with some of the top popular orchestra leaders but who also has a lot of personal publicity value. No one can run own a large racing stable; when you race your son you will be reading about it. He is a well-known cricket and football opponent then the proper times we will release stories about these angles that will increase the public’s interest in Mr. Hylton and in our program.

We believed there would be a controversy in this line for American audience, but we have selected Jack Hylton and we are sure he will be successful in the spot campaign. We have shown us that it is these roundabout methods that produce a ten-strike advertising campaign.”

The programs, which are broadcast over CBS through 30-50 American and Canadian stations from 9:30 to 10:30 p.m., CST every Sunday, were launched Oct. 9 with a short-wave broadcast from London. The first short-wave show from the Normandy in mid-October. Since then the program has been heard in the Civic Theatre in Chicago, to audiences of Standard Oil dealers. A short time ago, another 5,000 dealers in the Chicago area have seen the show, tickets will be distributed through them to the public. No announcements regarding this have been made, but the agencies, McCann-Erickson Inc., Chicago, and McCann-Erickson Inc., reports that more than 4,000 letters have been received requesting tickets for the performances. This, they feel, is an indication that the program already has a large following, although it has been heard only four times in all and only twice from Chicago.

The program is being merchandised with large billboards at every Standard Oil service station, and attendants are asking the motorists they serve to tune in on the following Sunday.

**Want Station Back**

DELETED from the roster of American stations last April at the voluntary request of its operators, KFPF, Greenville, Tex., which was the lowest power station in the country, is now seeking reinstatement on the 1510 kc. channel with 100 watts. Its proposed purchasers are James C. Curtis, operator of KPRO, Longview, Tex., as president, and Donald Ablovitch, former operator, and Louise Lacey, of Longview, as stockholders in the newly-formed Voice of Greenville. Call letters of KVOG are requested.

**Third CBS Series Contracted by Ford**

Becomes Biggest CBS Sponsor With New Lincoln Program

FORD MOTOR Co., Detroit, becomes the top CBS account with an agreement signed by a Wednesday afternoon series on 50 stations to promote the new Lincoln Zephyr that is being broadcast from 2:30-3 p.m., will feature Jose Manzanares and his South American orchestra, orchestra broadcast from the West Coast is scheduled at 5:30 p.m.

The contract for the new series in dirt is in line with the extension anticipated. Ford at present is paying $17,500 for time on the CBS network and $7,500 for the Fred Waring hook up Thursday evenings. The new program will cost more than $6,000 for time. Yearly billing for the Ford accounts on CBS thus exceeds $40,000, and this does not include the World Series or talent costs. In addition Ford dealers have been using extensive tie-ins with Waring.

**Plays at Auto Shows**

MANZANARES was brought East Nov. 1 to play at the Ford display for Detroit show, following the National Automobile show. Visitors to the Philadelphia and Chicago shows will be entertained by his music, then the entire band returns to New York to begin the radio series. It was 14 years ago that the manager at that time was Luis Fipoo, boxer.

A South American orchestra recently completed a season of twice-daily concerts at the State Fair in the building at the California Pacific International Exposition in San Diego. During that engagement there they played many times over transcontinental CBS hookups and attracted wide attention. The man who directed the orchestra in the United States fostered and authorized by official ambassads of South America. The young maestro of the organization boasts a repertoire of no less than 5,000 years of music of which are privately-owned manuscripts given him by noted composers and directors.

The South Americans do not specialize in rumba and tango music but play a great variety of compositions, including the classics, ancient Inca numbers, intermezzi, dances and unique songs. The two soloists on these programs will include Manzanares himself and a tenor and several vocal soloists. Incidentally, the South American Orchestra is composed of eight women and two men.

**Congressman Angered By Cleveland Broadcast**

Rep. Bolton (R.) Ohio, because of a political broadcast over the station in the area he was misrepresented. The program in question was a political commercial recreating a meeting alleged to have been had by the political bosses of the parties at which one of the mayoralty candidates allegedly was unofficially nominated.

Rep. Bolton was mentioned as one of the participants in this caucus, and during the course of the “drama” he was quoted, along with others. A furor resulted and daily newspapers published an incident in headlines. As Broadcastc ing went to press there was no record at the FCC of any complaint from Congressman Bolton. The incident was another indication of the necessity for clear-cut law covering the responsibility of a broadcasting station for libelous or slanderous statements made to it by its facilities, particularly in a commercial political program.

**CBS Coast Activity**

SEVERAL officials of CBS were in California during early November in connection with network activities there. One of these was CBS technical director, Hugh Cow ham, commercial engineer, and W. A. Johnston, assistant technical director. Charles Vanda, Artists’ Bureau representative of the network in Los Angeles, flew to New York last week to extend program operations on the coast, possibly including new studios in Los Angeles, understood. The network is to be under consideration.
WJR THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM
DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTED NATIONALLY BY
EDWARD PETRY & COMPANY, INC.

L. J. FITZPATRICK
VICE-PRES. & GEN. MGR.

November 15, 1935 • BROADCASTING
FCC Is Expected to Appoint Lieut. Jett as Chief Engineer

Promotion of Assistant Chief to Position Vacated By Dr. Jolliffe, Resigned, Is Now Anticipated

FILLING of the post of chief engineer of the FCC on Nov. 12 of Dr. C. B. Jolliffe—by promotion of Assistant Chief Engineer Ewell K. Jett appeared
in BROADCASTING
went to press Nov. 13.

Lieut. Jett was named acting chief engineer by the FCC on Nov. 6, pending the naming of a perma-

nent successor. No strong candidates from the outside have been considered by the FCC, so far
as known. Moreover, it is apparent that the position is not considered vitally important in posts paying
$9,000 a year, are not figuring in the plans of prominent engineers, and the FCC members themselves are disposed to fill the post by promotion.

Should Lieut. Jett be promoted from his present $7,500 post, it is likely that the two vacancies in the grades of Assistant Chief Engineer for services other than broadcasting
and for the telephone division will also be filled by promotion. The ranking engineers in line for these positions are Gerald C. Gross, chief of the International Section of the FCC, and Commander E. M. Webster, retired Coast Guard officer, now serving as assistant chief engineer of the Telephone
Section, of which Lieut. Jett is chief.

Dr. Jolliffe Honored

DR. JOLLIFFE left the FCC post Nov. 12, having completed nearly six years of service with the FCC as its first Chief Engineer. He joins the Radio Corporation of America as its plant engineer in the development of the Bell Telephone System's new Experimental Radio Central and Assistant Navy Department for

the broadcasting division of the United States Navy, in Washington, D.C.

Since joining the Radio Commission in 1929 Lieut. Jett has been prominently identified with radio matters. He has had charge of technical work and has served on many committees preparing agenda for presentation at international conferences. He was technical advisor to the American delegation to the North and Central American Radio Conference in Mexico City during the summer of 1933. After joining the Radio Commission in 1929, Lieut. Jett in 1931 was named assistant chief engineer in charge of services other than broadcasting. Since becoming the FCC in July, 1933, he has been in charge of wire telephone and cable matters. In this capacity, he has been responsible for frequency assignments in radio communications, and to advise the president in the issuance of executive orders on radio.

Lieu. Commander Webster was born in Minneapolis, Minn., entered the U. S. Coast Guard Acad-

emy in 1919, and was graduated as an ensign in 1923. He was placed assistant wired commis-

sioned officer in May, 1912. He completed 25 years of active service in July, 1933. On July 7, 1934, 15 of them devoted to communications problems and work, and the last 11 as chief communications officer of the communications system of the service.

In 1927, the World War Lieut. Commander Webster served on various stations of the service, in

including the 15th Air Corps and in control. He served in the Navy, as did all Coast Guard officers during the war. As a result of this service, he was excluded of Instructor at training

and active participation in patrol duty in the War. For these services, he was awarded the Distinguished Service Medal.

Following the Armistice he was assigned to communications duty in the Coast Guard, and in

1929 was placed on the retired list for physical disability incurred in line

of duty. Commander Webster served as member of the Coast Guard communications board of the United States for five years, and during the five years

he was a member of the American delegation to the International Technical Consulting Com-

mittee for Washington Radiotelegraph Conference, becoming a member of the American Delega-

tion to the informal Canadian United States Radio Conference in New York City; in 1931, member American delegation, International Technical Consulting Com-

mittee, Copenhagen; in 1933, member American delegation International Telecommunications Conference, New York City; in 1934, member American delegation to the North and Central

American Regional Radio Conference, Mexico City; in 1934, member American delegation to the Inter-

national Technical Consulting Committee on Radio, Lisbon.

There are 60,000 schools in the United States equipped with radio, and audiences up to 10,000,

and in New Jersey, and for local educational broadcasts carried by individual stations and for

national programs like the NBC Walter Damrosch series and the CBS American School of the Air.

Newspaper Station

KRNR, new station authorized by the FCC for Roseburg, Ore., will go on the air commercially Dec. 1, announced W. L. Odell, publisher of the Roseburg News-

20,000 WATTS
WJJD
CHICAGO
SHOWMANSHIP plus SIGNAL STRENGTH
GIVES YOU THE GREATEST AUDIENCE PER DOLLAR SPENT!!!
CHICAGO—THE NATION'S SECOND MARKET!* *PROVED BY FACTS READ VARIETY'S SURVEY FOR 1935

4th MEANS FIRST
FOURTH IN SHOWMANSHIP — no network assistance and yet despite this factor which unquestionably goes far toward increasing station popularity — WJJD is rated above two of Chicago's most important network outlets.

Because of the showmanship ability of WJJD's efficient staff, our audience — now large and ever increasing, is of such proportions and importance that because of our economically low rate for station time and facilities, we state with confidence that per dollar spent we definitely provide the largest audience in the Chicago market. This, we believe, should put us in FIRST PLACE on your list of radio stations to do a truly effective and economical job in this area.

CHICAGO'S LARGEST INDEPENDENT RADIO STATION
WJJD
201 NORTH WELLS STREET
CHICAGO, ILL.
Here are the All-American Selections for 1936!

These radio stations hit the hardest and go the farthest — they dig in their cleats and work to run up the biggest sales scores for you.

This is the line-up that draws the crowd. Sit on their side — and cheer.

They'll win — and you'll win.
If an advertiser renews his contract
it is because he is SATISFIED
WITH RESULTS ... and

79%
of the contracts received by

WTCH (MINNEAPOLIS-ST. PAUL)
in the first 10 months of 1935 were

RENEWAL CONTRACTS

ST. PAUL DISPATCH-PIONEER PRESS

FREEMAN & SLEININGER — National
Representatives.

WHAT'S IN A NAME
BY STATION BREAK...

WITH THIS ISSUE OF BROADCASTING a new column makes its debut. Its purpose is to serve as a clearing house for material which may suggest wider and more effective use of radio as an advertising medium.

Radio is particularly dependent for its success upon ideas, for its essence is showmanship. It is a new field in which many of the fundamental rules remain to be written. These rules will emerge principally from the ideas and experiments of station executives.

The writer of this column hopes that it may serve as a forum for such ideas. He proposes to lead the discussion by presenting his own theories, for better or for worse, with the express understanding that any one who cares to do so may join in. Freedom of speech will be strictly observed and any well-taken point of view will be presented.

ROBERT LOUIS STEVENSON once wrote that man lives not by bread alone, but principally by catch words; which may explain slogans.

A slogan is a "natural" for radio. It is auditory, not visual. It is a phrase, pleasant to repeat and easily remembered; the kind of thing we recognize instantly, which strikes our fancy and conveys, much better than columns of copy and illustration, something distinctive relative to the product advertised.

STATION BREAK seems to have heard very few slogans over the air. Here and there one is successfully used. The C. & O.'s "Sleep like a kitten" is an outstanding example. Chesterfield once used its slogan of satisfaction into its commercial copy. Lucky Strike has capitalized persistently on catch phrases, and the Happiness Boys from radio's pre-historic days employed their company's slogan with success.

Examples are more numerous of slogans which have not been used. Hundreds of thousands of dollars are spent in popularizing a slogan such as "eventually, why not now," but in print only. Little is heard about the fact that "it covers the earth" or regarding "economical transportation" or that "when better autos are built, Buick will build them." We are not enjoined to "keep that schoolgirl complexion."

Yet, "L. Bamberger and Company, one of America's greatest stores, located in Newark, New Jersey," is a slogan than all of us in the East remember. Possibly we need new slogans for the air. If so, let's have them.

WHEREAS the slogan is the spoken personality of a product, a trade mark is the ink personality. You might imagine therefore that trade marks are of little concern to radio, like the old mater the oral Farley.

Radio has tremendous power of dramatization. Trade marks can be "tagged" and "tagged" and "Mark" successfully exploited the Smith Brothers trade mark over the air. "Paging Phillip Morris" is a slogan or it is a dramatization which almost constitutes an auditory trade mark? From it emerges the p.ctime of a product asked for by every one, and sold at the price paid.

We build simplified pictures of things and situations to save ourselves the job of fully understanding them. Walter Lippmann calls these pictures stereotypes. The creation of personality through dramatization gives rise to something akin to a stereotype; a simplified picture conveying prestige which should be of definite sales value.

SPRENING of the dramatization of trade marks, can you imagine Alexander Woollcott asking the Cream of Wheat chef for a steaming bowl of breakfast food or ordering it for Monday's breakfast? Would not the chief put Old Dutch Cleanser on the air as a personality, or to use the Campbell niddles, who for years have appeared in all Campbell soup ads?

And speaking of stereotypes, the psychological experiments on voice and personality appearing in The Psychology of Radio by Cantril and Apt, should provide food for thought for every radio advertiser. These experiments show how prone we are to judge a person's character by his voice. This is all the more true on the radio where we do not see the speaker.

Thus the advertiser is more than a voice which attracts attention and secures hearing for our message. He is a person to be liked or disliked, believed or disbelieved as his voice personality may affect the listener. What an opportunity for salesmanship over the air!

STATION BREAK notes that many morning and afternoon programs have been shifted this season to early and later evening hours. There should be two advantages in this: The first and more obvious one that a slight increase in total audience may be achieved; and the second and more real advantage that a new audience can be built.

Each portion of the day has its particular circulation. The wise broadcaster may be he who shifts about throughout the day and the week to secure the different audiences available.

TRIBUTE TO MCCOSKER

ALFRED J. MCCOSKER, past president of the NAB and president of WOR, Newark, will be tendered a tribute dinner at the Hotel Plaza, New York, by the Ladies Auxiliary of the Infanta Home of Brooklyn, to which he has contributed frequent services. Grover Whalen is in charge and among the guests will be Mayor LaGuardia, Alfred E. Smith, Senator Barbour and Moore of New Jersey, Senator Wagner of New York, Postmaster General Farley, FCC Chairman Prall, David Sarnoff, M. H. Aylesworth, Jack Strauss, Edward P. Mulrow, Louis Bamberger and Mayor Eilenstein of Newark. The addresses will be broadcast over WOR and the Mutual Network, of which Mr. McCosker is chairman.
NEW YORK CITY
2. WMCA

PHILADELPHIA
2. WIP

* ANNUAL COMMUNITY
SHOWMANSHIP SURVEY
OCTOBER 30, 1935
MIAMI LOSES ITS ANTENNAS
Emergency Generator Sets First Test as Hurricane
Hits City and WIOD Stays on the Air

The FREAK hurricane of last Monday completely wreaked all radio transmitting towers in the vicinity of Miami, Fla. WQAM's new vertical radiator, built at a cost of over $10,000 was broken in half and crashed to the ground during the second half of the storm. Quick work by the WQAM engineers, who strung a temporary antenna from the roof of the Venetian Hotel to the base of the destroyed tower, enabled the station to return to the air the morning after the storm.

WIOD's twin transmitting towers on Miami Beach were broken in half and badly damaged, but their new auxiliary power unit served them in good stead keeping the station on the air continuously during the storm. A line break between the transmitter and studio caused their service to be interrupted briefly.

Of Tropical's Radio huge transmitter towers were flattened to the ground and considerable damage was done.

Neither CBS or NBC service could be restored to Miami for several days although A. T. & T. worked frantically on the mass of tangled and broken wires.

The FCC granted permission for use of temporary antennas.

Howling winds set the tempo of WIOD's broadcasting day, Nov. 4, when the 100-mile hurricane struck the city. As early as 7:30 that morning the station battered down, dug out fresh supplies of candles and lanterns and laid in a supply of edibles against the siege and broadcast the first warning that the unruly hurricane was heading directly for Miami. Weather Bureau advisories were broadcast periodically and safety hints were given residents for the security of their lives and property.

At mid-morning, WIOD, anticipating the inevitable power shutdown to avoid injury or loss of life from fallen wires, switched to its independent power plant, which kept the station on the air.

Pooled on this front, the elements attacked from another angle. Early in the afternoon, first one and then the other of WIOD's antenna towers went down before the storm's fury. But Milton Scott, chief engineer, and his crew set to work and rigged an emergency antenna and the station was back on the air within a few minutes, with warnings, advisories, and precautionary information, as well as music and entertainment to help relieve the nervous strain of the storm frightened listeners.

Four times the antennas went down—and each time Chief Engineer Scott climbed up what remained of the steel towers and rigged a new one.

The Daily News, prevented by power failure from printing any but several thousand of its first extra edition, began publishing a "newspaper on the air" over WIOD late in the evening. Bulletins telling of the storm's passing, locations of emergency relief headquarters, safety measures recommended by safety directors and preliminary surveys of the storm's damage in Greater Miami were placed on the air as rapidly as Daily News reporters brought in the news.

The plight of an unidentified freighter in distress less than a mile off Miami Beach was broadcast. A general call was issued to amateurs in the area requesting them to relay the position and condition of the distressed craft to Coast Guard headquarters in Fort Lauderdale. This alarm was picked up by a local amateur and relayed promptly to the Coast Guard. The cutter Saranac was dispatched to the aid of the ship.

