SOONER or LATER and NOW!

High-fidelity is the coming thing—and we have it now! Into the buying homes of America more and more new radio sets, high-fidelity sets, will be singing their way (lots of them this Christmas). Then people will know what high-fidelity broadcasting means. We are way ahead of them with our 50,000 watt transmitter—the first commercial station in the country to offer high-fidelity engineering from studio microphone right straight through to antenna.
NBC THESAURUS Presents Another Distinguished Artist

Ferde Grofe, famous American composer, arranger, orchestra conductor, and radio celebrity, has been added to the imposing list of NBC THESAURUS artists. Another great star becomes available to over a hundred NBC THESAURUS subscriber stations.

Internationally eminent for his descriptive musical works of American life, Ferde Grofe needs no introduction to radio audiences. His coming helps increase the value of NBC THESAURUS to those stations, and to those advertisers and advertising agencies, who avail themselves of its “Treasure House of Recorded Programs.”

NBC THESAURUS offers broadcasters unusual talent and program material with which to build effective and economical recorded programs for use in national and local spot markets.

Write for a copy of our new booklet which describes our NBC THESAURUS in detail.

A Partial List of Celebrated NBC Thesaurus Artists:
- Nathaniel Shilkret
- Harry Reser
- Xavier Cugat
- George Hall
- Rosario Bourdon
- Master Singers
- Westminster Choir
- The Honeymooners
- Military Band under direction of Robert Hood Bowers

FERDE GROFE
Famous Composer · Orchestra Leader
Arranger · Radio Celebrity

Among many other well-known compositions, Ferde Grofe offers THESAURUS subscribers his own compositions and arrangements such as: MARDI GRAS, ON THE TRAIL, OWLS ON PARADE, THREE SHADES OF BLUE, XMAS EVE and BLUE FLAME.

NATIONALBroadcastING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
ELECTRICAL TRANSCRIPTION SERVICE · 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
New England—highest per capita savings in the United States!

Here’s your market! Here’s your medium!

In savings deposits, Massachusetts with $575 per capita, greatly exceeds all other states.

New England as a whole, with $514 per capita, is far ahead of other sections of the country, excepting only New York State, which has $520 per capita.

Figures compiled by Savings Division
American Bankers Association

New England savings are the index of its greater earning and spending power — of its importance as a market.

Though it has but 6.65% of the population, New England earns 8.4% of the country’s total income.

On the spending side, the Department of Commerce census of retail distribution for the entire country reports sales of $2,167,760,000 by 105,646 New England retail outlets. This is greatly in excess of sales in other markets of comparable size, and is even more impressive when compared with New York, the greatest market of all, where sales per outlet were $20,930 as against $20,519 for New England.

How can you reach most effectively this rich New England market? Use the Yankee Network.

New England’s many large centers of population cover so wide an area that you need intense local sales effort in many spots. This is impossible with one station or a small network. But with the Yankee Network, which ties into one large audience the listeners of 12 important retail centers, you can sell all New England as one market.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

December 1, 1935 • BROADCASTING
RIDE THE MAGIC CARPET

WHAS

TO THE FIRESIDES of MILLIONS

RADIO EQUIPPED HOMES

Primary and Secondary
Daytime Coverage 3,461,100

Primary and Secondary
Night-time Coverage 4,399,280

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET
Subject: PROGRAM SUPPLY SERVICE - Radio Station W.I.R.E.

INDIANA BELL TELEPHONE COMPANY

Indianapolis, Indiana
November 18, 1935
C6V

Mr. D. E. Kendrick
Radio Station W.I.R.E.
Indianapolis, Indiana

Dear Mr. Kendrick:

Confirming our conversation of even date, this is to advise that a program such as the Geiger Candy program, conducted from 7:30 to 8:00 P.M. each Friday evening where people are requested to call your station giving their name, address, and request songs, in the future can only be handled through the installation of special telephone facilities in your offices and properly manned to care for the calls.

On Friday, November 15, the last program of this type conducted over your station, we attempted to count the calls for your station and the number recorded, which count may not be exact, numbered 16,771 during the 30 minute period. In a few of our exchanges the calling was so great that no other calls could be completed, which created a public hazard, particularly in the case of fire. Other emergency calls, such as, police, ambulance, etc., also could not be completed as our facilities were entirely tied up.

Our Traffic Department has made a study of this volume of communications and has indicated that if this type of program is to be continued it will be necessary to install 225 central office lines which would cost approximately $1300 a month, with an installation charge of approximately $800. In addition to this, there would be a special charge of approximately $400 as these trunks would have to be direct between our various central offices and your station as against the present routing of interexchange trunks.

In order that we may, if you so desire, have the necessary facilities installed in your offices for this coming Friday, an official order will have to be given us not later than 12:00 noon, November 19, otherwise the program as previously given must be discontinued. I am sure that in the interest of public welfare in this community you will cooperate with us in giving the people the best possible telephone service, and am, therefore, looking forward to either securing an order for the additional facilities or your advice that the practice will be discontinued immediately.

Very truly yours,

[Signature]
Sales Engineer

December 1, 1935 • BROADCASTING
MAYBE we're sort of balmy, but we've got some rather unusual ideas about this radio business.

One of them is that power, frequency, network affiliation and such are routine facts—and tell only part of the story about any given station. Much more important, we think, is alert, aggressive management, eager to serve listeners and advertisers. For that reason, you'll find no complacent colossi, no self-sufficient insignificants as permanent stations in our list. When we slip up, and one of these slips in, it doesn't stay long. The station fires us, or we fire the station. Which makes little difference. We can't sell dead ones to our agency friends, and we won't even try.

That is why, when you look at the list of stations represented over a period of years by Free & Sleining er, you find a group of conscientious, cooperative broadcasters who are sincerely trying to do a job. Moral: Pick F & S stations and avoid disappointments.
ASCAP-Warner Split Embroils Copyright

By SOL TAISHOFF

ASCAP Holds Its Rates While Warner Bros. Refuses To Disclose Fees for Radio; Starr Challenges Networks

WITHDRAWAL of the Warner Bros. publishing house controlling between 25 and 40% of popular music performed over the air, from the American Society of Composers, Authors & Publishers on Nov. 26, has thrown Tin Pan Alley into utter confusion. As a result, the broadcasting industry finds itself in a quandary as to where it will stand on performing rights when present ASCAP contracts expire Dec. 31.

Immediately following the withdrawal of the Warner houses, ASCAP steadfastly maintained that it will offer no reduction in its price to stations for what remains of its catalog, and that they must pay the present 5% of gross, plus sustaining fee for the sharply depleted catalog, or exercise their option to cancel. Should any stations follow the latter course, then they can take their chances on “re-negotiating” contracts on a more favorable basis.

When the smoke clears, it seems evident, broadcasters will find themselves in the position of deciding whether they prefer the residue of the ASCAP catalog to that offered by the Warner houses or should buy both—thus paying two piper.

Feeling Is Better

THE WARNER houses, aside from the issuance of strongly worded statements containing that they have not received adequate revenue from radio through ASCAP, said nothing formally about the basis on which they will license their catalogs for radio performance. Herman Starr, president of First National Pictures and vice president of Warner, declared in New York immediately following his resignation from the ASCAP board, that they would sell their music for radio under almost any formula, provided there is adequate revenue in it.

The ASCAP publishing houses (Harms, Inc., M. Witmark & Son, Remick Music Corp. and New World Music Corp.) withdrew from ASCAP because they felt they should procure at least $1,000,000 from the $3,000,000 ASCAP royalty jackpot, as against about $340,000 they are now getting. Mr. Starr stated that Warner intended to get this money direct from radio by setting up its own licensing organization.

Summary of the Copyright Crisis

1. Warner Bros. publishing houses, controlling between 25 and 40% of ASCAP catalog, withdraw and say they will license radio separately.
2. ASCAP thus far refuses to compensate for Warner loss and states contract must be renewed by Dec. 31, meaning that if broadcasters want rights to same music they must pay more for it.
3. ASCAP, in turn, apparently at networking from which it wants to procure bulk of revenue.
4. Broadcasters may find themselves in position of deciding whether they want remainder of ASCAP catalog or whether they will take Warner catalogs.
5. Litigation against Warner by authors and composers inevitable to ascertain its rights to license their works to exclusion of ASCAP.
6. Mysterious new company, called Transcontinental Broadcasting Co., Inc., enters the field of movie executives who seek to inveigle transcription field both commercially and from music control angle.

In submitting his resignation to the ASCAP board, it is reported, Mr. Starr said that his independent organization would license its music for radio in the way that would be productive of greatest revenue. It will deal with broadcasters, advertisers or advertising agencies, on a piece per piece or measured service basis, a percentage basis plus sustaining fee, outright license fee, or whatever formula they seek to invoke transcription field both commercially and from music control angle.

As developments in the ASCAP situation require that you hold yourselves ready for a board meeting to be called on short notice, Mr. Baldwin informed the board of members of his case. He submitted a detailed report of every phase of the copyright situation, and he understood that preparatory to taking steps to negotiate for contract modifications, new contract terms were under consideration.

On the preceding day, he had wired all stations as follows:

“Letter re ASCAP been delayed day to day since board meeting (Nov. 17) anticipating new developments. Warner Brothers today announced their withdrawal from ASCAP end this year. Full particulars being reported to board. Urges you sit in on full report and board’s recommendation and that you refer all correspondence here.”

Mr. Baldwin added upon his return from the round of conferences that all of the factors involved by virtue of the Warner withdrawal make it impossible to give a true appraisal of the situation now confronting the industry. Several days at least, he asserted, must elapse before it will be possible to analyze the existing conditions.

It was apparent from what Mr. Starr said in his statements and verbally that he intended to procure from the networks the bulk of the revenue for performance of Warner music. Among other things he alleged that the networks, representing more than half of the industry’s gross revenues, were paying something like 1% of it, as against 5% emanating from independent stations.

Edward Klauber, CBS vice president, and A. I. Ashby, vice president and general counsel of NBC, presumably will be drawn into negotiations when this discussion of ASCAP and Warner in view of the break. The network owned and operating stations, and about two dozen independently-owned stations have extended their present ASCAP contracts for five years, containing a clause under which ASCAP agrees to maintain its catalog substantially as is, which, of course, means inclusion of Warner music. The same clause specifies that ASCAP will save the licensee harmless from infringement of any of these numbers.

When the withdrawal of Warner was indicated even as a possibility, ASCAP last summer declined to extend any other contracts for the five year period with this protection clause against substantial diminution, but attached a rider under which stations would be permitted to cancel their contracts in the future if the catalog was substantially diminished, but if they were to continue, would have to pay the full 5% plus sustaining fees.

Tying into this was the assertion by Mr. Starr that, after Dec. 31, any performance of numbers of Warner subsidiaries without licenses would be proscribed at the statutory rate of $250 per infringement. He added that Warner withdrawal would not only decrease their investment in music and would protect its rights to the limit.

He informed Mr. Baldwin that he would meet with any representative group of broadcasters and discuss the music problems, provided they would listen to the problems of his own organization. Whether that conference will take place depends upon the reaction of the NAB board.

The Blackest Picture

IN ITS WORST aspect, it is pointed out, a situation can develop at the end of this year whereby broadcasters will not have licenses to perform music contained in Warner catalogs. That would mean that stations would be limited to performance of other minor catalogs to which they hold license and to public domain music. Such a contingency would mean that stations would have to watch closely their performances of music, and more than likely curtail their operating schedules to conform with available program material which (Continued on page 50)
BOOKING AGENT SUIT HELD UP BY COURT
Temporary injunction protects Sherwin-Williams account

A TEMPORARY injunction was granted Nov. 25 in the United States Southern District Court by Federal Judge John C. Knox restraining Charles Henry Freeman, Jr., a Washington firm, from claiming any copyright or from bringing any suit or threatening any suit against the Columbia Broadcasting System of Cleveland, Ohio, or making false or misleading statements regarding the said radio station.

The injunction is subject to further order of the court and the trial date for the suit has not been set.

Cecil, Warwick & Cecil Inc., New York, and NBC both filed suits against Mr. Freeman on Nov. 5, after the defendant had placed a two-column ad in Variety warning other networks and sponsors that the idea of presenting amateurs and the unknown of opera was copyrighted and that such conduct as possible prosecution to the limit for invasion of the defendant's rights. The suit is seeking, among other things, the amount, less discounts, that they would have received from the radio programs.

Cecil, Warwick & Cecil seeks $16,583 as its share of the proceeds from the program. Simultaneous with the filing of the suit both complainants asked for an injunction against Mr. Freeman.

The client, Sherwin-Williams, has refused to go on the air until it is assured that it will not be subject to the damages.

Copyright Details

IN THE ANSWER to this suit filed by Mr. Freeman he claims that he contacted Jack Warwick of the agency and told him of his plan to put the Metropolitan Auditions on the air. Mr. Warwick claims the only time he talked with the defendant was about signing a singer on the Wince program some time ago. The defendant does not have any word of the idea for the reason, according to the defendant, that the idea was not original.

New High Record in Monthly Billings

Is shown by NBC and CBS in October

BOTH NBC and CBS reached new heights in monthly billings for Oct., a combined total of $4,707,512 having been reported during the month with $3,777,061 for NBC and $1,930,512 for CBS. These totals are new records in the annals of monthly radio billings for each network.

For the ten months the CBS gain over the same period last year in 10.2%, the NBC-WEAF gain is 6.5% and NBC-WJZ showed a loss of 7.3%. This loss on the WJZ network can be traced to the shifting of the Amos 'n Andy program to the WEAF network last summer after a seven-year run on the Big Loser.

For the ten months the total NBC billings stand at $25,607,472, an increase of 10.6% over the comparable period a year ago. CBS has a 10-month total of $14,029,457, an even greater increase over 1934-35.

The first figures released for Mutual Broadcasting System show a total of $185,786 for October.

Networks' Gross Monthly Time Sales

NBC and CBS (Red) 1935 Over 1934

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,720,006</td>
<td>$1,405,948</td>
</tr>
<tr>
<td>February</td>
<td>1,650,451</td>
<td>1,387,833</td>
</tr>
<tr>
<td>March</td>
<td>1,528,533</td>
<td>1,234,579</td>
</tr>
<tr>
<td>April</td>
<td>1,287,455</td>
<td>1,044,124</td>
</tr>
<tr>
<td>May</td>
<td>1,026,926</td>
<td>910,470</td>
</tr>
<tr>
<td>June</td>
<td>910,470</td>
<td>709,515</td>
</tr>
<tr>
<td>July</td>
<td>313,515</td>
<td>249,638</td>
</tr>
<tr>
<td>August</td>
<td>249,638</td>
<td>201,219</td>
</tr>
<tr>
<td>September</td>
<td>1,233,092</td>
<td>1,064,059</td>
</tr>
</tbody>
</table>

Total $14,029,457 22.3% $14,113,391 $10,490,761

CANALIZATION

WJZ-BROADCASTING NEWS

The weekly column

WNOX IS ACQUIRED BY SCRIPPS-HOWARD

WNOX, Knoxville, Tenn., on Nov. 19, was acquired by the Continental Broadcasting Co., Scrapp's-Howard newspapers subsidiary, coincidently with the surrender of temporary assignments of the license by the FCC Broadcasting Division. The station, acquired for approximately $59,056, will be operated in conjunction with the Knoxville News-Sentinel, Scrapp's-Howard newspaper. It is a CBS outlet.

At its meeting Nov. 12 the Broadcasting Division set the application for hearing. A motion for reconsideration was filed, however, and received approval at the Nov. 12 meeting. The station operates on 1010 kc. with 1,000 watts night and 2,500 watts until local sunset.

The second is to be acquired by the Scrapp-Howard newspapers. Previously it had purchased WCPO (formerly WFBE) Cincinnati 100-watt. James C. Hanrathan, Continental vice president, handles the operation of WNOX temporarily at least. Karl A. Dickel, Scripps-Howard executive, is president of Continental.

Kansas City Star

Said to Seek KMBC

Report linked to Blair death;
Church denies, Fitzger admit

NEGOTIATIONS are reported in progress between the Kansas City Star and possible other Kansas City station for the acquisition of KMBC or possibly some other Kansas City station by the Kansas City Star. The paper has been mentioned because of the death Nov. 9 of Frederick B. Blair, its present owner and stockholder. Details were lacking but it was reported that the ownership already had been made to the Blair estate by Mr. Blair's will.

Arthur B. Church, vice president and general manager of KMBC and a large stockholder, informed Broadcasting Nov. 25 in response to a telegraphic inquiry that present stockholders of KMBC have no intention, to his knowledge, of selling the station. He added that he thought that negotiations were under way with a party to make an accurate offer.

Confirmed by Fitzger

ON THE other hand, H. Dean Fitzger, manager of WDAF, responding to a telegram from Broadcasting, said that negotiations are in progress for a second radio station.

WDAF has been looking for a second Kansas City outlet for some time. The additional station, it is understood, is being sought in an effort to make it possible for the newspaper to broadcast a greater number of programs of the future. WDAF is an NBC basic outlet.

Mr. Blair died after a brief illness in the Kansas City home on his 67th birthday. He organized the Midland Broadcasting Co. in 1927 which purchased the station from the Latter Day Saints Church in Independence, Mo. With Mr. Church, he remained in active direction of the station during the last eight years and was at his desk a week before his death. He was born in New York, a native of Commerce and civic affairs.

Actual disposal of an existing Kansas City station by the Star would be subject to FCC approval. Should the arrangement be consummated, Ward D. Stalker, Star's manager of the ownership of stations by newspaper in the same community would be raised. No definite policy on this ever has been established but it has been a matter of conversation for some months.

Woodbury Deferred

PAUL WHITEMAN and his orchestra will remain on the Kraft Program and 

for another month after Dec. 5 when Bing Crosby joins the program. The original announcement said that Bing would take over this show on this date and Paul Whitman was to go on the air the following day. However, John Woodbury Co., Cincinnati, Delay has arisen in getting the time for the Bing Program and Bing Phoenix took the opportunity to give Bing Crosby a build-up before he assumes full control on Dec. 5. Bing Phoenix is operating new NBC studios in Hollywood. The Woodbury program is expected to take the air late in January on an NBC-WJZ network.

BROADCASTING • December 1, 1935

www.americanradiohistory.com
POLICIES pursued by FCC lawyers in their rampages against some types of commercial pro-
ter "misleading" to the public in a large
to a dozen or more stations because of
of contracts and similar information.
The station immediately found itself embarrassed and threatened with a hearing at which its license renewal would be at stake. The FCC lawyers then made their "in
testigation," and if they deemed it warranted, would report to the FCC that the station’s renewal be designated for hearing and a temporary license issued.

Station have complained bitterly over this procedure.

Loss of Business

They have charged that as soon as the "investigations" begin their clients fear to be named and begin soliciting their accounts. To the lay advertiser, who has only a tenuous knowledge of radio regula-
tions, a renewal refusal would usually mean business.

There is an outstanding case of punitive action as the deletion of the Brinkley account from one station in New York. This news generally has persuasive effect. The story is told that the station under surveillance of the FCC may have its license revoked with some difficulty, but if it is able to fill the advertising contract and the advertiser will lose in the end.

Yet in the final analysis perhaps less than 10% of the stations originally "investigated" because of persuasive evidence, sealed samples of the commodity if it happened to be such rather than the article of commerce. This is a matter of contracts and similar information.

In the beginning, the FCC had to prove that the station was violating commercial laws or ordinances. Now it is up to the station to prove that it is not violating any law or ordinance.

A definite policy is emerging in which the industry has been hoping since the FCC began its "questionable pro-
act without a license, "it is now official" to the industry. What is needed is for the FCC to disclose to the industry in advance what the nature of the law is, what the violation is, and how it is going to be considered.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers. The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.

The FCC has been accused of being arbitrary and inconsistent, and of engaging in the practice of "chasing after" advertisers.
Dick Tracy Renewed

STERLING PRODUCTS Inc., New York (California Syrup of Figs), has renewed the Dick Tracy series, transmitted by the Board of Broadcasting and the American Federation of Labor under the 18 stations, effective the week of Dec. 30. The account is placed by Stack-Goble Adv. Agency, Chicago.

RCA Declares Dividends

THE regular quarterly dividend of the "A" preferred stock of the Radio Corporation of America for the fourth quarter of the year 1935 was declared Nov. 22 by the board of Directors, David Saroff, president, announced. The dividend is 11 3/4% for the quarter, amounting to 971/2 cents a share.

During the War

"FOR THE Duration of the War" would be the phrase in the files of WMAZ, Macon, Ga. It calls for a five-minute resume each evening of "The War Today" and is sponsored by Mayo's, a men's clothing store operated by Crane and Crane, New York City. The contract also calls for three announcements a day and a quarter-hour musical each Sunday for 12 months.

W. P. Phillips Is Named As CBS Client Counsel

W. P. PHILLIPS has been appointed by CBS as merchandising specialist and client counsel. He will be available at all times to advertise the services to serve as a merchandising consultant. This is another new CBS service to advertisers, with Mr. Phillips' job to create new merchandising ideas and to show clients how other clients have merchandised radio successfully.

Mr. Phillips at one time was connected with Erwin, Wasey & Co., in both the New York and Chicago offices. Recently he was promotion manager for the Electric Home and Farm Authority (a division of Tennessee Valley Authority) and later was director of visual education and in charge of publicity for TVA. At one time he was an instructor at the University of Wisconsin.

Ovaline on Discs

"LITTLE Orphan Annie" sponsored by the Wander Co., Chicago (Ovaline), over NBC, starting Dec. 22 will also be heard over the Broadcasting Industry. Without attempting to discuss here the many abuses of broadcasting, we are convinced that the highly competitive character of radio broadcasting must not be destroyed. We regard it as practically impossible to adopt any regulation governing home, wages and prices which will not set a standard that will be oppressive to many members of our industry and prejudicial to the best interests of all.

We are confident that the problems related to your undertaking insolvent industries, and the problems we have encountered in the past will be best met by giving due consideration to each problem separately and giving due weight to the conditions and circumstances surrounding it. Without regard to any common denominations for the industry.

We regret to say we cannot accept your invitation.

Buy News Services

INTERNATIONAL NEWS SERVICE has announced the signing of WJZ, New York City, for the service. The rates are as follows: for the first four months, $250 per month; for the next four months, $200 per month; for the next four months, $150 per month; for the next four months, $100 per month; and for the next four months, $50 per month. The rates are subject to change without notice.

NAB Board Rejects Code Resumption

BY A VOTE of the NAB board of directors, the invitation of George L. Berry, Federal Coordinator for Industrial Cooperation, to participate in the resumption of the NRA code has been rejected on behalf of the broadcasting industry. James W. Baldwin, NAB managing director, quelled the score of members and officials who thought that the resumption of the code was inevitable.
Clock-like Attachment to Set Being Used Experimentally In Boston; Tells When, to What Station Listener Tunes

WHAT ARE the specifications for a suitable audit of radio coverage? First, it should be purely and simply a measure of coverage, not the growth of potential listeners. The growth of potential listeners is nothing but the result of the broadcaster's job of selling the program and the listener's job of making the program remembered. The advertiser of course is interested in both and in justice ought to be measured separately.

Second, it should measure the whole audience and not merely part of it. The sample should be properly proportioned between the individual sets of the audience.

Third, it should measure the audience at all hours of day and night without annoyance to radio listeners.

Fourth, it should be wholly impersonal and objects on the result should not be subject to the personal equation in either interviewers or listeners themselves. All survey errors are due to inaccuracies consciously or unconsciously introduced by the human element.

Mechanical Way Needed

IN OTHER WORDS, it has for a long time been recognized that there are far fewer people that an ideal way to measure radio coverage would be to record in some mechanical fashion every set that receives an ad. This has been long in use and not merely as a measure of coverage, not the growth of potential listeners. The growth of potential listeners is nothing but the result of the broadcaster's job of selling the program and the listener's job of making the program remembered. The advertiser of course is interested in both and in justice ought to be measured separately.

Second, it should measure the whole audience and not merely part of it. The sample should be properly proportioned between the individual sets of the audience.

Third, it should measure the audience at all hours of day and night without annoyance to radio listeners.

Fourth, it should be wholly impersonal and objects on the result should not be subject to the personal equation in either interviewers or listeners themselves. All survey errors are due to inaccuracies consciously or unconsciously introduced by the human element.

CAN RADIO coverage be measured mechanically, just as the turnstile at the baseball park counts admissions? "Yes", says Prof. Elder, a pioneer in radio survey work. Beyond that he discloses what he believes to be a workable method. A clock-like attachment to radio sets already has been devised by himself and an associate, and is being used experimentally in Boston in 1,000 sample homes. The results of this experiment will be known in six weeks. If it works acceptably, one of radio's biggest puzzles will be solved.

only qualitatively accurate, and it affords no way of measuring the coverage of each of two programs broadcast simultaneously.

If we want a mechanical measurement which will really tell the story on coverage, then, we are practically forced to a recording instrument which can be attached to individual sets and which will make a record whenever it is tuned.

The idea is an old one. Recording instruments have been made and used for many industrial purposes. To apply a recorder to radio measurement, however, involves sundry difficulties. The technical problems are somewhat different from those encountered in recording temperature or humidity measurements. Installation in the many different types of sets in use presents a whole series of problems. And still further complications arise when we consider the question of getting public acceptance of the idea of attaching such gadgets to radio sets.

LISTENING IS MECHANICAL

DIFFICULTIES or not, however, there remains the fundamental fact that no one can listen to his radio without switching, nor can he tune a station without having its tuning dial and condenser shaft and plates in a definite position. The fundamental things which the engineer needs to produce a record of radio set usage are therefore.

This is, in fact, a rather lengthy problem in the development of a new method of radio coverage with which a considerable amount of experimenting has been done recently. I have seen on the photograph on this page the measuring instrument to which the listener attaches his radio set, and the record it makes.

By this new method, the radio audience is measured by attaching to the radio set in a properly selected group of homes instruments to make a continuous record of the times when those sets are tuned in on any given station, whether or not they are turned on.

