It takes KDKA to sell the Complete Pittsburgh Market

The Pittsburgh trading area has expanded since KDKA’s pioneer days (the early 20’s). Better roads and faster transportation have pushed out the imaginary line, creating thousands and thousands of new customers for Pittsburgh merchants.

KDKA has kept pace with this growth. Greater power and better technical facilities have extended its service area so that today it more nearly corresponds to the complete Pittsburgh trading area than any other radio station. You need KDKA to sell the whole market. Nothing else will do.

KDKA is one of NBC’s managed and operated stations. Others are WEAF, WJZ, New York · WGY, Schenectady · WBZ-WBZA, Boston and Springfield, Mass. · WRC, WMAL, Washington, D. C. · WTAM, Cleveland · WMAQ, WENR, Chicago · KOA, Denver · KGO, KPO, San Francisco.
Presented to the audiences of our 109 subscribers with the compliments of NBC THESAURUS

NBC THESAURUS pays another husky dividend! A real Christmas present in the form of a full hour Christmas program will be sent to all subscriber stations for presentation to their audiences as a sustaining holiday feature, or to be sold for local sponsorship.

Consisting of a beautiful dramatization of Dickens' immortal "Christmas Carol," and appropriate Christmas music as only Ferde Grofe, Nathaniel Shilkret and others can render it, this program has the same high quality of all NBC Recorded Programs.

A Merry Xmas and a Prosperous New Year to our 109 subscribers from NBC THESAURUS ..."A Treasure House of Recorded Programs"!
NEW FACTS ON MAKING ADVERTISING DOLLARS GO FURTHER IN NEW ENGLAND

Put these two facts together in planning your New England advertising.

Fact No. 1 — WTIC advertisers are receiving an average of 300% more letters today than in January of this year. That means WTIC is constantly reaching a larger audience.

Fact No. 2 — WTIC rates are substantially the same as at the first of the year. That means WTIC is giving you a whale of a lot for your money.

Now take a glance at the map below. It's less than 100 miles square, but in WTIC's primary coverage area are 1,580,000 people. In the secondary coverage area are 680,000 more. They're people with buying power far above average, too.

WTIC offers the most complete way to reach this rich market at least cost. Talent is available for the skilful staging of any type of program. Full particulars on request.
Have you noticed how difficult it is to change a man's mind by writing him letters, how easy if you can sit down and chat for a few minutes?

Every industrialist has found that he can alter people's opinions, smooth out dangerous crises, sway obstinate labor leaders, convince skeptical bankers, intrigue phlegmatic Vice-Presidents in Charge of Purchasing—if he can only talk to them.

In your own office you can talk comfortably to perhaps fifteen people; in the directors' room to twice as many. But there is a way by which you can talk to millions of people—five, ten, twenty million and more—all at the same time, yet in as friendly and casual a manner as if their elbows were propped on your desk.

That way is the way of radio broadcasting via CBS, the world's largest radio network. It brings to mass selling the friendly warmth and persuasiveness of armchair-to-armchair conversation. It has brought to CBS a sales volume four times what it was six years ago, has prompted more than 80% of Columbia advertisers to renew their contracts.

It enables you to win new users for your product at the same second and with the same broadcast in markets as far apart as Largo, Florida, and Tatoosh, Washington, most widely separated of U. S. towns, or as different as New York, with ten million subway and skyscraper habitues, and Coon Rapids, Iowa, with 214 corn farmers.

Day after day, night after night, it helps CBS advertisers make a neighborhood of a nation.

THE COLUMBIA BROADCASTING SYSTEM, INC.
WORLD'S LARGEST RADIO NETWORK 485 MADISON AVENUE, NEW YORK CITY
MAYBE you have, maybe you haven’t, noticed the gratifying growth of this company during our first half-year of existence.

Matter of fact, the growth isn’t important —except as it evidences the soundness of our business principles.

Principles? Yes! — the determination to represent really good stations exclusively —to solicit business only where we sincerely believe we can help the customer — to conduct our relationships with both customers and stations always on the basis of permanent good rather than immediate profit.