Late Nov. 4, when it was definitely known that all danger to the Miami area had passed, WIOD broadcast a reassuring program.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) has recorded 12 quarter-hour WBS transcriptions for 65 stations. The discs are being heard thrice weekly through November. Roche, Williams & Cunyngham Inc., Chicago, is the agency. The discs present Richard Himmer's orchestra.

Sorry, Podner—
—them white open spaces is all they is left—but they're in derned good company!

P. S. Sunday afternoon is purty near all shot, too!
"It was no rabbit's foot that pulled them out of the red. It was WLW." Sales executives in many fields are finding that WLW does do something to the sales curve. Partly this is due to WLW's intensive coverage of its logical territory and to the way in which people just turn the dial to WLW and leave it there. Partly also to the extra value—the uncountable "out-of-bounds" circulation which WLW's incredible reach of 500,000 watts makes possible. Chances are that we have some interesting figures right in your line. Ask us for them.
Color gives printed advertising more brilliance and realism. It attracts more attention to any magazine page, everyone agrees. But when you use color, your space rates cost more than for black and white, because more presswork is required. If the higher cost were limited only to the increased cost of the plates, and the same space rates were available as for black and white, almost all magazine advertisers would be using color!

There is no such double expense involved in using the greater brilliance and realism of World transcriptions. By means of its entirely different method of transcribing, World adds life and depth and beauty to any program. Here is color illustration on the air! The
clarity and true-to-nature quality of the voices and instruments has the effect of bringing the artists in person into the room of the radio listener. This is the nearest approach to personal salesmanship that has ever been achieved in advertising.*

When radio production is only a small part of your advertising expense, isn't it wise to get the best? Time on the air costs the same, no matter how you use it. First-class talent, carefully prepared programs can hardly afford not to use this latest development.

* Perhaps unbelievable until you have heard a World transcription and compared it. Advertisers and their agencies are invited to apply to any one of World’s offices so that an audition may be arranged. Hearing’s believing!

Write for WBS complimentary booklet “For Radio Results. Facts First—Then Continuous Research” reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.
Not for Radio Here

SHALL American broadcasting stations, like so many newspapers, bear the political labels of Democratic, Republican, Socialist, EPIC—or whatnot? Certainly not! Yet even from high official places we have heard remarks, dropped offhand to be sure but none the less significant, indicating that some people are beginning to look upon radio in that light. It may be the case in Europe, where the government and hence the party in power operates radio, but it isn’t the case here.

The facts speak for themselves. Regardless of their personal political bents, we know of not a single broadcaster who looks upon his station as the mouthpiece of a particular political group, unless it be a so-called Socialist station in New York which is known for its liberalistic tendencies but which has heeded to the line so far as the “equal opportunity” clause of the radio law is concerned.

That clause is radio’s safeguard and the public’s against the wilful use of a station for unequal partisan political propaganda. Under it the radio managers must afford equal opportunity on the same basis—pay or no-pay—to all candidates or their spokesmen. So far the radio stations have not been remiss in that respect, as political leaders of all parties (even the Socialists in the national campaigns) will aver. Stations and networks will adhere no less faithfully during the forthcoming national elections, we are certain.

Some pedantic vapors have been uttered to the effect that “radio fights for no rights”, implying it is not fulfilling its political obligations. That is utter nonsense. Radio is the only non-partisan medium left for discussions of all sides of political subjects; its prime mission is not political but entertainment, enlightenment and public service. And if any further proof of it is needed, public service can be furnished, in addition to its neutrality in politics, we cite the big blocks of time donated freely by stations and networks to the current Mobilization for Human Needs (Community Chest) and Will Rogers Memorial campaigns.

Pied Typos?

WILL the paradoxes of radio never cease? Within the last fortnight the International Typographical Union, affiliate of the A. F. of L., has filed with the FCC an application for a new broadcasting station in Indianapolis. The ITU, strangely enough, has been the ring leader among the labor unions for government ownership of broadcasting, having adopted at its convention in September a resolution to that end. The reason, it states, is that radio has diverted almost $100,000,000 of advertising from newspapers and magazines, “thereby depriving some 40,000 or more skilled printing trade workers of much needed employment opportunities”.

If that is true, does ITU figure it will help the situation any by starting a commercial station in Indianapolis? Moreover, we would like to know how it reconciles its government-ownership movement with an application for a commercial station.

We would hazard the guess that ITU, or someone in its parent organization, has a hidden Ethopian somewhere. After all, almost every one in radio who remembers back a year or two recalls certain other “deals” which resulted from threats both legislative and otherwise.

An Old Story Revived

THE OLD, old plaint of too much sameness of programs on clear-channel stations has been revived. FCC Commissioner Irvin Stewart has offered a motion under which the Broadcast Division is instructed to investigate and report on the adoption of special regulations controlling chain broadcasting, but wittingly, without duplication of chain programs on clear-channel stations. This problem obviously would become more important if the super-power proposals before the FCC finally crystallize.

Perhaps there is too much sameness of programs. The matter has been gone into before. But there are a combination of conflicting elements. For example, eight clear channels are allocated to each of the five radio zones under the law requiring an equitable distribution of all classes of broadcasting facilities. But, unfortunately, radio talent centers are not allocated by zones. The best area has the duplication bugaboo, after all, comes in the sponsored network program. Radio advertisers, who know their radio and markets, are not buying “duplicated” coverage. The fact that a secondary signal of a chain station may be heard in the same area in which a primary signal of another station using the same program is picked up, does not reflect overlapping coverage.

Moreover, the fact remains that there does not appear to be any excessive duplication of channel programs with worth — while signal strength. Picking up the signal of a distant station marred by interference and fading does not constitute duplication. By eliminating the duplication where it does exist, for the rural listener, the result in all probability would be —

The RADIO BOOK SHELF

SPOT news is fast becoming obsolescent as a journalistic asset, with radio the principal cause, in the opinion of Silas Bent, writing in the October issue of American Mercury under the title Radio Takes Over the News.

Radio has advantage of the aural over the scurril, as well as unexamined speed, Mr. Bent recalls, in pointing out its advantages over the press. On the other hand, he observes that there remains a function for the daily or weekly press as a reference reservoir, even after spot news has lost its pulling power. Papers will maintain their circulation —if it can be maintained—in the character of entertainers and interpreters, he believes.

Looking still farther into the future, the author has a few comments on television. “When one can see news happen while listening to it, the newspaper as such will receive its coup de grace,” he predicts. “One trembles to think what will become of the newspaper, so far as its present capacities and appeals and revenues are concerned, when this time arrives.”

“I believe the daily will go by the board, and that we will have weeklies blessed with some of the qualities of the Manchester Guardian, yet containing summaries of important happenings with documentary material, with interpretations of political, economic and social events, with fewer pages devoted to comics and to the lovelorn. In this way the ill wind of radio may blow the press some benefit.”

GETTING a job in radio isn’t much different from getting a job in any other well-established big industry. But the neophyte, pondering the possibilities of a radio career, can find a lot of valuable sign-posts, and perhaps avoid many a punishing detour, by taking a few tips from Making a Living in Radio, by Zeh Bosch (McGraw-Hill Book Co., Inc., New York, $2.50). Much of the glamour is gone, but there is ample opportunity to make a living from any one or more of the many types of radio employment, all the way from signing up as “Sparks” on a tramp steamer to an announcing assignment on a network. How to go after these jobs—with particular emphasis on the training that is needed and how it can be obtained—is the author’s theme.

In no other field are the facilities for training so readily available, he reminds readers in italics, and explains that the industry appeals to versatility—to a variety of abilities or genius.

that of depriving the urban listener of good reception, for it is in the cities that reception is at its worst due to man-made interferences and high noise levels.

There is no harm in looking into the duplication problem again. But we doubt whether there will be a solution in any drastic alteration of the status quo that would provide a better balanced program schedule for the rural or remote listener to clear-channel stations. After all, it is the FCC’s job to see that the “public interest, convenience and necessity” of the listener is served in all matters affecting broadcasting.
IF YOU were picking the ideal manager for a broadcasting station, you would probably want a man with a record and a sense of showmanship, of course, would be desirable but almost too much to hope for in an individual who also has the other qualifications.

A man who meets all these qualifications is Calvin Tompkins Lucy, general manager of WRVA, Rich- mond, Va., and advertising manager of the Larus & Bros. Co., makers of Edgeworth tobacco.

Another anniversary for WRVA and the Larus Co., as well as its genial general manager, also takes place this month. On Nov. 16 the Corn Cob Pipe Club, a Virginia hill-billy entertainment feature typical of the Virginia countryside, starts its ninth year on the air over a Coast-to-Coast WEAF-NBC network. The program will originate, as in the past, at WRVA, with the talent all native Virginians, most of whom have been featured on the program throughout its eight-year tenure.

Although WRVA has broadcast over WEAF since 1927 with increasing success each year. Starting in 1932 it was heard for two years over a nationwide NBC network, and from March to July 1935, was broadcast over the Mutual and Yankee Networks and WRVA.

The success of the club idea has been phenomenal, "C. T." long. But back to "C. T.," under whose direction not only the Larus company and the Pipe Club but also WRVA have thrived, was born in Baltimore of a Virginia family on Oct. 8, 1891. After studying in the Baltimore public schools, he was graduated from Baltimore City College in 1909, pursued post-graduate courses in several subjects, and came to Richmond in 1912. He entered the employ of Larus & Bros. Co. as office manager of their cigarette factory, the Reed Tobacco Co. Came the World War and "C. T." entered military training at Camp Lee, about 55 miles from Richmond. He was aboard a transport at sea when the Armistice was signed.

Returning to Richmond, the edg- ebug boy became office manager of the parent company and also was assigned duties in the advertising department. Then, in 1925, without advance notice, he was ad- vised that he was to become manager of the new 1,000-watt station which the firm had decided to estab- lish, continuing, however, as the advertising executive.

According to Mr. Lucy, his troubles really didn't begin before this time. In 1926, under the general reallocation, WRVA became a clear-channel station as signed to the 1110 kc. channel with 5,000 watts. It has these fa- cilities today, but is an applicant for an increase in power to 50,000 watts.

Be it remembered that commer- cial radio was only a lusty infant in 1925. "C. T." and his studio director, Elmer Hoelsle, managed to keep WRVA in operation as a commercial station for several years. The Larus Co. was deliber- ately taking the red figures each year and charging them up to civic pride and such good-will as might accrue to their famous pipe tobac- co. Then along came NBC and WRVA finally cast its lot with those who were making so much headway in the use of radio as a direct selling medium. Develop- ments since then came thick and fast and the station now operates more hours in one day than it did in a whole week in 1926.

In the early days of WRVA, "C. T." often announced special events, and was most active in the daily operation of the station. With the expansion of the station and added duties in the Larus-Reed advertising department, he gradually re-

(Continued on page 45)
Mr. Jack Regen, Manager
Tennessee Piggy-Wiggy’s Leading Store Unit

Piggly-Wiggy Store Manager says WSM advertised products are leading sellers in his store

“Practically every basket checked past our cash counter contains Oxydol, Chase and Sanborn or Maxwell House Coffee, Faultless Starch, Jello, Wesson Oil, Neuhoff Meats, or some other radio advertised products. In fact, the food products advertised through WSM are almost without exception the leading sellers in my store.”

—JACK REGEN

Ask your dealers and jobbers about WSM’s sales influence in the South

50,000 WATTS Complete Production Facilities

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc.

Nashville, Tennessee

BROADCASTING • November 15, 1935

BILL IRWIN, formerly of the Chicago Tribune’s epportorial staff, has succeeded Yank Taylor as radio editor of the Chicago Times. The former now bylines its radio column “Don Foster” to avoid confusion in case of future changes, in line with its policy with movie and other columns.

JOHN HUGHES, formerly of KYI, Tacoma, has joined the announcing staff of KFRC, San Francisco.

ROBERT KAUFMAN, formerly in charge of publicity at the Chicago CBS studios, has been appointed program director, with Ben Patey and Cecil Widlifield as his assistants. Harold Westey has been named production director, with Paul Dowty as assistant production man. John Fitzgerald, in charge of special events and public service broadcasts for CBS in Chicago, has taken over Kaufman’s duties as publicity chief until a successor is appointed.

NEL MERCLEY, former San Francisco radio producer, is running the KFRC Happy-Go-Lucky Hour, afternoon Don Lee network variety show.

WILLIS COOPER, former circulation editor of NBC, Chicago, who resigned to free lance has been engaged to write the Betty and Bob programs, broadcast Monday thru Friday over an NBC-WXYZ network, sponsored by General Mills, Minneapolis (Bisquick), Agency: Blackett-Sam-Hummer Inc., Chicago.

JOHN GAMBLING, announcer of WOR, Newark, has been designated as special announcer for the Voice of Experience programs, sponsored on CBS by Wasey Products Co.

RICHARD E. OSGOOD, formerly drama director of Yankee Network, has joined WXYZ, Detroit, as chief of sustaining continuity. John A. Single, formerly of WHNS, Columbus, and Lloyd Griffin, formerly of WJW, Cleveland, have joined the WXYZ announcing staff.

LESTER GRIFFITH, after a year of announcing at WOOD, Grand Rapids, has joined the announcing staff of NBC in New York. He studied speech and drama at the University of Michigan and was trouping with a stock company when he joined WXYZ.

JACK SHELLEY, graduate of Missouri School of Journalism, and reporter for the Clinton Herald, has joined WHO, Des Moines, as assistant to H. R. Gross, news editor.

RALPH TROTTER, program manager of KGIZ, York, Neb., was married recently to Phyllis Bader, former conductor of a shopping service on WBO, Omaha, and daughter of Ernest Bader, Omaha agency head.

GARY BRECKNER, radio director of the San Diego Exposition, has joined Nov. 1 and joined the announcing-production staff of KNX, Hollywood.

HARRY BROWN, formerly of KFAB and KFOR, Lincoln, Neb., has joined the announcing staff of KMTR, Hollywood.

RUTH RICHIE, who has promoted the Beatrice Hour program of WSPD, Toledo, for the past year, has resigned to return to Cleveland.

LAWRENCE TAYLOR, veteran Southwestern newspaperman, has been placed in charge of the new department of public information and service at KTUL, Tulsa. The department is to serve clients as well as provide station promotion.

CARL GEORGE, production manager of WAGA, Cleveland, has been appointed night manager. Maurice Coudon, continuing director, has been named schedule manager.

EDWARD L. BARRY, for five years in charge of talent for WGN, Chicago, and with the station ten years, has been named music critic of the Chicago Tribune.

DOLLS FOR ALL—Gordon Hitt- enmark, NBC Washington announcer, celebrated his 29th “Timekeeper” program on WBC recently by announcing that his Christmas gift was going to be a doll for all the needy girls in the city. The doll campaign started with listeners bringing dolls to the studio, Hittemark in turn serving them coffee and playing their favorite selections. Loew theatres are cooperating in the doll drive.

WILLIAM TAPER, absent from radio three years, has rejoined KBZ, York, Neb., in charge of early morning and farm programs. Virgil Tarka, school teacher and singer, is combining a half-time announcing schedule with post-graduate work at Yale College.

ROBERT TONG, announcer of KPI, Los Angeles, resigned early this month, leaving for Seattle.

WALLACE MCLEAN, formerly of KMTR, Hollywood, has joined the announcing staff of KIEV, Glendale, Cal.

MARTY MARTYN has joined Liecht & Englander talent agency, Hollywood, as an associate.

GRACE NORTON has joined Smallband, Hollywood talent agency, to contact radio press.

LUCILLE DINSMORE, administrative assistant of KFAC-KVAD, Los Angeles, was married in October to Robert Burton, of Los Angeles.

TONY D’ ORAZI, formerly of WGN, Chicago, has joined KJI, Los Angeles, as executive of a program titled Cartoonist of the Air.

RAT BROOK, announcer of WQAM, Miami, has resigned to leave for the Midwest. Phil Kelleher, former actor and singer, has joined the WQAM staff.

J. L. TRIGGS, formerly with KSO, Des Moines and WJTL, Atlanta, has joined the announcing staff of NBC in Washington.

JOHN MURPHY, globe-trotter and writer, has joined WNBR, Memphis, as production manager.

LEO BOLLEY, sports reporter of WFB, Syracuse, was presented with a gold cigarette case by Jack Cobert, president of the local baseball team, for his broadcasts during the season.

COL. RHTS DAVIES, short story writer and former stage producer, has been appointed production manager for the Audubon Club, San Francisco transcription concern.

JOSEPH H. BECK, long in newspaper, advertising, movie and radio work, has been named production manager of Midwest Recordings Inc., transcription producer.

March of Time

WHETHER Remington-Rand Inc. and Time Inc. will continue cooperation of Time on CBS had not been determined as BROADCASTING went to press, with existing contracts calling for only three more weeks after Nov. 18. Meantime the sponsors, along with Batter, Bartin, Durstine & Osborne Inc., the agency, will decide if it is to continue in its present form, revert to a weekly half-hour program or be discontinued.
WTIC MAKES A 305.44% GAIN IN LISTENER RESPONSE.

. . . . AND YOUR ADVERTISING DOLLAR GOES 3 TIMES AS FAR IN NEW ENGLAND

January to October first—only nine months! Yet in that short space of time WTIC has made a 300% gain in listener response, as proved by actual count of the flood of letters received from all parts of New England. Think what this means in terms of your advertising appropriation. A program over WTIC now gives you three times the selling power per dollar — for there has been no corresponding increase in WTIC rates.

An increase might have been expected as WTIC was on half time operation for the first four months of 1934 — but 300% is almost unbelievable.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skilful staging of any type of program. Full particulars on request.