Technically, the instrument involves a synchronous motor of the Telechron type, driven from the main current supply to the set and driving a recording tape, a marking device operated by a magnetic mechanism which current flows only when the set is on, and a mechanical or electrical means of positioning the marking device laterally on the tape according to the dial setting. These are several technical ways of caring for each of these three elements.

The Telechron type of mechanism affords the best record where A.C. current operates the set. With D.C. current, it is possible to use a spring-wound clock mechanism. The marking mechanism can be actuated by 110-volt A.C. current taken across the switch of the set or by the low-voltage current flowing through the switch itself when in operation. We have found it quite satisfactory in practice to indicate the station heard by a mechanical connection involving a cam mounted on the condenser shaft which moves the marker along the tape as the dial is turned. This can, however, be done electrically, or the whole recording job be done by photogenic means.

The choice of technique is primarily a matter of convenience.

The technical work of design has been handled by Professor L. F. Woodruff of the Electrical Engineering Department of the Massachusetts Institute of Technology, who is associated with me in developing this technique. Without his efficiency in solving many perplexing problems this device would probably have never made its appearance as a practical proposition.

Prof. Woodruff Helps

THE PROBLEM of selecting the sample is precisely the same as in any other type of audience research. My own preference is to use a properly balanced sample which follows the percentage distribution of the various economic classes of homes in the area being studied. The sample is enlarged to this end, and it is possible to segregate records produced in homes of various types. It is possible to get records from homes without telephones. As you know, radio ownership far outruns the number of telephone homes. Installation of the recorders is relatively simple. The instrument itself is out of sight behind or inside the set. It does not interfere in any way with reception nor give any other evidence of its presence. It is based on a fact basic to the operation of its radio in the normal fashion. At the end of a given time the recorder is taken off, or the tape is decoded, and the results put in form for tabulation.

Boston Test City

THERE ARE now 100 of these recorders in service in the Boston area, from which records are being taken weekly. Tomorrow (Nov. 30) ends the fourth week of operation. The experiment is considered a long one for ten weeks, so that we shall have a final sample of 1,000 homes, from which we can assume that all listening will have been taken.

We shall have a complete story, subject of course to final correction. In so far as classification of the audience is concerned, this method is found to be highly significant facts.

And the position of the radio audience is not a static one. The current survey is not necessarily in order to make an acknowledgment to Mr. John Shepard 3rd, of the Yankee Network. A great many people connected with broadcasting organizations, agencies, and advertisers are finding this method of measuring radio coverage to fruitition, a large part of the credit must go to him.

Many Uses Seen

THERE ARE many uses for the material gathered by such a survey. Most of them are obvious. By its use on a proper scale the advertisers can learn quickly what the reactions of the audience are to the type of the audience his program commands. The agency seeking to determine the economic class of the audience will be able to learn when a ready-made audience is increasing. The advertiser will be able to learn what happens to his listeners when a program is off the air, or when a poor one comes on, and take steps to provide the kind of entertainment that is the most effective to attract and hold the audience.

Preferences of different types of people for programs of various sorts or groups of programs. The advertiser who seeks a selective audience can learn its position and can determine the points on which people tune out particular programs and thus

(Continued on page 59)

December 1, 1935 • Broadcasting
Three-Year Station Licenses Now Being Requested of FCC

Extension of Present Six-Month Terms, Based on Technical Uncertainty of Early Days, Urged

Radio's Newest Portals—Left to right we have the Misses Mary Elizabeth Erickson, recently appointed by the Radio Commission to discontinue advertising practices designated by the FTC as unfair. The concerns are:

Health Products Corp., Newark (Flemington) against Musterole, Inc., states that "is the only thing that will relieve complications without requiring a pill, and is the most scientifically modern way to get rid of constipation and headaches."

2. Alfalfa Foods, Inc., New York (Alfalfa) against Adler's Salts (Musterole) agrees to cease advertising the product as "an instant laxative" and its virtues as a "natural cleanser, keeping it clear of bowels in all parts of the body and eliminates waste," as well as other assertions.

3. Better Health Club, New York (scalp treatment) agrees to cease claiming that its hair treatment has cured baldness or any other hair troubles, that it will "regenerate" the hair, and the amount of hair on the head at the time the use of the product is begun. It will no longer be advertised that this product makes the scalp vital, healthy, or strong, or creates the perfect hair-growing condition."

Musterole Co., Cleveland agrees to cease asserting that Musterole "will penetrate to the seat of trouble, and prevent chest colds or coughs from becoming serious, or that there is no muscular pain, sore throat or cold too severe for Musterole." It will no longer advertised that Musterole of W. Grant Stedeford, St. Louis, and which have been advertised in any different period of time.

4. Jergens - Woodbury Sales Corp., Cincinnati (facial cream) agrees to cease representing its product as a new or unique protection from the danger of blisters, or that they will give the skin a new or unique skin that makes beauty safe, or anything else.

Further "It will no longer be alleged that element 976 brings directly to the skin vital energy, or such energy, vitamins, or vitamins in the body, or that Element 976 in Woodbury's cold cream oil glands beneath the skin's outer surface to function better."

When the annual automobile show was held in Omaha last month, a radio amateur contest was featured—but not before a bitter fight against it was launched by the local musicians' union on the grounds that amateur shows were depriving musicians of work.
Sarnoff Urges Against Radio Shakeup

Says Television and Other Radio Developments Should Be Considered Before Radical Changes Are Made

PROSPECTS of television, facsimile and ultra-short wave broadcasting, while still indefinite, should not be allowed to tempt authorities from ordering any "radical upheaval" of the existing broadcasting system, said David Sarnoff, RCA president and chairman of the board of NBC, declared in his interview with New York Post-Dispatch recently. Mr. Sarnoff, western division vice presi-
dent, vigorously denied that the NBC plant in Hollywood, with its headquarters moved to San Francisco, would be large enough to accommodate our large San Francisco staff even if we wanted to move there.

Mr. Sarnoff also amplifies his recent "Apex" statement, urging that plans be made for electronic television as soon as possible. In the interview with Mr. Sarnoff, Mr. White adds: "That it will probably be quite a while yet before a television set that is of real public value is on the market. But Mr. Sarnoff is wholly optimistic about the ultimate place of television in the art, saying there are indications of deep significance to everyone interested in the business of broadcasting."

"Quite a while yet"

In the interview with Mr. Sarnoff, Mr. White adds: "that it will probably be quite a while yet before a television set is of real public value is on the market. But Mr. Sarnoff is wholly optimistic about the ultimate place of television in the art, saying there are indications of deep significance to everyone interested in the business of broadcasting."

"Quite a while yet"

In the interview with Mr. Sarnoff, Mr. White adds: "that it will probably be quite a while yet before a television set is of real public value is on the market. But Mr. Sarnoff is wholly optimistic about the ultimate place of television in the art, saying there are indications of deep significance to everyone interested in the business of broadcasting."

"Quite a while yet"

In the interview with Mr. Sarnoff, Mr. White adds: "that it will probably be quite a while yet before a television set is of real public value is on the market. But Mr. Sarnoff is wholly optimistic about the ultimate place of television in the art, saying there are indications of deep significance to everyone interested in the business of broadcasting."

"Quite a while yet"

In the interview with Mr. Sarnoff, Mr. White adds: "that it will probably be quite a while yet before a television set is of real public value is on the market. But Mr. Sarnoff is wholly optimistic about the ultimate place of television in the art, saying there are indications of deep significance to everyone interested in the business of broadcasting."

New Term—"APEX" Stations

Name for Operators in Ultra-High Frequencies Coinc

By Andrew D. Ring, FCC Staff

THOSE ultra-high frequency broadcasting stations, a dozen of which already are licensed for experimental operation, that is likely to be known as "apex" stations in the future—a term that overcomes the objection to the use of "clear channel", "regional" and "local" in describing the category of particular stations—were coined by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting. In the future, before a station is licensed for experimental operation it is probable that they will be so identified. According to Mr. Ring, the new term will mean a station licensed for the experimental transmission on the very high frequencies of broadcast programs for general public reception. "Apex", according to the dictionary, means "on the highest point, or gave as a peak of."

These ultra-high frequency stations must be located upon a high point, since their signals simulate high "gain down" for good reception. It is probable that power up to 1,000 watts will be allowed on these experimental stations, with a maximum of 25,000 and 45,000 kc. The St. Louis Post-Dispatch recently began regularly scheduled experimental operation, and it is reported that CBS is contemplating a new station for similar operation in New York.
CBS to Originate Pacific Programs

Network Combines Sustaining, Commercial Departments

COINCIDENT with the announcement Nov. 14 that W. B. Lewis, now in charge of the commercial program department, will become general sales director, it was disclosed that CBS on Jan. 1 will originate its own programs on the Pacific Coast both for the Coastal and national network and for transcontinental broadcasts.

CBS announced that its commercial and sustaining program departments will be combined as of Jan. 1. Growing demand for programs suitable for inclusion in the schedule of stations will be met by the inclusion of sustaining programs suitable for both the general sales department and for the sustaining department of CBS.

Unified Direction

WITH the combination of the two departments all the business and administrative functions will be placed under one head. It is in turn will be relieved of the responsibility of actual program building because the scope makes it advisable for a single individual to direct both phases.

Lawrence W. Lowman, v.p. in charge of operations, whose duties will be lessened by the sustaining phase of programming, will be the administrative head of the new combined department. Mr. Lewis, former program director, will assume charge of program building activities with the title "director of programming and development.

Mr. Lewis and several other program and technical officials of CBS were on the Coast in November in connection with program and studio arrangements of the origination of CBS programs from Hollywood. Studios of the Don Lee Broadcasting System, CBS Coast affiliate, have also been used for most of the programs originating there.

Benefits Radio Presents

To The Local Advertiser Described by Al Rose

Radio offers unusual opportunities for the local merchant or sectional advertiser, Al Rose, advertising director of WMCA, New York, told the association of Advertising Men in New York, Nov. 21, but he reminded that the local advertiser should not try to emulate network sponsors in the type of show put over, but adapt it to the needs of the market.

Speaking on "The Local Advertiser in Radio", Mr. Rose said such advertisers have three important advantages at their disposal. First of these is a tieup with a local personality enjoying a large local following. Second, there is a tieup with a local feature of popular interest such as a sporting event, stage show, and features of this type.

The third weapon is a program geared to the tastes and entertainment preferences of the local market. Consequently, Mr. Rose said, citing a hot Harlem show to reach Harlemites, a German band to reach Milwaukeeans and a hymn program to reach Philadelphians.

Two Utility Groups Using Radio Series

Gas and Electric Associations Have Institutional Programs

REGIONAL ADVERTISERS Inc., New York, has planned a series of 24 one-hour programs that will launch the Mystery Chef on 11 NBC-WEAF stations, Wednesdays, 10 to 11 p.m., from 11 a.m. starting Nov. 4 until the end of the year, which are being broadcast in various parts of the United States.

To supplement this network, the sponsors will use RCA-Victor transmitter trucks, CBS transmitters and WSYR, Syracuse, for a two-weekly "hot broadcast" program.

The object of the program is to increase the use of gas for cooking through the enticing recipes concocted by the Mystery Chef's recipes. Most of the gas companies sponsoring the Mystery Chef are members of the National Gas Association but membership in this organization is not obligatory to participation in the cooperative radio campaign.

Electricity Series

ANOTHER utility program on the air for a number of weeks is sponsored by the State Electric Company. It is an effort by that electric utility companies in the communities where the program is known. The program is a late Sunday night show over 13 NBC-WEAF stations, starting Dec. 1.

The Mystery Chef program has been signed for 52 weeks and is handled by McCormick-Erickson Inc., New York agency. The General Electric electric program is handled by Batten, Barton, Durstine & Osborn Inc., New York, and the initial contract is for 26 weeks.

KWKH SHORT-WAVE EXPERIMENTS

How Novel Programs Are Offered by Louisiana Station With Little 5-watt Transmitter

FACED with the problem of creating new types of division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

KWKH SHORT-WAVE EXPERIMENTS

How Novel Programs Are Offered by Louisiana Station With Little 5-watt Transmitter

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

The short-wave transmitter was used again in broadcasting a description of a huge Championship Show staged at Barksdale Field.

The practicability of a mobile short-wave transmitter was demonstrated in dramatic fashion on the latest assignment to date for KILB. Late in the evening of Nov. 14 shortly before ten o'clock, KWKH received the news that a gas well 12 miles south of Shreveport had "come in" suddenly, gone beyond control and caught fire. Listeners were advised over the air that KWKH's mobile transmitter would be dispatched to the scene of the fire as soon as possible, a broadcast would be staged from the vicinity of the blazing gas well, which at that time was lighting the sky for miles in all directions.

Within an hour's time, the short-wave transmitter was on the air, as the car was being driven to the scene of the fire. Speeding along at 30 miles an hour, the announcer described the hurried preparations that had been made. Thirty minute before the transmitter was switched on the public address was being increased, a minute before the broadcast, a detail account of the inspection of planes and pilots by the Japanese emissary was broadcast. Again comments came in from listeners. Cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—J. B. "Jack" Mann, technical instructor for the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.

KWKH SHORT-WAVE WAVES—Major General S. Ito, head of the engineering division of the aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Kessler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Geizer, chief announcer of KWKH.

The car carrying the short-wave transmitter was driven out to the flying field and there to broadcast. Again comment cards were received from distant points. KWKH was once more praised for its enterprise policy in bringing to listeners unusual events they otherwise would not hear.
How Leading Industries Use Networks

Analysis Breaking Down Expenditures by Groups Shows Drugs and Toilet Goods Are in the Lead

DRUGS and toilet goods are continuing their network dominance. In 1933, these items accounted for 42.3% of all money spent for radio advertisements. The growth of network advertising has been a result of many factors. One of these factors is the increased use of radio by the petroleum industry. This has taken the latter industry into fourth position while the tobacco group falls to fifth place. The combined NBC and CBS figures were verified by National Advertising Records.

Increase for Year

FOR THE first ten months of this year, the network expenditures stand at approximately $39,600,000 compared with the 1934 ten-month total of $37,750,000. This is an increase of $1,850,000 for the period of about $6,000,000. It is estimated that the yearly sales for 1935 will be well over $6,000,000. The increase for the period is in contrast to last year's total of $42,700,000.

In 1934 the total for the combined networks since 1928 to 1934 follows: 1928, $10,228,000; 1929, $13,145,000; 1930, $15,917,000; 1931, $21,967,000; 1932, $28,795,000; 1933, $28,685,000; 1934, $36,219,000.

The first ten months' figures are as follows:

1928 1929 1930 1931 1932 1933 1934
1928 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1929 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1930 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1931 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1932 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1933 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998
1934 1310 kc., 190135 \(\times\) 367,803 \(\times\) 839,014 \(\times\) 1,325,870 \(\times\) 138,627 \(\times\) 163,444 \(\times\) 182,998

The table reveals an orderly and steady advance in network business from 1928 to 1932 with a recession in 1933 and a rebound to new heights in 1934 and a still greater total volume assured for this year. The percentage of increase for 1935 was not so great as in 1934 as it is recalled that the total volume in 1933 was due to a recession in 1932. The increase for 1935 is 30% due to the combination of network advertising and in ability to clear time. The "sold-out" sign has been hanging for a long time on various Sunday and evening hours. Furthermore, the rulings on lexixatives, deodorants, etc., barred the use of radio to manufacturers of many such products.

In the financial and insurance column after 1932 there was a sharp drop because NAR shifted the City Times Series to NBC. This column, a sharp increase coming in the latter column in 1933. Under miscellaneous are listed such products as dog food, motion picture advertising, politics, the Young & Rubicam Research, and the Holden Institute which was discontinued in 1930, and coal. During 1928 and 1932 this column reached its highest figures because of presidential elections. No doubt this same trend will be noted when the 1937 figures are published.

Another group that goes up and down is the machinery column, which drops to 1929 and 1933 when NAR moved accounts such as General Electric and Westinghouse into the house furnishing division, a more logical place for them. Using radio to promote refrigerators, radios and lamps.

The leading radio advertisers during the first two years shown on this table were the radio receivers manufacturers. In 1930 they fell to third position; in 1931 they fell off sharply to twelfth place and this drop continued throughout 1932 when they were sixtieth. In 1933 part of this loss was recovered, the radio manufacturers rising to ninth position and in the last two years they have been in eighth place. Philco, Arctic, Ak-Tak and RCA have the bulwarks behind these figures.

A Steady Climb

THE DRUG and toilet goods group has increased its radio constantly. Even during the bottom depression years the group continued to grow. The increase has been a rise from fourth position with an annual output of $1,000,000 to first position in 1934, a position it retains in 1935 with an estimated total for the year of $16,000,000. Estimated totals for the other leaders follow: Food, $13,000,000; automobiles, $6,000,000; lumber, $3,800,000; tobacco products, $3,600,000.

All, but one of the above industries is shown, among the top ten for network advertising in 1935. The tobacco division's peak years were in 1931-32 when the estimated was in third position with a dollar volume of over $5,000,000 in 1931 and $4,000,000 in 1932. American Tobacco Co. (Lucky Strike) was the big advertiser during this period.

The years 1929-30 saw highs for the shoe industry with Dunn & McCarthy (Enna Floridco, Chicago, United States Rubber Co. (Keds, and a number of other shoe accounts using radio. When the depression continued to deepen in 1931 most of these companies drastically curtailed all their advertising.

A newcomer to this list of industries using radio was added last year—wines, beers and liquors, although there are no wines or liquors on the networks. Beer is the only product advertised via the network by the Schlitz Brewing Co., (Schlitz beer) and Premier-Pabst Sales Co., (Pabst Blue Ribbon) being the advertisers during 1934 and only the latter in 1935. Recently the Pabst program was taken over by American Can Company, acting as the only beer sponsor on the networks is Krueger Brewing Co. (canned beer) which began a new service over a split CBS network early in November. Figures for this company are naturally not included in the computation.

Many Increases

THE BULK of radio advertising is being concentrated in the first group. For the last year and a half, approximately five-sixths of all network advertising has been done by the above mentioned groups, namely: Drugs and toilet goods; automobile; foods and food beverages; automobile; lubricants and petroleum; and ciggars, ciggars and tobacco.

Industries which showed the largest volume increase over their 1934 figures are: Soaps and housekeepers' supplies; confectionery and soft drinks; radios; house furnishings; stationery and publishers; building material; office equipment; shoes; jewelry and silverware; and schools, camps, and correspondence schools. The sporting goods column has been dormant for the last two years.

Figures released for Mutual Broadcasting System, which cover the major part of the network, show total sales for the month of $168,789. A break-down of this figure shows that advertising for the following groups: Drugs and toilet goods, $68,185; foods and food beverages, $39,010; automobile (largely the Ford world series), $28,759; soaps and housekeepers' supplies, $5,174; ciggars, ciggars and tobacco, $6,343; house furniture and furnishings, $5,100; miscellaneous, $6,639; jewelry and silverware, $9,142.

WEMP on the Air

WEMP, Milwaukee, new 100-watt daytime station on 1310 kc., licensed to the Milwaukee Broadcasting Co., was formally opened Nov. 24 with welcoming addresses by prominent public figures and representatives of civic, labor, educational and religious groups. The broadcast was over the station's new antenna mounted on the 14-story Empire Bldg., where its studios are located on the seventh floor. The station is owned and operated by WHA Broadcasting Co., formerly WIBA, Madison, Wis. Charles G. Singer, president, is manager. Hobart Donovan, announcer, formerly with Boston stations. Ray Host, chief engineer, comes from WJRN, Racine, and Irving Strasser was with Philadelphia stations.

* Source "National Advertising Records."
A Symphony Broadcast From the Inside
How CBS Places Its Microphones and Handles the Dials When the Philharmonic Symphony Is on the Air

By DAVIDSON TAYLOR
Producer and Announcer of Symphonic Shows

ON THE AFTERNOON of Dec. 1, 1935, Otto Klemperer is to conduct a radio request program as the 200th concert of the Philharmonic Symphony Society of New York over CBS.

On Oct. 5, 1930, when the orchestra was first heard over CBS, comparatively little was known about picking up large instrumental ensembles, and orchestras are being coming more numerous, and the public demand for the music they play is increasing.

CBS's broadcast experience, the problems met and solved, in these 200 broadcasts may interest producers and engineers who will meet, similar problems. In this recapitulation, the limitations inherent in any broadcast equipment available will be taken for granted.

Two Kinds of Pickups

IN GENERAL, symphonic pickups are of two kinds. In the first variety, the listener hears the orchestra as though he were in the center; the perspective is close, the definition sharp, and the ears easily directed by the conductor's baton. In the second variety, the listener hears the orchestra much as the holder of a fine seat in the house would hear it; the definition is not so marked, and the ensemble is better fused.

The Philharmonic is heard on the air much as it sounds to a man sitting in the orchestra balcony at Carnegie Hall. Fortunately, Carnegie Hall has such fine acoustics that a velocity microphone occupying the best listening point in an audience of average numbers is correctly located. The principle of the broadcast pickup is the same as it is in the performance as it sounds in the hall.

For the last two seasons, a single ribbon microphone has been suspended about 20 feet above stage level, inclined at an angle of about 16 degrees downward and 6 degrees toward the first violins. Its distance from the nearest player has been about half the width of the orchestra's spread. In other words, the single microphone is hung at the nearest point which will include the single microphone's useful angle of 90 degrees. Whether the musicians are sitting or standing, as Mr. Toscanini arranges them, or on a flat stage, as Mr. Klemperer prefers, this placement will supply satisfactory coverage for orchestral numbers.

CBS inlines to single microphone set-ups in all possible cases. This year, however, has seen experiments with two microphones, bracketed about six inches apart at an angle of 90 degrees. Either microphone centers on the first violins and the other on the seconds. The unit is placed somewhat nearer the orchestra than the single microphone was hung. We are hoping to gain a binaural perspective from this device. It seems to improve the string definition slightly, while leaving unaltered the concert blend.

The placement was determined by the conductor technician of the network in the fall of 1933, and has not been substantially altered since. Since the advantages of the current experiment have not been tested thus far with all types of combination, the analysis will proceed upon the basis of a single microphone for the orchestra.

When There Are Soloists

IN PIANO concertos, it may be well to move the microphone foot or two to one side. The raised wing shuts off a lot of strings and woodwinds, and if the piano is centered on the axis of a directional microphone, the instrument's dynamic advantages accent the solo part too prominently.

When a violinist is playing a concerto, a second microphone is sometimes used on the stage, dead side to the orchestra and 12 feet to the soloist's right. It is not turned on unless his part is too obscured by the ensemble. Big choral groups usually sit upstage, and no added mike is used for them. It is notoriously difficult to secure definition in recording large choruses, but Hugh Ross, director of the Schola Cantorum, says that in our broadcasts he can detect in his choir flaws which have escaped the naked ear. If a solo quartet sits midway in the front row of the chorus, an added microphone is placed in front of them with the weaker voices nearer its axis. Sometimes a pressure or dynamic microphone, with high fidelity but less direction, is preferable for these circumstances where radio must adapt itself to a predetermined setting and yet achieve its balance.

Vocal soloists downstairs require individual treatment. E. MANUEL LIST, whose voice is mellow, can be heard over a full orchestral fortissimo on the house mike. Other singers with more "steel" need assistance even when they have a pianissimo accompaniment. The part may lie badly for their tessitura. The conductor too may be blanked by the orchestra, if he is manning his mike with the orchestra at times in the Flying Dutchman, yet in the Ring Meister, Flats from an equally loud instrumental tutti with ease.

The ear of the radio listener will not tolerate such dominance of the accompaniment as is permissible when the soloist is visible. Ideally, the conductor should be solely responsible for the relationship between soloist and orchestra. To introduce a second mike leaves the conductor in the active role of the engineer and the producer.

Every effort is made to represent the composer exactly as the conductor interprets him. The CBS producer follows the score, leaving the engineer free to watch the volume indicator. He warns the technician of sudden attacks. He also anticipates crescendos, which are modified imperceptibly by degrees, so that when they reach their peak, the needles will kick only 30. Extended soft passages are brought up so that the needle will barely move. The listener must not be roused from his seat to turn his speaker down at the fortissimo, nor must he be dragged from his chair to turn the radio up for the pianissimo. Speech we allow to peak 20, but applause becomes offensive on these concerts if allowed to peak more than 10 on the galvanometer. But with the music, we try to err on the side of lainsfide, and not to modify the tonal picture in the hall.

And the Weather

THE MORE musical the conductor, the simpler the broadcast. HAM LAIGNE feels that Dukas and certain other composers do not broadcast well. However, anything Mr. Lange plays on Sunday afternoons broadcasts well, because he has proportion.

Aside from failures of the radio equipment and personnel, a wet, warm day may rob the orchestra of its brilliance, or conversely, conductors can be damaging if they have a penchant for the bass or are given passages which burst or are dynamic fury or are in any way capricious.

Toscanini presents almost no problems. He never neglects a marking. Always he searches for the melody and balances the parts against each other. His transitions are so consistent and inescapable that they could almost be graphed. The symphonic score is no small part of his artistry and it improves his broadcasts enormously.

Perhaps the most perfect broadcast CBS has ever done with the Philharmonic was Toscanini's performance of the Brahms Violin Concerto under Toscanini last season. The solo mike was not turned on until the violinist had been given the rehearsal. The engineer followed the rehearsals but they might have saved themselves the labor of it had Mr. Toscanini scarcely glanced at one another. There was a perfect understanding between the soloist and Brahms. That concert represents the ideal in symphonic broadcasts.

As from the terms of the awards, all manuscripts must be filed anonymously, with the composer's true name on an official entry blank, and only in the name of the composer. The entry blanks from NBC's network stations.

THE MUSIC Competition Draws 1500 Entries for Original Chamber Music

COMPETITION for the NBC Music Guild Awards of $1,000, and one year as guest artist on the NBC Chamber music works by native and naturalized composers now involves more than 1,500 composers.