And this isn’t a Christmas message, either. Test us — any month in the year.

FREE, JOHNS & FIELD, INC.

Associated with Free & Steiniger, Inc.

Radio Station Representatives

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

CHICAGO
180 N. Michigan
Franklin 6373

DETOIT
New Center Building
Trinity 2-9444

SAN FRANCISCO
Russ Building
Sutter 9415

LOS ANGELES
C. of C. Bldg.
Richmond 8194

WCSC  .  .  .  .  .  .  .  .  .  .  Charleston
WIS  (NBC)  .  .  .  .  .  .  .  .  Columbia
WAIU  .  .  .  .  .  .  .  .  .  .  Columbus
WOC  (CBS)  .  .  .  .  .  .  .  Davenport
WDAY (NBC)  .  .  .  .  .  .  Fargo
KTAT  (SBS)  .  .  .  .  .  .  Fort Worth

WDRC  (CBS)  .  .  .  .  .  .  .  Hartford
WKZO  (MRN-NBC)  .  .  Kalamazoo
WNOX  (CBS)  .  .  .  .  .  .  .  Knoxville
KOMA  (CBS-SBS)  .  .  .  .  .  Oklahoma City
WMBD  (CBS)  .  .  .  .  .  .  Peoria

WPTF  (NBC)  .  .  .  .  .  .  .  Raleigh
KTSA  (CBS-SBS)  .  .  .  .  San Antonio
WDAE  (CBS)  .  .  .  .  .  .  .  Tampa
KTUL  (CBS)  .  .  .  .  .  .  .  Tulsa
KALE  .  .  .  .  .  .  .  .  .  .  Portland

Southwest Broadcasting System

Page 6
Deadline Near Copyright Status in Doubt

By SOL TAISHOFF

NAB Board Recesses Following Hectic Session; Networks In Key Position; ASCAP Dissolution Is Intimated

WHAT WILL happen about the copyright situation when current 25-year contracts that it desires to enter seriously in doubt as Broadcasting went to press Dec. 13. After meeting in New York Dec. 9 and 10, the NAB board of directors, called into extraordinary sessions in at a solution, receded until Dec. 16, when important developments were expected.

Inclined toward effecting "per piece", or method of paying for musical numbers, in lieu of the percentage basis, the board tentatively adopted a resolution favoring this method. Final action, however, was withheld pending the anticipated "important developments". A delegation of the board's membership, comprising six members, was named to inquire into the "per piece" plan.

Depends on Networks

THE ENTIRE situation appeared to turn on what decisions the major networks ultimately will make. They already have five-year extensions of existing licenses with the American Society of Composers, Authors & Publishers after Dec. 31. These contracts, however, signed last June, cover performance also of the catalogs controlled by the Warner Brothers publishing houses, representing between 25 and 40% of the ASCAP repertoire.

Since the withdrawal of the Warner houses from ASCAP, effective Dec. 31, the status of these extensions with ASCAP is somewhat in doubt. Warner, through Herman Starr, vice president of the picture organization, and its music generalissimo, has repeatedly pressed for termination of arrangements with the networks which, it believes, should constitute a substantial loss in the royalties for music performed.

As the deadline approached, there were new indications that temporary arrangements might be made to avoid chaos after Jan. 1. It is considered not improbable that the Warner houses will be willing to issue temporary licenses to stations for perhaps a three or six month period or payment on a percentage basis of something between 25 and 40% of the payments to ASCAP. ASCAP extensions of present contracts also are within the realm of possibility, if this contingency develops. This might be worked out in order to permit adjudication of the issue between ASCAP and Warner Brothers over the continued licensing Warner music because of its arrangements with composers and authors. The "important developments" for which the NAB board recessed, it was intimated, might be in the nature of litigation along this line.