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT
The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET
CHICAGO OFFICE, 203 N. WABASH AVENUE
J. J. WEED, Manager C. C. WEED, Manager
IN THE CONTROL ROOM

GEOGE C. DAVIS, radio inspector of the FCC in Philadelphia, has been transferred to Washington headquarter in the broadest section of the FCC Engineering Department. He will take over a portion of the duties of J. C. Barron, engineer who resigned to enter a consulting practice.

RALPH L. CLARK, now assistant to W. D. Teller, chief of the FCC field force, has been detailed to Washington from Detroit, and transferred to the broadest section of the FCC Engineering Department.


ARTHUR DAVIS, formerly of Western Electric Co., has joined Oregon Sound Studios, Hollywood. Sam Bartlett on Nov. 1 became Olesen's production manager, C. C. McDonald, formerly in charge of production, continuing as chief engineer.

EVAN LEWIS, former technician at KERG, Santa Ana, Cal., has joined KFAC, Los Angeles, as night engineer. William Jurek, recent graduate of Los Angeles Junior College, has joined the maintenance engineering staff of KFAC-KFVD, Los Angeles.

LLOYD WINGARD, technical engineer of WGAN, Cleveland, returned after an absence of three months due to a broken leg.

GAL BROWN has joined the engineering staff of WQAM, Miami, Edie Davenport, remote engineer, has been shifted to the transmitter crew.

VICTOR WILDE, former designing engineer for the Remler Co., Ltd., San Francisco, has joined the engineering staff of KFAC, then succeeding J. J. Blanchard, resigned.

RAY SCHROEDER, chief engineer of WJIM, Chicago, has engaged Ed Knight to assist in the installation and operation of the station's new equipment. Knight was formerly with CKLW, Windsor-Detroit.

Radio Commission Left Untouched by Canadian Premier

Membership of Control Agency Remains Intact for Present

By JAMES MONTAGNES

The Canadian Radio Commission has a new lease on life. According to the attitude being taken by key-electronic politicians W. L. M. King, the board was established under an act of Parliament, and is not directly responsible to the government. Chairman Charlesworth and Commissioners Chauveau and Holliway, have the time left to serve under the act, although it was generally expected in radio circles that the Commission would disappear with the new government.

Under the radio broadcasting act authorizing the Commission, passed May 26, 1932, the chairman, Hector Charlesworth, serves seven years, of which he has already served three. The vice chairman, Col. C. H. Chauveau, but recently elected in 1932, has a nine-year period to serve, while Lieut. Col. A. W. Steel has five years of his eight-year term to finish.

Premier King in his election campaign made no mention of the Radio Commission, and his present attitude is probably due to pressure of more important national and international issues. Since each of the commissioners is an appointment of the Conservatory government, his possibly be some months before a change is made through a parliamentary act.

The Radio Commission has to pay $5,083 as the result of a judgment awarded the King Edward Hotel Hotel Ltd., of Toronto, in the Ontario Court of Appeal. The hotel company claimed $10,733 for breach of lease of the studios which the Commission took over when it leased station CKGW from Gooderham & Worts Ltd., distillers. Shortly after the Commission took over the station and changed its call to CRTC, the studios were moved to a residential part of Toronto. Now the Commission has to pay Gooderham & Worts, who have the hotel.

A FICTITIOUS town of Beaver Bend, on a Canadian Commission program, has become a real town, with the establishment near the Consolidated Mining & Smelting Company's property at Trail, B. C., of a townsite by young executives of the company. They have called their new town Beaver Bend, and it will be listed in the next edition of Canada's postal guide.

Using Western Network

Western Network is the name selected by the makeup of KNX, Hollywood, and KSFO, San Francisco, which has contracted for a series of sponsored religious programs. Martin Luther Thomas in addition to the Father Coughlin series. The Martin Luther Thomas series is broadcast Sunday afternoons, 4:30-5 p. m. (PST), originating at KNX. The contract is for 52 weeks. Newkirk & Lawrence, new Hollywood radio and production agency, has the account.
Advertising's Place in Recovery

(Continued from page 10)

that it is almost a classic with its 362,000,000 listeners, and a per cent per day for advertising.

But let's do our best to be completely fair. Unlike the general price trend at retail a housewife finds that there are no coins small enough to give her an actual saving in the daily purchase. Could there be some way of working out a saving for her on her annual budget if there was no expense for advertising? In other words, could she be able to get a refund of a few dollars on her total household buying at the end of a year?

An Economic Tool

HERE we come directly up against the very essence of advertising's value as an economic tool. Without the volume, without the mass production, without advertising that has helped to create, the unit cost would be increased far beyond the amount of advertising. Without this mass production, too, her husband and her friends' husbands would have to do all the jobs which they hold today and would have little hope of getting new jobs as mass buying gets into its stride again.

Anyone who has had an opportunity to observe American business over the past 20 years can multiply examples of the way that growth in volume has given the consumer his present buying power for a lower price or added value at the same price or both.

In about one month something like 18 million radio sets have been purchased for American homes. Today you can buy for one-fifth or one-sixth of the price of those early sets of 12 years ago an instrument which reaches across the oceans and gives you fidelity and beauty of tone beyond the wildest dreams of 1921.

In distribution, advertising, or spreading of information to the public, is only one factor. The retail cost of any article is made up of materials and labor plus all the distribution costs, which include packing, carting, transportation, warehousing, salesman's expense, credit, collection costs, financing and advertising.

There has been much said so much talk about "Our million dollar expenditures in advertising that people forget how many millions of people must be reached. Business survives and grows great and advertising, in the main, succeeds only by making things cheaper and better so that more people can have them.

The average cost of automobile tires per mile today is less than one-tenth of what it was in 1913. The low priced cars of 1925 are infinitely greater in value than the automobiles of five times their price 20 years ago.

If advertisements are sometimes vulgar or occasionally deceitful, don't blame advertising. It still remains the most powerful single force in creating the mass production on which American prosperity must rest. It still remains the voice of business.

In the Sept. 15th issue of Sales Management is a remarkable "Open Letter to Non-Advertisers". It is inspired by the decision of the United States Steel Corp. to employ advertising to overcome the public's apathy and embark on an aggressive campaign as it passes from a period when production was all-important into an era of selling.

That letter illustrates a third function of advertising to hasten the realization of American business.

It points out that national advertisers have a far better profit record than non-advertisers; that in the early days of the Roosevelt administration only 17.6 per cent of companies having no trademark were paying dividends while nearly 80 per cent of the companies having national trademarks were paying dividends. More than that, for the years of 1932, 1933 and 1934 an average of 525 companies with securities listed on the New York Stock Exchange paid dividends and 60 per cent of them were advertisers.

Manufacturers who went into advertising in the glorious twen ties with the feeling that "we might as well spend it this way as to hand it over to the government" in taxation were amazed to find that, in a majority of cases, advertising paid.

In a week after the Steel Corp. made its announcement, 18 non-advertisers sent inquiries into the offices of just one magazine asking for information and help in formulating advertising plans.

The strongest driving force in American business is the desire to hear about new ideas and to achieve new ambitions and the reason that Americans like advertising is because it tells them about the new ideas. Many of these have been promoted by scientists in the laboratories which business has been maintaining for the past 30 years.

Unemployment cannot be wiped out quickly, or it is a job for everyone being who wants to work, and the way to more jobs for more people is to satisfy more wants by more people. Wages went up in this country so long as the standard of living was rising. The most economic way to sell the output of a factory is to make a lot of people want what it can make and advertising is the only force that can make them want it.

Scientists and manufacturers will continue to create new products. The public wants them. The public must be told about them. Advertising alone can do it. It is said that heavy industry stands.

Nero Announcer

JACK L. COOPER, of WSBC, Chicago, is believed to be the only official Nero commercial announcer in the United States. He made his first radio appearance in Washington in 1925, going to Chicago in 1926 where he joined WWA as producer of an All-Negro Hour. He started another Nero program on WSBC in 1926, buying and reselling time. Cooper plays as many as five characters in a program.

Gas Appliance Discs

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, through the Jean Scott Frickelton Ad Agency, that city, has cut 18 quarter-hour musical recordings for the Gas Appliance Society of California, San Francisco gas ranges, which have been released with the following stations: KIEM, Eureka; KGW, Stockton; KHSI, Chico; KPFR, Sacramento; KGW, San Jose; KLX, Oakland; KMK, Fresn and KTRB, Modesto. MacGregor & Sollie sold 13 quarter-hour episodes of the musical/satirical sketches in Melody, to Smirner & Kuhn Inc., San Francisco (shoes), through Kejlo Norman Organization, that city, for reproduction on KSRO, San Francisco, in a test campaign.

LONG VIEW!

- Financial Center of East Texas Oil Field
- Home of East Texas Chamber of Commerce
- A City That Is Growing and Buying
- Let KFRO Sell This Territory For You

"Voice of Longview" • Longview, Texas

LONG VIEW!

GREAT VALUE WILL SOON COMMAND A HIGHER PRICE

WOODS WOODY WOODSTOCK

5000 WATTS

Has Increased Its Value:

1. New High Fidelity RCA Transmitter
2. FIVE TIMES THE FORMER DAYTIME POWER
3. New modern studios and offices
4. Three times the former occupied space
5. ONE MILLION ADDITIONAL LISTENERS

Contracts signed before rate increase will be protected for their term, not to exceed one year.

National Representative

HEARST RADIO

New York Chicago San Francisco

Greater Value will soon command a higher price

PITTSBURGH - BASIC NBC RED NETWORK

5000 WATTS

HAS INCREASED ITS VALUE

1. New High Fidelity RCA Transmitter
2. FIVE TIMES THE FORMER DAYTIME POWER
3. New modern studios and offices
4. Three times the former occupied space
5. ONE MILLION ADDITIONAL LISTENERS

Contracts signed before rate increase will be protected for their term, not to exceed one year.

National Representative

HEARST RADIO

New York Chicago San Francisco

Greater Value will soon command a higher price

PIGOTT - BASIC NBC RED NETWORK

5000 WATTS

HAS INCREASED ITS VALUE

1. New High Fidelity RCA Transmitter
2. FIVE TIMES THE FORMER DAYTIME POWER
3. New modern studios and offices
4. Three times the former occupied space
5. ONE MILLION ADDITIONAL LISTENERS

Contracts signed before rate increase will be protected for their term, not to exceed one year.

National Representative

HEARST RADIO

New York Chicago San Francisco

The sessions of the Chicago Labor College will be held at the Hotel Athenaeum, Chicago.

Children at a nearby public school are picnicking on the green.

leyed and hung the-U.S.

The President Quad is has been

The 20,000 gallon oil storage tanks are visible in the background.

The session of the Chicago Labor College will be held at the Hotel Athenaeum, Chicago.

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Newspapers Recall Ban in Quaker City On Election Results

Scramble for Broadcast Tieups After Having Closed Gates

By MARTIN GOSCH

PHILADELPHIA—Out of the maelstrom of this city's Election Day earlier this month emerges a situation which may have a vital effect on the national press-radio picture.

Less than a week before balloting time, Philadelphia stations found the ban up at all newspapers against running results on election night returns; and four out of five metropolitan dailies were tied-in with the stations and plugging the connections with front page publicities.

The situation goes back to June, 1935, when WPIL arranged a reciprocal advertising deal with the Philadelphia Daily News, and shortly after in the Morning Record with a similar agreement. Later, WPIL signed the Evening Ledger, while on Oct. 1, the reputedly aloof morning Inquirer set the pace for the entire local press by more than doubling reciprocal advertising with WPIL and WIP.

Three syndicates have radio representation in Philadelphia — INS at WPIL, UP at WCAU-KYW, and Transradio at WIP.

Although it was generally conceded that the advertising agreements were purely on a business basis and completely eliminated editorial tie-ins, nevertheless a feeling of friendliness was supplanting the antipathy which has evidenced by the papers toward radio during the past several years. Consequently, when WPIL and WIP checked out on Oct. 31, all the dailies suddenly placed a ban on serving election news material to the radio bulletins.

Newspapers Enjoined

REPORTS indicated that AP, said to control the Alexander Association, a politically-connected group which handles circulation data for the five dailies, ordered the freeze-out of UP and INS, thus preventing affiliated stations from getting election returns over the wires. To make the ban complete, all dailies were enjoined from giving or selling voting information to any radio station. This ban found WCAU and KYW with the returns already sold to two accounts, and WPIL, WIP and WDAS in the process of making such sales.

Facing a complete shut-out, WPIL immediately arranged for remote pickups from both Democratic and Republican headquarters, while WCAU, KYW, WIP and WDAS followed the same day. Figuring that political headquarters would possibly run neck-and-headquaters.

ELECTION DAY

Extra Editions With Vote Data

MISSING IN NEW YORK

ELECTION extras were conspicuously absent in New York City on election day, a corner newsboy summarizing the reason to a correspondent for the New York Sun: "Now, there won't be no election extras tonight; the radio has killed all that 'cause it broadcasts the news before you can get it printed."

Said E. L. Bragdon, writing in the New York Sun: "In some respects radio has not changed at all in nineteen years. On election night in 1916, Dr. Lee De Forest's experiment with the prospect of transmitting election returns by radio, stepped to the microphone of his small station at Highbridge in New York and announced to the small world equipped with receivers that 'Charles Evans Hughes has been elected President.' The morning newspapers proved otherwise, but few people had heard the bulletin that a correction was unnecessary."

After the sign-off, WPIL and WIP continued to broadcast radio news from the paper's headquarters; WCAU and KYW—telephone news from the Bulletin and service from both political headquarters—remained at the Daily News and the two party headquarters. A salient feature of WPIL's arrangement with its paper was the special permission accorded to handle a commercial spot, American Oil Co.

On the previous Saturday when the studio's transmitter went out of commission a four-hour pick-up from the Philmont radio plant under Amoco sponsorship was cancelled. With that client requesting a substitution the reception returns, WPIL received permission to cut in on the account.

General impressions of the election broadcasting were that no station outstripped competitors by a large margin. WPIL claims a "beat" from Democratic headquarters with the first rumor of defeat.

The Inquirer, monitoring WPIL in its City Room, picked up the report, checked it, and had a special edition on the streets in advance of official returns.

The aftermath of the Election Day radio-news arrangements have not crystallized at this writing. It is believed that AP suffered a severe setback in its attempt to block member newspapers from radio agreements. No statements have been forthcoming from John Blackman, Inquirer executive, who was instrumental in tying up his paper with radio, and allegedly broke the Alexander Association ban. The stations are "sitting tight" awaiting the next move by the press.

NOV. 2 marked the fifteenth anniversary of the pioneers, KDRA, Pittsburgh, and from that date many reckon the beginning of modern broadcasting.
FOUR-STATION UNIT BEGUN IN NEBRASKA

THE FOUR Nebraska stations under purchase option to the Nebraska Broadcasting Co., subsidiary of the Omaha World-Herald, early in November were formed into an organization called the Nebraska Broadcasting System for the purpose of group sales. Acting sales manager is Alex Sherwood, now managing KGBZ, York, Neb., under the direction of Mr. Thomas, operator of WROK, Rockford, Ill., who is handling the Omaha newspaper's radio plans. The transfer of the stations to the new corporation is still awaiting FCC action and it is understood that several of the purchase options may expire shortly.

The arrangement makes it possible to buy as a group stations WAAW, Omaha; KGBZ, York; KMMJ, Clay Center, and WJAG, Norfolk. A 10% discount to national advertisers buying all four stations for 15 and 30-minute daytime periods is offered. Representation in New Stater Fox Aerial Publicizing Inc. in Kansas City by Howard Wilson of Wilson-Daltou, and in Chicago by A. T. Sears & Son Inc.

New Station in Rio

A NEW station to be operated along American commercial lines, with call letters PRF, has been started in Brazil by the Brazilian Radio Transmission Co., Rio de Janeiro. American equipment is used. The station operates between 1250-1300 kc with 10 kw power, according to the U. S. Department of Commerce.

Italian News!

It’s hot stuff these days . . . and WMEX is providing it in full to GREATER BOSTON's quarter million Italian population. Our four 15-minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX

1590 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560 — Tele-Taps Box 157

RADIO CLINIC FOR AGENCIES

WGAR Tells the Story of Broadcasting in a Series Of Special Sales Presentations

A SERIES of clinics to tell Cleveland advertising agencies about radio through actual auctions and sales presentations has been started by WGAR, Cleveland. The first clinic was staged in the Hotel Statler in the Cleveland office of Fuller & Smith & Ross Inc., with 30 executives, account executives, space buyers and production men attending.

The clinic got under way with flash bulletins on what radio does for the advertiser, several WGAR announcers handling the auction which was piped to the room. Following were sample introductions and subject matter on successful sustaining and commercial features broadcast by WGAR, including network programs. Welcome talks were received from John Past, manager of WGAR; Eugen Carr, assistant manager; Ellis VanderPy, sales manager; Lloyd Venard, sales promotion director. All were read from the studio by WGAR announcers.

Commenting on the clinic, President Billingsley of the agency said: "So far as I know this is the first time such a complete and thorough attempt has been made by a radio station to acquaint advertising agency men with radio and its work. Before we have obtained the story piece by piece but tonight Mr. Pat's efforts to tell the radio's story have been successful. He and his staff have missed nothing."

In the photograph are: Front row, left to right, C. E. Horton, vice president of the agency; John R. Reely, vice president; Clay L. Reely, account executive; W. M. Hutchinson, account executive; Allen L. Billingsley, president. In the background are Arthurson M. Scott, account executive; W. J. Staub, space buyer; Sanford Ketchum, C. D. Mitchell, Carl Wagner, T. R. Gymer, Lowell Spencer and R. C. Shaw.

Commerce Department

To Start Series on CBS

THE U. S. Department of Commerce will promote its activities in a series of programs to be broadcast over CBS beginning Monday, Nov. 25, 4:45-30 p.m. CBS agreed to donate the time for this program after the department approached Lawrence W. Lowman, CBS vice president in charge of operations, and E. E. Morrow, also of CBS. The program will originate in Washington with music provided by the Army, Navy and Marine Bands.