Deems Taylor, celebrated American composer, radio commentator and musical advisor of W. A. AYER & Son, was the first to enter. Two hundred composers have since called at NBC headquarters in Radio City for official entry blanks; 750 have requested these by mail; but hundreds of the official entry blanks from NBC's network stations.

Shoe Account Spot

GENERAL SHOE Co., Nashville, Tenn., in December will begin a radio advertisement promoting in the southern states on a list of stations not yet selected. Badger, Browning & Hersey, New York, is the agency. The line will be described by World Broadcasting System.
Reid, Murdoch & Company is a reliable institution offering excellent values in its "MONARCH FINER FOODS."

"WREN" is a reliable radio station offering wholesome programs to its listeners. The combination of "MONARCH FINER FOODS" and "WREN" produces favorable results in Western Missouri and Eastern Kansas which includes the important trading centers of Kansas City, Topeka, and St. Joseph.
SHORT, SHORT stories

told in a BIG, BIG way!

WIL—St. Louis, Mo. Four-quarter-hour programs drew 26,000 pieces of mail as entries in a contest sponsored by the Missouri Insurance Co.—cost per letter—seven mills!

WKBI—La Crosse, Wisconsin. Erickson Bakery has used half-hour 6 days per week for 8 years; Continental Clothing has used 2-1 minute spots daily for nearly two years; Krause Clothing has been on several spots weekly for over 5 years. A national automobile account is using 150 fifteen-minute programs yearly. WKBI brings results.

WBOW—Terre Haute, Ind. Old Trail Tone—WBOW's cooperation and advertising effectiveness put Old Trail's products over in the Wabash Valley 100%—increasing daily schedule in 1936.

WHBE—Rock Island, Moline, Davenport, East Moline. The most potent factor in selling more merchandise in the Quad Cities. Newspaper publicity, merchandising, showroom, complete technical facilities. Results like this: "It's splendid cooperation and merchandising job have all combined to show an immediate increase in sales for Willard Tablet."

—First United Broadcasters

WHBU—Anderson, Ind. Every live business institution in the territory uses WHBU. "Money Talks", a compilation of result stories and complete market statistics of this section is yours for the asking. Write for it. Learn how this market can be sold quickly and economically.

WSPA—Spartanburg, S. Carolina. If its population you want—white buying population, WSPA offers the greatest KJV suitable population within any 50-mile service area in the South. 860,953 by 1930 census. All working and buying.


KJBS—San Francisco, Calif. On the air 20 hours every day—all night long! Features United Press News, Alarm Klok Klub (7 years) revue 10 to midnight, Owl Program 1 a.m. to 6 a.m. (year round). All geared to serve fast growing metropolitan population. To buy Frisco economically use KJBS.

KQW—San Jose, Calif. "The WLS of the West Coast"—Serving richest agricultural territory in California with news, farm features, weather and markets report, closing prices on grain, livestock and dairy products. Serving the farmer and getting response. 24 national advertisers testing KQW reach and get results in Northern California. And—

The Northern California Broadcasting System consisting of KJBS, San Francisco and KQW, San Jose, will tell your story for less money.

WHEN YOU WANT

Program Ideas Merchandising Plans Distributing Help Rates and Honest Coverage Figures Buyers, not just listeners — Facts, not Fancies

“LET GEORGE DO IT”

GEORGE ROESLER

Radio Station Representative

360 N. Michigan Ave. Chicago Central 8020

235 General Motors Bldg. Detroit Madison 2717

WJR Asks Permit For Right to Sell Shares to Public

Files Application With SEC For 37,265 Shares, $5 Par

WJR, The Goodwill Station, Detroit, on Nov. 14 filed with the Securities Exchange Commission in Washington an application to sell publicly 37,265 shares of $5 par capital stock, setting the approximate issuance date as Dec. 4, 1935. The offering contemplates original issuance of 28,065 shares to the underwriters, W. E. Hutton & Co., New York, with the underwriter having an option to purchase 9,200 more, and if WJR acquires all of the capital stock of WGAR, Cleveland.

According to W. E. Hutton & Co., the details in registering the WJR stock issue with the FCC have been handled with care to avoid "ballyhoo" of a type that might inspire stock peddlers to come forth with swarms of radio offerings. The presentation to the SEC was designed to be a model for any future registrations in the radio broadcasting field. The WJR application will not be listed on the market.

The Hutton firm some months ago handled the transfer of a block of stock in WCAO, Baltimore. The underwriter bought the block and sold it in New York at $15 a share. The quotation at present is about $25 a share for the WCAO stock. The entire transaction was private.

First Radio Issue

At THE SEC it was understood that the WJR issue was the first radio stock to security to be submitted for registration.

Of the shares covered by the proposed registration, 12,500 are owned by George A. Richards, president and director; 8,000 by Leo Fitzpatrick, vice president; 4,000 by R. Mitchell, an employee; 300 by Lewis Allen Weiss, assistant general manager; 65 by W. A. Alfa, general counsel; 200 by Richard Patt, second vice president and general manager of WGAR Broadcasting Co.; 12,650 by Frances S. Richards, wife of George A. Richards.

WJR has pending before the FCC an application for authority to acquire all the outstanding stock of WGAR Broadcasting Co., owned as follows: George A. Richards, 625 shares; Leo J. Fitzpatrick, 225 shares; P. M. Thomas, 50 shares; John F. Palt, 100 shares. The SEC application states that the WJR board has authorized exchange of 20,000 WJR shares of $5 par for the 1,000 WGAR shares, which originally cost the owners $100 a share.

Outstanding Stock

THE WJR charter authorizes 200,000 shares of $5 capital stock, of which 130,000 shares are now outstanding. They are held principally by George A. Richards, 62,700 shares; Frances S. Richards, 25,000; Leo J. Fitzpatrick, 27,040; P. M. Thomas, 6,700.

It is in the prospectus covering the stock issue that the offering does not represent new financing "by the company and that the company is not to receive any of the proceeds from the sale of these shares."

Prior to September, 1935, the capital stock consisted of 5,000 authorized shares of $5 par, of which 4,828 were outstanding. In September another 100 shares was issued and sold for $13,860, while 52 shares, which $12,860 was credited to capital surplus. The par value of the stock outstanding at this time was $25,200.

Two new shares being issued for each old share outstanding. In addition, a 1,200% stock dividend was declared.

On the basis of the 150,000 outstanding 6% par shares, according to the registration statement, cash dividends in recent years were at these rates: 1932, 14.52%; 1933, 7.46%; 1934, 22.24%; 1935, 25.52% (nine months).

Each share of the registrant's stock entitles the holder to one vote, it is explained, and it is planned to name a representative of the underwriter to the board of directors if the stock issue is approved by the SEC.

The SEC stated that ordinarily registrations are not approved prior to an investigation period of 20 days after the last amendment is filed. The WJR application specifies that additional information is to be supplied in the last amendment.

DEOT—An increase in the capital stock of WJR, Detroit, whereby the public will be offered 28,065 shares of new stock at $25 a share was announced recently by P. M. Thomas, station treasurer.

He explained that the increase in the structure of the company was due to its constant growth since 1928. Ninety-five per cent of the old stock with a nominal value of Mr. Fitzpatrick, G. A. Richards, Frances S. Richards and Mr. Thomas. Under the new proposal 1,200 new stock dividend was declared, and holdings of the present stockholders are increased to 130,000 shares outstanding, with $850,000 paid in capital. The 28,065 shares will come from this block, although there will be no change in the control of the company.

An additional 20,000 shares will be traded for the stock. The 1,000 share capitalization of WGAR, Cleveland, under the terms of a deal now awaiting approval of the SEC, was owned by Mr. Richards, Mr. Fitzpatrick, Mr. Thomas and John F. Palt. This deal would transfer control to the Michigan corporation.

"We feel that the increased capitalization would give the funds with which to take advantage of any new developments in the industry, such as television," Mr. Thomas pointed out. "At present television is a secret being worked out in the laboratories of radio engineers."

He explained that the $5 par value stock would be sold at $25 because of the past earning record of the station.

THE Radio Round Table is Chicago's newest radio group, made up of men from stations, agencies and the station representatives who meet each Friday noon to "talk shop but not business," Nate Colwell, radio director of Roche, Williams & Connally, stated. Colwell had the idea and organized the group.
PASSAGE by Congress of the Minnesota Fire Sufferers' Claims Bill, and its approval by the President, means that into the lap of Northern Minnesota eleven million dollars is being poured.

Eleven million dollars is quite a chunk of buying power, especially when it's velvet. And it will be spent with all the willingness with which easy money is spent. Residents of Northern Minnesota listen in on WEBC and WMFG from the time they tune-in in the morning until they turn them off with one hand at night, as they turn off the lights with the other.

They are a natural medium for alert advertisers and merchandisers who warm up a “come eleven” for those eleven million EXTRA dollars!

WEBC  WMFG
HEAD OF THE LAKES BROADCASTING COMPANY
Duluth . Superior  Hibbing, Minnesota

Send now for rate cards and program details; we'll fade you!

December 1, 1935 • BROADCASTING
A new commercial program idea of WIRE, Indianapolis, introduced last month, clicked with such dramatic suddenness that it has all but discontinued the operations of the local telephone company on the days it has been broadcast.

As a matter of fact, D. E. (Plug) Kendrick, manager of the station, says the public interest, and has found it necessary to change the character of the program so that the telephone traffic will not be glutted whenever it goes on. He either had to do that or install 225 offices at prohibitive expense.

It happened this way. Mr. Kendrick sold to the Geiger Camo Co., of Indianapolis, a half-hour program for Fridays, 7:30-8, p. m., featuring the Master Mind Pianist, one of the well-known programs. The Master Mind plays nationally known selections to title, with the listeners calling in during the broadcast to supply the titles. If Mr. Kendrick fails to perform the number promptly, the listener gets a bucket of Geiger candy.

Were They Listening?

THE PROGRAM started Nov. 1. The response was immediate. It went on again Nov. 8 with even more spectacular results. In so far as telephoning was concerned. When the third program was over Nov. 18, the Indiana Bell Telephone Co. took up the matter. L. M. Vollrath, Bell's sales engineer, informed Mr. Kendrick that in the future such a program can only be handled through installation of special telephone facilities in your offices and properly manned to care for calls.

"On Friday, Nov. 15, the last program of this type conducted over your station, we attempted to count the calls for your station and the number recorded, which count may not be exact, numbered 16,771 during that time period. In a few of our exchanges the calling was so great that no other calls could be received, which created a public hazard, particularly in the case of fire. Other emergency services, police, ambulance, etc., also could not be completed as our facilities were entirely tied up."

Mr. Vollrath then pointed out that if the program were to be continued it would be necessary to install 225 offices at a cost of $1300 a month, with an installation charge of about $800. In addition, there would be a special charge of approximately $400 as the trunks would have to be direct between the valuable office and the station. He asked that an order for the additional facilities be given to the practice be discontinued.

Mr. Kendrick decided that in order to alleviate the situation, the only recourse was to your song titles delivered to the Geiger candy stores and placed in locked boxes which would be opened by the listeners during the broadcast.

Florida Fruit Discs

THE Florida Citrus Commission is using 24 stations in 19 states in a $30,000 radio spot campaign to encourage the use of Florida citrus fruit. The discs are five-minute dramatizations with the commercials written in the script. The campaign went on the air in 20 stations, 26 hours, Nov. 18, and five announcements a week during the daytime. The second group went on the air Nov. 26 with the same number of announcements a week during the evening hours. All contracts terminate Dec. 31.

Two New Stations

Two new broadcast stations were authorized by the Federal Communications Commission. They are WSCB, WHAS, in New York, and WBN, in Boston. The second station was authorized at $200,000, with 100 watts, unlimited time, on application of WBN, Inc., Boston.

Hilllader was authorized to broadcast on WCBS, Mo. Nov. 8, for a coast-to-coast radio spot campaign under the direction of the Association's advertising department. The campaign was sponsored by the New York State Growers Association.
What "Junior" WANTS...  ...Mother BUYS!!

✓ Sell your Far Western markets through a special 'KIDS' show over KNX.
✓ Cash in on the largest 'READY BUILT' KID audience in Western America.*

There are
476,387 KIDS

Between 5 and 14 years of age in Southern California alone!

KIDS rule the Radio roost between 5-7 P. M. in California (It's 8-10 P. M. back in New York)
More KIDS are tuned to KNX between 5-7 P. M. than any other station (KNX features one kid show after another at this time)
KIDS are more easily influenced to do as you say.

KNX has TWO feature 5-day-a-week kid shows available for sponsorship. Low in cost — Big in kid appeal — write if interested.

Nat. Rep. JOHN BLAIR & CO.

December 1, 1935 • BROADCASTING
British Advertisers clamoring for commercial radio outlets

Pressure being exerted on government to lift ban against sponsorship of broadcast programs

PRESSURE upon British government authorities in favor of advertising by radio was being exerted during November by the Incorporated Society of British Advertisers, which corresponds to the Association of National Advertisers here, protesting to the newly re-elected Prime Minister Baldwin against the efforts of Sir Kingsley Wood, Postmaster General under whom the regulation of radio falls, to prevent British radio advertisers from using continental European stations for commercial broadcasts.

This was reported in a dispatch to the New York Times from its London Bureau, which stated that

500 British manufacturers, including some of the largest concerns in the country and employing many thousands, have joined in the appeal. The dispatch further stated that these concerns have found that "wireless advertising" increases sales at home and abroad and should not be discouraged, especially inasmuch as it helps employment, which is one of the aims of the National Government.

Listeners' response

"Least of all," the appeal states, "should a government, avowedly national in character, allow one of its own departments to take official action in a matter which, in the opinion of British radio advertisers, is an unqualified restraint of trade, unjustifiable, to the detriment of their interests." It is understood that Sir Kingsley Wood has made representations to the Irish Free State, France, Spain and Luxembourg to discourage British advertising over radio stations in those countries, which permit commercial broadcasts and which have attracted considerable audience in the British Isles where they are heard clearly.

And whether the British public wants sponsored programs or not, surely, it is a matter they can decide," the appeal one is reported as stating. "The response of listeners to sponsored programs is indisputable proof of their popularity and their value to radio advertisers as a means of selling goods.

British broadcasting authorities, headed by Sir Kingsley Wood and Sir John Reith, director general of the British Broadcasting Corp., have been active in taking a stand for a relaxing of the non-commercial proviso, possibly to allow for a greater number of commercial stations. [See Broadcasting, Nov. 1, page 18.]

While the matter of receiving commercial radio programs in England was being discussed there, the noted young British author of the best-selling novellette Goodbye Mr. Chips, James Hilton, was visiting these shores—and to an interview of the New York Times commented upon our radio here. It was a dramatization of his book first on the BBC and then on the NBC, where it had to be repeated three times by popular demand, that led the BBC to engage him for a series of three talks on American impressions, the first of which he gave on an NBC-WJZ network Nov. 22 with the others to be delivered from Kansas City and Los Angeles on dates to be scheduled in December.

Interviewed by Orrin E. Dunlap Jr., radio editor of the Times, Mr. Hilton expressed no displeasure with American broadcasting. Indeed, saw commercial sponsorship as a boon to those who write or act for the radio because of the competition it brings and the better fees for authors and artists it offers. Wrote Mr. Dunlap, significantly, in one of the world's greatest newspapers—and a newspaper that itself has never evidenced any particular interest in becoming a radio station operator like so many of its contemporaries:

"The establishment of one commercial station times out of ten, throws up his hands in disgust when he first tunes in American broadcasts; the commercial chatter, as he calls it, irks him. But Mr. Hilton turns out to be the one out of ten who confesses that "in some ways commercializing the air is not so bad." He admits, however, that at first he expected it to be vulgar, but adds, "I find it is not". Sponsors by paying the pipers, he observes, beckon outstation artists to the microphone, and as examples he points to Leslie Howard and Helen Hayes.

"At first to hear the commercial talk mixed with the American programs is a let-down from the artistic performance, but one grows accustomed to it," Mr. Hilton continued. "It's exactly like being caught short in a theatre lobby trying to locate the cloak room to retrieve one's coat and hat after an excellent new play. The ideal way, of course, is to have both sponsored and unsponsored broadcasts; America has just that."

Mennen Series on KNX

MENNEN Co., New York, has started a test campaign of 104 half-hour transcriptions on KNX, Hollywood. The series, dramatic in nature, started Nov. 17, running through to Nov. 9 next year. The company's plans do not contemplate expansion of radio advertising before the first of the year.


Is "Front Door Resistance" your selling problem?

...Then step with us into the homes of 8,327,820 potential customers.
...if you want more sales you must go where the buyers are...
SELLING COVERAGE is reaching the BIG VOLUME MARKETS.

STATION POPULARITY takes you right into the home.

Columbia Don Lee Network because of QUALITY PROGRAMS delivers the largest audience on the Pacific Coast through 12-station coverage of the 12-BIG VOLUME MARKETS of California, Oregon, and Washington.
AN ENVYABLE REPUTATION

KWK

Has built itself a reputation
in the St. Louis market of which
we are justly proud. In the eight years
the station has been operating our list of
advertisers has steadily increased. This is due
not only to the fact that the advertiser realizes
the importance of radio advertising, but principally to
the excellent coverage of this prosperous area by KWK.
This modern age of ours is one of specialization and for the
best results you always seek a specialist. KWK specializes exclu-
sively on the St. Louis market, thereby assuring the advertiser a maxi-
mum return for every dollar spent. If you are not satisfied with your
present sales returns in this market why not let KWK solve this problem for
you? Our concentration on the Metropolitan and surrounding area, in which the
greatest number of listeners are located, assures you that your program is received in
an area of concentrated buying power. Our experienced staff is only too happy to cooperate
with you in planning a program suited to your requirements.

THOMAS PATRICK, INC.

HOTEL CHASE

Representative

PAUL H. RAYMER CO.

NEW YORK

CHICAGO

ST. LOUIS, MO.

December 1, 1935 * BROADCASTING
LONG DISTANCE saves LOBBY-SITTING

THE business of broadcasting covers a lot of territory. But your telephone will take you to any one, anywhere—swiftly, conveniently.

The man you want may be 30 or 300 or 3000 miles away. No matter. Long Distance whisks you to his desk—past lobby-lines and secretaries. You can talk with him as if face-to-face. You can ask, suggest, discuss, decide—or make an appointment for a later personal visit. When you replace the receiver, you're back in your own office again.

Long Distance enables busy executives to visit a dozen different cities in a day—saves time, trouble and dollars. Try it for a week or a month and see.

"Broccoli and Old Lace"

BY STATION BREAK

SOMEONE has defined broccoli as spinach gone to seed. Perhaps so, but we are eating a great deal more spinach and broccoli than ever before, despite the temptation to say "the hell with it."

A short time ago STATION BREAK noticed that broccoli was being advertised over one of the stations of his acquaintance. This reminded him of an announcement which he had heard some time earlier in the fall. The announcement was made on a cooperative program sponsored by a group of broccoli producers. It stated that demand had been so great that the current supply had been sold out and that the broadcasts were being discontinued until the following season. Radio, it seems, sells broccoli.

Now for all our increased use of spinach, both spinach and broccoli are still comparatively new products in general consumption. Even we adults eat it mostly because we have been sold on the fact that it is good for us. Without being so farcical about it, we subconsciously emulate our young offspring, believing that it will endow us with desirable attributes, even if not those of Pop-eye, the Sailor.

If radio can sell broccoli, it can sell other new products. STATION BREAK always has contended that radio is the ideal medium for the introduction of new products.

YOU FACE two tasks when you introduce a new product. The first is to stir the desire for the satisfaction which the product renders. We don't buy physical goods, we buy their utility, the power to give satisfaction which they possess. If you didn't want to remain warm and look sporty you wouldn't buy that new winter overcoat.

After you've created the desire—to stay cool in summer by air-conditioning, for instance—your second job is to prove to the consumer that this new gadget of yours will give the satisfaction he is looking for. We are all naturally conservative and suspicious of the new. We have to be sold: Air-conditioning, house insulation, travel by air, facsimile broadcasting, broccoli and spinach.

Radio is the ideal way to sell the new gadget.

RADIO has mass circulation. A new product especially needs mass circulation, for its introduction is to no small measure a shot in the dark, no matter how carefully you have planned its initial sale.

In radio the advertiser particularly controls his circulation. A smart program can grab a very large measure of the potential audience in the station area. The advertiser of a new product especially needs this quick circulation.

Radio is dramatic. The new product must be dramatized. The inherent drama of any radio presentation, the power of the actual dramatic program and the dramatized announcement, the drama which can be worked into a straight announcement if properly done—all especially help the new product.

Radio is persuasive. It relies upon the human voice—much more warm, appealing, convincing, confidence-inspiring and attention-arresting than cold print can ever be; much more inescapable in time, than can be the best illustration and copy in space. Persuasion is particularly necessary in breaking down the resistance to trying something new.

Radio can be merchandised particularly well to the public and to dealers. A new product needs plenty of merchandising.

RADIO gains by word-of-mouth. If you like the program your first impulse is to tell your pals at the office about it in the morning, and your friends at bridge in the evening. Word-of-mouth advertising is particularly important in the introduction of a new product or new brand. The original success of Probak Blades has been imputed to have started with the guttural reaction of satisfied users as from its periodical inserts. In radio the new product gets the benefit of word-of-mouth advertising of its program as well as of its own merits in consumption.

You can start radio in a relatively small localized way. It usually is necessary for the new product to start that way. Incidentally, we in radio never have sold our medium for test campaigns—tests of new lines, new brands, new sales approaches and new products or designs.

(Continued on page 47)
WNAX is one of the best known stations in the Northwest, and one of the most important sources of information and entertainment for a widespread prosperous rural area.

This station is unique in the extent and intensity of its coverage. It has a remarkably clear signal, not only through North and South Dakota, but in most parts of Nebraska, Western Iowa, Minnesota, Eastern Wyoming and Montana. More important than its vast coverage, however, is the dominant hold it has on the listening habits of radio owners in this far-flung territory.

For many years WNAX has been active in "fighting the battles", civic and political, of the Northwest, and it has been rewarded with an enthusiastic, habitual following.

We're betting $100,000 (in new equipment) that we can increase sales and distribution for national advertisers in this area.

### DAYTIME LISTENING

<table>
<thead>
<tr>
<th>Primary Area</th>
<th>Secondary Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Counties</td>
<td>157</td>
</tr>
<tr>
<td>Urban Population</td>
<td>374,688</td>
</tr>
<tr>
<td>Rural Population</td>
<td>1,666,388</td>
</tr>
<tr>
<td>Total Population</td>
<td>2,041,276</td>
</tr>
<tr>
<td>Total Families</td>
<td>456,037</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>292,670</td>
</tr>
<tr>
<td>Radio Listeners</td>
<td>1,104,136</td>
</tr>
<tr>
<td>Residence Telephones</td>
<td>281,312</td>
</tr>
<tr>
<td>Passenger Autos</td>
<td>493,349</td>
</tr>
<tr>
<td>Domestic Gas Customers</td>
<td>53,392</td>
</tr>
<tr>
<td>Electric Wired Homes</td>
<td>197,536</td>
</tr>
<tr>
<td>Retail Outlets</td>
<td>26,910</td>
</tr>
<tr>
<td>Retail Sales (Thousands)</td>
<td>$327,418</td>
</tr>
</tbody>
</table>

**New Western Electric Transmitter.**

Blaw-Knox Tower—437 feet high.

December 1, 1935 • BROADCASTING
ALL AROUND Des Moines the trolley cars spread the news about programs of KRTN, that city. Using outdoor cards which list five principal programs, the station not only notifies the public of its offerings but tells advertising agencies, as well, when their clients’ programs are listed and submits a picture list of the one on this page as evidence.

KTUL, Tulsa, Okla., used a novelty mailing piece to local accounts tardy with spot announcement copy. A letter headed, "Catherine's a beautiful girl but her hair's always on end," is used. It goes ahead to say that the reason is because of late copy. A caricature with excelsior strands pasted to the letter conveys the "hair on end". Then a photograph of Miss Catherine Spencer, in charge of spots, is used at the bottom of the letter with the statement, "We'd sure like to see her as she really is." The letter is signed "KTUL Salesmen".

WDGY, Minneapolis, has started a series of weekly programs devoted to Northwest industries. Each program takes up a separate industry and urges consumers to take advantage of the bargains offered. Retailers, jobbers and manufacturers are circulized in advance.

"LUM & ABNER'S 1936 Family Almanac and Helpful Hints" is off the press and is being offered to listeners in exchange for an outside wrapper from a 50-cent package of Horlick's malted milk. In addition to a calendar and the signs of the zodiac, the booklet contains a map of Pine Ridge and a number of contributions from the boys and other inhabitants of this mythical Arkansas village.

WHIO, Dayton, has a tieup with the local RKO theatre in which a one-minute movie of the WHIO transmitter and antenna equipment, studios and artists appears on the screen for two weeks with the theatre bringing its vaudeville unit to the stations for a quarter-hour program.

"These lips will await you," was the herald of a mailing piece sent recently by KTUL, Tulsa, to agencies and cosmetic manufacturers. Red rivets of lips were printed on the cover.

WITH a KNX Commercial Parade, not broadcast, the Hollywood station displayed the program department's wares to the advertising community and acquainted the sales force with available program material.

In a label contest conducted by WSYR, Syracuse, some 16,000 women and 60 organizations and schools are competing for $1,000 in prizes. Twenty-two national and local products are entered in the contest, with competing groups saving labels or portions of boxes. Votes are awarded on the basis of a cent to a vote. Two contest programs are staged daily, the event ending Dec. 11.

Agency Appeals Verdict
RAYMOND R. MORGAN Co., Hollywood agency, sued by E. A. Seymour, formerly on the sales staff, for 33 1/3% of the gross profit on the sale of the John Hix Strange as It Seems transcription currently on the Don Lee-CBS network for Gillette on Oil, Co., received an unfavorable jury verdict. Executives of the agency said they would file an appeal. The case was solely on the Gilmore account and does not include the Ex-Lax Mfg. Co. sponsorship of the same transcribed series in the East.