Meanwhile there have been numerous conferences between spokesmen for the Union, Edward Klauber, CBS first vice president, and A. L. Ashby, NBC vice president and general counsel, with both Mr. Starr and E. C. Mills, ASCAP general manager. Both of these spokesmen appeared before the NAB board prior to its closed sessions Dec. 9 and reviewed the situation.

The view was still prevalent that Warner Bros. houses will return into the ASCAP fold if contracts with stations and networks are altered to yield to it greater royalties. Instead of its share of about $340,000 received last year, Warner also has asked $1,000,000. It contends this additional revenue should come from the networks.

Possibility that ASCAP might dissolve if Warner Bros. does not return, is more than hinted. It has been definitively ascertained that a number of important publishers, such as Leo Feist, Schirmer, Marks, Carl Fischer and Robbins, have not renewed their ASCAP contracts, pending action on propositions they have made to the ASCAP board. Because of this, it is known that termination is being given to a voluntary dissolution of ASCAP as such, thus automatically terminating the contracts it already has with the networks and some 58 stations for five-year extensions from Dec. 31. Then, under this strategy, it might reorganize with another name and start afresh on contracts with networks and stations. Under such an arrangement, Warners might be entitled back into the new copyright pool created under another name. The NAB delegation, it is reported, called on Mr. Mills Dec. 11, and inquired about arranging a per piece or measured service method for the remainder of its catalog. Mr. Mills responded, according to the report, that while he personally did not object to such an arrangement, it would take perhaps a year to work one out.

Warner houses, meanwhile, were pressing their methods of making, which they hoped would be available by Jan. 1.

In any event, there has been no clarification up to this time of the position of stations and their clients. The NAB board had under consideration the adoption of a resolution favoring per piece as soon as it could be effected and recommending that it be tried to get along without either ASCAP or Warner until it could be worked out. They would be instructed to use only public domain music and minor catalogs, such as Associated Music Publishers, and Society of European Stage Authors & Composers, available at flat rates.

The view also has been advanced, (Continued on page 54)

“Per Piece” as Solution of Copyright: Pro and Con . . .

Espouses the Per Piece Plan

By PHILIP G. LOUCKS

Former Managing Director, NAB

BROADCASTERS and copyright owners have been at odds for 13 years. Broadcasters claim they are paying too much. Copyright owners claim they are receiving too little. From time to time temporary agreements have been reached and each time substantial members of both groups have been dissatisfied.

Both sides to the controversy have continually talked too much about dollars and too little about method. Neither side has given sufficient thought to a permanent and equitable solution of the problem. As was to be expected, the problem has grown in importance and today both broadcasters and copyright owners face almost insurmountable difficulties.

In the early days of broadcasting, if a station held a license from ASCAP, it had access to all of the music that was necessary for its successful operation. As the years passed, rights to important foreign catalogs were lost to the Society and fell into the hands of other American groups. Today there are in the licensing net, in addition to the Society, the Associated Music Publishers Inc., the Society of European Stage Authors & Composers, the Radio Program Foundation, and, after the first of the year—unless the breach is healed by the Warner Brothers group of publishers. The total sum of money paid by the industry for the use of copyrighted music has increased very materially during recent years.

The whole problem has been made to appear far (Continued on page 58)

Levy Replies, Calls it Unworkable

By ISAAC D. LEVY

Treasurer, NAB

THE Editor of Broadcasting, after informing me of the fact that Mr. Loucks had prepared an article indicating his view upon the present copyright question, asked me if I cared to make reply to it. In view of the present involvements, I was curious to know what Mr. Loucks' reactions really were. I have read his article.

Having been so closely associated with this problem for many years, and knowing Mr. Loucks’ connection with it, it is difficult to understand how he has reached the conclusion that the current structure is unworkable. Per piece plan, to this writer, is a panacea for all. He suggests: “All things necessary to make per piece workable are available and have been worked out. It is not a question of the utilization of the per piece plan effective that is the broadcasters notify the copyright owners that they will purchase music rights on the per-piece or per-use basis . . .