Daniel C. Roper, Secretary of Commerce, will be the guest speaker on the first program and will explain the purpose of the broadcasts which will take up each of the department's 10 divisions and present a dramatization of their work. Guest speakers will be selected from the various divisions of the department and will have five minutes to cover their subject. The program will be similar to the Julius Klein programs of the past. The initial series is scheduled for 13 weeks.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Leads 46 States!

North Carolina, for the fiscal year ending last June 30, led 46 states in Federal Internal Revenue collections. Station WWNC offers the only blanket Radio Coverage of rich resort-industrial Western Carolina!

* $301,677,342.45 (Treasury Department, Internal Revenue Bureau).

The MAN on the STREET

Daily 5:45-6:00 P. M.
$100 a month on 6 month contract
1,000 w. KGVO 1260 K
MISSOULA MONTANA

FOUR STATION UNIT BEGUN IN NEBRASKA

November 15, 1935 • BROADCASTING
In 1935
More local advertisers and more local commercial hours than any other Syracuse station

New ALL-TIME RECORD
In Total and Spot Sales

“We Invite Comparisons”

PAUL RAYMER CO.,
Representatives

Gen. Harbord Visualizes Transmission Of Colored Television, Taste and Odors

THE “ultimate achievement” of communication will come “when we, at last, see the man who is talking to us even though he is in a distant city when we can watch every change of his expression, catch every tone of his voice,” said Maj. Gen. J. G. Harbord, chairman of RCA Nov. 8 in an address before the School of Engineering, Princeton University.

Regarding the development of radio from Marconi’s first trans-Atlantic flash in 1901, to the present, General Harbord devoted much of his address to a glimpse into the future of radio, which will see facsimile, television, and possibly, the transmission of "smell" and "taste" by radio waves.

“We may even dream of a far-off day of television in faithful colors,” he said. "It is within the realm of theoretical possibility that radio can release aromas and flavors to the receiver as they are exactly duplicating those at the transmitter. If so, we can sniff in New York the fragrance of a cigar being smoked by the man in Havana, with whom we are chatting, and taste in Florida a freshly-picked apple pressed against a sending device in Oregon.”

General Harbord said he mentioned these not as definite prophecies, but as “frankly romantic speculations illustrating the trend of radio communication. In the radio laboratories of today, the former A. E. F. chief of staff declared, progress has been made that promises the possibility of flashing entire pages of hand or typewritten letters by high-speed facsimile, instead of by the dots and dashes of the Morse code. While that arrives as a practical service, he said, the sender of a telegram and the man who receives it will have a closer, more personal contact.

Facsimile and Television

HE SPOKE of the close relation of facsimile to television. The latter, he asserted, as a practical public service is not an immediate possibility, "but the path toward it has smoothed by our increasing knowledge of ultra-short waves. High-speed facsimile is the sending of still pictures through the ether. Television is the sending of pictures in rapid enough succession to give the appearance of continuous motion. The future of both seems to lie in the field of the micro-wave. What we have learned from television research has aided facsimile research, and what we have learned about facsimile has taught us many things about television. A fundamental requirement in both is an efficient and reliable short-wave radio circuit.

That radio in both tends to use not so pleasant and constructive as broadcasting of entertainment and encouragement of understanding and peace through international program exchanges, also was emphasized by General Harbord. Controlled radio that helps to control and controlled broadcasting, he said, have a direct bearing on freedom of press communications and freedom of speech. “They may play a part in fomenting war,” he asserted.

"If war should come between any nations today radio will be a far more influential force than in the last war. At that time, even in its infancy, it gave a good account of itself. Now it has attained full stature. Radio communications circuits cannot be stopped by an antagonistic nation, as transoceanic telegraphy was, simply by the severing of cables. News, probably influenced by censorship, will still come through in future hostilities.”

ANGUSTURA - WUPPERMAN Corp., New York (bitters), has started eight weeks of one-minute spot announcements on WTTI, Hartford, and WTM, Cleveland. Donahue & Coe Inc, New York, is the agency.

New Consulting Service Has 8 Newspaper Clients

FORMATION of S. A. Melnicoe & Associates as radio consultants, with offices in the Ferry Bldg., San Francisco, has been announced by Mr. Melnicoe, manager of KFBR, Sacramento. The company proposes to serve operating stations and applicants or prospective applicants for new stations: Merced Sun-Star, Visalia Times-Delta, Watsonville Register, Fresno Advance, Palo Alto Times, Hanford Journal, Ventura County Star, Porterville Recorder, Mr. Melnicoe also announced that J. E. Burrell, chief engineer of KJBS, San Francisco, and KQW, San Jose, is in charge of the engineering department.

Arkansas’ Newest

ARKANSAS’ newest radio station, KELD, El Dorado, is on the air full time with 100 watts on 1570 kc., having been inaugurated last month with ceremonies including an address by Senator Joe T. Robinson. The station personnel consists of P. F. Boll, manager; Leon Sipes, assistant manager and announcer; Miss Gladys Morgan, program director; F. T. Thompson, commercial; Eddie LeCaptain, operator and Transradio news reporter; Charles Mathis Jr., chief operator.

NBC “On the Hour”

ALL PROGRAMS broadcast on NBC networks have been put on the air 20 seconds earlier since Nov. 1. In the programs terminated on the hour and the next program began 20 seconds after this hour. Under the new programming plans begin on the hour and end 20 seconds before the hour. CBS has been operating under this system for a number of years.

Seeks Silent Station

WITH FCC Examiner Seward’s report recommending the removal of the station to Chattanooga still pending, Wilton Harvey Pollard, a broadcast engineer, has applied to the FCC for authority to erect a new 100-watt station on 1200 kc. in Huntsville, Ala., taking over the facilities of WHBS. Station WHBS, licensed to Virgil Evans, who seeks its removal to Chattanooga, has been silent since Sept. 1934.

GEORGE W. HOOVER, M. S., M. D.
Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements

RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone District 1169

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BROADCASTING • November 15, 1935
Fine Racing Colt Is Prize in Contest
By Mars, Chicago
Candy Sponsor to Enter Steed
In Big Races Next Year

ONE of the most unusual contest offers ever made on the air—and that takes in a lot of territory—was announced by Mrs. Calvin T. Lucy, owner of a one-year -old colt in the Belmont Stakes, to WGN, Chicago, on the Milky Way Winners program, sponsored by Mars Inc., the manufacturer of Milky Way candy bars. Mrs. Ethel V. Mars, who owns one of the largest racing establishments in the country, will present a thoroughbred colt to the winner of the contest, which consists of naming the colt.

Each entry must be accompanied by two wrappers from Milky Way candy bars, "or facsimiles of same." The contest will continue for five weeks only, ending Nov. 30, and the winner will be announced before Christmas. The horse will be eligible for racing on Jan. 1, 1936, when he becomes two years old according to the laws that govern racing.

Will Enter Races
BECAUSE of the inability of the ordinary person to maintain and train a race horse, the Milky Way stables will train the animal, feed, stable, transport it, pay jockey fees, and enter it in all of the leading races on the continent for two year olds, at no expense to the owner. Three of the two-year-old races the colt will be entered in are the 1885 Belmont Futurity, worth $50,000, the National Stallion Stakes, valued at $15,000 and the famous Arlington Futurity, valued at $80,000, and as a three year old in the Kentucky Derby.

The horse is a bay colt by Stimulus, out of Be Careful. The sire of the foal is one of the best known stallions on the American turf, whose forebears have won $552,939. When the horse becomes a three year old, it will be turned over to the winner of the contest who may do as he chooses with the animal, either race him, or sell him and receive the full purchase price.

If the same results are as good as present conditions indicate, the program and the contest will be repeated in other parts of the country, either by network or spot campaigns. George Willard Davis, Chicago, is the agency.

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News is nothing new as an audience-getting feature on this station. As anually as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to—in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—
Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them.
NBC to Dedicate Hollywood Studios

Southern California Activities Will Then Be Centralized

With NBC activities in Southern California to be centralized in Hollywood, new studios in the movie capital are to be dedicated about Dec. 1, according to announcement by Richard C. Patterson Jr., executive vice president of NBC. Both Mr. Patterson and M. H. Aylesworth, NBC president, are to attend the ceremonies, which will be attended by radio, screen, stage and music stars as well as business and political leaders.

Mr. Patterson stated that Hollywood is a "great reservoir of talent for radio and we expect that many more programs of national interest will originate there now that we will have the proper facilities."

The studios are in the building at 5515 Melrose Ave, formerly occupied by the Consolidated Film Industries Studio, destroyed by fire several years ago. They are now fire and earthquake proof, and have been built according to principles followed in Radio City, including new RCA equipment.

Second Structure

BESIDES the main building, with its three studios and offices, a smaller structure has been converted into a studio for auditions. The entire project was designed by O. B. Hanson, NBC chief engineer, and was built under the supervision of Gordon Strang, construct-

Broadcast Census For Year to Yield Data on Revenues

Federal Census Will Include Facts From Whole Industry

ENLIGHTENING data on the commercial broadcasting industry will be provided in the 1935 Census of American Business to be conducted starting in January by the Census Bureau, U. S. Department of Commerce. Information on station expenses, construction costs and operating revenue will be made available when the totals are compiled.

Data on census questionnaires will not be made public, only total figures for the industry being divulged by the government. The census will be financed as a Federal Works Project.

The broadcast questionnaire, as tentatively drafted by the Census Bureau, will ask data on the following: Description of station, name, and license number; location; legal form of organization; power; medium or short wave. Program schedule; Salary of corporation officers; supervisory employees, office and clerical work; program engineers; and how much to part-time employees; number of employees each month.

Operating expenditures: Payroll, taxes, commissions to agencies. Operating revenue: Gross time sales national network, regional network, national spot (transcriptions, five talent, record and spot announcements); local advertising (also by type of rendition); sale of talent services; other operating revenue.

Roper Asks Cooperation

ASKING cooperation in the business census, Daniel C. Roper, Secretary of Commerce, stated: "We have consulted a large number of business men and representatives of broadcasting organizations in the drafting and revision of our schedules and every effort has been made to keep the inquiries to a minimum. We have endeavored to avoid any questions that will annoy or antagonize the business man and have limited the amount of detail in order that you may have no additional expense in making up your report."

"We ask for the cooperation and assistance of the business men of the United States in this undertaking and assure each of you that your individual report will be held absolutely confidential. Only sworn employees of the Bureau of the Census will be permitted to examine your report and no information will be given to any person whether in Government service or private life, who will disclose exactly or approximately, any of the facts or figures in your report. The information will be used for statistical purposes only."
MERCHANDISING THE PROGRAM

Audience Should Be Built Up Through Distributors,
Direct Mail Convention is Told

RADIO will get the advertiser into the home with what he has to say, but merchandising is necessary to get the product into the home with what the advertiser has to sell, according to Emmons C. Carlson, district sales promotion manager of the NBC Chicago office, told the Chicago district of the Direct Mail Advertising Association, which met Nov. 6-8 at Chicago.

"There are three groups of people to take into consideration when planning a radio merchandising campaign, viz, the manufacturer's organization, his distributing organization, and the listening public," said Mr. Emmons.

"It is important that the advertiser keep his organization that is, his employees, stockholders and directors, informed in regard to his radio campaign. House organs, bulletins, let ters and fold- ers can be used to decided advantage in playing up the appeal, objective and result of the campaign. This group of people in turn will tell their friends and thus get the campaign over on the first time, an interested audience will be waiting to hear it. By continuing to keep them informed while the campaign is running, their constant interest will be as sure.

Telling Distributors

"A GREAT DEAL of effort will be made to inform the distributing organization, both wholesale and retail, for they are the bridge over which your products must pass to the consumer. Some advertisers have inaugurated a radio campaign just so that they might use it as a tool for securing increased activity on the part of their dealers. Advertisers' salesmen can very easily keep alive the interest of dealers, wholesalers and retailers in the campaign by bringing it to their attention when calling on them. Counter cards, window and floor displays, direct-mail campaigns, brochures, booklets and photographs will add much to the effectiveness of any broadcast-advertising campaign. Magazines, newspapers, billboards, street-car cards, and trade papers can also play an important part in building up interest before a campaign starts and while it is running.

"The listening audience is all important, for upon its response depends the success of any program. Radio is the one thing that an advertiser gives to the public without a charge of any kind; consequently, it is a goodwill builder. That being the case, it is wise to build the entire advertising campaign around the word RADIO. Direct mail is an important factor in keeping the listening public both interested and satisfied. When offers are made on the air, the names received in response to them can be used to decided advantage in a direct-mail campaign consisting of folders, booklets and letters. Contests, too, offer a very fertile field for names of people who are interested in an advertiser's products. Letters with which booklets are enclosed can be sent to all who enter contests or send in box tops in order to secure premiums. By sending mail to these names, the actual customers can be directed to their local dealer. This will help accomplish that most difficult step which separates consumers from an advertiser's products. Everything possible should be done to bring the consumer and dealer together."

GLASS vs. metal tubes in receiving sets will be the chief topic of the Nov. 18 meeting of the Institute of Radio Engineers at Rochester, N. Y.

FEDERAL TELEGRAPH CO.
RADIO TUBES
FAMED FOR PERFORMANCE

BECAUSE OF THEIR "LONG LIFE" AND "UNIFORM CHARACTERISTICS" Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
Interchangeable with U. V. 897 and U. V. 946A

F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "Famed for Performance" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

For Kansas City Coverage

OPEN
Bird in the Hand

November 15, 1935 • Broadcasting

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www.americanradiohistory.com
1936 YEAR BOOK *** The Only Complete Compilation
Trade Statistics *** A FIVE FOOT BOOK

1935 DIRECTORIES
- STATIONS and NETWORKS
- PERSONNEL & RATES
- STATION NETWORK MAPS
- RADIO CENSUS
- CONTRACT DATA
- NEWS SERVICES
- PROGRAM BUILDERS
- TALENT MANAGERS

1935 NETWORK AND NATIONAL SPOT ACCOUNTS
- ADVERTISING AGENCIES
- HANDLING RADIO ACCOUNTS
- TRANSCRIPTION PRODUCERS
- NEWSPAPER OWNED STATIONS
- RADIO STATION REPRESENTATIVES
- FOREIGN RADIO STATIONS

The YEAR BOOK Will
Be Published Early In 1936

Final Advertising Forms
Close December 15, 1935
Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as a business and art, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

Your advertising message in this encyclopedia of the business of broadcasting will reach every element in the radio broadcasting industry every day in the year.

MAKE YOUR RESERVATIONS TODAY!

BROADCASTING

November 15, 1935
Utilities Can Use Radio Effectively
(Continued from page 14)

One hundred word announcements as low as $2.05 each

Contracts acceptable for a period of one year at present rates

Lowest time equal wage rate in any U. S. major market.
Mail return allows complete coverage in Minnesota, Western Wisconsin, Northern Iowa, Eastern Dakotas. (Send for map.) Our signal strength second in the Northwest.
We carry more local advertising than any other Twin City outlet.
No other Twin City station equals our record of clients who have maintained a continuity. International News Service broadcast five times daily. (Available for pink slip sales.)

Owned and operated by same management since 1922.

Radio Air Service Corp. Terminal Tower • Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLENNINGER, Inc.
National Representatives

WHK

Cleveland

WHK, Ohio's oldest radio station is a basic outlet on the Columbia Network. It not only carries all the big CBS programs but leads all Cleveland stations in carrying events of local interest.

SECOND in Power
WHK is second in Cleveland from the standpoint of power—2500 watts, daytime, 1000 watts at night.

Second in Preferable Wave Length (Network Stations)
WHK's power, plus its favorable wave length, and its more favorable position on the dial means larger and more effective coverage for the advertiser.

FIRST in Local Advertising
WHK is Cleveland's most listened-to station, as evidenced by the fact that more local advertising dollars are spent on WHK than any other Cleveland station.

Get the facts before you buy Cleveland. You'll find that WHK reaches more homes per dollar than any other Northern Ohio radio station.
tire sales and promotional campaign. Be certain to coordinate it with your other advertising, dealer promotion and display, and with the efforts of your salesmen. Third, select the time of broadcasting and the program to be used in terms of the audience which you wish most to reach. Each hour of the day is valuable as a means of reaching some particular audience. The question is whether you wish to reach the housewife, the husband, the children, or all members of the family. A second problem is as to whether you wish merely to secure their good will, or whether you desire to call attention to the uses of electricity or gas more specifically.

With regard to programs, I know of few fields that possess so many program ideas which are ideally adapted to radio advertising as seem to exist in the public utility field. Let me suggest a few of these which occur to me.

Building Good Will

THE ENTERTAINMENT program designed to build good will and to do a certain amount of basic, general education regarding the importance of the product, is always a money-maker. This is especially true where the brand name does not require a particular emphasis, a situation existing in existing in the public utilities field. The Ford and General Motors Sunday evening hours, and the Carborundum Co.'s program featuring band music and highly interesting talks on the uses of carborundum, are excellent examples of this type of program, which is equally applicable to the public utilities field. The copy that is possible in a general institutional program are tremendously varied. Electricity is almost as dramatic as it is itself. A program series describing and illustrating recent electrical developments and their practical applications should possess considerable appeal and selling value. The use of electricity in medicine, warfare, crime prevention and similar fields, and the applications of inventions such as the photoelectric cell are intensely interesting.

Other aspects of electricity and public utility service likewise are capable of dramatization. An interesting subject is children's programs—interesting to both children and parents and acceptable to both—could be developed by a dramatization of the story of electricity or the story of light.