Hormel Soup Spots
GEORGE A. HORMEL & Co., Austin, Minn. (manufacturers) is using a one-minute spot campaign on KFI, KNX, and KHJ in Los Angeles. The announcements are being broadcast on a daily, 5 days a week, by the three stations, and are being used to introduce four new soups which the sponsor has just put on the market. Contracts are for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

TROLLEY PROMOTION—KRTN, Des Moines, promotes its programs list popular talent.

IN ST. LOUIS
FIRST ON THE DIAL
FOR THE BEST IN RADIO
LISTENERS TURN THEIR DIALS
TO KSD
FIRST IN ST. LOUIS TO OPERATE ULTRA SHORT WAVE W9XPD EXPERIMENTAL

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleinerling, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

INDEPENDENT ASSOCIATION
NOW STUDYING PROPOSALS
FOR SCHEDULE OF RATES
MEMBERS of National Independent Broadcasters Inc. Association created by non-network stations to further national spot sales, are now studying recommendations on national rates made by officers of the organization preparatory to the general sales effort, according to an announcement by NIB Nov. 23.

The recommendations on rates were the result of a meeting in Washington Nov. 13. Proposed by W. Wing & J. Hedges, manager of WMZ, Detroit, and chairman of the NIB rate committee, the rate was said to be devised to fit the existing rate card of every station in the association, and NIB has approximately 40 members.

Present at the meeting were Edward A. Allen, of WLVA, Lynchburg, president of NIB; John Elmer and George H. Roeder, WCM, Baltimore; James W. Roeder, director of the NAB, William Delphy, manager of WOL, James O'Shaughnessy, advertising manager, who has been retained to establish the NIB sales organization in New York, and Mr. Gedge.

Cal-Aspirin Cited
CAL-ASPIRIN Corp., Chicago (proprietary), is charged in a complaint issued by the Federal Trade Commission with unfair methods of competition in the sale of its product. The complaint is based on alleged claim by the respondent that Cal-Aspirin reduces the toxic effect of "ordinary aspirin" and that it will more quickly and efficiently alleviate pain and fever. The FTC takes the position that Cal-Aspirin is not less toxic and does not have a greater margin of safety. General Mills Inc., Minneapolis, according to the FTC, owns a portion of Cal-Aspirin stock and has an option on the balance. The respondent has until Dec. 15 to answer, asking why an order to cease and desist from the alleged practices should not be issued.

FUNCHON & MARCO, Los Angeles theatrical organization, expects to open a radio division some time in December in charge of Gardner Osborne, at one time with the former McMurtrie & Osborne program firm in Hollywood.
Good-will Program And Separate Spots Effective for Store
Charleston Store Spends 15% Of Appropriation for Radio

ANOTHER department store that has joined the ranks of retailers who have found radio an efficient means of moving merchandise is Jas. F. Condon & Sons, Charleston S. C., which spends 15% of its advertising appropriation with WCSC, Charleston.

James F. Condon, president, has found his experience with radio so successful that he believes other department stores should enjoy similar results. "If broadcasting stations consider the department store's advertising problem first, both from the standpoint of direct sales and sales created through good will," says Mr. Condon, "a clear concise idea to the department store together with a reasonable merchandising plan, department stores as a whole will lean more kindly toward radio. We believe our experience during the past year is convincing enough to justify our continued use of this new and powerful medium — radio."

Into the Fold
A PROPOSED program that combined dignity with listener's appeal brought the Condon store into the radio fold, says Mr. Condon. The shoe department started with a children's program that was broadcast Saturday mornings from a theater. From this developed the Condon Salute program. Primarily a good-will series, says Mr. Condon, it has produced much favorable comment. It is broadcast each Sunday afternoon from an outstanding Charleston institution such as business houses, colleges, high schools, Navy Yard, Fort Moultrie, Marine Barracks and others.

"During each program," according to Mr. Condon, "a short history of the institution is given, together with a talk by an executive and numbers by its personnel. In the beginning the Salute program included commercial announcements and special prices. However, the good will aspects have so impressed us that we curtailed special prices and commercials. Weekly programs and spot announcements built around storewide merchandise and featuring price as one of the appeals have proven very profitable."

Big Insurance Campaign
LOCAL radio programs will be used as the phase of a cooperative national advertising campaign to be undertaken shortly by most of the large accident and health insurance companies as well as thousands of their local agents, according to announcement from the O. E. Rickerd Agency, Detroit, appointed to handle the campaign. The campaign will acquaint the public with the purposes and benefits of accident and sickness insurance. The peak of the campaign will be reached between April 20 and 25, Accident and Health Insurance Week, when concerted effort on the part of the participating companies and local agents will be concentrated.

Up and Out!
5000 WATT DAYTIME POWER

- Up to New Heights
- Out to New Markets

Five times more power — 30%, more listeners! That's the service WOW now offers its clients with its 5000-watt daytime power. Just as WOW's 454-foot vertical antenna reaches upward toward the sky, so does WOW's increased coverage spread out to reach new markets for the advertiser. Greater power, plus high fidelity equipment, means improved program quality. It means a better selling job at a lower cost per capita, too!

- To the left is a photo of the new vertical antenna, 454 feet high, weighing 29 tons, and resting upon the single insulator base shown in the inset photograph. Over nine miles of wire were used in laying the 120 ground wires to insure maximum coverage and high fidelity broadcast.

WOW
OMAHA, NEBRASKA
Owned and operated by Woodmen of the World Life Insurance Association
JOHN BLAIR CO., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

December 1, 1935 • BROADCASTING
DECEMBER 15th

"LOCK-UP" DATE FOR
ADVERTISING/FORMS

BROADCASTING

1936

YEAR BOOK

THE REFERENCE BOOK
OF RADIO ADVERTISERS
..ADVERTISING AGENCIES
AND RADIO STATIONS..

(Orders And Copy For Advertisements In The Year Book Will Be Accepted Up To December 15th)

www.americanradiohistory.com
Follacies in Magazine Attack OnRadioIndustryAreExposed

Jimmie Barry, Fort Smith, Ark., Agency Executive, Shows Where Stanley Walker Made His Mistakes

Mr. Barry, who heads the agency of the same name, explained that after reading the Walker article he wrote in protest to Raymond Moley, editor of Today, and the former chief brain-truster. An excerpt from his letter was published in the Nov. 2 issue of the magazine with a public invitation to Mr. Moley to reply in his column with the article. The reasons are set forth in the following letter to Mr. Moley, published herewith in full text:

I would not be satisfied to conclude the correspondence we have had regarding Stanley Walker's recent article on radio without answering the two questions which captivated the printing of excerpts from my letter in your mail column, issue of Nov. 2. The questions were: "Do you mean you think radio is perfect?" and "Why not say you won't discuss with Stanley Walker?"

The answer to the first question is that I do not think that radio is perfect; neither do I believe that an industry characterized by permissiveness and favor to radio and its audiences is justified by its success in such a prejudiced manner by a "dyed-in-the-wool" newspaperman who obviously knows very little about the medium.

Here is why I disagree with Stanley Walker. I am going to list some of his statements and answer them individually, with some references to his article for clarity of his statements. Number One: "THE RADIO BATTLES have been fought and lost." The battle was not fought. Mr. Stanley's hundreds of words in this regard would indicate. I see no reason why this battle is called "lost." Radio is too much the property of the general public to assume the responsibility of such a judgement as this. Thousands of public policies are best and most frequently determined by the public. Those people who are receiving the public's licence and the public's money are called "radio operators," and they should have an editorial column in connection with its station-owned newspaper devoted to them to understand what they are doing.

Now Number Two: "Of course, the public has been told a lie. In America the government runs the radio stations. We are living under an illusion." Radio stations are not owned by the government. In the first place, radio has never quite made up its mind what it is to be. One month, it is competing with newspapers in spreading news, and the next month it is competing with the pictures in a movie theatre. This statement, I am sure, is applicable only to a small number of the commercial radio stations in the United States, and is not true of radio in general. Mr. Walker is again writing in general. Right here, let me refresh your memory as to what radio broadcasting is all about. United Radio Stations has 906 broadcasting stations in the United States. Seventy-five percent of these are members of the two leading radio networks, leaving 433 independent stations scattered across the nation in the national networks, while 72% are independent.

When discussing radio in general as Mr. Walker has done throughout his article, I am talking in terms of the entire chain in programming and radio, as they have it in New York and Chicago, which is a very loyal part of American radio in 48 states.

Number Four: Mr. Walker, when referring to the fact that one politician might try to attack his opponent, he adds, "that in fairness, he should have the money to buy newspaper advertising and the other politician doesn't, then, what's the difference between newspaper and radio? Would Mr. Walker suggest that we have a candidate for office, if he is penniless, may have an equal chance of getting his newspaper space and radio time, free of charge, with which to oppose his well-financed candidate?"

Number Five: "It is not yet possible to say, with any degree of accuracy, how the public relations problem of the air is. It is begging the question completely to say that after the radio doesn't like what you say, you can turn it off. The fact remains that the programs are on and that millions are. "If there were no radio, radio is not merely a fad." I do not know where Mr. Walker lives, but we have radio advertising in this house to a much greater extent than we expect from many other forms of public communication. I find that we can receive about 40 different things on the air in the evening. "The range from barn dance to program with a点击 beetles and to program with a click of the air." I do not like the idea of a program we do not turn the radio off. ... We turn in on a program and listen to it. The advertising in the radio industry is spending a tremendous amount of money to find out what we will listen to."

Number Six: "Ask any advertising agency about the future of radio. They will tell you that advertising agencies might be closed as authorities and that radio will be closed. Mr. Walker cannot show that as much as 10% of the broadcast allocations of the United States are controlled or affected by advertising agencies. If I were going to ask someone about the future of radio, I would ask the newspapers, the magazines, the legitimate radio stations, the legitimate advertisers, the legitimate agencies."

From his newspaper viewpoint, Mr. Walker laments the fact that radio is making $100,000,000 a year which might otherwise have gone to newspapers and magazines. Later in his article he said, "There are very few reasons why a newspaper might have received in Fort Smith, and there is no unani- mous turning of dials to these stations. In fact, the switch to the newspaper-owned radio station is a rather common occurrence."

My communication has become more of a manuscript than a letter, and I will not add to my reply Mr. Walker, any unrelated discussions on...
He’s at the office, Junior, drawing up a list of radio stations that will be more PROFITABLE for his company or his client...so you can have more toys next year.” Why not enjoy the coming holidays by placing HEARST RADIO stations on YOUR list for 1936...and KNOW THAT YOUR JOB will be well done. A Merry Christmas and a Happy New Year from...


"I want my DADDY"

'He’s at the office, Junior, drawing up a list of radio stations that will be more PROFITABLE for his company or his client...so you can have more toys next year.” Why not enjoy the coming holidays by placing HEARST RADIO stations on YOUR list for 1936...and KNOW THAT YOUR JOB will be well done. A Merry Christmas and a Happy New Year from...

HEARST RADIO

NATIONAL REPRESENTATIVE:

W CAE . . . PITTSBURGH  K Y A . . . SAN FRANCISCO  WISN . . . MILWAUKEE
WINS . . . NEW YORK  WBAL . . . BALTIMORE  KEHE . . . LOS ANGELES

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE, NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536

www.americanradiohistory.com
Congo explorers say that the native who hears a message on the tam-tam, most elemental of broadcasting systems, recalls every phrase until the end of his life. Here in America, radio advertising has demonstrated extraordinary ability to imbed its message permanently in the public mind. Months and even years after a broadcast announcement, letters pour in from listeners who remember the most minute details. A cosmetic, for example, that offered a free sample in one of its CBS broadcasts continued to receive inquiries for sixteen months. When a household utility broadcaster announced free samples at hardware stores, the 62,910 inquiries made of retailers in the next 30 days, were soon dwarfed by the 95,000 requests of the 30 days following...while the maker of a less-than-10c product kept on receiving wrappers for a premium at the rate of 2,000 per month for six months after the final announcement. So it goes. If you want the advantages of your product to be fully understood and long remembered by the greatest number of people, tell them about it through broadcast advertising on CBS, the world's largest radio network.
Copyright Impasse

THE WORST has happened on copyright. The Warner Bros. publishing houses, controlling between 25 and 40% of the ASCAP catalog, have withdrawn from the combine, and little short of chaos prevails in Tin Pan Alley. Broadcasters, except for the network owned and operated stations and about twothirds, have no contracts with ASCAP after Dec. 31. Naturally, they expect to be accorded the right of reducing their royalty payments to ASCAP, already considered exorbitantly high, by an amount corresponding to the reduction in the catalog. What the Warner Bros. houses propose to charge for their music is not yet known.

There appears to be only one course left open for ASCAP. That course is to issue a blanket extension to all broadcasters for the right to perform whatever music it still controls until new contracts can be worked out. E. C. Mills, ASCAP general manager, has stated that if Warner Bros. withdrew, then the way would be opened for negotiation of new contracts by broadcasters. The new basis, we believe, should not be the indefensible method now in force, under which stations must pay 5% of their receipts plus an arbitrary sustaining fee. We have felt there never was any justification for such assessments, but ASCAP maintained that since it controlled some 95% of the music demanded by stations, this was an equitable basis.

Now, with the ASCAP performance control substantially reduced, it seems that the most logical royalty basis would be a percentage of receipts for programs in which ASCAP music is performed. If a fair percentage is arrived at, there would be little quarrel on such an arrangement.

Thus, broadcasters and their advertisers, would be relieved of the necessity of paying tribute on programs using no music, such as news broadcasts, skits, weather reports, and the like. Moreover, there would be created a basis upon which other copyright owners, such as Warner Bros., could be paid on programs using their music, if broadcasters want to use it at all. Also, there is the "per piece" method of payment which already has the endorsement of the NAB membership. It cannot be ignored in any new negotiations.

At the moment, it is impossible to foretell what the outcome of the music turmoil will be. It may mean the breaking of ASCAP. New litigation, to test the validity of the Warner Bros. houses attempting to license music without the consent of its authors and writers, who happen to be ASCAP members, is a foregone conclusion. It seems to be anybody's guess now what will ultimately happen to ASCAP. In an organization like ASCAP, which has conducted its affairs in such high-handed fashion, internal strife was inevitable.

Broadcasters should not be stumped into signing ASCAP contracts under present terms. They have a trade association in the NAB and broadcasters, we believe, are on the scene to procure the best possible deal for the industry and to keep them apprised of every development.

Curbing Bureaucracy

ONE OF THE most welcome bits of news to emanate from the FCC in many a day is the disclosure that it has revised sharply its policies dealing with program citations as a means of preventing its "cleanup" campaign from running out of bounds. The FCC early this year gave program directors a go-ahead for the announced purpose of helping the industry help itself by cleansing its own house. It feels that much good has come from campaign but that in their zeal to do big things, subordinates in its Law Department have gone too far.

From now on the Broadcast Division itself will decide whether and when a station shall be called upon to supply information about questionable programs. There will be no more indiscriminate letters from legal fledglings calling stations to the mat on the flimsiest of evidence, or upon no evidence at all. We expect to see a sharp diminution in such irresponsible citations from now on although the Broadcast Division declares it will drive just as hard as in the past in cases of gross infraction of good taste in program presentations.

We have been critical all along of the haphazard and arbitrary methods used by Broadcast Division in its anti-vice program drive for the FCC's basic object of cleaning stations help themselves. But it has been apparent for weeks that the vast majority of the program citations were sheer bureaucratic caprice, which caused stations, advertisers and agencies no end of embarrassment and some loss of business.

The Broadcast Division, we believe, acted wisely in taking over to itself complete jurisdiction over program investigations. We are hopeful that the worst is over, not only because it will ease much of the anxiety of the industry itself but also because it may remove the FCC further from the suspicion that it is indiscriminately censoring programs.

The RADIO BOOK SHELF

SOMETIMES it doesn't sound quite the same from the loudspeaker as it sounds at the microphone. From such phonetic accidents famous radio mistakes originate. Lowell Thomas, news commentator, who claims to have made the worst bluff in the history of radio, tells about it, and others, too, in Fan Mail, Dodge Publishing Co., New York ($1.50). He offers a cross section of listener reaction, catalogued and usually accompanied by Thomas' reaction to his listeners' reactions.

A Rejection Slip

IT PROBABLY is true that the "outer fringe" of broadcasting stations, which accept any kind of business that comes down the pike, tends to give the broadcasting industry as a whole, the FCC's "Per inquiry" and "contingent" account propositions still are being made. Some of the suckers must be biting; otherwise the offers would stop.

In almost any group of broadcasters, someone will say that the "little fellows" are the transgressors and stigmatize the industry. That, happily, is not true. Take the case of the Norma-ite Co., of Des Moines, for example. It offered a 15-minute daily program for this reducing tablet on a per inquiry basis to many stations. The account itself falls in the decidedly questionable category, quite aside from the contingent proposition.

Little KGEZ, in Kalispell, Mont., in turning down the proposition, wrote the company that "because of the pride which this station takes in the ethical standards of the NAB, we accept no advertising on a commission basis." That, to us, seems to be a pretty concise sort of rejection slip.

THINGS are happening in the television field, as evidenced by the increasing activity of RCA and the statements of David Sarnoff reported in this issue. The visual radio art becomes a close watchting, on the part of every broadcaster and broadcast advertiser.

A Meritorious Choice

IN SELECTING T. A. M. Craven as its chief engineer, the FCC procured the services of one of the most distinguished and able radio engineers in the country. The appointment was on merit only. The job sought the man; not the man the job. Commander Craven's background, not only as a radio expert of the Navy for some 17 years, but also as a broadcast consultant during the last five years, qualifies him admirably for his new post. There were many who were fearful that the post would be filled because of political considerations. Happily, that is not the case. We are confident that Commander Craven will prove an able, conscientious and efficient successor to Dr. C. B. Jolliffe, who in his six-year tenure established high and laudable standards in radio engineering.
Admiral T. T. Craven, who has held almost every major assignment in the naval service. During the World War Command International Wireless Service, all radio communications between this country and Europe and between shore and vessels at sea. He is credited with having devised the “interrupt system” of locating enemy stations—an attainment for which he has received a special letter of commendation.

All during his naval career this tall, broad-shouldered, red-faced, round-chinned fellow was called by his brother officers “Tunis Algeria Morocco” for short. He was born in Philadelphia, Jan. 31, 1893, the son of Tunis A. and Harriet Austin Craven. His younger brother, Thomas T., is a naval lieutenant. After attending elementary schools in Baltimore and other cities, he was appointed to the Naval Academy in 1909. Following graduation, he served continuously until 1940, when he voluntarily resigned.

Other highlights of his naval career include service as the first fleet radio officer of the U. S. Fleet, administrative charge of radio research and design in the Naval Department, and in charge of radio operations in the Office of Naval Communications, Washington. He has been a member of various inter-departmental boards, including the inter-departmental radio advisory committee, which formulated government radio policies. He has represented the United States as technical advisor at practically every international radio conference since 1920, including the Inter-Allied Conference during the war and succeeding military and civil conferences.

Since his resignation from the Naval Service, Mr. Craven has specialized in radio allocation engineering and antenna design. He collaborated in the installation of the amateur radio station WFLA - WSUN, Clearwater, Fla., which proved the beginning of a new type of communication systems. He also was the leading exponent of the opening of the 1600-1800 kc. band for ‘high fidelity’ broadcasting and he has been identified with practically every movement for introduction of modern engineering practices in broadcasting.

Selma Seitz, president of WFPS, White Plains, N. Y., has been named head of the publicity of the local Chamber of Commerce. A native of Wheeling, W. Va., she was prevailed upon to become the Federal Radio Commission’s successor to Dr. Charles L. Macdonough Craven, answering to the FCC. In 1928, she succeeded Capen Eames, who had resigned from the Navy Department, to become manager of the St. Louis Post-Dispatch. Mr. Jenkins has not yet assumed his new advisory position.

Edward J. HAMLIN, of the sales staff of KSD, St. Louis, has been promoted to sales manager, succeeding Reubin Frank, who was re- signed from NBC to become Pacific Coast sales manager for the WRN, new 100-watt Buffalo station licensed to Roy L. Albertson.

Mrs. Naomi BENGSTON, former manager of WRN, Phoenix, Ariz., has been appointed to the Naval Reserve. Thomas F. Havens, has assumed the management of WPSB, Columbus, O. He still holds the rank of captain, however, and is at least managed to avoid the incident.

Selma Seitz, president of WFPS, White Plains, N. Y., has been named head of the publicity of the local Chamber of Commerce. A native of Wheeling, W. Va., she was prevailed upon to become the Federal Radio Commission’s successor to Dr. Charles L. Macdonough Craven, answering to the FCC. In 1928, she succeeded Capen Eames, who had resigned from the Navy Department, to become manager of the St. Louis Post-Dispatch. Mr. Jenkins has not yet assumed his new advisory position.

Edward J. HAMLIN, of the sales staff of KSD, St. Louis, has been promoted to sales manager, succeeding Reubin Frank, who was re- signed from NBC to become Pacific Coast sales manager for the WRN, new 100-watt Buffalo station licensed to Roy L. Albertson.

Mrs. Naomi BENGSTON, former manager of WRN, Phoenix, Ariz., has been appointed to the Naval Reserve. Thomas F. Havens, has assumed the management of WPSB, Columbus, O. He still holds the rank of captain, however, and is at least managed to avoid the incident.

Selma Seitz, president of WFPS, White Plains, N. Y., has been named head of the publicity of the local Chamber of Commerce. A native of Wheeling, W. Va., she was prevailed upon to become the Federal Radio Commission’s successor to Dr. Charles L. Macdonough Craven, answering to the FCC. In 1928, she succeeded Capen Eames, who had resigned from the Navy Department, to become manager of the St. Louis Post-Dispatch. Mr. Jenkins has not yet assumed his new advisory position.

Edward J. HAMLIN, of the sales staff of KSD, St. Louis, has been promoted to sales manager, succeeding Reubin Frank, who was re- signed from NBC to become Pacific Coast sales manager for the WRN, new 100-watt Buffalo station licensed to Roy L. Albertson.

Mrs. Naomi BENGSTON, former manager of WRN, Phoenix, Ariz., has been appointed to the Naval Reserve. Thomas F. Havens, has assumed the management of WPSB, Columbus, O. He still holds the rank of captain, however, and is at least managed to avoid the incident.

Selma Seitz, president of WFPS, White Plains, N. Y., has been named head of the publicity of the local Chamber of Commerce. A native of Wheeling, W. Va., she was prevailed upon to become the Federal Radio Commission’s successor to Dr. Charles L. Macdonough Craven, answering to the FCC. In 1928, she succeeded Capen Eames, who had resigned from the Navy Department, to become manager of the St. Louis Post-Dispatch. Mr. Jenkins has not yet assumed his new advisory position.

Edward J. HAMLIN, of the sales staff of KSD, St. Louis, has been promoted to sales manager, succeeding Reubin Frank, who was re- signed from NBC to become Pacific Coast sales manager for the WRN, new 100-watt Buffalo station licensed to Roy L. Albertson.

Mrs. Naomi BENGSTON, former manager of WRN, Phoenix, Ariz., has been appointed to the Naval Reserve. Thomas F. Havens, has assumed the management of WPSB, Columbus, O. He still holds the rank of captain, however, and is at least managed to avoid the incident.
J. B. LAKE, formerly of WMT, Cedar Rapids, Ia., has accepted a position as announcer with KFAB, Omaha, Neb. He will handle the "Man on the Street" program in Lincoln.

FRANK FITZGERALD, former announcer and production man of KSL, Salt Lake City, joins KGMB, Honolulu, Dec. 1 in a similar capacity.

ERNIE SMITH, formerly of WAJM, Anderson, S. C., has been named program director of WBJG, Greenboro, N. C. He has been the station manager of WBSJ, Winston-Salem, N. C.

FRANK BLAIR, formerly announcing and producing at WSCC, Charleston, S. C., has been added to the staff of WIS, Columbia, S. C. and is handling Transradio news. Both WSCC and WIS are owned and operated by the South Carolina Broadcasting Co.

RICHARD FAULKNER, formerly announcing markets on KDKA, Pittsburgh, is now announcing and programming for WSCC, Charleston, S. C.

JOE KAYSER, orchestra leader for more than thirty years, has joined the NBC Artists Service, Chicago, as band booker.

AREN CARDWELL, formerly at KOMIC and before that a writer for the movies, has joined the continuity staff of KMIX, St. Louis.

GODFREY KULER, staff announcer of KZOK, Portland, Ore., has been promoted to studio director, with the appointment of John Sullivan, studio director for the last two years, as publicity director. Kuler formerly was with KFDM, Beaumont, Tex., and Sullivan was formerly a stock actor.

ROBERT LA BOUR, formerly of WWOOD, Grangesville, Ia., has joined the announcing staff of WJJD, Chicago.

STEEL TRUMPH—Frank Simon, band conductor on the American Broadcasting Co. program, which recently went to the NBC-WJZ network, will play the first stainless steel musical instrument—called a tube trumpet—on a program Dec. 2. Here is Dr. Simon, a sheet of stainless steel, the trumpet, and a cowherder.

LARRY NEVILLE, continuity writer at KMOX, St. Louis, left his post for a few days recently to take the Missouri state bar examinations at Jefferson City. He was graduated from St. Louis University last June.

SALLIE STEELE, formerly in the continuity and production department of KOIL, Omaha, has accepted a similar position at WKRH, Dubuque, Ia. She will handle all continuity for the Nation-Mat department, remaining regular announcer on "Man On the Street" program.

JAMES V. PEPE, of Columbus, Ohio, has joined the announcer and public relations department of CBS Artists Bureau in New York.

WARD BYRON, NBC producer in San Francisco, wrote the sketch in which Helen Hayes appeared at the annual San Francisco Opera Company's Opera-tundies show, staged in the War Memorial Opera House Nov. 15. Before coming to the West Coast, Byron was in radio producing the Metropolitan Opera's "Surprise Parties in New York.

JOHN MORRIS, formerly of the Yankee Network and WNBC, Boston, has replaced Harold Simonds at special events announced from Philadelphia, Simonds going to the sales department.