Mr. Loucks knows that the copyrights are assigned to ASCAP by the composers and that no rights could be acquired directly from the composers. ASCAP would be the one to set the price for the music. Mr. Loucks observes that the per-piece plan has already been attacked as being unscientific, unreliable and illogical. He does not attempt to dispose of this criticism of the per-piece plan. He does not attempt to prove that it is logical or scientific. He merely says it is one of the present plans no more scienc (Continued on page 59)

December 15, 1935 • BROADCASTING
Looking-in On RCA Television at Camden

BY MARTIN CODEL

Iconoscope Camera and Kinescope Produce Clear Pictures: Experiments Next Year May Chart Future Course

TELEVISION isn't ready yet, but it is on its way and coming fast—and it is remarkable the direction it will take from the laboratory to the home, via broadcasting stations, experimental receiving sets, and into the minds of the general public. RCA's engineers and executives hold at least a few of the ace cards in this field. The moment the industry has become convinced that the public will like what is offered, at that moment the broadcasters must be ready to acquire and construct visual broadcasting stations—assuming also that wave and power licenses are procurable from the FCC and that the FCC permits them to maintain themselves on a commercial basis.

Television is still labeled experimental by the FCC, as by the old Radio Commission, which means that its offerings cannot be sponsored. The sponsorship of television programs along the same lines as audible radio—with all that is implied in new sales methods and presentation technique—appears to be the only way to support the immensely costly broadcasting structure that television will require, at least in this country. RCA engineers have seen what RCA can show, and also what the other laboratories have to offer, and have expressed themselves as tremendously impressed. It is reasonable to assume that some of the federal regulators of broadcasting will betake themselves to the scenes of these experiments to formulate the policies that must be laid down to a great endeavor making ready to graduate from adolescence and the paternal fireside to young manhood and an independent way in the industrial and social world.

What It Looks Like

AS TO what RCA has revealed, with a few comparisons with what was seen in England, let me begin by asking you first to look at a good halftone newspaper picture in any newspaper, the measurements of which are 6 x 7 1/4 inches or thereabouts. Imagine it coming to life, the figures therein becoming animate and expressive. You clearly recognize the characters and hear them, you see the setting and the background and you feel a vicarious presence at the scene.

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THE "KINESCOPE"—Heart of the RCA's receiving system, on the white convex surface of which its 345-line pictures are built up and framed at the rate of 60 per second. Dr. Vladimir Zworykin is shown holding the tube.

Imagine the same picture on a fluorescent screen the same size—approximately 6 x 7 1/4 inches. You watch the action in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through brilliant illumination. The image is seen in sharp relief through brilliant illumination. The lighting is a yellow, greenish lamp that does not shadow your face or the surrounding room, does not blur your vision. You see the characters and measure their size, the action in sharp relief through bright...
electrons on the circular end of the tube were figuratively "painting" 343 lines of electric-light impulses at a rate to produce 30 pictures per second, as actually to frame 60 pictures per second. More lines and faster framing can be achieved, but the RCA experimenters think this is enough for good illumination and satisfactory clarity.

It is! The pictures were smaller than the 240-line visual images at 25 frames per second which Baird Television Ltd., demonstrated to me in London and which is one of the systems the British will bring out next spring. Baird screened a 12 x 9 inch picture, which was clear but not quite as sharply delineated as the RCA's. Baird screened an 8 x 6 inch picture with the same number of lines and frames, but it was again not as sharp as the RCA picture of approximately equal size. This is not to say that Baird pictures are not poor—far from it. They were excellent, but the RCA's are better.

It might be pointed out that the second system which England will bring out next spring, requiring the set manufacturers to build two circuits in each receiver so that both systems can be "tuned in", is that of Electrical and Music Industries Ltd., of which a few weeks ago it was said that it is by the British public next spring (with receivers costing about $400 each) may provide some clue to American observers of the eventual marketability of television receiving apparatus.

This Is Television!