Educational programs open to the public utility sponsorship are numerous and varied. The Puget Sound Power and Light Co. has utilized a farm program to call the attention to the uses of electricity in the farmer's work and has coordinated their broadcasting with the efforts of the company's agricultural department. There is no reason why a similar program might not be developed for industrial users. The success of Remington-Rand in selling office, accounting and other business machinery by radio is an indication that this general type of selling can be done.

One gas company sponsored a series of programs designed to show the uses of gas, devoting several of the series to such a prosaic item as hot water. Lighting for the office and home is a subject possessing interesting program potentialities and splendid merchandising possibilities. The entire field of home-making and home management also contains numerous program possibilities. It should be quite easy to capitalize upon the present interest in housing, and combine practical suggestions with the news value of new developments and inventions in a program featuring The Electric House. The orthodox program types, such as cooking schools and the like, are also deserving of most careful consideration.

Fourth, merchandise your programs well. Inserts regarding the program mailed with your bills and statements present excellent opportunities for building a hand-picked audience. Coordination of your radio advertising with your display rooms, travelling displays—if you employ them—with the work of your salesmen, or with the appliance dealers in your territory is highly desirable.

Fifth, select your stations with care. Power is but one criterion of station value. Coverage, the resultant of power, frequency, assignment and the noise level to be overcome, is another important consideration. It determines whether or not the station can be heard satisfactorily and regularly. Available information regarding the station's audience should be scrutinized carefully; and your principal concern should always be with potential audience. Past that, the audience achieved by your program is largely your own responsibility.

Sixth and finally, do not judge success or failure by the ability of your program to secure a large portion of the total listeners.

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**Going Strong**

**ON 890 KILOCYCLES. GLIMPSE THIS:**

1930 1931 1932 1933 1934 1935

**KFPY**

Spokane, Washington

REMEMBER ALSO that over 90% of KFPY local advertisers have renewed during 1935. Take a tip from these local advertisers. You can't fool 'em!

**REPRESENTATIVES**

J. H. McCULLOUGH, 405 Madison Avenue, NEW YORK

WALTER BIDICK CO., 500 Chamber of Commerce Bldg.,

LOS ANGELES, and 601 Four Bldg., SAN FRANCISCO

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**There Is No Substitute for Experience**

1922 1935

GLENN D. GILLET, INC.

CONSULTING RADIO ENGINEER

Phone Englewood 3-3664

ENGLEWOOD, N. J.

National Press Bldg.
Phone National 3405
WASHINGTON, D. C.
The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

WHAM, Rochester, N. Y.
American Radiator Corp., New York (heating), 5 weeks t., thru Marchant
American Moleskine Co., New York (Grandma's mass ready weeks), thru Charles W. Hoyt Co., N. Y.
General Baking Co., New York (Bonde brezel), 3 weeks t., thru Batten, Dartine & Osborn Inc., N. Y.
Sterling Publications Inc., New York (Philips cosmetics), 5 weekly t., thru Stanton - Sample - Hummert Inc., N. Y.
John & Perce Kentucky & Cincinnati (cosmetics), 3 weekly t., thru Lenens & Mitchell Inc., N. Y.

WGN, Chicago
American Bird Products Inc., Chicago (bird seed), 30 sp., thru Westmont-Hamilton Inc.
Colgate - Palmolive - Peet Co., Jersey City, N. J. (Superbowl), 55 sp., thru Sterner & Sons.
Dean Milk Co., Chicago (Vitamin D milk), 152 t., thru Chicago, Huret & McDonald Inc., Chicago.
Ballen Inc., Chicago (canned hot dogs), 136 t., thru Charles Silver & Co., Chicago.
A. S. Schiffer & Co. (Samie-line polish), 3 weekly t., thru Blackett-Sample-Hummert Inc., N. Y.
42nd Street Sales Co., Chicago (cosmetics), 52 sp., thru Beaumont & Holland Inc., Chicago.
Affiliated Products Inc., Chicago (Edna Wallace Hopper cosmetics, Jocur wavers), 290 sp and 52 t., thru Blackett-Sample-Hummert Inc., Chicago.

RKO, San Francisco
Phillips Milling Co., San Francisco (flour), weekly t., thru Emil Brischacher & Staff, San Francisco.
Mountain Cooper Co., San Francisco (fruit spray), 6 weekly sa., placed direct.
Chrysler Sales Corp., Detroit (Dodge autos), 3 weekly t., thru Ruthrauff & Ryan Inc., N. Y.
Utica Knitting Co., Utica, N. Y. (underwear), 3 weeks t., thru John Thomas Miller, N. Y.
Greenbaum, Weil & Michele, San Francisco (Crown Middy pajamas), 6 weekly sa., thru Emil Brischacher & Staff, San Francisco.

KDYL, Salt Lake City
M. Hohner Inc., New York (harmonicas), weekly t., thru Athenor & Currier N. Y.
TTS Co., Elyria, O. (rubber heels), 2 weekly t., thru Carr Liggett Inc., Cleveland.
Knox Co., Kansas City (Sysex), 26 t., thru Dillon & Kirk, Kansas City.
Pinecox, Fort Wayne, Ind. (cold remedy), 2 daily sa., thru Philip O. Palmer & Co., Inc. Chicago.

You're way too loud, Bishop! 

WHK, Cleveland
Dodge Brothers Corp., Detroit, 4 sa., thru Ruthrauff & Ryan Inc., N. Y.
Challenger Corp., New York, 8 sp. as ordered, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Co., South Bend, Ind., 3 weekly sp., thru Roche, Williams & Cunningham Inc., Chicago.
Socosy - Vacuum Oil Co., New York 5 daily sa., thru J. Sterling Getchell Inc., N. Y.
Julius & Kokenge Co., Columbus, O. (Footsaver shoes), 3 weekly sa., thru Aubrey, Moore & Wallace Inc., Chicago.
Willard Storage Battery Co., Cleveland, 3 daily sa., thru Meldrum & Feuerstein Inc., Cleveland.

KFRO, Longview, Tex.
American Stove Co., Cleveland (Magic Chef), 104 t., thru local distrib.
Sherwin - Williams Co., Cleveland (paint), 26 sa. thru local distrib.
Socola Corp. (Oil Co., New York (Mobilol), 312 t., thru local distr. 
B. F. Goodrich Rubber Co., Akron (tires), 128 t., thru local distr.
Goodyear Tire & Rubber Co., Akron (tires), 134 t., thru local distr.
Central Shoe Co., St. Louis (Robin Hoefl shoes), 36 weekly, thru Dunk & Daugherty St., St. Louis.

WHIO, Dayton
Foster-Miller Co., Buffalo (Donny's pants), 3 weekly t., thru Street & Finney Inc., N. Y.
Bar-Set Furniture Co., Boston (Fortunat fish), weekly t., thru Finney & Finney Inc., N. Y.
Tea Co., New York, 15 sa., thru Hanf-Metzger Inc., N. Y.
Standard Oil Co. of Ohio, Cleveland, 15 sa., thru McCann-Erickson Inc., Cleveland.

WGY, Schenectady
Mantele Lamp Co. of America, Chicago (Aladin lamps), 13 t., thru Fresenius & Feusch Inc., Chicago.

WOC, Davenport, Ia.
Exselsior Springs Co. of C, Excelsior Springs, Mo., daily sa., thru Ferry-Haley Co., Kansas City.

WAXY, Yankeon, S. D.

WBT, Charlotte, N. C.
Drug Trade Products, Chicago (Perun, Calumite), 6 weekly sp., thru Bennon & Dall Inc., Chicago.

WIP, Philadelphia

KYA, San Francisco

WLS, Chicago
Unia Drug Co., Inc. (Beer and drug products), 5 t., thru Spot Broadcasting Inc., N. Y.

Wiley's, Chicago
Exselsior Springs Co. of C, Excelsior Springs, Mo., daily sa., thru Ferry-Haley Co., Kansas City.

KFWO, Des Moines
C. B. White Co., Des Moines (rubber heels), 3 weekly t., thru Roger & Brothet, Des Moines.

WMAS, Springfield, Mass.
Pep & Salt Co., New York (Brewer rabbit syrup), 4 daily sa., thru J. Walter Thompson Co., N. Y.

Dorothy Perkins Co., St. Louis, (cosmetics), 6 weekly is., thru Ridgway Co., St. Louis.
RCA Mfg. Co., Camden, N. J. (radio transistors), 6 daily sp., thru Lord & Thomas, N. Y.
Lehn & Fink Inc., New York (Hindu coloring matter), 13 weekly sa., thru Kan- yon & Eckhardt Inc., N. Y.

RGEZ, Kalispell, Mont.
Dexter Washing Machine Co., Fair- field, Ia., daily sp., direct.
Perry Inc., New York (Texas), daily sp., thru Hanf-Metzger Inc., N. Y.
NEW PRESIDENTIAL MIKES

Portable and Fixed Stands Being Built by CBS

As Old Ones Are Found Inadequate

TWO NEW microphone stands, one to replace the present arrangement which has been in service for two years, and the second a portable stand, designed for rear-end train broadcasting, are being built by President Roosevelt for CBS, and will be delivered before Thanksgiving, Nov. 28. The stands, to accommodate four microphones each, are being built in the Washington shop of CBS under the direction of that network's engineers.

With a record radio political campaigning year in prospect, it is expected that the portable mike stand will be carried with the President wherever he goes. When President Roosevelt makes his address in Atlanta Nov. 29, he will have the stand with him. Both stands are designed to provide maximum comfort for the President while speaking.

Unlike the present stand, which has "hidden" microphones, the new stands will have the mike right out front. President Hoover was opposed to exposed microphones, and the present stand has attachments out of sight.

Ready to Retire

THE OLD STAND, also built by CBS, is considered too heavy and cumbersome, and after suffering the rigors of five microphone appearances by the President, is about ready for retirement.

It was pointed out that during the President's recent trip to the Pacific Coast, considerable difficulty was experienced in broadcasting from the rear platform of the train. Since there was no special desking desk arrangement upon which the President could place his manuscript, attendants either held up the microphones from the ground or strapped them to the railing of the platform with adhesive tape.

Raymond Clapper, clapper of the Washington Post, who is a member of the newspaper contingent which accompanied the President on his trip to the Coast, described some of the radio experiences of the President.

"It is especially necessary to be able to detach the mikes quickly because of Mr. Roosevelt's technique when campaigning from the train," Mr. Clapper wrote in his Nov. 12 column. "The train stops and a large crowd has been assembled. Usually a loudspeaker has been rigged with portable microphone so that the entire crowd can hear.

Mr. Roosevelt's method, where no set speech is scheduled, is to wait inside almost until time for the train to leave, and then appear for a moment to wave and say a few words of greeting to the crowd. The signal to start the train is given as soon as the President finishes his greeting.

"That makes a more dramatic get-away and eliminates the awkward pauses which always embarrassed Mr. Hoover. Having smiled and said it was a nice day and he was glad to see everyone out, Mr. Hoover, while waiting for the train crew to finish watering the engine, would stand there and stare at the crowd and the crowd would stare at him. There would be either dead silence or someone would yell, 'Hello Herbie,' which was about as bad."

APPLICATION of the Continental Radio Co., owned by Scripps-Howard Newspapers, for voluntary assignment of the license of WNOX, Knoxville, Tenn., to it was designated for hearing by the Broadcast Division of the FCC on Nov. 12. The station was purchased recently for around $75,000.

Do you buy "1935 Air Space" with "1934 Buying Habits?"

You owe it to yourself to get the facts and compare before you buy radio time in Iowa. That's the reason we prepared this booklet. It answers ten important questions about the Iowa Network, radio stations of The Des Moines Register and Tribune. You'll readily see why things have changed in Iowa. If you haven't a copy, write for ours today—or call John Blair & Co., New York, Detroit, Chicago and San Francisco.

KRNT, Des Moines
McConn & Co., Winona, Minn.
(Proprietory), 9 sp, thru McCord Co., Minneapolis.
Schulte Baking Co., Kansas City (Jolly Madison products), 5 weekly sp, thru R. J. Potts & Co., Kansas City.
Union Pacific System, Omaha (railway), 12 sp, thru Caples Co., Chicago.
United States Rubber Co., New York, 10 sp, thru Campbell-Ewald Co. of N. Y.
Winston & Newell Co., Minneapolis (University food), 2 weekly sp, thru McCord Co., Minneapolis.

WBBM, Chicago
Drug Trade Products, Chicago (proprietary), 7 weekly sp, thru Rees & Hall Inc., Chicago.
Studebaker Sales Corp., Chicago (automobiles), 3 weekly sp, thru Schimmer & Scott, Chicago.
Wyers Co., Chicago (bouillon cubes), 1 weekly sp, thru Neuman-Myrhoff Inc., Chicago.
KRE, Berkeley, Cal.
Philo Radio & Television Corp. of California, San Francisco (radios), 1 weekly sp, thru KRE, direct.


UNITED MOTORS SERVICE Inc., Detroit (Delco radios), on Nov. 1, started for 28 weeks Delco Quarterly Hour, transcribed musical program, in a test campaign, on a hookup of KJBS, San Francisco, and EQW, San Jose, three days weekly.

How do we get that way?

BROADCASTING

RADIO NEWS

November 15, 1935 • BROADCASTING Page 51

W SOC

Transradio News

W SOC's 24-hour Teletype Service makes it possible for us to offer wide-awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of W SOC's NSF RADIO NEWS a real buy!

Wire or write for prices to—

W SOC
Charlottesville, N. C.
Announcement

It is with pleasure that WHIO announces appointment of the Sawyer-Ferguson-Walker Company as its national representative. Association with The Dayton Daily News, and the Springfield News and Sun, has given Sawyer-Ferguson-Walker Company a complete knowledge of the WHIO market. Intelligent and rapid handling of requests for program schedules, merchandising plans and market data is possible under this new arrangement. Sawyer-Ferguson-Walker Company offices are located in the Palmolive Building, Chicago; New Center Building, Detroit; and the Daily News Building, New York City. Your requests will receive prompt and courteous attention.

39 S. LUDLOW · DAYTON, O.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

G. KRUEGER BREWING Co., Newkirk (beer) on Nov. 9 started Krueger Musical Toast on 26 CBS stations, Saturdays, 5:30 - 9 p.m. Agency: Brown Co. Inc., N. Y.

ILLINOIS CENTRAL SYSTEM, Chicago (transportation), or Nov. 11 starts musical program Heading South on 5 Midwestern NBC stations, Sundays, 2:22-30 p.m. (CST) with repeat at 4:30. Agency: T. C. Caples Co., Chicago.


RENEWAL CONTRACTS


CHURCH FEDERATION, Chicago (political) on Nov. 4 renewed The Crusade on 3 MBS stations plus WGAN, WIND, Mondays, 7-8-5 p.m. Agency: Marshall & Pratt Inc., N. Y.

Network Changes

AMERICAN TOBACCO Co. on Nov. 9 exchanged Your Hit Parade program on NBC-WAFT network to Al Good- man orchestra, Loretta Lee, Willy Morris, Stuart Allen, Trim Sisters, Rhythm Kings.

Endows Music Museum

BELIEVING that modern American music will become increasingly allied with electricity, Paul Whiteman, orchestra leader, has endowed the first museum of modern American music, to be established at Williams College, Williamstown, Mass. Whiteman has turned over to the college a collection of scripts, arrangements, orchestras, records and instruments typical of the development of American music. The museum is to be of access without charge to every qualified person interested in American music. Included in the collection are many of the Whiteman orchestrations used on the Kraft-Phenix Cheese Co. broadcasts on NBC. The Williams College board of trustees recently voted acceptance of the gift.

WHO Rebroadcasts

WHO, Des Moines, is providing Geo. A. Hormel & Co., Austin, Minn. (canned foods), with rebroadcasts of an original program, the Hornel Chili Corn Cane Studio Party from WCCO, Minneapolis. WHO for some time has been exchanging rebroadcasts with WOC, Davenport, la., the Omaha Flour Mills Co. program, Mother Boddie's Open House, Crescent Hour of Music and daily baseball games being among the programs picked up by WOC from an outlying receiver, piped to the studios, and re-broadcast.

FIDELITY DISPLAY

WHIO Conceives Plan to Show
Faithful Reception

WHIO, Dayton, recently presented a novel broadcast which has been copyrighted and will be offered Philco dealers in each city where there is a station with high-fidelity equipment. The original program was arranged primarily to show the difference in the quality of the loud speakers in the smaller sets and those with high fidelity. An explanation of the term "high fidelity" was made over the air, then the listener was asked to check his set as to the quality of the reception of tone given by the station's heat-frequency oscillator. The lowest tone audible to radio receivers, 30 cycles, was broadcast as the first test and then tones up to 18,000 cycles were presented with the proper explanation as to the notes they corresponded to on the piano.

If they were received on the listener's set distorted he was asked to send his name to the station. At a Philco dealers meeting two sets were placed on the stage for the demonstration.