ROBERT RICKENBACKER, formerly of WKSY, Evansville, Ind., and Larry Gentile, formerly of CRLW, Windsor, has succeeded the announcing staff of WJJK, Detroit. George McWilliams, former Detroit newspaperman, is writing continuity for WJJK.

HAL HUDSON, Chicago CBS continuity chief, on Nov. 13 returned to Negro Mutual, one of his alma mater, to address the radio club.

PHIL LA MAR ANDERSON, "Intimate WVL" of WLS, Chicago, has resigned to free-lance in that city.

JERRY GEEHAN, formerly basketball coach in Tacoma, has joined KYI, that city, as sports announcer.

GEORGE PUTNAM, former actor, has joined the announcing staff of KGB, San Diego. Arthur Linkletter, program director, was married Nov. 28 to Miss Lois Foerster of San Diego. Putnam formerly was an advertising specialist and store advertising specialist, has joined KGB and is constructing a thrice-weekly shopping program, besides advising on programs appealing to women. In addition he announces a thrice-weekly program House in the Stars, sponsored by Marcion Co., developer.

C. A. QUADRINO, remote announcer of WEFN, White Plains, N. Y., resigned following his marriage Nov. to Miss Anarita Lynch of Astoria, Long Island. Charles Burke, of the "Great Gilders" layers, is doubling as relief announcer.

MYLO WESLEY, announcer at KRTN, Des Moines, arrived in Los Angeles late in November with expectation of locating there permanently.

LLOYD UNDERWOOD, formerly of the administrative staff of KNX, Hollywood, but lately free-lancing, on Nov. 19 joined the staff as traffic manager.

JACK SAYER, assistant publicity director of WMJ, Toledo, on Nov. 18 was transferred to the station's news room.

FELIX FARRINGTON, formerly of WMJ, Toledo, has joined the announcing staff of WSPD, Toledo.

LEWIS PATTERSON, formerly with Hearst's advertising department in New York, has been named publicity director of WCAE, Pittsburgh.

CY KING, formerly news commentator on KDKA, Pittsburgh, has joined WBEN, Buffalo, as commentator for the Buffalo Evening News.

JACK MCLEAN, formerly of WGR, Buffalo, has assumed the post of production manager of WBNY, Buffalo.

KENNETH RAPIEFF, former sports announcer of WAKR, Waterbury, Conn., has been named to the announcing staff of WIOC, Bridgeport. He has been moving up to the chief announcing post.

CURTIS MITCHELL, formerly an editor of Radio Magazine, has become vice president and editor-director of Radio Guide, program magazine.

EARL SANDERSON, formerly production manager of the defunct San Francisco station WBOY, has joined the announcing and continuity departments of KJBS in that city.

HARFIELD WEEDIN, program director of KNMC, has joined the sales department of the New York and Ohio Company.

JACK BARRETT, Detroit newspaperman, has been named publicity director of WJBF. Detroit, succeeding Charles Stettren who is announcing and handling news programs.

PHIL ROSE, formerly production manager of WZMI, Chicago, and formerly of WLBG, Muncie, Ind., was married recently to Miss Mary Jane Halloran.

JACK BARRETT, Detroit newspaperman, has been named publicity director of WJBF. Detroit, succeeding Charles Stettren who is announcing and handling news programs.

PHIL ROSE, formerly production manager of WZMI, Chicago, and formerly of WLBG, Muncie, Ind., was married recently to Miss Mary Jane Halloran.

JACK BARRETT, Detroit newspaperman, has been named publicity director of WJBF. Detroit, succeeding Charles Stettren who is announcing and handling news programs.
Wake up! — to daytime possibilities

Potential Audiences Ranging from 13,000,000 to 16,000,000 Radio Homes—which is actually only slightly less than the total evening home circulation. Also, of course, weekday time audiences are preponderantly women, and if you sell the woman in the home, you’ve sold the one person who counts most in family buying.

Double the Time Available—at HALF THE PRICE
The 10-hour span from 8 a.m. to 6 p.m.—exactly double the evening span in length—allows freer scope for program-planning today—at half NBC evening rates. (Let us tell you, incidentally, how Radio Housewives spend every half-hour in the day. Figures from recent Market Research Corporation of America survey: have you seen it? We’ll bring it!)

Intensely Receptive Mood—LOOK AT THE RECORD!
Into these 10 hours—the 2/3 of a woman’s waking life when the bulk of home-and-family-planning is done—Daytime Radio pours entertainment, advice, directions, ideas. Its hold on woman’s interest is strengthening steadily—as advertisers have proved.* Available time, program ideas, merchandising suggestions, and costs—on NBC networks or local stations—are yours for the asking.

*Tune in the RCA Magic Key Program every Sunday 2 to 3 P.M., E.S.T., on WJZ and associated NBC stations

Send for our book, “Sales Begin When Programs Begin”

NATIONAL BROADCASTING COMPANY
INCORPORATED
A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO

December 1, 1935 • BROADCASTING
IN THE CONTROL ROOM

TWO engineers, named Swanson (no relation), have been added to the staff of WJJD, Chicago. One is Carl R. Swanson, formerly chief engineer at KMMJ and WHO; the other, Harold Swanson of Chicago, who will handle night assignments.

HARRY BARHAM MILLER, chairman of the engineering department of WOR, Newark, has been shifted to the announcing staff. Miller, a native of St. Louis, is now a Kentucky Colonel.

LEWIS NORTON, a transatlantic radio engineer of KVI, Tacoma, was the father of a girl born in November.

krnr
New and Needed
ROSEBURG, OREGON

Never before has this rich Pacific Coast Market and daytime Reception
- AP News Service
- Fine Equipment
- Newspaper Cooperation
- 1500 KC. 100 Watts
- Owned and operated by the
ROSEBURG NEWS-REVIEW
ROSEBURG, OREGON

approved
by Spokane Department Stores

KFPY
Now Operating On
890
Kilocycles

Of the five Spokane Department Stores, only four use Radio. All four use KFPY, three exclusively. Incidentally the store that has made the largest percentage of gain is exclusively KFPY.

George E. Graff
George E. Graff, president of WRAK, transport, Pa., and the Sun-Gazette Co., died Nov. 11 at the age of 70 following a long illness. He had retired from active duty in 1932 but had maintained contact with his interests. He is survived by his widow.

KNX, Hollywood, has started a presidential poll, with listeners voting by post card.

GUSTY GERTIE'S GONE—and a brand new wind machine has replaced her at Radio City. Here is Ray Kelly, NBC chief sound technician, shedding a few tears over historic Gusty Gertie (left), a hand-cranker, and proudly surveying his new creation (upper right). Its innards are exposed in the third photo (lower right).

Withycomb Honored
DONALD WITHYCOMB, manager of WFIL, Philadelphia, has been named to head the entertainment committee of thePoor Richard Banquet in 1936. One of the oldest and most respected advertising clubs in the United States, Poor Richard annually presents a banquet and show each Jan. 17th. Mr. Withycomb's appointment marks the first time a radio executive will guide the entertainment for this affair. He contemplates many unusual features for the coming show, the basis of which will be the presentation of outstanding radio personalities. The following are expected to accept membership on the entertainment committee: Emanuel Sacks, president, WCAU; Harold Gilbert, attractions manager, Gimbel Brothers Store; Harold Simonds, WFIL Sales Department; and one of the world's most famous radio men, Martin Gosch, WFIL press director, stage manager.

PARKER PEN, Jamestown, N.Y., through Blackett-Sample-Hummer Inc., Chicago, has purchased participating spots on WGN, WJR, WMJ, WCAU, WNAC.

7 out of 10 listeners to
BUFFALO STATIONS
in WGR or WKBW
between 5 and 7 P.M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & SLEININGER

Philip O. Palmer
PHILIP O. PALMER, head of the advertising agency bearing his name, passed away at his Chicago home Nov. 12 of heart disease. He was 44 years old. Mr. Palmer's entire business career had been spent in advertising, first with the Thomas Cusack Co., and later as a principal in the general advertising agency of Bailey, Walker & Palmer. When Mr. Bailey died and this agency was dissolved, Mr. Palmer opened his own agency and began to specialize in radio, one of the earliest such radio organizations in this field. Freeman Keyes, vice-president of Philip O. Palmer & Co., Inc., has succeeded Mr. Palmer as president. Otherwise the company will continue to operate without any changes in either accounts or organization line-up.

William E. Rhodes
WILLIAM E. RHOADES, president of the Chicago publishers representatives, died Nov. 23 on the train while en route to Tucson, Ariz. Mr. Rhodes was a partner in the firm of Radio Circulation Builders Inc., which had charge of the radio series of Pathfinder Magazine. Mr. Rhodes, who was 56, had been in ill health since last spring and was traveling to a health resort in the company of his physician when death occurred.

Joseph Bulova
JOSEPH BULOVA, founder and president of the Bulova Watch Co., New York, one of the earliest and most extensive users of spot time on the radio, died Nov. 23 after an illness of two months. He was 84. Although he never retired, Mr. Bulova left the management of his business largely to his son Arde, who directed the company's radio activities and who is also financially interested in WNEW, Chicago. The son will carry on the business.
recorded on Vinylite, the quieter surface—no warping—deeper and richer tone quality.

An initial library of fifty playing hours from the following varied classifications of music . . .

DANCE MUSIC
    Waltzes
    Fox Trots
    Rhumbas
    Tangos

HILL BILLY
    Songs with Guitar and with Orchestral accompaniment in novel combinations.

CHAPEL CHIMES
    Sacred and Secular music in unique treatment with bells.

GRAND OPERA
    With prominent Soloists and large Chorus and full Symphony Orchestra.

SAINT BARTHOLOMEW’S CHOIR
    In familiar Hymns and Anthems.

VOCAL SOLOS
    Wide variety of Arias and Ballads, some with Piano, others with Orchestra accompaniment.

BRASS BAND
    Marches, Overtures and Concert numbers by the full Goldman Band and the Italian Fascist Band.

SYMPHONIC ORCHESTRA
    In wide variety of music under direction of world renowned conductors.

LIGHT SALON ORCHESTRA
    Under conductors of international reputation in programs of wide interest and use.

LIGHT OPERA
    With Soloists, Chorus and Orchestra in the “Show Hits” of the past.

ROMANTIC CYCLES
    Soloists, Chorus and Orchestra under direction of Louis Katzman in light opera medleys.

ORGAN
    In solos — also with orchestra accompaniment in novel combinations.

Recorded under license by Electrical Research Products, Inc.—Western Electric Wide Range System—Vertical Cut (Hill & Dale).

Appropriate Continuities providing three hours of programs daily.

One and one-half hours of playing time will be added monthly to the fifty hours now available.

Write for price quotation and further particulars.

Produced by—

ASSOCIATED MUSIC PUBLISHERS INCORPORATED

25 West 45th Street • New York
McCosker Honored At Tribute Dinner

WOR President Is Eulogized By Public, Radio Notables

THE MOST remarkable tribute ever paid any leader of the radio industry was accorded Alfred J. McCosker, president of WOR and former president of the NAB, at a dinner Nov. 23 in the Hotel Plaza, New York, given under the auspices of the Ladies Auxiliary of the Infants Home of Brooklyn and attended by about 1,500 persons, including notables in official, business and radio fields. Though the dinner was intended as a tribute to Mr. McCosker's benefactions to the Infants Home, the proceeds going to that charity, it occasioned a spontaneous outburst of eulogies to the veteran WOR executive for his contributions to the radio field as well.

During the speeches, carried by WOR and the Mutual Network and also by WMCA and the Inter-City Group, several significant remarks were made touching not only upon Mr. McCosker's high standing in radio but upon the radio field generally.

For the first time, it was disclosed by Isaac D. Levy, coowner of WCAU and a founder and treasurer of CBS, that Mr. McCosker had been offered the presidency of CBS when it was first acquired from its former operators about six years ago—at a substantial salary and with an interest in the company. He declined the offer.

Mr. Levy asserted, entirely out of loyalty to WOR and the Bamberger company, which owned the station before its acquisition along with the Bamberger store by R. H. Macy & Co., several years ago.

Not to Be Dominated

SENATOR Robert F. Wagner (D.) of New York, another speaker, in addition to lauding Mr. McCosker, urged the maintenance of radio "as a medium of education, culture and entertainment as free as the press, not to be dominated by any single interest and not to be dominated by the government."

George Whalen, chairman of the dinner, read a letter from President Roosevelt lauding the guest of honor; FCC Chairman Prail paid him his high tribute, as did Dr. David Davis Sarnoff; Mayor LaGuardia sent his felicitations by telegram when forced to be absent in mourning for the late Aldermanic President Bernard Deutsch; Father Coughlin sent his congratulations, and Donald Flam, operator of WMCA, paid tribute to him as a friend. Other speakers included Gov. Harry Hoffman of New Jersey, Mayor Meyer Ellenstein of Newark and Edward P. Murrooney, and on the dais also were Harry Hershfield, cartoonist, humorist, who was toastmaster; Gene Buck, president of ASCAP; Albert Goldman, New York postmaster; Louis Bamberger, and Jack and Pinky of the Macy Co., among other notables.

Radio was prominently represented on the program committee, which included the following from the broadcast industry: A. L. Ashby, H. M. Ayres, James W. Baird, Thad H. Brown, Maj. Edward B. Geer, Buck Nathan, Burkan, Dr. Walter Dansmore, Percy L. Gates, Bide Dudley, Rev. Charles E. Coughlin, Leo J. Fitzpatrick, Donald Flam, Ernest B. Foote.

SEASON OF PRIZES GETS UNDER WAY

SEASON of the prize awards for achievements in radio is under way, with the American Academy of Arts & Letters announcing in mid-November its dicton winner for the same time that the H. P. Davis Memorial Award was being made in Pittsburgh. Still to come is the Batten, Barton, Durstine & Osborn award to the announcer adjudged best for the year by its special committee.

The American Academy medal for best dictation, which had been suspended last year, was awarded this year to Alois Havrilla, veteran NBC announcer. Previous winners were Milton Cross, 1928; Alwyn Bach, 1930; John Holbrook, 1931; David Ross, 1932, and James W. Lington, 1933. In addition the American Academy for the first time announced an honorable mention—Thomas Freebairn-Smith, KNX, Hollywood. This is the nearest to a non-network selection in the six years of the medal award, which is made on the basis of impression, articulation, tone quality, accent and cultural effect by a radio committee acting after receiving reports from speech experts of universities and other institutions throughout the country.

The H. P. Davis Memorial Award of $150 in cash and a gold medal, established by Mrs. Davis in memory of her husband, founder of KDKA and former chairman of NBC, this year went to Tony Wakens, sports announcer of KQV and WJAS. Last year the winner was Wilbur C. Sutherland, of KDKA, and in 1933 Ted Webber, also of KDKA, was the winner.

CKLW Stays on MBS

SETTLING a controversy of several weeks' standing, the FCC Broadcast Division Nov. 19 authorized the Mutual Broadcasting System to exchange programs with CKLW, Windsor-Detroit, for a six-month period from Dec. 1. The same authorization applied to other Canadian broadcast stations. CKLW joined MBS last September, with the shift in NBC and CBS outlets in Detroit, and MBS since then has been feeding its network programs to the station under temporary authority.

Ajax Hosiery Tests

AJAX HOISERY MILLS Inc., New York (women's hosiery), is using spot announcements five times a week on WIP, Philadelphia. The announcements are live with a two-minute commercial in the morning and a 30-word announcement at night. This campaign is a test. Blaker Adv. Agency, Inc., N. Y., handles the account.

Collins broadcast equipment has established a unique reputation for faithful transmission. The frequency response of the 20C is uniform within plus or minus 1.5 decibels from 30 to 10,000 c. p. s. Total r. m. s. harmonic content is less than 5 per cent of the fundamental at 95 per cent modulation. Carrier noise is held 60 decibels (90 decibels weighted value) below program level by generous circuit design and without resorting to "hum bucking."

All components are over-sized and adequately protected by overload devices. The use of the very best materials and the most skillful mechanical design gives a fine appearance inside and out.

Every type of transmitting apparatus is manufactured by the Collins Radio Company. Microphones — Series 12 Speech Input Systems — Studio Accessories — Concentric Transmission Lines — Tower Impedance Matching Units — every component from microphone to antenna is co-ordinated for best performance.

Collins Radio Company
CEDAR RAPIDS, IOWA

NEW YORK, 11 West Forty-Second Street
Shyomesredict Radio

ANOTHER Broadway production "Victoria Regina," has announced that it will not give a public perfor-

mance the night its leading

actress, Helen Hayes, is on the air.

The show is now in rehearsal, Miss Hayes being heard in a Tues-

day night NBC-WJZ program, 9:30-10 p.m., for General Foods

Corp., (Sanka Coffee). By co-

incidence "Jumbo," which is on

the air opposite Miss Hayes on

Tuesday nights, is the other Broad-

way show that closes its thea-
tre on that night that the

sponsor, Texas Co., may have the

use of the theatre and most of

the principal actors. "Jumbo" is written by Ben Hecht and Charles Mc-

Arthur and Mr. McArthur is the

husband of Helen Hayes.

LONGVIEW!

—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 Territo-
ry For You

"Voice of Longview, Texas"

WKY is the standout!

WITH this crisp, unqualified comment, Variety, the candid
journal of the show world, describes the Oklahoma City situation in
its three annual tournaments, they published October 30.

WKY, through a sustained combination of talent, money, and
advertising effort, has listened to more attentively, written more to
more, talked about more frequently and is more a part of everyday living
in the 177,700 radio homes in its primary service area than any other

The standout favorite with listeners in the Oklahoma City Market
is WKY and its advertising emphasis, which is to the office is the reason why local and national advertisers alike
place more business with WKY than with any other Oklahoma City

Oklahoma City

Affiliated with the Oklahoma, the Times and the Farmer-Stockman

NATIONAL REPRESENTATIVE—E. KATZ SPECIAL ADVERTISING AGENCY

Offshore Transmitter

KDON, new 100-watt station on 1210 kc, at Del Monte, Cal., is believed to be the only
cable-cast transmitter to have its transmitter in the Pacific Ocean. It is planted 50 feet
off shore adjacent to the Monterey (Cal.) municipal wharf. An innovation of the
new station is a new type of

transmitter perfected by Rich-

ard Field Lewis Jr., engineer in charge. With studios in the Del Monte Hotel, KDON
opened with a gala dedica-
tion program Nov. 8. The

station is owned and oper-

ated by Lewis, well known California radio technician, and Allan Griffin, publisher
of the Monterey (Cal.) Pen-

insula. Herald. Walter Bid-
dick Co. is exclusive repre-
sentative.

Suit Transferred

THE $200,000 damage suit filed by Tess Gardella against NBC, General Foods Corp., and the Log

Cabin Products Co. Inc., has been transferred from a New York Supreme Court to the United

States Federal Court. No date for trial has been set.

The defendant has presented a radio character on the Log Cabin NBC-WEAF show, who uses the

name "Aunt Jemima" and imitates her singing style.

Oil, Utility Sponsors

OIL and public utility companies are sponsoring news broadcasts over KTL, Tulsa, Okla.; Phillips

Petroleum Co., through its Bart-

lesville, Okla., home office and Lam-

by, and Eastern Telephone


Service Co., electric utility, is using the 7:45 a.m. period of news and the Oklahoma Power and

Water Co., on behalf of appliance dealers in its territory, is carrying the 10:50 a.m. period.

Educational Group Soon to Be Formed

Membership Being Recruited For Cooperative Committee

The 40 persons invited to serve already have accepted, plans to set up a committee to cooperate

with the FCC and the East Division development of educational and cultural programs were well

under way as the Broadcasting Division went to press Nov.

Chairman W. B. Studebaker, U. S. Commissioner of Education, was named chairman of the Committee

in this phase.

Funds to defray the expenses of the committee's operations may be raised by the National Advisory

Council on Radio in Education and the balance from the NAB. The total fund probably will be about

$25,000. It is reported that the Rockefeller Foundation provided advance about $15,000

through the National Advisory Council, with a similar amount to be furnished through the NAB.

Along with following a series of meetings, the Broad-

cast Division selected a list of edu-

cal educational organizations,

and English officials, and others qualified to sit on the committee and dispatched letters to them for their par-

The list, not to be divulged until the organization has been completed.

Scope of Activity

THE DECISION to appoint the committee, which will be to design

the organization's activities, is made by Chairman W. B. Stude-

baker and representatives of all

organizations, both educational and cultural, phases of broad-

casts, which was reached by the Broad-

cast Division immediately following the hearings last May at which this subject was discussed. The

scope of the committee's activity, as outlined by Chairman W. B. Studebaker and the Broadcast Division, will be that of devising coope-

rative methods under which educa-

tional and religious and cultural pro-

grams might be carried. The

Broadcast Division itself will retain regulatory jurisdiction.

More than May month will elapse before the committee is

finally organized and holds its first

meeting, because a long delay occasionally in procuring acceptances from those of invited to

to be members of the Committee will include several

representatives of certain of the Gov-

ernment departments which are not in the broadcasting service, but in agriculture, such as the

Departments of Agriculture, or the Department of Education, for example. The

Broadcast Division itself will retain

regulatory jurisdiction.

Meetings of the organization committee with Chairman Sykes and other members of the Broad-

cast Division have been held from time to time. Chairman Stude-

baker and representatives of several

educational and cultural organizations and the NAB have participated.

Page 42

BROADCASTING • December 1, 1935

www.americanradiohistory.com
Coloradoans Elect

WITH Elson H. Whitney, Denver attorney, as its managing director, the Colorado Association of Broadcasters on Nov. 18 completed organization at a meeting in Denver. The association embraces all stations in the state, which will be jointly represented on copyright and other matters. Rev. Howard, owner of KFXJ, Grand Junction, was elected president. State Sen. Curtis P. Rithe, owner of KGHF, Pueblo, was elected vice president, and Frank Bishop, general manager and director of KFEL-KYOD, Denver, was named secretary-treasurer.

KGO Hearing Set

HEARING on the protest against the removal of KGO from Wichita Falls to Fort Worth, Texas, will be held Nov. 26 in January in that city, the FCC Broadcast Division decided Nov. 26. Originally, the FCC granted the transfer application, placing the station's operation under the Fort Worth Stock-Traiding Association. Some two months later, however, protests were filed by numerous chambers of commerce, which requested that the hearing be held in Wichita Falls. The latest date and the examiner to preside have not yet been designated.

COLORADO HOUSE Votes to Ask FCC to Increase KFEL-KYOD Power

THE Colorado House of Representatives has adopted a resolution requesting the FCC to grant KFEL-KYOD, Denver, authority to increase their power to 1000 watts during the special legislative session.

A telegram to this effect was sent to the FCC in November by Margaret E. Smith, speaker of the House. In reply Herbert L. Pettes, FCC secretary, wired that no request for this increase has been received from the licensees.

The resolution (HR-3) follows:

WHEREAS, radio stations KFEL and KFJX of Denver, Colorado, have been granted the privilege by the Governor of the State of Colorado, the Speaker of the House of Representatives, the President of the Senate and by a vote of the members of this House, of broadcasting proceedings of this General Assembly; and

WHEREAS, public interest in said proceedings is statewide and said radio stations have to date broadcast practically every word of testimony in said proceedings and

WHEREAS, we are given to understand that said radio stations are the only Denver radio stations that are so arranged as to permit the uninter-

rupted broadcast of the proceedings, and the management of said stations has been authorized to cooperate with the body in every way possible, even to offer-

ing to increase power for the duration of these proceedings if the proper authorities can be arranged from the Federal Communications Commission; and

WHEREAS, the Governor of the State of Colorado has seen fit to make a telegraphic request to the Federal Communications Commission, requesting that said stations be permitted to increase their power to one thousand watts for the duration of the proceedings of this Special Session.

NOW, THEREFORE, BE IT RESOLVED that this body authorizes the Speaker of the House of Representatives to send a telegram in the name of this body to the Federal Communications Commission, Washington, D.C., making a request similar to that of the governor for said increase of power.

Arrangements Complete For Havana Radio Party

WASP AN attendance of more than 100 broadcasters anticipated, final arrangements have been completed for the Sixth Annual Convention and International Radio Party, to be held in Havana, Cuba, Dec. 9, 10 and 11. Host to the convention will be the Cuban Tourism Association. Miami headquarters are at the Columbus Hotel, and in Havana at the National Hotel.

The program provides for a "Round Up" in Miami on Dec. 5, for the convention and entertainment. On the following day the party will embark on an over-night cruise to Havana aboard the steamship Florida. There will be a round of festivities Dec. 7-12 in Havana, including a reception at the Presidential Palace on Dec. 9, and a reception by the Mayor of Havana prior to departure.

Smith Brothers Spots

SMITH BROTHERS Co., Poughkeepsie, N. Y., (company store) is placing a series of 18 one minute transmitted announcements on a list of stations not yet broadcast.

The account is placed by Homann, Tanker & Sheldon, New York. World Broadcasting System is handling the scheduling.

THE HUGHES Medal of the Royal Society of London, of 1,000,000 feet larger than the previous year, was awarded last month to Dr. Clinton J. Davisson, research physicist of the Bell Laboratories staff and formerly with Western Electric, for his part in the discovery of electron diffraction.

Business is Good in Seattle

Department of Commerce Report Says—

For Week Ending November 13—

Retail and department store business marks substantial increase; wholesale business ahead of a year ago; bank clearings 16.7 per cent above year ago; lumber production up 4,000,000 feet from previous week, and 25,000,000 feet larger than the average this year.

WWNC

ASHVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

On Theavored, Uncrowded Frequency of 570 Kilocycles

Unrivalled Reception in The Rich Western North Carolina Market

Edward Petry & Company

National Representatives
WHEN PEARLOTION WENT RADIO
Its Small, Local Distribution Jumped Amazingly;
Regional Sales Now Getting Under Way

FOR the last five years, a hand lotion known as Pearlotion has been on the market in Minneapolis, St. Paul and immediate vicinity. It was made by a former druggist who has his factory at his small store on the outskirts of Minneapolis. Daytimes he called on the drug trade, sold what he could of his lotion, and evenings he went to his factory and with the help of his wife, manufactured and bottled the preparation.

The product was well received, but because of limited capital, he was unable to do any advertising, and his sales were limited to his own efforts. While the business showed a small growth each year, in August, 1935, it was still very much of an unknown quantity in the drug trade of the Northwest.

And Then Radio EARLY in August, 1935, a new sales company was formed, directed by M. W. Carter, who worked out a radio campaign on WCCO, Minneapolis, and a special sales offer for customers and druggists. The manufacturer agreed to limit himself to the manufacturing and increased his facilities for so doing. The radio program went on WCCO five times a week, 9:15—9:25 a.m. Tuesday through Saturday, beginning in August. For talent they used Hugh Aspinwall, WCCO artist who specializes in old familiar songs and homely philosophy, with Ramona Gerhard, staff artist, at the organ.

On Oct. 1, the Northwestern Drug News, house organ of the Northwestern Association of Druggists, carried the following story:

"One of the outstanding merchandising successes of the past several years in our Northwest territory is the sensational spread of Pearlotion sales. In the short space of six weeks, this preparation has jumped into first place, being the fastest selling item in its class in the territory served by our company. Its introductory "nail file deal" together with its aggressive merchandising and advertising program under the direction of M. W. Carter have caught on with both retailer and consumer.

"A unique radio program coupled with newspaper advertising, counter and window displays gives the druggists, in quantity of ammunition to shoot for profit. It is price protected and therefore a welcome addition to every druggist's stock list. Pearlotion has joined with other manufacturers in sponsoring the monthly selling events featured by the Northwestern Drug Company. It has contributed valuable time on the air during its fully last April-Area Radio.

In the first month of Pearlotion programs on WCCO, more than 10,000 bottles were sold to druggists. By the first of November, these had practically all been sold to consumers, and, according to Mr. Carter, a larger reorder business was coming in; so large that the company has expanded its forces in 400 area recently buying time on KSO, Sioux City; KRNT, Des Moines, and WMT, Cedar Rapids.

WALTER WINCHELL, the one-man newspaper, has been re-signed by Andrew Jergens Co. (Jergens lotion) until Jan. 1, 1937 making his fifth year on the air for this sponsor Sunday nights on the NBC-WJZ network.

PAYROLLS UP 110%

Factory payrolls in Wisconsin are 22% higher than a year ago and 110% above the '32 low-point. That increase will buy a lot more of what you sell—if you use the one station that covers the Milwaukee-Wisconsin market thoroughly—

WTMJ

The Milwaukeer Journal
Representatives, Ed. Petry & Co.

Stations and Set Makers Oppose St. Louis Plan to Bar Receivers in Autos

RADIO set manufacturers and radio broadcasters have urged a vigorous campaign against a proposed ordinance in St. Louis to prohibit the sale of radio receivers in the ground that they divert the attention of drivers and cause accidents. The proposed ordinance is a part of a safety campaign inaugurated by Major A. J. Lambert, a member of the board of police commissioners. Lambert revealed that the proposed ordinance in St. Louis on Nov. 25, J. L. Van Volkenburg, manager of WIL, and C. M. W. of WIL, opposed the ban as representatives of all city broadcasters and radio advertisers. More than 100 opponents from the auto and radio industries appeared. There were no advocates present and action was deferred, was considered likely, as a consequence, that the proposal will die in committee.

Bond, Geddes, executive vice president and general manager of the Radio Manufacturers Association, declared in urging opposition to the ordinance that about 4,000,000 auto radios have been sold in the last year. It is "no record of a single accident anywhere attributable to it." He estimated that in Missouri there are about 100,000 auto radios representing an investment of some $3,000,000.

Last April a similar measure was offered in Connecticut but failed to get out of committee. Many investigations have shown conclusively that radio is a safety factor and prevents accidents by keeping drivers more alert, reducing speed, and otherwise. Not a single city or state has yet adopted any anti-radio ordinances of this character.

The proposed St. Louis ordinance would impose a fine of not less than $5 and not more than $500 upon any one violating the provision by operating a radio in any vehicle on any street, alley or other public place.

RCA Sells EMI Stock

PRESUMABLY in line with the centralization of RCA activities and holdings, David Sarnoff, RCA president, announced Nov. 15 that 1,700,000 ordinary shares of the Electrical and Musical Industries Ltd., of England, now held by RCA, have been sold. The purchasers are the British bankers, Messrs. Morgan, Keston & Co., and Edward De Stein & Co., of London, with the price totaling $1,020,000, payable in three weeks, in New York funds. The shares were sold ex dividend, and RCA therefore received in addition to the purchase price, approximately $400,000 in dividends payable this month.

Mullen Re-elected

FRANK E. MULLEN, RCA director of information and chairman of the National Radio Conservation Council at a meeting held Nov. 15, plans for a 1936 radio series to promote conservation were discussed. The council was organized two years ago and the program has included participation in the Farm & Home Hour on NBC.

Page 44

BROADCASTING • December 1, 1935

www.americanradiohistory.com
NBC DISC SERVICE PASSES 100 MARK

The NBC Theban Service transcription library, introduced at the NAB convention last July, now has passed the 100-client mark, according to C. Lloyd Egner, manager of the service.

A new sales manual designed for use by station salesmen to aid in merchandising the library has been issued. It includes a list of national advertisers using NBC recorded programs, along with success stories.

The list of subscribers follows:

WCMJ, WMNC, WSB, WPG, WBJL, KFDM, KGL, WNEB, WAPN, WBZ, WBEN, WCHS, WDOD, WENR, WMAO, WSAL, WFLA, WTMJ, MUZAK Corp. of Cleveland, KPRU, WBNS, WCKY, WHIO, KOA, KRTT, KSG, WXYZ, WTMV, WDPF, KFJZ, WGBB, WJBY, WHP, WSV, WDFC, WJBY, KPRG, KGBH, KTLU, KGBR, WIBX, WMAL, WIRE, WIBM, WJDX, WCLQ, WMHO, WROC, WJIM, WREH, WJLA, KFI, KAGC, KJCA, WAVE, WLVA, WIBA, WPEA, WMC, WIOD, WJS, WSAH, WSB, WMC, WTB, WKY, KJUN, WPHR, WIF, KTA, KDRA, WPTF, KROC, WHBF, KSD, KSTP, KABC, KFSD, KGK, WGV, KJH, WHBL, KTB, WSPA, WBAZ, KGBX, WKO, WSRE, KTUL, KGBR, WIBX, WMAL, WRC, WIXB, KGBY, KGBZ, Canadian Stations -- Capetown, South Africa; Durban, South Africa; Johannes,berg, South Africa; Sydney, Australia; Melbourne, Australia; Honolulu, Hawaii.

Raymer Adds Romaine

PIERCE L. ROYCE, for the last three years with WMCA, New York, has been appointed to the New York office of Paul H. Raymer Co., station representatives. Mr. Raymer announced Nov. 18. A graduate of Harvard, Mr. Royce joined the George Batten Co. (now Batten, Barton, Durstine & Osborn) early in 1922. Since then he has been engaged in advertising and sales work in New York.

Schulte Cigars on Network

A. SCHULTE CIGAR STORES, New York, will start institutional promotion with a 10-station CBS series Tuesdays and Thursdays, beginning Dec. 3. 7:15-7:30 p.m. The tobacco stores and coupon premiums which are offered with all purchases will be promoted. Talent will include Rube Goldberg, Vera Van and Waido Mayo orchestra.

Wildroot Returns to CBS

WILDROOT CO., Buffalo (hair tonic) returns to the air Jan. 6 with a CBS program keyed by WGR, Buffalo, where it is currently running as a local campaign, featuring Roger Baker and a male chorus. The 7:15-7:30 period on Mondays will be used. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

MEMORANDUM

Dear Joe:

For the third consecutive year "Variety" has judged WCAE's showmanship first in Pittsburgh.

The station with showmanship, you know, has listeners. And listeners buy. As an advertiser I knew you would be interested.

Yours --

Bill

P.S. WCAE has increased its power to 5,000 watts, adding 1,000,000 new listeners. No extra charge. Good, eh?

BROADCASTING

Broadast Advertising

1 ENCLOSE $ FOR SUBSCRIPTIONS

Signed: ____________________________

Address: __________________________

City: ____________________________

I AM ATTACHING LIST OF NAMES TO WHOM THESE SUBSCRIPTIONS ARE TO BE DELIVERED

December 1, 1935 - BROADCASTING
Repeater Devised For Coaxial Cable
Bell Laboratories' Apparatus Handles 2,000,000 Cycles

PREDICTION that the use of the coaxial cable for television transmission on a nationwide scale will be small for the next ten years was made by Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, at a hearing before the FCC Nov. 29 on the cable's proposed experimental New York-Philadelphia installation.

Dr. Jewett, one of the world's leading electrical communication scientists, holds that practical television transmission will take a distance in the future” but admitted that the installation of the cable between New York and Philadelphia will lend impetus to the art of visual broadcasting because of the location in those cities of three of the leading American companies experimenting in that new science—RCA, Philco and Parnsworth.

The testimony of Dr. Jewett came at a hearing on the petition of the A. T. & T. seeking to modify purported drastic restrictions imposed by the FCC last July in its order authorizing the experimental installation of the cable between the two cities. On Jan. 6 the Commission will resume its study of the coaxial cable with another hearing when the proposed commercial uses, together with the patents on which the invention is based, will form the principal subject.

While the new coaxial cable in its present form will produce a frequency band width of 1,000,000 cycles, which is capable of handling several hundred telephone conversations but is not deemed sufficient for commercial television broadcasting definition, the Bell Telephone Laboratories president revealed that a new type of repeater is being evolved in his laboratory which gives promise of producing a 2,000,000 cycle frequency band. Thus, he claimed, the coaxial cable will have placed on the present coaxial cable structure and would be capable of increasing the frequency band to the two megacycles which would probably be feasible in the transmission of well-defined television images.

Up to the present time, Dr. Jewett disclosed before the Commission, RCA has been the only television experimenter interested in the coaxial cable to the point of holding discussions with the A. T. & T. about the project. But the Bell Laboratories president stressed that as the A. T. & T. would open up the use of the cable when it is installed for all reputable television concerns for experimentation in the use of their transmitting and receiving apparatus.

Dog’s Legal Rights
FROM Tangier, in Spanish Morocco, comes this report of an unusual decision of local magistrates growing out of a disturbance caused by radio. A listener was enjoying a radio drama with his faithful bulldog beside him. Suddenly the dog, called for the barking of a dog, whereupon the listening animal flew at the set and smashed it to pieces. The set owner sued the broadcasting station for damages, and the court decided in his favor on the grounds that a “broadcasting station has no legal right to cause disturbance in a home and incite the fury of domestic animals.”

Equipment for Facsimile To Be Installed by RCA On Four Ocean Steamer
AS THE forerunner of ultimate facsimile for the home, RCA announced Friday night that radio facsimile equipment will be installed on four trans-Atlantic vessels for the purpose of regularly scheduled weather maps, printed matter and pictures. Installation of the regular service, previously reported in Broadcasting, RCA said, culminates several years of experimentation within the laborator y and at sea.

The development of terminal apparatus, it was said, has been completed in equipment identical with that exhibited at the Second Annual Marine Exhibition in New York will be placed on four vessels as soon as they make their next call at the New York port. The ships are of American, German, Norwegian and Spanish registry, arrangements having been made previously by Charles J. Pannill, president of Radiomarine Corporation of America, when in Brussels last summer.

RCA explained that the extension of the facsimile service to vessels of other nations “is natural”, since the American company is the first in the world to have developed radio facsimile for marine service. Short waves will be used in the service. The U. S. Weather Bureau will supply Radiomarine daily with weather maps of the Atlantic, and these will be sent to the ships on two different frequencies, one adapted for transmission up to about 1500 miles, and the other suited for greater distances. Although the service at first will consist largely of weather maps, the facsimile apparatus also will be tested in reception of type matter and pictures.

Eventually it is expected that facsimile will revolutionize methods of communicating news to land. In the communication field the day is envisioned when newspapers will be laid down in the home, while the televised radio process by means of an inexpensive attachment to the ordinary receiver.

FURTHER recognizing the audi-ence appeal of lighter music, the British Broadcasting Corporation has announced the appointment of Leslie Bridgewater, noted music direc- tor and conductor, as its technical expert in light music.

Goebel Brewing Co., Detroit, is reported to have paid $15,000 for exclusive sponsorship rights to the 24-hour relay games of the Detroit Olympic team this season, all to be carried on WJBK. Account is handled by Mason Inc., Detroit. The MAN on the STREET

Daily 5:45-6:00 P. M.
$100 a month on 6 month contract
1,000 W. KGVO 1290 Kc.
MISSOUA MONTANA

26 strategically located poster boards cover every arterial highway in Des Moines. Boards will remain every 30 days with new program listing. Two permanent outdoor boards (10 ft. by 50 ft.) are located on business section. Estimated circulation more than 424,000.

It’s here—radio program advertising on billboards. Again, the Iowa Network scores. Newspaper, newsy trailer, street car cards, window display, direct mail, and now billboard—the list grows. No wonder the radio set-up in Iowa is changed. The Iowa Net-work, radio stations of The Des Moines Register, have been around it did it. Get the full story and compare before buying radio time in Iowa. Write now, or call John Blair & Co., New York, Detroit, Chicago and San Francisco.

The Iowa Network
KRNT KBSI WMT WRCW
HBC Basic Des Moines
KRLC Cedar Rapids-Waterloo
KSGO KSCR KXKO
Des Moines

The MAN on the STREET

BROADCASTING December 1, 1935
Blame the Philatelists
“TOUGHEST break” to befal any radio reporter on assignment was William Burke (Skeets) Miller’s on Nov. 23 when the giant airplane China Clipper took off for Honolulu and Manila with an enforced lightened cargo due to the unexpectedly large mail load. Despite his slight stature and light weight, which made it possible for him to enter Floyd Collins’ cave in Kentucky to bring that entrapped unfortunate food while on a newspaper assignment for which he won the Pulitzer Prize, Miller had to be left behind. Arrangements had been made to broadcast various stages of the flight over NBC, with Miller, NBC night program manager as the commentator. Harold Lee, NBC engineer detailed to the clipper ship, who had worked with Miller on the broadcasts from the clipper ship while flying from Baltimore to San Francisco via Panama and while it maintained radio contacts with the stratosphere balloon during its recent ascent, also had to be left behind.

Roi-Tan Disc Spots
AMERICAN TOBACCO Co., New York (Roi-Tan cigar), is using daily disc announcements on 56 stations in 19 states throughout the Midwest, South, West, and South. The announcements vary in practically every city and in some localities two stations are used. The campaign is scheduled for six weeks. Lawrence C. Gumbiner Adv. Agency, New York, handles the account.

Radio’s Supremacy
In News Described

THE competition between radio and the press for supremacy in news dissemination is in full swing, with radio now moving to the attack, Herbert Moore, president of Transradio Press Inc., told the Intercollegiate Newspaper Association convention, meeting Nov. 15 in Pittsburgh. He predicted that facsimile and other radio media will replace the press.

Striking at the influence exercised over newspapers by advertisers, Mr. Moore said: “We are not going to allow the sales of news for radio sponsorship to give an advertiser any ‘off-the-record’ tie-up for favorable publicity in the news, as seems to be the case in some quarters.”

Accuracy and absolute impartiality are required by radio to a much greater extent than by newspapers, Mr. Moore said, “because of the superior impact of the spoken word. People believe what they hear over the radio more readily and they have to depend upon the truthfulness and honesty of the news broadcasts because they have had two years of honest and accurate newscasting due entirely to the development of Transradio.

He explained the operation of Transradio, based on local correspondents, and added that “the role of Transradio is that of safeguard of the freedom of the press. We refuse to get mixed up in the fight over advertising revenue.”

Sterling Co. Cited
STERLING Co., Des Moines (cosmetics), is charged with unfair methods in a prize puzzle scheme in a complaint issued by the Federal Trade Commission. In its Sterling Prize Club, the FTC alleges, the sponsor offered prizes for solutions of problems whereas contestants were required in addition to sell merchandise.

Fallacies Exposed
(Continued from page 6)

radio, but if you want to get some material for a radio article that will really be enlightening, send one of your most unprejudiced men on a trip around the nation. The further he gets away from New York, the more convinced he will become that radio is bigger than he ever dreamed it could be. He will find that people of the nation listen to Amos ‘n’ Andy, Gracie Allen and George Burns, Major Bowes and other entertainment features to which New York people listen; but he will also find thousands (no exaggeration) of other radio programs covering the whole American interests. Let him spend a night and a day in a farm home in addition to his visits in the small towns and medium sized cities. When he gets a cross section of “The Fifth Estate” I promise you that he won’t think that radio stations must become radio newspapers to serve the people best.

P. S. Statistics on number of radio stations and members of networks were obtained from 1935 Broadcasting yearbook.

FIRE on Nov. 15 destroyed several thousand dollars worth of equipment in the Kasper-Gordon Studios, Boston, causing a delay of four days in the company’s activities.

WMBG

Richmond Virginia

It’s the PUNCH that gets the audience.

The following “Names” recently appeared in person on WMBG:

EARL F. HAWKS
BERT LAHR
CLIFF EDWARDS
LYDA ROBERTI
FIFI DORSEY

If you are looking for a station with Punch and Superior Showmanship, USE The CBS Outlet in Richmond WMBG

MIRRORS DIDN’T Do It!

Greater coverage, showmanship, listening audiences, and power are all factors that helped to increase our business over 100% in 1935!

And it’s no secret either!!!

You sell Maryland when you buy WBAL.

WBAL
Basic NBC Blue
10,000 Watts 1060 Kcs.

National Representatives
HEARST RADIO
NEW YORK CHICAGO SAN FRANCISCO

WBRE

OLDEST AND ONLY FULL TIME
HIGH POWERED STATION IN ALABAMA

1000 WATTS FULL TIME. AFFILIATED CBS

BIRMINGHAM BROADCASTING CO.,Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

December 1, 1935 • Broadcasting
**The Business of Broadcasting**

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives: Notes from the Stations

**WLS, Chicago**
Father Flanagan's School for Boys, Boys Town, Neb., 24 sp, thru Bosell & Johnson, Inc., Muncie, Ind.
Jung Seed Co., Randolph, Wis. (garden seeds), 81 sp, thru Frizell Adv. Agency, Minneapolis.
B. M. H., Fort Worth (coals), 8 sp, thru Guenther-Bradford Co., Chanle.

**Illinois Women's Democratic Club**, Chicago, 8 sp, direct.
Sara, Beecham & Co., Chicago (market), 2 sp, thru direct.
Oyster Shelf Products Co., New York (poultry grit), 26 sp, thru Husband & Thomas Co., Inc., N. Y.
New World House, New York, 26 sp, 2 sp, thru direct.

**KGO, San Francisco**
Cycle Trades of America Inc., New York City (bicycles), weekly, 1 sp, thru.
Mckesson & Robbins Inc., New York City (Purina Copper & Iron Tonic), 12 weeks, 84 sp, thru N. W. Ayer & Son, Inc., N. Y.
Packard Motor Car Co., Los Angeles, weekly, 1 sp, direct.
W. A. Schneider Pen Co., Fort Madison, Ia., (fountain pens, ink), 5 weeks, 1 sp, thru Philip O. Palmer & Co. Inc., Chicago.

**WQAJ, San Antonio**
Bethlehem Steel Co., Bethlehem, Pa. (steel and other), 3 weeks, 1 sp, direct.
Durkee Famous Foods Inc, Chicago (margarine), 5 weeks, 84 sp, thru C. Wendorf, Inc., Chicago.
Bovine Watch Co, New York, 0 daily, thru Bow Co., Inc., N. Y.
Folger Coffee Co., Kansas City, 150 ft, thru Blackett-Standard Hummert, Inc., Chicago.

**WPFK, Hattiesburg, Miss.**
Watchtower Bible Society, Brooklyn (religious), 2 weeks, thru direct.
A. Nash Co., Cincinnati (men's clothing), 60 sp, 2 sp, direct.

**KDRA, Pittsburgh**
Penn. Amm. for Moderation & Law Enforcement, Philadelphia, 10 sp, thru Walker & Downing, Pittsburgh.
Hunts Mountain Products Inc., New York (bird seed), 26 sp, thru Ernest Davids Inc., N. Y.
Mante Lamp Co. of America, Chicago (lamps), 78 sp, thru Presta, Fellers & Frema Inc., Chicago.
Bemard Perfumers, St. Louis, Mo. (Love Charm), 10 sp, thru Hillmer V. Swenon Co., St. Louis.
Cycle Trades of America Inc., New York (bicycles), 7 sp, thru direct.

**WNAX, Yankton, S. D.**

**WPGC, Atlantic City**
General Baking Co., New York (Boed bread), 5 weeks, thru Batten, Burton, Dorstine & Osborn Inc., N. Y.

**WLVL, Cincinnati**
H. Findich Inc., Evansville, Ind. (La Findich cigars), 13 sp, thru Rutherford & Ryan Inc., Chicago.

**WDRB, Hartford, Conn.**
Corg Products Refining Co., New York (Dyna sugar), 3 weekly, thru E. W. Hellwig Inc, N. Y.
Johnson Educational Co., Cambridge, Mass. (Educator crackers), 6 daily, thru John W. Queen, Boston.
Colgate-Palmolive-Perot Co. (Jel-Pro), 3 weekly, thru Benton & Bowles Inc., N. Y.
United Drug Co., Boston (Lexall), 5 daily, thru Street & Finney Inc., N. Y.

**WGY, Schenectady**
Florida Citrus Commission, Tampa (fruit), 5 sp, thru Rutherford & Ryan, Inc., Lakeland, Fla.

**WJBO, Baton Rouge, La.**

**WOR, Newark**

**WBEM, Chicago**
Olszich and Berry Co., Chicago (molasses), 3 sp, weekly, direct.
Penne Tobacco Co., Wilkes-Barre, Pa. ( proprietary), 1 sp, thru W. A. Bell Inc., Chicago.

**WBBM, Chicago**
Olether and Berry Co., Chicago (molasses), 3 sp, weekly, direct.

**Wchter**
"The name is O'Reilly—not Flanagan!"
From The New York Journal.

**WENG, Chicago**
Procter & Gamble Co., Cincinnati (Ivy shaving cream), 13 sp, thru Later Discount Co., Cincinnati.
Carleton & Howe Co., Lowell, Mass. (Father John's medicine), 52 sp, thru J. O. Quinlan, Boston.
M. J. Breitenbach Co., New York (Goodwill Mobiles), 18 sp, thru Brooke, Smith & French Inc., N. Y.
Cadillac Motor Car Co., Detroit (automobiles), 26 sp, thru MacManus, Inc., Detroit.
National Biscuit Co., Chicago (crackers), 263 sp, thru McCann-Erickson Inc., Chicago.
Cycle Trades of America Inc., New York (cycling trade), thru.

**WCAC, Pittsburgh**
Texas Co., New York (Texaco), 18 sp, thru Hans-Metzger Inc., N. Y.
Sampson Co., Poughkeepsie, N. Y. (cough drops), 10 sp, thru Homan, Tucker & Sheldon Inc., N. Y.
Crew Levick Co., Philadelphia (Kool- mors), 26 sp, thru Lord & Thomas, N. Y.
Numismatic Inc., Fort Worth (old books), thru Frankford Book Co., Inc., Los Angeles.
Kentucky Tobacco Leaf Co., Cincinnati (retail chain), 52 sp, thru Ralph H. Jones Co., Cincinnati.
Capital City Products Co., Columbus (Dixie margarine), 52 sp, thru J. Horace Lytle Co., Columbus.

**WJCL, Cleveland**
Maryland Pharmaceutical Co., Baltimore (Rem Rel), 2 daily for 52 weeks, thru Joseph Kats Co., Baltimore.
A. C. Gilbert Co., New Haven (Cerev toy stores), 2 weekly, thru Charles R. Floyd Co., Inc., N. Y.

**WFT, Charlotte, N. C.**
Brown Cigar Co., Inc., Quincy, Fla. (Brown's Dot cigars), 7 weekly, thru.

**WTLJ, Milwaukee**
Bunte Bros., Chicago (candy), 3 weeks, thru Fred A. Robbins Inc., Chicago.
Reo Motor Car Co. (Reo), thru Mich., 6 weekly, thru Mason Inc., Detroit.

**WJJD, Chicago**
Westminster Brewing Co., Chicago (Bears), thru Adv. Age, 1 sp, thru direct.
Rundell & Wurtzler Co., Chicago (musical instruments), 13 sp, direct.

**KQW, San Jose, Cal.**
Golden Grain Co. San Francisco (cereal and flour), 3 weekly, thru.

---

**BROADCASTING** December 1, 1935

www.americanradiohistory.com
Nutrena Feed Mills Inc., Kansas City (Nutrena feed), daily, 2 daily, 8 p., direct.

Bert Lyon, & Co., Kansas City (for buyer), 5 weekly, 8 p., direct.


American Cigar Products Co., New York (Amazoo syrup), 2 daily, 8 p., direct.

KVGO, Missoula, Mont.

Associated Oil Co., San Francisco (Flying A gasoline), football games, thru Lord & Thomas, San Francisco.


Montoerra Cereal Co., Billings, 2 weekly sp, direct.

WICC, Bridgeport, Conn.


Johnson Educator Food Co., Cambridge (crackers), thru John W. Queen, Boston.

B. C. Remedy Co., Danbury, Conn (proprietary), 364 sp, thru Harvey-Massengale Co., Durham, N. C.

WMT, Cedar Rapids, Ia.


Mid-Continent Petroleum Co, Tulsa, 6 weekly t, thru B. J. Potto & Co., Kansas City.


WNAC, Boston


Timothy Smith Co., Kansas City (store), 3 weekly sp, thru Chambers & Beem Co., Kansas City.


KTSM, El Paso

Ex-Lax Mfg. Co., Brooklyn (proprietary), 5 weekly t, thru Joseph Katz Co., N. Y.