The program was conceived by an announcer, worked out by Chief Engineer H. R. Lingle Jr., sponsored by Wurlitzer Music Co., to plug Philco, and lasted 15 minutes. Philco picked up the idea and plans to use it in their meetings throughout the country where ever a station is available for the test.
... for their radio subsidiaries (wholly-owned or stock affiliates) have accepted BROADCASTING as the primary medium for carrying their radio sales and institutional messages to radio advertisers and their agencies. These are the newspaper-owned or affiliated stations which have advertised in BROADCASTING during 1935—most of them being under contract for periodical insertions:

WBAL Baltimore News Post and American
WBAP Ft. Worth Star Telegram
WNBC Buffalo Evening News
WCAE Pittsburgh Sun Telegraph
WDAM Kansas City Star
WDAY Fargo Forum
WEBC Superior (Wisc.) Telegram
WFAA Dallas News and Journal
WFTC Greenville News and Journal
WHAS Louisville Courier Journal
WHLO Dayton Daily News
WHK New York American and Journal
WIOD Milwaukee Daily News
WISN Milwaukee Wisconsin News
WJBO Baton Rouge State Times- Morning Herald
WKY Oklahoma Daily Oklahoman
WLS Chicago, Prairie Farmer
WMBH Joplin Globe and News
WMC Memphis Commercial Appeal
WMT Cedar Rapids, Waterloo, Des Moines Register and Tribune

WOKO Albany, Knickerbocker Press and Evening News
WSMK Dayton Herald and Journal
WTAB Norfolk, Ledger Dispatch and
WTCN Minneapolis Tribune, St. Paul Dispatch-Pioneer Press
WTMJ Milwaukee Journal
WWNC Asheville Citizen and Times
KEHE Portland Oregonian
KEX Portland, Oregonian
KGKO Wichita Falls, Ft. Worth
KGLT Amarillo Globe-News
KGLT Denver, Oklahoma Daily
KZL Oklahoma and Times
KRBD Dallas Times-Herald
KRTL St. Louis Post Dispatch
KCKO Des Moines Register and Tribune
KSA San Francisco Examiner

November 15, 1935 • BROADCASTING
Variety in the 1935 Annual Variety Community Showmanship Survey

KOMO is the ONLY Pacific Coast Station Rating A FIRST

In Seattle Variety Rates KOMO FIRST and KJR SECOND

National Representatives
EDWARD PETRY & COMPANY, Inc.
New York Chicago San Francisco

BROADCASTING November 15, 1935

TRANSCRIPTIONS

WICKER High Fidelity Recording Service, including "off the air" recording and special recording of all kinds possible with portable equipment, has been announced by Walter Wicker, Chicago. To introduce this new service, which is added to the program building, radio writing and production which Wicker's office has offered previously, he is offering to make sample recordings without cost for advertising agencies and others who would like to start his services.

R. U. MINTOSH, head of R. U. McIntosh & Associates, Los Angeles transcription firm, left Nov. 1 on a six-week trip in the East. George Preston has joined the firm as an associate. Production of three series of discs was started early in November. They are Gang Murder Mysteries with three episodes for each story, totaling 65 quarter-hour discs: Reporter of Odd Facts, five-minute discs; Spotlight on Sports, 65 quarter-hours with dramatizations.

MARSH LABORATORIES, Inc., Chicago has produced Neighborly Songs and Poems by Homer Rockheaver, Chicago Concert Co. and telephonic Male Chorus, the 13th episodes having been taken by Radiod Service, Hollywood, for national distribution.

KNOX Co., Los Angeles branch (Center) has produced a series of 13 Strollin' Tom discs at Hollywood studios of Radio Transcription Co. of America, to be released on 50 stations through Allen C. Smith Adv. Co., Kansas City. The Los Angeles office of Knox Co. was moved Nov. 1 to the Signet Oil building.

FRANK ZAMBRINO, of Radio Transcription Co. of America, will leave Chicago Dec. 1 to open an office in New York and appoint a field service manager for that city.

TITAN PRODUCTIONS Inc., San Francisco transcription firm, has cut 13 quarter-hour vocal and musical recordings of the Ed Crosc Christmas Special in California (Berkeley) Association, San Francisco, an affiliate of the American Record Co. They are to be placed on 200 stations throughout the country. Titan Productions has also cut four quarter-hour talks on temperance for the Temperance League, Los Angeles. Featuring Ethel Huber, lecturer, the transcriptions are to be heard on KNX, Los Angeles, and other Western stations. Thirteen more quarter-hour episodes of Topical Teresa, dramatic serial, written by Walter Patterson, are being recorded by Titan for subsequent sponsorship.

AUDISK Corp., San Francisco transcription producers, on Nov. 1, sold 26 quarter-hour episodes of Treasure of Lorelei at the Gardner Remedy Co., Seattle, for reproduction on KYI, Tacoma.

Capper Gets WLBF

TRANSFER of the ownership of WLBF, Kansas City, Kan., operating with 5 kw. on 1420 kc., to the Kansas City Kansas, was approved Nov. 12 by the FCC Broadcast Division after having been held in abeyance for over a month. Senator Arthur Capper (R.) of Kansas, owns the newspaper, and also owns WIBW, Topeka, to which WLBF is being linked by land line for commercial and sustaining programs. Herbert Hollister, who sold WLBF to Capper, remains with the station as manager, although he is an applicant for a new 10 kw. station on 1420 kc. in Waterloo, Ia.

Ice Cream Campaign

(Continued from page 9)

where it still is an event to have ice cream, just as it will be in Wichita, Kan., when I was a boy.

You will follow my train of thought, too, when I tell you that advertising, put to work by ice cream dealers, or by dairy associations, not only works for these organizations, but directly, for every farmer in America.

Sell farm products as you sell manufactured goods. That is the teamwork of prosperity, the kind we are going ahead with credit advertising with the phenomena which occurred in Detroit which brought the automobile industry back to peak production. Advertising took the optimism which fell upon Detroit and sold it to the nation. Advertising believed that as long as there was a need for a new automobile anywhere, some citizen of this great country would find the means and ability to pay for it.

Advertising, it seems to me, takes for granted something that the politicians and the orators, and economists, neglect. It assumes that utter self-reliance is the national character of Americans. It takes for granted our ability to go out and get what we want or need. It takes for granted the fact that we will support the industries which can supply the needs of the great mass of the people, and that we will find the means to put ice cream in her baby's mouth.

NBC Has Metropolitan

THOUGH it has not yet signed a sponsor, NBC has again secured exclusive rights to broadcast the performances of the Metropolitan Opera Company from the stage during the new season which starts in later December. Even if a sponsor is not secured, it is indicated, the full-length operas will be carried on Saturday afternoons as formerly. Last season Lambert Pharmacal Co., St. Louis (Listerine) sponsored the Metropolitan series, and the year before the sponsor was American Tobacco Co. (Lucky Strike).

The THE THREE Okanogan Valley weekly newspapers, the Kewlona Courier, Vernon News, and Pentiction Herald, together with J. W. B. Browne, manager, have just acquired 51% stock in CKOV, 100-watt station on 650 kc. in Kewlona, British Columbia, marking the sixteenth newspaper owned or controlled station in Canada.

Kalispe1's Largest Gasoline Distributor* Uses
KGEZ Exclusively

*His brand is NOT among the leading five nationally

Kalispe1, Montana

Box 1 Kalispe1, Montana

For RESULTS, go where the money is.
That means NEBRASKA—predominantly agricultural— with the nation's biggest-income farmers.

Spot Radio Advertising offers rich rewards in Nebraska. National advertisers say Nebraska is always high on their lists. This moneyed audience is radio-minded. You can reach these choice prospects at very low cost. Select one or more separate markets—or blanket the whole state.

Have us give you complete data and rates. Address the association office or any separate station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska
KOIL
Omaha, Neb. and Co. Bluffs, Ia.
KFOR
Lincoln, Neb.
KFOR
Washington, Ia.
KFOR
Omaha, Neb. and Lincoln, Neb.
eks
KFOR
Wadi,
KGER
Norfolk, Neb.
KFOR
York, Neb.
EMMJ
Clay Center, Neb.
KGF
Keokuk, Neb.
KGF
North Platte, Neb.
WOLVERINE G. Angeles, episode Co., PENNSYLVANIA tising through rect. VALENTINE count. Agency Ind. SPOHN MEDICAL Mass. KFAC, Los Blue, Los Angeles. Golden Trout, Los Angeles. Federal -MATE ANIMAL FOOD $50,000. Annual lists having Los Angeles. Golden Trout, Los Angeles. Annual list with Radioed it account with Radioed account with Frank Wright & Associates, with radio and other media to be used in a 12-month campaign titled You Be the Judge, which started Oct. 28 on KYA, San Francisco. The drive is to be extended to the entire West Coast.

BERNARD SCHWARTZ CIGAR CORP., Detroit (R. O. Dun cigar), has named Simons-Michelson Co., that city, to handle a radio campaign, which began with a half-hour amateur show over WJR, broadcast from the Fox theatre.

CARROLL C. SEGHERS, South Atlantic representative of Green Watch Co., Cincinnati, has been named advertising manager.

LIBERTY FOODS Co., Covington, Ky., (Redi Spread), has placed its account with Jesse M. Joseph Adv. Agency, Cincinnati. C. M. & Son Inc., New York (Redi Spread) has placed its account with the same agency.

Many of them easily tuned on modern receiving sets because they operate in the 1535-1718 kc. band, there are now 405 police broadcasting stations in the United States, according to FCC records.

WALTER JANVIER Inc., New York (proprietary), has named Murray Breed Associates Inc., New York, to handle its Rollin and Buffalo mineral water accounts.

KIP Corp., Los Angeles (Pyro), has appointed Lockwood-Shackelford Co., Los Angeles to be its agency.

SCHWARTZ GINGER ALE Co., Inc., San Francisco, has placed its account with Frank Wright & Associates, with radio and other media to be used in a 12-month campaign titled You Be the Judge, which started Oct. 28 on KYA, San Francisco. The drive is to be extended to the entire West Coast.

The old saying has it — "Figures Don't Lie"—which of course pleases us very much, because we have a group of truth-telling figures to quote which indicates extreme "power" in WWVA service.

Saturday night, October 26, wound up the 135th consecutive weekly public performance of the Nationally famous WWVA Saturday Night Jamboree which wound up the largest month's attendance on record for this WWVA station. Over 6,000 persons paid their way into the Capitol Theatre of Wheeling during October to see and hear WWVA microphones stars in action! Here are the figures:

October 5 — 1,742 "pays"
October 12 — 3,829
October 19 — 2,230
October 26 — 3,804
TOTAL — 14,955

Veteran showmen marvel at such attendance figures in a town of 65,000 population, after a show has run nearly three years, but they overlook the fact that the thousands of WWVA Jamboree fans come from far and near. Our October Jamboree record represents truth-telling figures of our enormous coverage in Eastern Ohio, Western Pennsylvania and Northern West Virginia and our amazing listener responsiveness. Radio advertisers are invited to check this super-service.

West Virginia Broadcasting Corp. Hawley Building WHEELING, W. Va.

Representatives
J. H. McCULLY
485 Madison Ave., New York
JOHN KETTLEWELL
Palmerston Blvd., Chicago

Columbia Station

5000 WATTS WWVA 1160 KILOCYCLES
FCC Issues Order To Ban 'Haywire' Station Equipment

A REGULATION sounding the swan song for "haywire" equipment in broadcasting stations and minimizing danger to safety of life and limb has been adopted by the Federal Communications Commission. The new rules, permitting "good engineering practice," are designed to determine the requirements of good engineering practice.

The first rule (Rule 132) becomes effective immediately but stations are allowed one year in which to install the new equipment. It was proposed by Andrew D. Ring, assistant chief engineer in charge of engineering practice, and was concurred in by the Law and Order Department.

In his recommendation Mr. Ring said that the equipment installed in many stations revealed that construction of transmitters and protection for human life and property are inadequate and in no sense complete, particularly as meeting the requirements of good engineering practice.

The new policies governing the issuance of construction permits and modifications of licenses will be completed in all details hereafter. A construction permit will not be issued in all essential details. The same procedure was adopted respecting modifications of license.

The rule on equipment cleanup follows:

Rule 132. (a) The transmitter proper and all associated transmitting equipment of each broadcast station shall be designed, constructed, installed, and maintained in accordance with good engineering practice in all phases of its design and operation, including specification, as specifically included in those regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with Article 37 of the current National Electric Code as approved by the American Standards Association.

(c) The equipment shall be so operated, tuned, and adjusted that emissions are held outside the authorized bands and which are capable of causing interference to the operation of other stations. The spurious emissions, thermal noise, hum, power-line harmonics, and audio frequency harmonics, shall be maintained to a level consistent with good engineering practice. The program material shall be separated from the carrier, noise level, and other essential equipment radiation, and the external effects shall be at all times controlled to the requirements of good engineering practice.

(d) In order to provide for the "good engineering practice" cited in the preceding paragraph to the requirements of good engineering practice from time to time. The rule shall be effective upon its adoption, provided, however, that existing broadcast equipment shall be allowed one year in which to meet the requirements herein.

Construction Permit Policy

IN ADOPTING the new policies governing construction permits and modifications of licenses, the Broadcast Division considered a memorandum of its Engineering and Law Department. It was brought out that now the Division issues many construction permits specifying that the permittee may be selected subject to subsequent approval. In the past few months, it was stated, broadcast permittees have abused this privilege and in some or six or eight cases permittees have selected the station without subjecting the site and antenna either from the FCC or the Department of Commerce Air Navigation Division. In cases where the site has been objectionable, it was declared, a difficulty has been presented in forcing the permittees to move.

To avoid this situation, the Division adopted the recommendation that the construction permit be completed and issued until it can be completed in all essential details." This, it was said, would not work a hardship on the permittee, and no construction can be begun until the site, antenna, etc. are approved. If and if the permittee has no infrastructure completed, he will not be ready to begin construction.

Upon the granting of the permit, the subject to approval of the site transmitter and other technical items, it was added, the Licenses Section can prepare a letter advising the applicant has been completed, and its terms, but stating that the permit will not issue and that it is not authorized until the permit is completed and the necessary information is supplied to and approved by the FCC.

The same procedure also adopted for cases for granting modifications of license which contain some provision that must be satisfied before operating under the new authorization can begin. This will prevent the licensee from ignoring the provisions of the license as sometimes happens now, it was brought out.

Allen Leaves KGW-KEX

LAWRENCE ALLEN, manager of KGW-KEX, of Portland, Ore., has resigned effective Dec. 1 to join the NBC sales department in New York City. According to an announcement Nov. 8 by Mr. Harry M. Anderson, NBC Western Division sales manager, at the same time that Anderson announced his resignation as general manager of Canadian Broadcasting Corporation. He leaves Nov. 16, Mr. Anderson will become Family Circle. Mr. Allen is a native Oregonian and a graduate of Oregon State College.

The CLAIM of WEBQ, Harrisburg, Pa., that it is the only station on 1210 kc. using a self-supporting vertical radiator, is disputed by H. F. Burnett, of KVOS, Ardmore, Okla., who reports that KVSO went into operation last Aug. 4 with a 180-foot self-supporting vertical radiator made by the Lehig Structural Steel Co., Allestine, Pa.

KIEV, Glendale, Cal., has ordered complete RCA transmitter equipment and expects to erect a new building early in 1936 on Gladieu Blvd., near Verdugo Road.

Packard Merchandising

PACKARD MOTOR CAR CO., Detroit, on Nov. 5 announced on its CBS program that for the next six weeks it would give away a Packard 120 each week. For the best 120-word (which lines up with Packard 120) letter on the subject "Why Packard is justified in using the slogan 'Match the 120 Against the Field.'" All who enter this contest must be car owners and must visit a Packard dealer and take a ride in the new 120. They will then be given a certified entry blank and a self-addressed stamped envelope to mail the entry blank to the sponsor. Winners will be announced over the air beginning Nov. 19 and each week thereafter.

All winners will have their cars delivered on Christmas Day.

Ford Bond, Quin Ryan, Ted Husing—

D IDJA ever mail one of those vacation hotel postcards with an "I marks my room"? Well ... here's WHB at Notre Dame—but believe us, it was no vacation! Just a lot of work giving the Missouri and Kansas folks a play-by-play description of the season's opening game—Kansas and Notre Dame; celebration on the air over WHB exclusively, between halves. Colorful presentations like this enable WHB to compete successfully for the radio audience in the Kansas City market area—even against strong chain competition.

FCC Issues Order To Ban 'Haywire' Station Equipment

To William Burke (Skeets) Miller, NBC night program director in New York, and in San Francisco where he handled the two-way broadcast between the giant air- plane and the earth on the December 8th launch of the Explorer II, while both were in flight, goes an assignment that will make every newspaperman and radio commentator. When the big plane, however, built by the United States Signal Corps, that will be Harold See, NBC engineer and a former newspaperman. Miller will broadcast periodically from the plane, which is going into the regular air mail and passenger service between San Francisco and Chicago, and which is fully equipped with radio. He formerly was director of broadcasting for the Air Transport Association of America, which has now joined the network after working on the old New York World. He is the winner of the Pulitzer Prize in journalism for his work on the Floyd Collins cave story as a reporter for the Louisville Courier-Journal.

Western Electric Co., New York, has published the first issue of a new magazine called Pick-Ups, devoted to news of developments in the field of sound, and of the organizations and men who use the equipment designed by Bell Telephone Laboratories, manufactured by Western Electric and distributed by Graybar. The initial number has 26 pages with a two-color cover. It will be issued several times a year. Will Whitmore is editor and M. M. Beard, assistant editor.

RCA MFG. Co., Camden, has issued a circular on its Piezo-electric calci- nator No. 8572, to check frequencies from 100 to 200 kc in 100 kc steps to 5000 to 100 kc steps in 100 kc steps, with a guaranteed accuracy of 50% of 100 and 1000 kc. The cali- brator is 4½x3½x2½ inches in size and weighs 10 ounces.

WSPD, Toledo, has purchased two complete sets of the new T-100-A series Western Electric space booster equipment. The 1,000-watt Western Electric transmitter formerly used from the Commodore Perry hotel has now been removed and the control room is being completely revamped. The new installation is to be completed in De- cember. The present 5,000-watt Western Electric transmitter was placed in operation in August.

THP, 274-foot vertical radiator of Laboratories, manufactured by Western Electric, was erected at Mooseheart, Ill., has been put into operation.