KMOX, St. Louis


Dorothy Petroski Co., St. Louis (cosmetics), 52 sp, thru Ridgway Co., St. Louis.

WOOD-WASH, Grand Rapids


Kroger Grocery & Baking Co., Cincinnati, 1 sp, thru Ralph H. Jones Co., Cincinnati.

KSFQ, San Francisco

Arries Brokerage Co., Los Angeles (fish feast), 2 weekly sp, thru Charles H. Maye Co., Los Angeles.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Imponderable, and comparable data about the size and location of the audience for radio programs and stations.

Write for information and price.

BEMAN MINI SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

NETWORK ACCOUNTS

New Business


GENEVA BAKING Co., New York (Bond bread), on Dec. 2 starts Adventures of Terry & Ted on 10 CBS stations, Mon. thru Fri., 5-15 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.


PACKARD MOTOR Car Co., Los Angeles (automobiles), on Nov. 10 started for 13 weeks Packard Festival on 2 NBC-KPO stations, Saturdays, 8-9:30 p.m. (PST). Placed direct.

WFBF, Syracuse, N. Y.


KGCC, San Francisco


KJBS, San Francisco

Golden Grain Cereal Co., San Francisco (cereal & waffle flour), 3 weekly, 7 direct.

Sponsored Safety

ACCIDENTS are reported on a new program on WFBF, Syracuse, sponsored by the local Chevrolet dealer under 2 week's contract. Five-minute spots three times a week take in with a "Drive Safely" campaign, with details of local accidents told without using the names involved. The new program is given by Bruff Olin, station's news editor, using for material the police records in the Accident Investigating Bureau. The cooperation of the Department of Public Safety, the Police Bureau and the Safety Division of the Chamber of Commerce are also enlisted.

Renewal Contracts


MOHAWK CARPET MILLS Inc., Amsterdam, N. Y., on Dec. 9 renewed Five Star Jones on 22 CBS stations, Mon. thru Fri., 12-45-5 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.


GENERAL BAKING Co., New York (Bond Bread), on Jan. 5 renewed Frank Crumit, Julia Sonderson, Jack Skirtet Orchestra on 29 CBS stations, Sundays, 5-30-6 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

Network Changes

LUDEN'S, on Nov. 23 shifted program NBC-WAF Sundays, 5-45-5 to Richard Hum's Orchestra.

PEPSODENT Co., Chicago, program featuring Al Pearl & his Gang transferred to NBC Chicago studios for twice-weekly programs.

A BROCURE describing its news service for radio stations has been issued by International News Service. Profusely illustrated, it graphically tells the story of INS and radio, along with a series of letters from station managers.

WHK Cleveland

Rated First

in Showmanship

in Cleveland

Variety's Annual Community Showmanship Survey for 1935, Again Places WHK First in Radio Showmanship in Cleveland.

The advertising worth of any station lies in the number of its listeners. To get listeners a station must entertain them—consistently. This calls for a high degree of showmanship. So successful has WHK been in entertaining Cleveland listeners and so popular are WHK's own sustaining programs that WHK is now feeding eleven of its weekly sustaining programs [exclusive of dance bands] to the Columbia network. These programs are only a few of the WHK features which have helped cement its position as Cleveland's most listened-to station.

Cleveland's advertisers recognize this fact by spending more local advertising dollars on WHK than any other Cleveland station.

This leadership has been built on real showmanship plus such mechanical features as the use of the latest equipment, ample power and preferable wave length and dial position.

Wire or write for a list of popular, local programs of proved pulling power, available to the national advertiser.

Radio Air Service Corp.

Terminal Tower - Cleveland, Ohio

C. A. McLeatchie, Sales Mgr.

FREE AND SLENNINGER, Inc.

National Representatives

www.americanradiohistory.com
Confusion Over ASCAP-Warner Split

(Continued from page 7)

Working on this project has been James Waddell, San Francisco at- torney. He represents re- tained former U. S. Senator C. C. Dill, now practicing in Wash- ington, D. C. The project has been unofficially linked with Warn- er Bros. as a means of promoting its motion pictures by so timing its new pictures that in its movies to coincide with release dates.

Mr. Starr denied any knowledge of the company over the telephone to BROADCASTING, and said he did not know the War- ner unit. He likewise refused a report that became current after the Warner with- drawal from ASCAP that its music houses had been combined with those of Twentieth Century, Fox, Metro-Goldwyn-Mayer, and other motion picture producers to form large scale music publishers, and that the new combine was behind the Transcontinental project as a means of breaking into radio on large scale. Such a combination, if it did exist, would have restricted control of perhaps 85% of popular music.

While it was impossible to con- firm the reports concerning Trans- continental, there seemed to be one well-founded story that executives of Warner and perhaps other motion picture houses would rather than the publishers themselves, were back of the project at this time. The Warner's would hear of strategy that in music, appears, is centered in Hollywood rather than in New York, and Mr. Starr at this time is apparently simply following ev- idence. Mr. Waddell has been in Washington on the Transcontinen- tal project since last August.

How the litigation affecting the composer members of ASCAP who publish through the Warner houses will be brought, is still in doubt. ASCAP's insistence that it will compel the authors and composers in Warner units de- spite the withdrawal of the pub- lishing houses in one way or another. It is thought possible that the Song- writers Protective Association, of which Adolph Zuckerman is presi- dent, will institute the suit, per- haps by deliberately performing a number copyright or otherwise written by an ASCAP author mem- ber and published by a Warner company.

The exact amount of music controlled by the Warner houses, which include the four major pub- lishing firms and seven subsidiar- ies of smaller consequence, is in doubt. Heretofore the figure of 49% of the "popular music" per- formed over the air has been used. ASCAP now says it is something less. How far the composers are threatening to reduce it to a negligible amount.

The defense for the Warner houses seems to be a serious blow to the government suit against ASCAP, which is founded on the contention that ASCAP monopo- lizes the music field and that broadcasters cannot buy music in a competitive market. The suit is scheduled to resume on Jan. 6.

Irrespective of that, the whole music business is in turmoil, with the broadcasters the in- tegral part of the fight because they contribute the principal reve- nues. It is not impossible that ASCAP may be forced into disso- lution in the final analysis, accord- ing to some competent observers.

Meanwhile, the ASCAP board is in constant meeting endeavoring to reach a solution of its ap- parent dilemma of revenues by virtue of the Warner resignations. Whether it will make any public announcement with the co- castation stations of its own volition is seriously doubted.

Starr's First Statement

FOLLOWING the board meeting at which the resignation of the Warner houses was submitted, Mr. Starr issued the following state- ment:

Our resignation from the American Society of Composers, Authors and Publishers was found neces- sary in our own interests and in those of our client, the Warner companies, concerned in the music publishing enterprises with which we are connected.

The chief reason for our action is what we consider to have been the inefficient and inadequate royalties collected by the society from radio broadcasters. The society is simply an agency. The inadequate payment obtained by the society for the use of music on the air—and music is the life blood of radio and has main- tained its unbroken and in- creasing prosperity—has re- fracted the legitimate possibilities of music publishing until drastic action is neces- sary in this hitherto static situation. This has injured the creative as well as the business end of these enter- prises.

Therefore, we have decided that hereafter we shall sever our rela- tions with radio, so far as our music is concerned, independently and directly, in order to secure the fair returns to which we and our as- sociates, including not only the authors and composers, are entitled.

Our quick check-up indicates that approximately 40 per cent of all the music played on sponsored radio pro- grams is published by our companies. We have reason to believe that the same proportion holds on the sustain- ing programs.

Our five-year contract with the so- ciety expires on December 31st of this year. Thereafter all our arrangements with radio stations and broadcasting chains will be made directly and on a fair and proper basis.

The seriousness of the situation which has compelled us to resign from the society may be judged by a com- parison between the number of popu- lar songs only a few years ago and today. Formerly a hit song might

(Continued on page 64)

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo. WSPD is a basic Columbia outlet.

WSPD covers this great market with a blanket signal comparable to a station with double the power.

WSPD now operates on 2300 Watts day and 1000 Watts night.

We enjoy proving our statements and your inquiry will receive immediate attention.


WSPD

The Key to America's Ideal Test Market

Since the installation of our New 5 KW. High Fidelity Transmitter — WSPD covers this great market with a blanket signal comparable to a station with double the power.

We enjoy proving our statements and your inquiry will receive immediate attention.

TRANSMITTER — PERRYSBURG, OHIO

BROADCASTING • December 1, 1935

Page 50

RESTATING AN OLD LAW—BACKWARDS!

The law of diminishing returns, stated backwards, becomes the more interesting returns: The more closely you confine your advertising to the heart of your real markets, the more results you get per dollar spent. . . . WAVE covers the Louis- ville trading area at the minimum of cost. 420,000 of our 917,000 primary listeners live practically within sight of our tower. "Distance Wave" in Mexico and Canada may listen in sometimes, but it's at their own expense! . . . N.B.C.
LAST MINUTE CORRECTIONS

to data submitted for the

1936 YEAR BOOK

May Be Made Up To And Including
JANUARY 1, 1936

For the splendid responses to our questionnaires from

ADVERTISING AGENCIES
RADIO ADVERTISERS
PROGRAM PRODUCERS
BROADCASTING STATIONS
EQUIPMENT MANUFACTURERS
TRANSCRIPTION PRODUCERS
NATIONAL AND REGIONAL NETWORKS

... the editors of this important annual directory of the business of broadcasting are deeply grateful. To date practically 95% of the questionnaires are in hand, and most of the data is now in the hands of the printer. The 1936 Year Book Edition will embrace the most important features of the 1935 Year Book brought up-to-date — and in addition will carry new and necessary directories of permanent reference value throughout the year.

Radio's Only Annual Directory Will Be Sent Free to All Subscribers
To the Regular Semi-Monthly Issues of BROADCASTING.

PUBLICATION DATE
Early in 1936

ADVERTISING DEADLINE
December 15, 1935
DANCER
Graybar
Developed
From
priced
you've
you...

The story of balanced coverage...the story of KSFO...the story of the great, new Western Network, KSFO and popular, powerful KNX, Hollywood. But that's not the whole story. Get it...all of it.

National Representatives:
JOHN BLAIR & CO.
KSFO — Fresno Building, San Francisco
Philip G. Leaky, General Manager

A GENCIES AND REPRESENTATIVES

SINDY BURNETT and William Gluck have taken over Radio Features, in San Francisco, and moved from the Bank Building to 244 Market Street, that city. They are specializing in radio production.

ROBERT J. COLWELL, chief continuity writer of J. Walter Thompson Co., has been transferred to Hollywood until Dec. 15 in line with the agency's policy of shifting production and continuity personnel periodically.

HART T. MITCHELL, formerly vice president of Frederick & Mitchell Inc., Chicago, has been named a vice president of J. Stirling Getchell Inc., in charge of the Detroit office. He has been connected with automobile advertising for 15 years and will continue to handle the DeSoto and Plymouth accounts.

G. ROBERT STEWART, formerly contact man with Carroll-Dean-Murphy Inc., has joined Morenus Adv. Agency, Chicago, in a similar capacity. The agency also announces a rebuilt and enlarged audition studio and the addition of several new offices to accommodate the growing personnel.

The story of balanced coverage...the story of KSFO...the story of the great, new Western Network, KSFO and popular, powerful KNX, Hollywood. But that's not the whole story. Get it...all of it.

National Representatives:
JOHN BLAIR & CO.
KSFO—Fresno Building, San Francisco
Philip G. Leaky, General Manager

**Duck or Bull?**

BILL CARTWRIGHT, member of the Chicago staff of William G. Rambeau, radio station representative, is now in Frank B. Satter's office. His story, however, was not out duck hunting a couple of weeks ago and as it has been a little luck. All day his party had lain in their boat watching the ducks go by overhead but without having a n y t h i n g come near enough for them to shoot. Finally they decided to call it a day and had just turned the boat around when something flew up out of the weeds and straight for Bill, who threw up his hands to avoid being hit and to his great surprise found himself holding a nice, fat duck.

With Western Electric's new NON-DIRECTIONAL MIKE

**X** marks the spot to stand!

From every direction, this new Dynamic mike picks up sound equally well. Developed by Bell Telephone Laboratories . . . priced so all can afford it. Orders yours today from Graybar Electric.

$70 (including cord and jack)

Western Electric
BROADCASTING EQUIPMENT

**AGENCIES AND REPRESENTATIVES**

SINDY BURNETT and William Gluck have taken over Radio Features, in San Francisco, and moved from the Bank Building to 244 Market Street, that city. They are specializing in radio production.

ROBERT J. COLWELL, chief continuity writer of J. Walter Thompson Co., has been transferred to Hollywood until Dec. 15 in line with the agency's policy of shifting production and continuity personnel periodically.

HART T. MITCHELL, formerly vice president of Frederick & Mitchell Inc., Chicago, has been named a vice president of J. Stirling Getchell Inc., in charge of the Detroit office. He has been connected with automobile advertising for 15 years and will continue to handle the DeSoto and Plymouth accounts.

G. ROBERT STEWART, formerly contact man with Carroll-Dean-Murphy Inc., has joined Morenus Adv. Agency, Chicago, in a similar capacity. The agency also announces a rebuilt and enlarged audition studio and the addition of several new offices to accommodate the growing personnel.

THE GREENLEAF Co., Boston advertising and merchandising counsel- tors, opened new offices at 20 Newbury Street, top floor, Nov. 22. The executive personnel of The Greenleaf Co. includes A. E. Greenleaf, president; Charles A. Holstine, vice-president and director of service and Radio; George R. Dunham, treasurer; David S. Garland, Jr., production manager and art director.

WCAO, Baltimore, has named Jackson & Moore, Chicago, as exclusive sales representatives.


FRED H. FIDLER, Shell Oil Co. account executive for the J. Walter Thompson Co., San Francisco, has returned to his desk after a business trip to New York and St. Louis. He was East approximately three weeks.

WILLIAM JONES, of the Wade Adv. Agency, Chicago, who has charge of production of the Alka-Seltzer broadcasts, is seriously ill with double pneumonia.

ROB METZGER, of the radio department of Rithler & Ryan Inc., Chicago, has written a new song, "Rhythm Step," which was recently introduced by Al Roth's orchestra from KMOX, St. Louis, on a CBS broadcast. He at one time was pianist and arranger for Paul Whiteman.

DALE W. ROE has been named to the sales staff at the San Francisco office of Walter Biddick Co., station representatives.

RONALD DAWSON, for several years with WLS, WLS, and WRC, Washington, has been named production and continuity chief of Kal Advertising, Washington, to work with David Stein, newly appointed radio head.

FURGASON & ASTON Inc., Chicago representatives, have moved to 221 N. LaSalle St., having taken larger quarters to accommodate a larger staff. Offices are also maintained in Detroit and a third office was planned in New York after the first of the year.

JOHN BLAIR & Co., has moved its San Francisco offices to 385 California St., to the Russ Bldg., that house being sold. M. H. Tasker has been added to the staff as account executive, assisting Lindsey Spight, manager.

WILLIAM J. LARKIN, formerly with the radio department of Straw- berg-Carlson Tel. Mfg. Co., San Francisco, has joined the Ernest R. Greenleaf office, that city, as radio account executive.

EDGAR WAITE, formerly publicity director of Benton & Bowles Inc., New York, and recently serving Best Foods Inc. account, has resigned to join Lord & Thomas on the West Coast where he will handle legislative publicity, operating from both the Los Angeles and San Francisco offices.

HIXSON-O'DONELL Inc., has closed its Savannah, Georgia branch and is now centering all advertising activity from Los Angeles. Robert Hixson, formerly Savannah manager, has gone over to Charles R. Stroot, that city, in handling radio along with other accounts.

COURTLAND D. FERGUSON Inc., Washington agency, has opened a Baltimore branch at 714 Lexington Bldg.

HARRY N. SMITH, for the last seven years with Rogers & Smith, Adv., Chicago, has joined Carpenter-Rogers Co., Dallas, as account executive.

CRAMER-KRASELL Co., Mil- waukee, has re-opened an office in Penobscot Bldg., Detroit, with Nor- wood D. Craighead as manager.

MAURICE F. DREHER Inc., New- york agency, has opened a branch for contact purposes at 30 Rockefeller Plaza.

STONE - STEVENS - HOWCOTT - HALSEY Inc., New Orleans, has been connected with Stone - Stevens & Lill agency, with no change in organization.


GEORGE ROESLER, Chicago radio executive, has reopened a Detroit office in the General Motors Bldg. Earl Maxwell, who was formerly with John Biddle & Co. and New York, has been appointed Detroit manager of the Roessler organization.

GEORGE ROESLER, Chicago, has been appointed representative for KJBW, San Francisco, and KQW, San Jose, Cal. George Burton, operator of the two stations and their hookup known as the Northern Califor- nia Broadcasting System, has announced Nov. 20 following his return from the East.

JOSEPH H. STEVENS, sales manager of Associated Broadcast Adv. Co., exclusive time sales office of WFAA, New York, has moved to larger offices 154 W. 72d St.

Penn Tobacco News

PENNSYLVANIA: Co., Wilkes- Barre, Pa., has just signed Pat Flannagan, Chicago sports an- nouncer now broadcasting football games for First Niagara a week over WBBM, to do a quarterback-hour news summary each weekday evening during the same station for Kentucky Winners cig- arettes. Agency: Ruthrauff & Ryan Inc., New York.

Folger on Discs

J. A. FOLGER & Co., San Fran- cisco (coffee), on Dec. 2 starts Judy and Jane, 15-minute dramatic spot act with two women. The networks for two years, on 10 sta- tions — WFAA, WOAI, WDAF, KDKA, WHER, WXYN, KSTP, WEBC, Blackett-Sample- Hummert Inc., Chicago, places the account.

NBC on Nov. 29 began broadcast- ing of results of the Literary Di- gest straw vote on the New Deal, using the WEAF network, Thursdays, 6:35-6:45 p. m., on a sustain- ing basis. John B. Kennedy is com- menter. In previous polls the Digest has sponsored daily pro- grams to announce results.

ADOPTION

can get away with it...but you...well...
you've simply gotta have
Balanced Coverage

*IN CALIFORNIA*
you get exactly that from the WESTERN NETWORK and

**KSFO**
SAN FRANCISCO - OAKLAND
580 KILOCYCLES
1,000 watts full time

With Western Electric's new NON-DIRECTIONAL MIKE

**X** marks the spot to stand!

From every direction, this new Dynamic mike picks up sound equally well. Developed by Bell Telephone Laboratories...priced so all can afford it. Orders yours today from Graybar Electric.

$70 (including cord and jack)

Western Electric
BROADCASTING EQUIPMENT
RADIO ADVERTISERS

LYON VAN & STORAGE Co., Los Angeles, has restored its three-weekly transcription series for another year on KLJ, KFRC, KJL, KG, KEB. Discs are produced at Radio Recorders Inc., Hollywood. Charles H. Mayne Co., Los Angeles, has the account. The same series, titled Moving Stories of Life, has been sold to Lightning Delivery Co., Phoenix, Ariz., for KGAR, and International Warehouse Co., El Paso, for KTS.

EDGAR G. HERRMANN, formerly of Federal Adv., New York, and Dim and RCA Victor, has been named advertising manager of Zenith Radio Corp., Chicago. He succeeds Parker H. Erickson, who has been named sales promotion manager.

SUSSMAN, WORMSER & Co., San Francisco (F & W food) has placed its advertising account with Jofols, Constantine & Gardner Inc., San Francisco, and is planning a 1935 campaign for leaders in its food line.

TOM & JERRY Inc., Cleveland (beverage ingredients) has named Alfred Rooney Co., Cleveland, as its agency, and is using radio.

KITCHEN ART FOODS Inc., Chicago (dessert) has placed its advertising with Earle Ludin Inc., Chicago.

MUESKEL BREWING Co., South Bend, Ind. (8 Star, Silver Edge beer) has placed its account with MacDonnell-Cook Co., South Bend.


LUCKY TIGER MFG. Co., Kansas City (cosmetics) has acquired the services of Allen C. Smith Adv. Co., Kansas City, to service its account.

SIEGFRIED-LOWENTHAL Co., Cleveland, is sponsoring Club Hunting Valley on WQAR, that city, with continuities being checked by the Ohio State Liquor Control Board.

JOSEPH BURNETT Co., Boston (extracts, desserts) makes up lists in December, including radio. Agency: Batten, Barton, Durstine & Osborn Inc.


FILM IN HAWAII—KGM, Honolulu, has installed the first radio film equipment from the plant of Freeman Lang, Hollywood. Here are Gene Goldrup, engineer (left) and Webley Edwards, manager of KGB, inspecting the new equipment.

FELS & Co. Philadelphia (Polish Naphtha soap) makes up lists in December, including extensive radio advertising. Young & Rubicam Inc., New York, is the agency.

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Toribheet burners, air conditioning), using radio, makes up lists in December. Foster & Davies Inc., Cleveland, is the agency.

DEAN MILK Co., Chicago (Vitamin D milk) has placed its account with Mitchell-Faust Adv. Co., Chicago.

INTERSTATE NURSERIES, Hamburg, N.Y., has named Cole's Inc., Des Moines, to service its account.

Sarnoff on Television

(Continued from page 15)

smirred Mr. Sarnoff, "Television will in many respects revolutionize broadcasting. Today, paintings, for instance, will be both fewer and harder to find than at present, because, especially where women are concerned, in addition to their musical or dramatic ability they must be good-looking. Even politicians when they address their radio audiences will have to change their style. Their oratorical tremors must be real, not merely vocal, and no microphone can be in sight because if a candidate wants to get his appeal across to a voter who is sitting in his own home he must make it appear to that man that he is talking to him personally.

Listeners' Habits

"But it is in the dramatic programs, though, that the biggest change will come. Actors will really have to act, and, as no scripts can be read, they will, of course, have to be letter-perfect in their parts before they go on the air. Furthermore, many tricks of broadcasting which are today acceptable will have to be discarded. For example, if a couple of 'eskimos' are to appear they cannot come before a television transmitter in their shirt sleeves and with an electric fan blast blowing across them to stimulate an Arctic hurricane. Or if a door is to be knocked down, smashing an empty strawberry box to produce the noise effect will not satisfy a television audience. You can see how that is. It goes clear down the line and therefore television can be eventually relied upon to work a vast improvement in all phases of broadcasting.

Then, in reply to the second part of my question, Mr. Sarnoff concluded with this:

"You want to know how television will be received by the public. Frankly, I can't tell you. People's reception of television is not, cannot be, like sound reception. Today radio is used as a background for other entertainment, or by the housewife who turns the button and listens to the music while she goes on with her work. Television can never be like that, because not only will it require close attention on the part of the onlooker, but also it will be necessary for the room to be somewhat darkened. Naturally these things will require a considerable change in the habits of listening instead of roaming around as they now do while enjoying a program, will have to sit tight and pay close attention to whatever is being thrown on their screen. But will they want to do this? As I have just said, I don't know, although it does occur to me that most of us are too fond of our own good and that probably it would be beneficial to us if something in our homes that would cause us to sit quietly in our chairs for an hour or two a day."
ASCAP-Warner Split
(Continued from page 50)

As can be easily sold one or two million copies; as things are now, a sale of 300,000 copies is extraordinary, and even in such a case it is problematic whether a loss will be sustained. Radio has simply killed off the sale of sheet music, phonograph records and piano rolls, on which music publishing depends, and it is not surprising that so many in the music profession who have been used to making a living through music have been forced to seek other means of support. The death of sheet music caused a great many of the royalty arrangements which we have been unable to control or modify.

We shall therefore make our own arrangements and the royalties de-

rived therefrom will come to the writers and publishers responsible for our music used on the air, and will not be divided as is done by the so-

ciety at present.

As an agency, we consider that the American Society of Composers, Au-

thors and Publishers has failed our companies by its failure to obtain ade-

quate returns for the use of our music so as to enable our music pub-

lishing companies to remain in busi-

ness.

Mills' Rebuttal

LATE the same evening, Mr. Mills, in behalf of ASCAP, made public this statement in rebuttal:

Composers and authors generally are greatly disturbed at this action of Warner Brothers, which they con-

tend has placed in hazard their own rights received from performing rights through the society and upon which, in these times, their very livelihood depends.

At a late hour this evening such composers and authors as could be reached indignantly denied the right of Warner Brothers to place them in financial jeopardy through their withdrawal from the society and making separate attempts to license the per-

formance of their works by radio at substantially increased rates.

These composers point out that when such other record companies purchased their works with the individual firms subsequently purchased as a group by the Warner Brothers, they had a reason to believe that these firms which were charter members of A. S. C. A. P. would ever withdraw.

They contend, also, that Warner Brothers have not consulted their in-

terests, but have acted solely and seld-

om in the interests of themselves, as motion picture producers primarily, who purchased music publishing busi-

nesses as adjuncts to their sound film business, and who are now specu-

lating, not only with their own in-

terests, but those of the composers and authors, who are helpless at the mo-

ment to protect themselves against this spoliation and the piano and record which they have had no voice.

A great many of the most impor-

tant composers continuing as mem-

bers of A. S. C. A. P. have al-

ways re-

ceived their full royalties through the society, and are in the belief that they are such a share has been represented in their behalf by the society.

The rights in their works righ-

ters have always been invested in A. S. C. A. P., as well as the rights to the music in many stage pro-

ductions.

Thus further the so-called Warner firms are the only ones to indicate an in-

tention of withdrawing from the so-

ciety, and the other important artists they have all renewed their current mem-

bership agreements for an additional five years commencing Jan. 1, 1935.

Acrimonious Replies

TO MR. MILLS’ statement War-

ner Bros. took occasion to follow-

ing day to issue a reply setting forth the firm’s position and defending the actions of ASCAP, which in turn led Mills to make another reply.

Mr. Mills, in his second reply, ASCAP, declined to comment on the Warner statement as being without substance. The Warner statement took exception to Mr. Mills’ assertion that the resignation of the Warner stockholders was due to unfair reasons. The statement, in part:

Such an accusation demands a re-

The self-perception of our com-

panies has dictated that they with-

draw from the society, which has ultimately led to obtain adequate pay-

ments for the use of music by radio.

The society is present being run by members of the executive board who used to sign contracts and perform the other important acts on their own authority, the board of directors in many cases having no opportunity to revise transactions, or, at least, of knowing the results.

It is claimed that the Society is the protector of the author and composer, although the author and composer have suffered with the publishers from the disastrous effect of radio upon the sale of sheet music, phonograph records and piano rolls, and the distribution to authors and composers of the various funds collected by the Society, in management of royalties, and the distribution of the same. The full extent of the losses in royalty payments depends, and the usages of the music business at this time has not made any satisfactory or adequate recom-

mendation by way of royalty payments for the use of music on the air and this is because of the insufficient payments which radio companies make to the society—arrangements which we have been unable to control or modify.

Transradio News

WSOC's 24-hour Teletype Service makes it possible for us to offer wide-spread ad-

vertisers a truly valuable news program. Choice spots already established with enough steady listeners to make your sponsorship of the WSOC TRANSMISSIONS a real buy!

Wire or write for prices to—

WSOC

Charlotte, N. C.

TH E

AMBASSADOR

PARK AVENUE AT 51ST STREET
NEW YORK CITY

Offers to visitors...A truly fine
hotel...A distinguished address...
A convenient location. Large
luxurious single rooms from $5...
double rooms from $7...suites $10

GEORGE W. HOOVER, M. S., M. D.
Formerly Chief Drug Control U. S. Department of Agri-
culture 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, ad-

vertising, 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

Page 54

BROADCASTING * December 1, 1935

www.americanradiohistory.com
Their First Miss

AMOS 'N ANDY, daddy of all the radio dialogue shows, saw their eight-year consecutive performance record smashed by the Hagerstown, Md., and were to miss the shows. They spent that day at 7 o'clock at the Lincoln studios where Herb Johnson, well-known sports commentator, gives the day's sports news. The program then returns to the Omaha studios for the remainder of the news and the commercial announcements.

WOC, Davenport, la., covered the dedication of the new $1,500,000 bridge at Bettendorf, la., with three announcers, several microphones and a crew of operators on hand. The click of the scissors that cut the ribbon opened the bridge to traffic to the microphone.

A THANKSGIVING Day service originating at KFUC, Concordia Seminary, St. Louis, from which the Lutheran Hour is broadcast each Sunday, was carried on a special MBS network of five stations of the Lutheran Laymen's League. The stations were WGL, WGN, WCAE, CKLO, WINS, Kol-Shuman Adv. Co., St. Louis, is the agency.

MARION BRAGG is again doing his Words and Music program over WMAZ, Macon, Ga., being scheduled daily at noon under sponsorship of a Macon furniture dealer. Poems sent in by listeners are read to an organ background.

A NEW series of concerts by the U.S. Navy Symphony Orchestra was started Nov. 27 on an NBC-WJZ network Wednesday, 4:30-5:30 p.m. The orchestra has been augmented to 95 pieces. Composers will be invited to conduct their own works.

EDUCATIONAL programs are being featured by KOMO-KJR, Seattle, with the University of Washington, King County Medical Society, Seattle Council of Parent-Teacher Association, Washington State Department of Health and Seattle Public Schools.

A NEW series has been started on WMRD, Cincinnati, by the Presentation of Churches of Cincinnati and vicinity. The thrice-weekly programs, using the score of 5:30 period, are interdenominational in nature.

Reallocation Discussed

By Clear Channel Group

MEMBERS of the "clear channel" group of stations, who favor retention of clear channels to provide service to rural and remote listeners, met in Chicago Nov. 22 for a general discussion of FCC plans for realignment of facilities. They voiced support of a plan whereby power on a specified number of clear channels would be placed at a minimum of 50,000 watts, but with power allowable to 600,000 watts. The score of broadcasters heard comments on the present situation from J. C. McNairy, technical advisor to the group; Philip G. Loucks and Louis G. Caldwell, legal advisors. In attendance were Ed Craig and Harry Stone, WSM, Nashville; Carl Havelin, KFI, Los Angeles; Lewis Allen Weiss, WJR, Detroit; Lambdin Ke, WSB, Atlanta; Lee Coulson, WHAS, Louis ville; Joseph A. Chambers, WLW, Cincinnati; Carl Meyers, WGN, Chicago; Joseph O. Maland, and Paul Loyet, WHO, Des Moines; Glenn Snyder, WLS, Chicago; William Fay, WHA, Milwaukee; Martin A. Campbell, WFAA, Dallas, and Hugh A. L. Hauff, WOAI, San Antonio.

RIT PRODUCTS Co., Chicago (Koolo brushless shaving system) has launched a contest to aid its search for a new name for its Grand Strand Thrills program Monday evenings on WJR. The program started as dramatization of sporting events but now includes general news stories. Prizes total more than $1,000.

December 1, 1935

BROADCASTING
The Recorder comes complete in two handsome cases. It can be carried with ease by one man. The portability and flexibility of this unit make it possible for it to fill countless jobs around the studio and transcription laboratory, that ordinarily would require expensive installations.

**RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM**

Another noteworthy Presto achievement: **THE GREEN SEAL DISC!**

As compact as the watch in your pocket is the precision-built PRESTO INSTANT RECORDER. And as accurately engineered to the fraction of an inch, for utility and strength. Broadcast stations have called the Instant Recorder a "scientific scoop"—specifying it as part of their high fidelity equipment. Discard old fashioned recording methods—get PRESTO!

The Recorder comes complete in two handsome cases. It can be carried with ease by one man. The portability and flexibility of this unit make it possible for it to fill countless jobs around the studio and transcription laboratory, that ordinarily would require expensive installations.

**RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM**

**TRANSCRIPTIONS**

ADDITIONAL transcription service is planned by stations in New York City and Los Angeles. The Recorder comes complete in two handsome cases. An additional feature is that it is designed for easy handling and compactness.

A NEW juvenile transcription series for 1936 will be ready in December according to C. C. Pyle, president of Radio Publications, Los Angeles. The studio is located in the city of Los Angeles. The series will be called "The Green Seal Disc." It is designed for use in schools, homes, and clubs. The discs will be issued in five volumes, each containing 25 minutes of music. The series will be distributed through the national network of recording studios in the United States.

BROADCASTING • December 1, 1935
Phillips Petroleum Corp.

Using Midwestern Spots

PHILLIPS PETROLEUM CORP., Bartlesville, Okla., is using 26 stations in the Midwest in a 20-week transcription campaign. Twenty-eight of the stations are broadcasting one-minute spot announcements daily and from three to seven times a week. In Denver and Omaha, the company is using two stations. The remaining 8 stations are using live talent and the programs consist of variety shows, time signals and new broadcasts.

Stations in the spot announcement campaign are: KOB, Albuquerque; KFVS, Cape Girardeau, Mo.; WMT, Waterloo; KGGF, Coffeyville, Kan.; KFOR, Colorado Springs; KFRU, Columbus, Mo.; WJBL, Decatur, Ill.; KQA and KLZ, Denver; WDEG, Duluth; WQBF, Evansville, Ind.; KFPW, Fort Smith, Ark.; WFBM, Indianaplis; KFAX, Lincoln; WKY, Oklahoma City; KOIL and WOWO, Omahda; WMBD, Peoria; KGHF, Pueblo; WDAF, Quincy.; WHB, Rock island, Ill.; KFEQ, St. Joseph, Mo.; KSFJ, Sioux City; WSBT, South Bend; WTAX, Springfield, Ill.; WIBO, Terre Haute, Ind.; WIBW, Topeka, and WPH, Wichita.

On the live program schedule the refiner is using WGN, Chicago, 15-minute program three times a week; WO, Des Moines, 15-minute program six times a week; WDAF, Kansas City, three time signals each evening 7 days a week; KSD, St. Louis, 10-minute news programs six times a week; kWTO, Springfield, Mo., 15-minute news program once a day.

Maine Spud Spots

The State of Maine through the State Agriculture Commission has signed a 15-week contract with the Martha Deane program on WOR, Newark, at 2:15 p.m. daily. This is a participatory hour and the commission is using it to promote the sale of Maine potatoes. N. Wallace & Son Inc., New York, placed the account.

WHBB Takes the Air

WHBB, new 100-watt station at 1500 kc. In Selma, Ala., was formally opened Nov. 17. Studios are located in the YMCA building. Officials of Selma Broadcasting Co., operating the station, are John S. Allen, general manager; John C. Hughes, studio manager; W. J. Reynolds Jr., secretary-treasurer. Equipment includes a Western Electric transmitter. George Fabruebel is chief engineer and James Robbins is chief announcer.

seven days a week; WCCO, Minneapolis, one-hour variety show Sat., with Amanillo, Tex.; KTUL, Tulsa, 15-minute news broadcasts six days a week. Lambert Transmitter Inc., New York, handles the account.

"Local Color" SELLS

You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dute schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard - boiled city radio into WAAT. Mere sentiment could never keep these friendships so long. Cash - dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating 24 hours a day, WAAT has a vast following all over the region — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 67.1% of the area's homes are radio bums (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16

Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21

National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38

Local retailer using WAAT exclusively increased average monthly dollar volume by $5,000.00 during 1935.
Decisions...

**NOVEMBER 19**

WHN, New York — Granted modif. CP change equipment, extend completion.

WFCO, Denver — Granted CP renewal, license for CP 1390 to 1 kW unsltd., to extend new transmitter for CP 1500 to 1 kW, D.

**WFCO, Denver — Overruled order of hearing, dismissed at request of applicant.

WIEB, Columbia, S. C.—Granted extension term test program period 3 days (11-15).

KECA, Los Angeles — Granted temp. auth. bringing transmitter to station for test.

WXML, San Diego — Granted extension term, special auth.

WBP, Raleigh, N. C.—Granted temp. auth. program tests (11-09).

Examiners’ Reports...

WNYX, New York; WEED, Rocky Mount, N. C.—Examr. Bramhall recom. (L-34) that appl. WNYX for CP increase from 260 w to 1 kW S/WAW be denied.

NEW, George E. Heigens, Sharon, Pa.—Examr. Wagener recom. CP 1370 to 1500 w in 250 Ls, D.

KECA, Los Angeles — Granted temp. auth. program tests (11-09).

WSAJ, Grove City, Pa.—Granted renewal license 60 days.

WPL, Philadelphia—Granted renewal license (11-15).

ACTION ON EXAMINERS’ REPORTS...

NEW, George E. Heigens, Sharon, Pa.—Commission recom. (L-36) CP 1370 to 1500 w in 250 Ls, D.

SEASONAL AUTHORIZATIONS—WKY, St. Louis, Mo. — Granted temp. auth. for CP 1390 to 1 kW unsltd., to extend new transmitter for CP 1500 to 1 kW, D.

R. Dean—Granted temp. auth. for CP 1390 to 1 kW, D.

WNL, St. Louis—Granted extension term tests.

WJAF, Hershey, Pa.—Granted extension term tests.

WYCT, Ft. Lauderdale—Granted extension term tests.

WJAU, Jacksonville—Granted extension term tests.

WJYR, Albuquerque, N. Mex. — Granted temp. auth. for CP 1410 to 1500 w in 100 Ls, D.

WJAS, Kalamazoo—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

WWMX—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

WJWS, Shedde—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

WMCB, Birmingham—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

WJTV, New Orleans—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

WJAN—Granted temp. auth. for CP 1370 to 1500 w in 250 Ls, D.

APPLICATIONS TO BE FILED...
November 27

EQV, Pittsburgh.—License for CP change eqn., move transmitter.

WEKO, Kalamazoo.—Modif. license from D to LS Omaha.

EYK, Houston.—CP change equipment.

WCBD, Washington, Ill.—Modif license move to 120 N. Polk Rd.

WENR, Chicago.—CP change equipment.

NEW, Donald A. Winkler, Bakersfield, Calif.—CP 1210 kc 100 kw D; to 1250 kc 1 kw und.

APPLICATIONS RETURNED—NEW, D. J. Lindenberg, La Grande, Ore. —CP 1420 kc 5 kw und.

BRE, Columbus, Ohio.—CP 1580 kc 1 kw und.

WEB, Rapid City, S. D.—Examiner Bramhall recom- mended (144) that application, from C 1300 kc 100 kw und, be granted.


KOIL, Omaha.—Larry J. F. Pinn, D.; WEB, Kansas City.—CP 860 kc 10 kw D.

KAS, Prescott, Ariz.—CP 1500 kc 1 kw und.

KOKO, Reno, Nev.—CP 1000 kc 1 kw und.

CXW, Chicago.—Application to extend 2 hours by 15 minute periods.

November 28

WACN, Los Angeles.—License for KTRC, San Francisco, to move transmitter locally.

KFRC, San Francisco.—Author. antenna measurement.

APPLICATIONS RETURNED—WAMI, Laurel, Md.—Full power CP request granted.

NEW, Magnolia Broadcasting Co., Jackson, Miss., CP 1420 kc 100 kw und.—NEW First Baptist Church, Lee Nichols, pastor, Denver, Colo.—CP 1200 kc 1 kw und.

WBB, Selma, Ala.—Modif. CP new station change eqn.; NEW, W. P. Stuart, Prescott, Ariz., CP 1500 kc 100 kw und, facilities KFJM, NEW Douglas Radio Assn., Douglas, Ariz. CP 1570 kc 100 kw D. NEW, John B. Thomas, Bellingham, Wash., CP 1420 kc 100 kw und; NEW Labor Broadcasters, Huntington Park, Calif., CP 1170 kc 100 kw D ad decision.

Chicago Agency Changes

TWO changes in radio departments of Chicago agencies have been announced in the last fortnight. They are: Charles Newman named radio director of H. W. Kastor & Sons Adv. Co., succeeding Ed Alex- hine, now their general manager; Lord & Thomas, W. K. Bailey, formerly commercial manager of WIBW, Topeka, Kan., and they named radio director of KOIL, Omaha, named radio director of Schwimmer & Scott.

Measuring Coverage

(Continued from page 11) to learn what objectionable features exist, whether in the program itself or in the commercial announcements. By combining the data provided by this method with other research techniques it ought to be possible to arrive at a measure of the effectiveness of a particular program in developing new users of advertised products.

The decision which comes most quickly to mind is of course that such a method is costly. In one sense it is, in another it is not. The recording instruments do represent sizable initial investments. The operating cost, compared with other methods of gaining the same information, is trifling. The most extensive cold survey made in the Boston area, to my knowledge, brought in during a single week a record of about 4300 fifteen minute periods of listening. Our first week’s tabulations record somewhat over 10,000 fifteen minute periods of listening. A single recorder installation brings in all listening during 168 hours or 672 fifteen-minute periods of listening, when local stations are on the air) at a single installation cost.

Machines do a great many things much more uniformly, much more accurately, and much more cheaply than human beings. There is no reason why the process of commercial research should be entirely immune to mechanization. We already use tabulating machines to assemble and store data. We take our data, go a step further, and mechanize, in this one instance, at least, the process of data collection.

December 1, 1935 • BROADCASTING
Advertising Improves
(Continued from page 9)

Wrestler Beats WGAN

WGAN, Cleveland, recently lost a bout to Man Mountain Dean, 315-pound wrestler. During an interview with Dean, Bob Evans of WGAN asked him how he handled the tough guy. "It's like this, Bob," said Dean, fishing him into a microphone and WGAN went out of commission for two minutes.

FCC Procedure

After receipt and examination of this information, if the claims are justified, the matter is dropped, but if not justified the Commission may order the docketing of an application for complaint against the offending advertiser. The matter then is referred to the special board for negotiations of a stipulation. If the stipulation is executed, the matter is closed, subject to reopening if occasion arises. If there is no stipulation from the advertiser, the Commission institutes proceedings against the advertiser by issuance of a formal complaint.

That portion of the report covering radio advertising, follows in full:

Radio advertising.—The Commission has been requested to consider the propriety of broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset the Commission, through its special board of investigation, determined that the broadcast over all radio stations during July, 1934. The volume of returns received and the character of the information submitted indicated clearly that a satisfactory consistent scrutiny of current broadcast could be maintained by the Commission only if the license holder or individual经营者 engaged by an agency for logging the stations for such periods. Consequently, starting in September, 1934, a number have been issued to individual radio stations according to their location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

The national and regional broadcast networks, however, on a continuous weekly basis, submitting copies of commercial contin- uities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

To complete the observation of radio advertising, the producers of commercial transmission recordings with regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured and used on radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of the commodity being advertised, the Commission’s knowledge of correct transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transmissions with the essential data, as to the name of the advertiser and the program on which the advertisement appeared.

The combined material received from the individual stations, as well as from the weekly returns on regional and national networks, as well as from special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has grown in great and increasing esteem in its efforts to curb false and misleading trade representations.

Up to June 30, 1935, 420,253 radio continuities had been received by the Commission. Of these, the transcription programs of 376,899, representing in 6,879 cases being referred, as possible false and misleading, to the members of the board and their legal assistants for further consideration and possible action.

In all cases where false and misleading advertising is detected in radio broadcasting, the Commission is acting substantially the same procedure as is followed in cases of false and misleading advertising in newspapers, magazines, or other periodicals. The scrutiny of radio advertising is being conducted with a minimum of expense to the Government as well as to the industries because of cooperation of members of the industry and the system of procedure developed.

In its examination of radio continuities, as of newspapers, periodicals, and other periodicals, the Commission is acting substantially the same as the radio stations in violation of the rules and regulations of the Federal Department. Action by the Commission in such cases as are found to be under investigation by that Department is being followed by the same results.

Many scientific opinions have been rendered by the Food and Drug Administration, Bureau of the Public Health Service, and the Bureau of Standards. Also action against some radio networks for the therapeutic properties of various preparations have been furnished by the Food and Drug Administration. In a number of instances these decisions and recommendations of medical preparations has been undertaken at the request of the Department of Agriculture.

NOW READY...

The new loose leaf catalog of the Radio Transcription Company of America is now available. With an attractive cover in colors, the publication makes instantly available the complete program productions of this pion- eer production group.

There are thrilling mystery dramas, romantic love serials, syncopating musical themes, rousing songs of the outdoors . . . in fact, practically every conceivable type of radio entertainment for present-day consumption.

In fact, you'll find some programs that are "way ahead of the times" for Transco creates the programs from the raw product (the idea) to the finished product (the transcription). Transco follows no beaten path, but beats trails of its own. That is why they have "tomorrow's programs today."
WJR, Detroit, has joined the ranks of Western Electric high-fidelity stations. This installation provides one of the year's outstanding examples of increased service area and improved transmission. Engineered by Bell Telephone Laboratories, this Western Electric 50KW Transmitter is building still greater goodwill for WJR, "The Goodwill Station!" For full details: Graybar Electric Company.

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
The Other Fellow's Viewpoint...

Coloring the News?

To the Editor of Broadcasting:

MEMBERS of the Inland Daily Press Association (daily papers of the Midwest) in their semi-annual gathering, once more attune to the bogy that news broadcasters should not be sponsored, because the advertiser who pays the freight edits the news.

To anyone who has ever been near a radio station, the immediate answer is obvious, namely: That radio news is handled so rapidly and in most instances so far from any direct contact from the advertiser that it is a physical impossibility for the sponsor to have a great deal to say about what goes in his news broadcast.

The members of the Inland Daily Press Association have apparently forgotten that the Pulitzer prize, the highest award in newspaper journalism, once went to Paul Y. Anderson of the St. Louis Post-Dispatch. What was the reason that Mr. Anderson and the Post-Dispatch were so honored? The answer is known by every newspaper man in the country, and often furnishes a chuckle—Paul Y. Anderson and the Post-Dispatch were honored because Mr. Anderson and the Post-Dispatch had the nerve to print oil scandal disclosures which reflected on one of Post-Dispatch's largest advertising clients.

To brief the situation then, in the newspaper field if you have nerve enough to say anything about anyone who advertises, then you must immediately be placed on the list of Pulitzer eligibles.

Although this writer is in a remote part of the United States, he has had the privilege of working for a number of these members of the Inland Daily Press Association. I would like to ask them, the publishers of a number of these Inland Daily Press papers, particularly those in North Dakota, to sharpen their memories a bit.

They can recall without a great deal of difficulty the days in which they were fighting the Nonpartisan League; the days in which they used every known political trick to capture every conceivable vote in opposition to the Nonpartisan League. At that time North Dakota had on its law books a statute against the sale of cigarettes. The papers were very vigorous in support of the W. C. T. U., between legislative sessions, on behalf of the anti-cigarette law. I wonder if they remember how silent they were when a bill to repeal the anti-cigarette law was before North Dakota's House of Representatives. I know they can all recall with the.color of America's biggest cigarette manufacturers which lay on their business managers' desks "Insert when cigarette bill is repealed."

I wonder if the advertiser or sponsor didn't have at least a wee bit to do with those changes in editorial policy. I think I can truthfully say that there is not a single member of the Inland Daily Press Association who can, without the greatest of ease, remember not one but many instances in which they have suppressed news which could have been exaggerated some sizeable advertisers.

To one who has worked for papers of the Inland Daily Press Association, their stand is highly laughable. Because not once, but many times in my reporting for some of these well-meaning gentlemen have I been told to "forget that story". Now, I wonder why it is that these same papers in reporting family brawls of a poor man and his wife are so liberal with their use of names and places in their news accounts and at the same time when a wealthier man, particularly an advertiser, should happen to rather vigorously maul his wife, we read in the paper that "Mrs. Advertiser is a patient in the hospital, recovering from a fall when she slipped on the icy steps at her home." Could it be that Mr. Advertiser in this instance had a bit of indirect control in the editing of the news?

For the last two years it has been my pleasure not only to see the Texas Co. news broadcast, but also to edit and to broadcast that news. In two years the Texas Co. has never even suggested any policy of theirs with regard to suppression of coloring of the news. In 15 years of news reporting, it is the first time that I have ever been given "carte blanche".

Laughable as the situation is, radio news broadcasting will have to guard against the possibility that of any newspaper because of the attacks to which it is subject. Radio must guard carefully on its accuracy as has been demonstrated in Montana's recent earthquakes in which one of the radio's finest news services was tricked into sending out a false story through the ingenuity of its newspaper counterpart.

If radio news broadcasting is kept clean, kept impartial, as it now is, there will be exceedingly accurate, public confidence and acceptance which it will gain will be entirely through accumulated good will, such attacks as the recent one by the Inland Daily Press Association, increase only laughable as time passes on.

But, in the meantime, if you entertain any such a notion as to know who is going to win Pulitzer prizes, watch the newspapers which are paying the highest gasles or making noisy about a quarter-page advertiser. You probably will not find any member of the Inland Daily Press Association or the National Press Association who can afford to have a member of the Inland Daily Press Association in the respect which they deserve for their maintain.

EDWARD M. YOCUM, KGEZ, Kaisilp, Mont.

INK SPOTS

W. A. SHEAFFER Pen Co., Fort Madison, la. (fountain pens), is spotting its current radio campaign which has been a quarter-hour in more than 18 metropolitan stations from Boston to Los Angeles, six days a week. The Junior Police Patrol, which the same sponsor has been testing over WGN, Chicago, will soon be extended to include the MBS hookup. Agency: Philip O. Palmer & Co., Inc., Chicago.

CLASSIFIED ADVERTISEMENTS

Program and production executive, seven years experience, excellent references, now employed but available in two weeks. Box 415, Broadcasting.

Public address announcer, young, college graduate, and expert linguist, desire an exciting position with successful station or network. Thorough knowledge of radio drama and music. Box 404, Broadcasting.

Manager creditable commercial and production background, desires change. Finest credentials of character, accomplishment in all departments. Wide experience with both sales, network, and large institutions. Box 406, Broadcasting.

For Sale—Equipment

One Western soap corssmitter, complete with soap tubes and parts, including three spectrohelicator control panels and generators. Box 405, Broadcasting.

Music—Talent

Program Managers, Artists, send for list of new song writers. Perfect for broadcast without payment of copyright fee. Indianapolis, Ind. Box 414, Broadcasting.

Wanted To Buy—Station

Successful Station Manager, Chief Engineer and Chief Announcer, wants station. Will buy outright, lease or operate on percentage basis. Box 411, Broadcasting. For outright for cash. Box 412, Broadcasting.

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.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.
WHEN IN WASHINGTON
DO AS THE WASHINGTONIANS DO...

No doubt we're running the risk of exhausting ourselves (and your-
selves) by continually repeating that "the majority of Washington
merchants prefer WRC and WMAL".

However, we feel that it's pretty convincing evidence of what
kind of a job these two fine stations do in Washington, and can
bear plenty of repeating.

We could produce charts and figures, diagrams and facts, to
prove why WRC and WMAL can do more for you than can any
other stations in Washington. But just a quick glance at the local
"Who's Who" on their clients list will tell a quicker and very con-
clusive story.

* Potential circulation according to the new NBC Method of Audience Measurement,
by area. Copies of WMAL and WRC Aireas maps will be sent to you, upon request.

WRC AND WMAL
189,199 196,641
RADIO FAMILIES* RADIO FAMILIES*
WASHINGTON, D.C.

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—WRZ ★ SPRINGFIELD, MASS.—WBZA ★ SCHENECTADY—WGY ★ PITTSBURGH—KDKA ★ CLEVELAND—WTAM
DENVER—KOA ★ PHILADELPHIA ★ DETROIT

www.americanradiohistory.com
Over 60% of the total power of licensed broadcasting stations in the United States is generated by RCA Transmitting Tubes. The RCA 100-kilowatt Radiotron UV-862, largest commercial tube ever built in the United States, does its herculean share!

RCA TRANSMITTING RADIOTRONS
Standard for Fifteen Years
New York: 1270 Sixth Avenue Chicago: 111 North Canal Street
San Francisco: 170 Ninth Street
Dallas: Santa Fe Building Atlanta: 144 Walton Street, N. W.
RCA Manufacturing Co., Inc., Camden, N. J. A subsidiary of