BROADCASTING OF WSPD, ORIOLE,

Ford Bond, Quin Ryan, Ted Husing—

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BROADCASTING • November 15, 1935

Banner Broadcasting Station

KANSAS CITY'S DOMINANT DAYTIME STATION

www.americanradiohistory.com
**AGENCIES AND REPRESENTATIVES**

*EDWARD ALESHIRE*, for the last year radio director of WJZ, New York, has joined the staff of H. W. Kastor & Sons Adv Co., Inc., has joined the copy staff of *Lon and Thomas*, Chicago. Aleishre has had many years in the radio field. Before joining Kastor he served as an official of the ill-fated American Broadcasting System and prior to that was radio director of *Lon and Thomas*, Chicago, and of Blackett-Sample-Hummert Inc., Chicago.

*GEORGE WILLARD DAVIS*, formerly of the Willard Tablet Co., Chicago proprietary company to whom Mr. Davis joined his middle name, has opened an advertising agency at 360 N. Michigan Ave., Chicago. The agency is in charge of the radio campaign of Mars Inc., Chicago (Milky Way candy bars).

*SAYWIER, FERGUSON & WALKER*, national representative of the *Dayton Daily News* and *Springfield* (O.) News, has been named representative of WHIO, Dayton.

*RUTH HAFFY & RYAN Inc.*, New York, has opened a branch in the Spencer Fitch bldg., Lakeland, Fla., instead of an office recently announced by the agency, to service the Florida Citrus Commission account. Albert Whidens is the account executive.


*ADVERTISING ARTS AGENCY*, Los Angeles, has turned over its radio department to Radiod Service, Hollywood.

*ROBERT A. DAVIES Jr.*, formerly with N. W. Ayer & Son Inc., New York, and Steiner and the New York office of KMBC, Kansas City, has been named a sales representative by Norman Craig, station representative.

*LEON A. FRIEDMAN*, formerly radio director of Cramer-Tobias Co. Inc., New York, and Steiner and the New York office of KMBC, Kansas City, has been named a sales representative by Norman Craig, station representative.


*UNITED ADV. AGENCY*, New York, on Jan. 1 will be absorbed by Lam & Feasley Inc. and *Churchill Hall Inc.*, of New York. Leonard Dreyfuss, founder, will devote his time to outdoor advertising. Bert M. Nussbaum, United president, has been named vice president, Albert & Feasley, and Walter K. Porzer, United vice president, will join Lam & Feasley in the same capacity early next year. F. Garrettson Mettee, United vice president, assumes a similar post Jan. 1 with Churchill-Hall.


*WALTER & DILLS Inc.*, New York, has opened a Detroit branch in the Penobscot Bldg., with Carl Healy, formerly of Hiram Walker Inc. and J. Stirling Getchell Inc., in charge.

*MAX GELLER*, for two years with International Magazine Corp., and prior to that Eastern advertising manager of Liberty, has assumed the vice presidency with Blackman Adv. Inc., New York.

*EVERARD MEADE*, formerly of the publicity department of Benzon & Sawyer, New York, has joined Young & Rubicam, New York, in a similar capacity.

*WALTON B. PICK Co.*, Los Angeles station representative, has been appointed exclusive Pacific Coast representative for the new KBFR, Sacramento, Calif., and for KMJ, Fresno, Calif.

*E. PODEYN*, formerly connected with Batten, Barton, Durstine & Osborn Inc., has joined the agency, to service the automobile industry, to open a new office in New York and a similar post in Los Angeles.

*BLACKETT-SAMPLE-HUMMERT Inc.*, will move to new quarters at 247 Park Ave., about Dec. 15, taking the entire ninth floor.

*MISS CAROL IRWIN* has succeeded David Crosier, resigned, as director of radio for Pedlar & Ryan Inc., New York.

*HENRY LENNOIR* has joined the San Francisco office of Beaumont & Holmes as account executive.

*T. K. QUINN*, formerly vice president of General Electric Co. in charge of public utility appliances, has joined *Mason Inc.*, Detroit, as president. Lou Mason will continue in control of the agency.

*HUGO BLAINEY*, station representative in New York, announces the termination of his arrangement to act as New York headquarters for Feasley & Aston, Chicago representatives.

*DAVID B. STEIN*, formerly in the production department of WIP, Philadelphia, has been appointed director of radio of *Kai* Inc., Washington, D. C. agency.

**MELIODIOUS ROADS**

Practically All New Autos Are Equipped for Radio

**PROVISIONS for radio as standard equipment on practically all of the new automobile models were evident at the 1935-36 auto show in New York and other cities during the early part of November. It is estimated that more than 2,000,000 auto radios will be sold this year, as against 1,000,000 during 1934 and only a few scattered thousands during the other inter men since 1930 when auto radios were first introduced.**

Thus radio will offer another important addition to its audience of 20,000,000 or more homes equipped with receiving sets. This season’s auto radios are described as more compact, rugged and sensitive and more powerful than previous models, with General Motors featuring static elimination through static-collector rings inside hub caps. This permits the grounding out of electrical charges accumulated during motion.

Asks Station in Mobile

**APPLICATION for a construction permit for a new station in Mobile, Ala., has been filed with the FCC by Memphis Commercial Appeal Inc., Memphis, publishers of the newspaper carrying that name. The applicant seeks the 950 kc. channel, with 1 kw. power night, 5 kw. to local sunset, with unlimited time and a directional antenna at night.**

**IN ALABAMA**

**BY EVERY COUNT BIRMINGHAM'S DOMINANT STATION**

- Oldest radio station in Alabama.
- Only high-powered station in Alabama operating full time, day and night.
- Operates on 1000 Watts, day and night. Affiliated with C.B.S.
- First in sports. First in politics. First in Network Features.
- WBBC is regularly used by 240 local advertisers, 134 National Advertisers.
- Gives 100% coverage of North Alabama's rich sales market.

**BIRMINGHAM BROADCASTING CO.**

Bankhead Hotel

**BIRMINGHAM, ALA.**

**Now Available**

For Broadcasting Stations...

A Non-Directional Microphone

Low price—light weight (only 3 oz.) and small size (4 1/4") make the Brush B2S an ideal instrument for general broadcasting work. Splendid for remote pickup. No distortion from close speaking. No input transformer, button current or energizing voltage required.

Typical Brush construction insures satisfactory performance and freedom from breakdown and delays. Fewer than 1/10 of 1% of all Brush Mikes have required adjustment or repair of any kind. Fully guaranteed.

The B2S is one of eleven in a quality line that includes studio—general purpose—theatre—desk—lapel and unidirectional instruments. Descriptive literature sent on request. Write for copies today.

**WBBC**

**'A SMARTLY COORDINATED APPROACH TO IT ALL!'**

SAYS VARIETY

... and we couldn't have said it any better ourselves!

WBNX—New York

Write for Booklet "Market Coverage"

**WBBC**

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Typical Brush construction insures satisfactory performance and freedom from breakdown and delays. Fewer than 1/10 of 1% of all Brush Mikes have required adjustment or repair of any kind. Fully guaranteed.

The B2S is one of eleven in a quality line that includes studio—general purpose—theatre—desk—lapel and unidirectional instruments. Descriptive literature sent on request. Write for copies today.

**WBBC**

**'A SMARTLY COORDINATED APPROACH TO IT ALL!'**

SAYS VARIETY

... and we couldn't have said it any better ourselves!

WBNX—New York

Write for Booklet "Market Coverage"
**PROGRAM NOTES**

KHJ, Los Angeles, has started The Apprentice, covering the western quarter of the country. The program is a sustaining feature using a morning hour on weekdays and is sent to the Don Lee-CBS network.

THE Los Angeles Times, which recently continued to renew its affiliation with KMTR, Hollywood, in October, had previously used KHJ and KMTR as the official station before joining KMTR two years ago. Times programs on KHJ, besides news broadcasts four times daily, will include The Job Aids, Last and Found, a football and sports rally, home economics periods, and other special programs.

KYA, San Francisco, has inaugurated a daily feature which is meeting with popular approval. Titled Science Edits the News, the broadcast, heard Tuesdays at 6 p. m. and sponsored by the San Francisco County Medical Society Radio Committee, explains scientific news in the layman's English. An article of current scientific interest from the daily newspapers is flashed by a KYA announcer, and a speaker of authority then explains its significance.

REGULAR feature of KSO, Des Moines, is Station Idea, the "Voice of Young America," with ten Des Moines children announcing the program and supplying entertainment. Another new KSO feature is a three-weekly series of bridge lessons.

TO ACQUAINT listeners personally with its talent, WCML, Ashland, Ky., is staging a Radio Review in surrounding towns.

BIRD ON THE AIR — KHJ, Los Angeles, recently presented Jimmy, famed talking bird of Catalina Island, in its radio debut, the program going over the Don Lee network. The little Hill Myna, starting his career, "What are you doing Mondays?" and with an imaginary dog, greeted new customers to the studio with "hello," and ended with a lachon" goodbye.

In the picture are Charles Caccia (left), caretaker and D. L. Mobley, superintendent of the bird farm.

TRANSCRIPTS were used on eight Los Angeles stations in October to promote the motion picture Midsummer Night's Dream, which had its premiere on KFWB, Hollywood. The later station is devoting a nightly quarter-hour to the production for four weeks.

WBT, Charlotte, N. C., broadcast Rascal Bro-Barnum & Bailey circus from the big top, with local RCA Victor sponsorship. The circus band also broadcast from the studio.

A NEW Hammond electrical organ will be installed at WMCA, New York, according to Donald Flamm, president.

SIX concerts are now being sponsored by the Amateur Night on Real Street series on WXYZ, Detroit. A blank carriage is wired instead of using a gong. Sponsors are Dean's Department Store, Paral & Lowenstein, jewelers; Clover Farms Dairy; RCA Victor, Leo Kain Furniture Co., Panorama stores.

WTMJ, Milwaukee, transmitted for simultaneous broadcast by short-wave to the recent Ford and Radio Show held in that city, using John V. L. Hogan's system.

IN COOPERATION with the Juilliard School of Music, New York, CBS on Oct. 5, started a series of programs titled Understanding Opera, featuring noted guest artists and a symphony orchestra directed by Howard Barlow. The series is in elaboration of the Understanding Music programs broadcast last year by CBS. The new series is broadcast Tuesdays 6:35 p. m.

KGGC, San Francisco, has a program with a waiting list of retail advertisers who wish to be included. Called Mort Werner's Open House, the station puts on, five nights weekly, a 90-minute program of live talent and records interspersing the broadcast with spot announcements and in rhyme. The program is presented in the form of "open houses," with celebrities dropping in as studio guests. Mort Werner as host, sings and accompanies himself at the piano, blending his voice with various recordings, also giving the commercials. Sponsors are limited to the few and many merchants are asking for time on the program.

A COMMERCIAL series on WGAN, Cleveland, has been started by Red Cat, comic magazine of Western Reserve University. Starr Street Car Adv. Co., a Barons Collier subsidiary, has contracted for the third year of Moses Cleveland's Album on WGAN, with Graves Taylor as narrator.

THE "NEW" Symphony of the Air, is giving a series of free Sunday afternoon concerts titled Around the World of Music, at the Neighborhood Playhouse, that city, the program being broadcast.

WHEN THE city commission of Miami made a trip to Europe with a complete, elaborate microphone setup which gives local voices a front-row version of what and how the "city fathers" ran municipal affairs.

WRAK, Williamsport, Pa., raised $541 for the local community chest in two impromptu and unannounced programs at the end of the drive for funds. Ten hours of their time were donated to the campaign.

FOOTBALL games of Shubin (Pa.), High School, are sponsored on WROK, that city, by Beer & Derra Inc., Shubin drug chain.

WLCG, Muncie, Ind., is confirming its Sunday musical program to popular numbers, rather than religious and symphonic numbers, and claims it receives an unflagging audience response. The station had its microphone on the scene a few minutes after a dance band company had been built up for the second time in two months, and interviewed victims of a series of big lost and founds.

"SPORTS LITE" — A series of interviews with the football coaches of Chicago high schools, is a new Sunday morning feature at WJJD, Chicago, sponsored by Hirsch Clothing Co. which operates four men's clothing stores.

**Western Electric's new NON-DIRECTIONAL MIKE**

Bell Telephone Laboratories has developed the first Dynamic non-directional mike. It picks-up equally well from all sides. Order yours from Graybar!

**Western Electric BROADCASTING EQUIPMENT**

It picks-up Sound from all around Western Electric's new NON-DIRECTIONAL MIKE $70

(actual size 10 x 12)

**FREE S. SLEININGER INC.**

[Image of a microphone]

Covering the Tacoma Seattle Markets

Sell Tacoma-Seattle economically with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives two markets at the price of one 1000 watts...570 kw.
ATTENDANCE records of the WVT4 Jamboree at the Capitol theatre in Wheeling, W. Va., Saturday, were broken recently when October paid attendance mounted to 10,965. This surpasses even the August, 1934, figure when the Jamboree played to 10,428 persons during five programs. In all, nearly 200,000 have witnessed the shows.

MARSHALL FIELD & Co., Chicago department store, is sponsoring a series of Saturday morning broadcasts produced by the students of Chicago high schools, including IJIJ, Chicago. Each week the music and dramatic departments of one high school prepare and present the broadcast, which is used to advertise clothes for high school boys. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Field also sponsors a two-hour program of recorded music each weekday morning over WBBM, Chicago.

A $2,600 "twin winner" contest to discover new radio talent has been launched by WBBM, Chicago. Contest winners, one man and one woman, each will be awarded a 13-week contract to sing over WBBM, at a salary of $100 a week. Vivian Della Chiesa, 19-year-old soprano winner of last year's contest, is now featured soloist on the Fout Sauer Shoe Saver shows over CHB and the Milk Foundation series over WBBM.

GIMINSKI FURNITURE Co., Syracuse, N. Y., and its First to Poland program on WFIL last year so valuable in attracting not only the Polish trade in its own local but new customers from other parts of town, that the store has returned to the station. The program is built of Polish folk melodies, with orchestra and guest soloist singing in Polish. Two announcers are used, one in German and one in Polish, and another doing translation, with Harry Burdiuk in charge.

Taking advantage of the current interest in Polish political situation, Charles A. Stevens & Co., Chicago department store, is sponsoring a series of talks by Clifton Utley, director of the Chicago Council on Polish Relations, broadcast over WGN, Chicago, each Monday evening from 8-45 to 9, CST.

NELSON BROTHERS Storage & Furniture Co., Chicago furniture house, has substituted a Man on the Street program consisting of two announcers and a microphone stationed on the sidewalk for informal interviews with passersby for their Romance Reporter series. Both serious and silly questions are included in the interviews, and a novelty has been added by getting the casual interviewee and the commercial announcements.

Program is broadcast for 15 minutes during the noon hour daily except Sunday over WBBM, Chicago.

A UNIQUE musical organization, now called Adult and the Gold Chain Bohemians, discovered in a Bohemian settlement at Schenectady, N. Y., is being sponsored by Universal Mills Inc., Fort Worth, Texas. Toledo Transport Network, The Program is heard at Schenectady. Many of the artists play rare old instruments handed down from generation to generation. KTKL, Tulsa, has started Adventure Round, a disc series directed at children, sponsored by the Tulsa outlet of Sears, Roebuck & Co. Temps with novelty premiums are used in the three-weekly serial. All of Adult, a newlydeveloped feature, broadcast mornings, had five sponsors the first week.

More than 100,000 were the guests at WNAX and the House of Unveil, Inc., Yankton, S. D., at their annual Harvest Festival, which last a week in October. Free coffee, pancakes, corns, hot-dogs and muffins were distributed to visitors during the week.

A FAST-MOVING mid-morning program Household Rebel, designed for women, has been started by WMT, Waterloo, Ia. The program is broadcast from 10-11:30 a. m., with some transcriptions but mostly live talent. Sponsorship is in five-ten and 15-minute units as well as 100-word announcements. Both Waterloo and Cedar Rapids stations originate the program, the control being handed back and forth.

HIGHLIGHTS of games between the contesting teams a year ago are given preceding each Southwest Conference football game, on Southwest network, with Magnolia Beer as sponsor. Humble Oil Co. sponsors play-by-play accounts of the games, with Brynn Saam, Gene Wyatt, Paul Landing and other SBS announcers at the microphones. Francis Gilbert handles the Magnolia programs. As many as three shows are aired weekly on SBS.

ELEMENTARY lessons in the Bohemian language are given on WKV, Cleveland. Sunday mornings by Benezech-Federman furniture store, which has just renewed for the third successive year its Bohemian program.

COORDINATING with city officials in a safety campaign, WIXI, Gary, Ind., is presenting a series of safety phly broadcasts by students in the Gary high schools. Each week members of a different school are given a chance to present a dramatization of some phase of the safety drive.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

GOOD MEN

Are The Only Ones

Who Have A Chance

To Get Ahead!

CREI Technical Training gives you the "know how" in the form of knowledge and background with which you can build a real future. Men of ambition know that they must have something BETTER to offer than the "next fellow" to get to the big jobs and big salaries.

PRACTICAL RADIO ENGINEERING IS THE "SHORT CUT" TO SUCCESS!

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CAPITOL RADIO ENGINEERING INSTITUTE
Dept. G-11
14th and Park Road
Washington, D.C.

November 15, 1935 • BROADCASTING
**NOVEMBER 1 TO NOVEMBER 13, INCLUSIVE**

**Decisions**

(Denotes decisions which became effective Nov. 5 as FFC in session on that day.)

**NOVEMBER 12**

WMPC, Lapeer, Mich.—Granted modi., CP extended to Jan. 1250 W to 1000 B/W for transmitter.

WOI, Omaha—Granted modi., CP extended 1000 W to 1000 B/W for transmitter.

WRQV, Terre Haute, Ind.—Granted modi., CP extended 1000 W to 1000 B/W for transmitter.

KSO, Des Moines—Granted license for CP change, increase power, move transmitter.

WCAO, Baltimore—Granted CP new eqp.

WCM, Camden, N.J.—Granted authority to file revised applic. for CP extension test period 30 days (11-1).

KGRE, Bay City—Rejected CP application for change in location.

**NEW Examiners’ Reports**

NEW, Utah Radio Educational Society, Salt Lake City, etc.—Examiner Hill recommended (1282) that apply, Utah Radio Educational Society for CP 1450 kHz as a new CP of 100 kw to 100 kw, 1450 kHz, Salt Lake City, Utah, assigned to nearby co. in Logan, Utah, applic. from WWAE, Hammond, Ind., for CP extension test period 30 days (11-4).

NEW, KTAI, Anchorage, Alaska—Examiner recommended (1281) that apply, Great Western Broadcasting Co. for CP 1000 kw to 1000 kw, 1410 kHz, Anchorage, Alaska, assigned to nearby co. in Port Consort, B.C., CP extension test period 30 days (11-6).

NEW, WBNY, New York—Examiner recommended (1283) that apply, KTRK, Houston, Tex., for CP extension test period 30 days (11-5).

NEW, KTFI, Minneapolis—Examiner said that apply, KSTP, Minneapolis, Minn., for CP extension test period 30 days (11-7).

**Applications**

**NOVEMBER 1**

NEW, New England Radio Corp., Bridgeport, Conn.—CP 1750 kHz to 100 kw, D, 3401 Main St., New Haven, Conn., for CP extension test period 30 days (11-9).

NEW, WOB, Newark—License for CP aux. equipment.

KIPM, Greenwich, Conn.—CP extension test period 30 days (11-9), to call KVOG.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—CP 1500 kHz to 100 kw unid., for CP extension test period 30 days (11-11).

NEW, K. J. Maddox & Dr. W. B. Hair, 6 Barlow, Austin, Tex.—CP 500 kw to 1 kw extension.

NEW, WML, Dallas—CP extension test period 30 days (11-9).

**NOVEMBER 2**

NEW, F. N. Pierce, Taylor, Tex.—NEW, Eupora Denham, 6-T. Bell Broadcasting Co., Temple, Tex.—Examiner recommended (1284) that apply, CP 1310 kHz to 100 kw B/W for transmitter, 1310 kHz to 100 kw B/W in Fort Worth, Tex., pending move of transmitter.

NEW, WBNY, Buffalo—License for CP aux. equipment.

NEW, WML, Dallas—License for CP aux. equipment.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—License for CP aux. equipment.

**NOVEMBER 3**

NEW, Ameritron, Inc., Denver.—Application for exempt, 100 kw to 5 kw, for 5 days, pending move of transmitter.

NEW, KMLB, Monroe, La.—License for CP aux. equipment.

**NOVEMBER 4**

NEW, Emilio Delrio Ramilres, Mayaguc, P.R.—License for CP aux. equipment.

**NOVEMBER 5**

NEW, KCM, Manchester, Ind.—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, Kennebec Valley Broadcasting, Inc., Pampa, Tex.—CP 1200 kHz to 100 kw D, amended to 100 kw B/W for transmitter.

NEW, Challenger Broadcasting Co., Corpus Christi, Tex.—CP 1330 kHz to 100 kw unid., for CP extension test period 30 days (11-9).

**APPLICATIONS RETURNED**

NEW, International Typographical Union Local 1, Chicago, Ill.—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, Texas Broadcasters, Inc.—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, California Broadcasters—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, Long Island Broadcasters Corp., New York—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, W.J.B., Taft, Calif.—CP 1420 kHz 100 kw D, amended to 100 kw B/W for transmitter.

NEW, Michael E. Whitfield, executive officer of Harry C. Whitehill, Waterbury, Vt.—Involuntary assignment license to Mary M. Whitehill.

NEW, John S. Lane, Mich.—Involuntary assignment license to Mary S. Lane.

NEW, KXIP, Senday, N.D.—License for CP aux. equipment.

NEW, Kwik-Fit Stores, Inc.—License for CP aux. equipment.

NEW, KMLB, Monroe, La.—License for CP aux. equipment.

**APPLICATIONS RETURNED**

NEW, Broadcasting Information Network Inc., Seattle—License for CP extension test period 30 days (11-9), unmaintained.

**APPLICATIONS RETURNED**

NEW, KTLA, Los Angeles—License for CP extension test period 30 days (11-9), unmaintained.

**APPLICATIONS RETURNED**

NEW, WRJ, Salt Lake City, for CP extension test period 30 days (11-1).
November 15, 1935 • BROADCASTING

Stratosphere Flight Broadcast by NBC

NBC GAVE a complete verbal picture into the stratosphere-making ascent of the history-making Nov. 11 by Capt. Albert Stevens and Capt. Orvil A. Anderson, short-wave relays keeping the world in close touch with the balloonists rose to 74,000 feet, a height never before attained by man.

An auxiliary RCA transmitter in the gondola, operated by battery, was picked up by stations at Rapid City, S. D.; Bound Brook, N. J.; Point Pleasant, Conn., and Northfield, Long Island. All these stations participated in the relays at various times.

The first broadcast described preparations for the take-off when a 22-foot rip in the fabric was repaired. The second described the start of the ascent and in subsequent programs the details of the flight were explained, the broadcasts numbering 11 in all.

William Lundell, director of the NBC special events department, was in charge of the broadcasts. NBC engineers installed and maintained the RCA equipment necessary to constant communication between the flyers and their ground bases, experts, scientific advisers and sponsors.

At 1:50 p. m. the balloonists broke their 74,000 feet mark establishing a radio record. They then were congratulated by Dr. Gilbert Grovenor, president of the National Geographic Society, supporting the flight, and Gen. Oscar Westover, acting chief of the Army Air Corps.

During the descent the aviators conferred with Capt. Edwin C. Musick, pilot, and William Burke Miller, NBC night program manager, who were flying over California in the plane China Clipper with scientists in Rapid City, S. D.; Chicago and New York; with the ground staff at flight headquarters; with Hugh Chevins, English newspaperman speaking from the London Telegraph office in London. All these conversations were broadcast.

Besides the broadcast conversations, NBC provided constant communication with the balloon, where the receiving set was in continuous operation. Robert Morris, NBC engineer, kept in touch with the balloonists and with Capt. Randolph P. Williams, flight meteorologist, who followed the balloon in a plane, and Capt. H. F. Balsey, flying a photographic plane.

Radio listeners could hear instruments clicking in the gondola. Capt. Stevens' voice faded frequently during the broadcasts but he explained in a broadcast after the flight that he frequently was as much as three feet from the microphone while talking, being occupied with scientific apparatus.

The New York Times in its Nov. 12 issue carried verbatim reports of the broadcast conversations. During the flight New York newspapers had reporters stationed at NBC studios, where they relayed information to their offices.

MPA NOT TO BAR OFF-AIR RECORDS

"OFF THE AIR" recording for stations, advertisers or other radio users will not be interfered with by the Music Publishers Protective Association, according to a letter to James W. Baldwin, managing director of the NAB, from John O. Paine, MPA executive. The issue arose because broadcasters have only the performing right covering transmissions, whereas MPA issues recording rights to transcription companies for which it collects a separate fee.

Mr. Paine said that MPA, after mature consideration had decided not to press its rights in connection with the manufacture of records. "We feel, however," he added, "that the point brought up by this discussion is one that should not be lost sight of because it is going to be difficult for us to know how far a radio station may find it necessary to invade our copyright in order to carry on its own business."

KNX Exhibit Explodes

THERE was an explosion at the FCC Nov. 15. An exhibit in the famous "Marmola" hearings last month, blew up. It was the battle of "Mall," a concentrated apple juice introduced in the case involving KNX, Hollywood. It was sealed in the apple press, and the inevitable took place. Stenographic transcripts of the hearing as well as exhibits, all stored in the same filing cabinet, were saturated.

The General Radio Type 525 Resistor is designed for use in testing the power output of radio transmitters as the resistive element of a dummy antenna. These resistors are rated to dissipate 100 watts, and are allowed to an accuracy of 0.1 per cent.

They are available in 5 resistance sizes from 4 ohms to 600 ohms, and are uniformly priced at $8.00.

For Complete Details Write for Circular P-19-B

GENERAL RADIO COMPANY
30 State Street
Cambridge, Mass.

NIB Ponders Rates

AT THE CALL of President Ed- ward A. Allen, a group of officers of National Independent Broadcasters, Inc., newly formed independent stations, met in Washington Nov. 10 to discuss rate structures and other preliminaries in connection with their projected campaign for national business. James O. Shannon, New York advertising consultant, who has been retained to aid the presentation organization, was in attendance. Others present included James W. Baldwin, NAB managing director; W. Wright Cedee, WMBC, Detroit, secretary of NIB; John Elmer, WCHM, Baltimore and William Dolph, WOL, Tacoma.

AP Adds Assessment

ASSOCIATED PRESS action last month, in assessing an additional 5c. upon newspapers which broadcast local news, has caused a furor among numerous newspapers. The AP staff has been notified that the AP, as of Oct. 5, has resumed the 5c. additional, as the instruction of its board of directors. Some twoscore newspapers, it is understood, are using local news stories over stations and are subject to the additional levy. The protests are based on the contention that AP foreign news is being used and therefore should not be subjected to any additional assessment. The matter will come before the AP board at its next meeting.

WFBF, Baltimore—License for CP.

WHJ, Bluefield—W. Va. 5c. new equip., increased from 250 w, 500 w to 600 w, 600 w w d, move transmitter locally.

NEW, Harmon LeRoy Stevens and Herman LeRoy Stevens, d/b a Port Huron Broadcasting, Co. CP license to CH 1070 kw D 1250 kw. WCAI, Philadelphia—CP increase to 10 kw.

NEW, Gulf Coast Broadcast Co., Corpus Christi, Tex.—CP 880 kw 250 w N 500 w D w d, added directional. KNEL, Eddyville, Iowa—License for CP as modif. new station 1800 kw D, to 1900 kw D.

WTFT, Raleigh, N. C.—Exp. auth. 5 kw spec. hours, directional, and supplemental antenna aux. transmitter locally.

NEW, Memphis Commercial Appeal Inc., Mobile, Ala.—CP 650 kw 5 kw N 3 kw D w d, added directional.

NEW, Steen ice Ice Cream Co., W. Chic., Kan.—CP 1300 kw 200 w unid.

KRLG, Lodi—CP change, increase from 100 to 250 w, change from 1420 to 1350, rule 5G, amended transmitter site.

KVV, Tacoma—CP move transmitter, change eqp., increase from 1 to 5 kw D, amended transmitter site to King County, Tacoma.

NEW, Howard N. Mitchell, Sacramento—CP 1810 kw 100 w unid., amended re trans. site.

NOVEMBER 12

NEW, C. A. Bowley, Ashtabula, O.—CP 1200 kw 1000 w D, 2000 w, 2500 w peak w D.

WNAX, Yankton, S. D.—Auth. antenna measurements.

NEW, Southwest Broadcast Co., Prescott, Ariz.—CP 300 kw D, removed unid., added KCFM K25J.


KFCR, San Francisco—License use old transmitter.

KJZU, Los Angeles—Same.

EDON, Dearborn, Mich.—Same.

APPLICANTS FOR LICENSE—ERNEST B. Lauretke, M. A., vol. assignment license to New Laurel Radio Station Inc.; NEW, International Radio Network Work, New York, CP 970 kw 1 kw unid.; NEW, Vancouver, Chicago, CP 1100 kw or 1500 kw 100 w unid.; NEW, Donald A. Wilke, E. Studebaker, Baker, Ore., CP 1870 kw 100 w N 250 D w D.

GATES Manufacturers of

Everything in Speech—Remote Transfer—Microphone Equipment

GATES RADIO & SUPPLY CO.
Quincy, Illinois

A word that needs no explanation! We pride ourselves in the fact that many of the World's leading radio stations are using our "Quality" Crystal. Accuracy guaranteed BETTER than 0.1 per cent before leaving our laboratory.

CRYSTAL SPECIALISTS

SINCE 1925

New Low Temperature Coef-

ficient Crystals are supplied in Incoloy Air-Gas Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per mil-

lion cycles per degree centi-

grade change in temperature.

$50.00 Approved by Federal Communication Commission. Two Crystals..............$90

Scientific RADIO SERVICE

124 JACKSON AVENUE

UNIVERSITY PARK

HYATTSVILLE, MARYLAND

Send for our price list and booklets

Dept. B-115

PRECISION DUMMY-ANTENNA RESISTORS

The General Radio Type 525 Resistor is designed for use in testing the power output of radio transmitters as the resistive element of a dummy antenna.

These resistors are rated to dissipate 100 watts, and are adjusted to an accuracy of 0.1 per cent.

They are available in 5 resistance sizes from 4 ohms to 600 ohms, and are uniformly priced at $8.00.

For Complete Details Write for Circular P-19-B
Massachusetts Presenting Technical Radio Series
A COURSE of eight lectures on radio technique is being broadcast by the University Extension Divi-
sion of the Massachusetts Department of Education over the Inter-
national Short Wave Station WIXAL (6040 kc.), Boston, oper-
ated by World Wide Broadcasting Corporation. The series is under
the direction of Dr. Arthur Belcher, formerly of the Old Radio
Commission and the U. S. Department of Commerce.

Eight blue prints illustrating the lectures are sent to enrolled
members. The series, which began in October, is elementary in
nature, to be followed by a more advanced series. Questions of
course members will be answered in each broadcast. Information on
the series may be obtained from the University Extension,
Department of Education, State House, Boston.

LEHN & FINK Inc., New York (Hind's cosmetics) has added
KMOX, St. Louis, to its local talent spot campaign over 19 stations.

STUDIO NOTES
A TABLOID newspaper that Air Business will make its bow Nov. 15
from KTUL, Tulsa, with a Christmas issue. The newspaper will have
a tabloid format and will carry daily news and editorial
pieces. Copies will be sent to agencies and local ad-
vvertisers.

MORE than 17,000 persons attended 32 public broadcasts in the new $600-
000 studio building of WGN, Chica-
go. CTM, a record for national spots. Copies
will be sent to agencies and local ad-
vvertisers.

THE FIRST two weeks of a safety campaign put on by the Gordon
Baking Co., Detroit (Silvercup), which as part of their Lone Ranger broadcasts over the Mu-
tual network drew a total of 136,727 people to the first and second
week, are indicating that the "Lone Ranger Club" and asking to be enrolled as mem-
bers. The program is broadcast Mondays, 8 to 8:30 p.m., Wednes-
day and Friday.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value
for routine observation of transmitter performance
and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
340 MADISON AVENUE
New York, N. Y.

Across the Board Programs Feature Schedule of WMCA
WMCA, New York, has adopted a policy of using strip programs, the sta-
tion's programming which consists of 71% programs of this type. Of
the 40 strip series, 19 are spon-
sored; 15 are exclusive, running a week, six times, and the bal-
ance Monday through Friday.

Wally asked 27 different agency executives to listen to his presen-
tation and only two turned him down. As he explained, radio produc-
ers have no time for those who listened had no open-
ings then, but his unusual approach made an impression that is not
likely to soon be forgotten.

HELP WANTED
Salesman for local station. Substantial
drawing account and commission paid.
Saturday night and Sunday after-
come order.

For Sale—Equipment
For sale cheap, two 200 foot galvanized steel towers.

R. C. A., COMMUNICATIONS, INC.
340 MADISON AVENUE
New York, N. Y.

www.americanradiohistory.com
A TEN STRIKE!

Down the alley and smash! slightly to the left or right of the head pin . . . every pin is down . . . with one ball . . . and it's a ten strike.

Into New England with a spot program over WBZ-WBZA . . . four-fifths of the market's buying power is reached . . . and you've done a successful sales job with the least effort and money.

Let's go even farther on with the comparison:

You've got just the right "ball" when you use WBZ-WBZA. You've got power, prestige. And the "alley" is smooth and as clean as a whistle . . . free of programs of low standard . . . attractive because of the high ideals set by superior management.
THE VELOCITY MICROPHONE
FOR VERSATILITY!

IN THE SMALL STUDIO... Where space limitations might otherwise necessitate the crowding of instruments and artists, the Velocity Microphone offers an ideal solution for a pressing problem. Both sides being "live," the members of the orchestra may be arranged in the manner shown in the diagram with the resulting assurance of perfect pickup and balance. In effect, it enlarges the studio.

FOR RADIO DRAMA... Modern broadcast plays often require large casts. Here again the ability to use both sides of the microphone is an important asset. An additional feature is the fade-out obtained when actors move into the side areas of minimum sensitivity, producing the illusion of moving about the scene.

FOR SOLOISTS... Proper relative values for soloist and accompaniment are easily obtained by placing the artist on one side, and the orchestra, chorus, etc., on the other. Crowding is avoided, with its accompanying unbalance, and proper relative values are easily obtained.

IN PUBLIC... The Velocity Microphone is particularly effective in pickup work where sensitivity to the program is of paramount importance, and the ability to suppress extraneous sounds is essential—as, for example, in broadcasts from restaurants and night clubs. As indicated in the diagram, the area of minimum sensitivity turned towards the diners prevents any audible interference with the clear, balanced transmission of the program. Not only the usual, but the very unusual microphone problems which present themselves, may be solved quickly and satisfactorily through the inherent element of flexibility in the Velocity Microphone.

These are but four examples of the surprising versatility of the RCA Velocity Microphone, a feature that joins with High Fidelity in making it a supreme instrument.

PROGRAM TYPE 44-AP  ANNOUNCE TYPE 44-AA  SUSPENSION TYPE 44-AS

Get in touch with one of these offices:
New York, 1270 Sixth Avenue; Chicago, 111 No. Canal Street; San Francisco, 170 Ninth Street; Dallas, Santa Fe Building; Atlanta, 144 Walter Street, N. W.

RCA Manufacturing Company, Inc., Camden, N. J.  •  A subsidiary of the RADIO CORPORATION OF AMERICA