IN THE darkened "television theater", where a young engineer tuned in the received images on a dial that brought in the synchronized sound and visual images of the mechanical "television camera", we saw a two-foot close-up of a studio shot of a woman smoking a cigarette and telling us what was happening at the transmitting studios. Her voice was distinctly recognizable, the smoke of her cigarette was discernible and even the gleam of his glass was visible. The "television camera", of which more later, was then moved back to ten feet and we saw the young man in about three-quarters length, again as clearly as in a photograpn.

Then the camera moved back out a window of the studio and we were treated with a street scene. We saw a large billboard advertising, as we were later to observe on the spot, was in colors so that the letters and words were of varying shades in the reproduction. But we could read the billboard and we could see the street below as well. But, as we turned to see amazing, we saw in the same scene a portion of the Camden-Philadelphia bridge, could make out and observe structural features, and saw above the concrete bridge rail the tops of tiny American flags. Had it been the picture. It was every bit as clear as a motion picture, though (Continued on page 60)

The "Eye" of Television—Above is the television camera discussed in this article, showing the insides and mounting of the camera box itself and the mounting within it of the Zworykin "Iconoscope". The lower picture is a closeup of the Iconoscope tube itself, which is to television what the speaking tube is to sound broadcasting. The deflection of the electron beam for scanning the mosaic is accomplished by a magnetic field, the deflection coils being arranged in a yoke which slips over the neck of the Iconoscope. The assembled deflecting unit is shown at the right of the lower photograph beside the tube.

THE "ICONOSCOPE" is a large vacuum tube with a long neck, containing a photo-sensitive mosaic plate which is scanned by an electron beam. It is the mechanical duplicate of the human eye, the sensitive plate corresponding to the retina and the electron beam to the nervous system which carries the image from the retina to the brain.

The rectangular mosaic plate in the bulb of the tube consists of several millions of light-sensitive cells which are sprayed by electron beams from an electron "gun" located in the tube's long neck. In the same manner that a machine gun sprays bullets, the electron "gun" directs the stream of electrons across the plate from left to right. The beam traverses the plate in a series of parallel lines covering the entire surface of the mosaic in one-thirtieth of a second, and then repeats the entire process. It takes 343 of these lines to make one complete image, corresponding to one frame of a motion picture film.

When the image is focused on the mosaic plate, every photo-sensitive element of the mosaic emits electrons in proportion to the intensity of the particular point of the image being scanned. This leaves the mosaic positively charged, thus creating a sort of electrical image on the surface of the mosaic. When the scanning electron beam touches a point of the mosaic, it neutralizes this positive charge, creating an electric impulse which represents electrically the information about that point of the image.

These impulses are transmitted by radio waves just as impulses representing sound are transmitted in sound broadcasting. To eliminate flicker, the scanning is done by alternate lines; that is, all the odd lines (1,3,5, etc.) are traced by the electron beam from top to bottom of the plate, then the electron spray starts again at the top and fills in the even lines. This process takes place 30 times each second, producing 10,550 lines per second. The whole system is entirely electrical without a single mechanical moving part.

The transmitted impulses are received by a radio receiver similar to the receiver of broadcast sound waves, only in this case these impulses, after being amplified, are not applied to a loudspeaker but to another cathode ray tube called the "Kinescope". This tube is similar to the "Iconoscope" except that instead of having a photo-sensitive mosaic, it has a fluorescent screen whose purpose is to transform the electrical impulses back again into light, thus reproducing the picture.

Television Viewed As Engineering Aid

Commercial Operation is Five Years Away, Says Mr. Cruse

WITH television and its prospects occupying more and more attention of broadcasters and broadcast engineers, Andrew W. Cruse, chief of the development of commercial elettrical equipment division, speaking Dec. 12 before the combined convention of American Radio Manufacturers Association and National Association of Broadcasters in Schenectady, N. Y., described television as an "engineering catalyzing" industry, and said that it is a "development which by its presence is capable of inducing changes in other branches of engineering even while remaining unchanged itself."

Mr. Cruse has seen practically all of the major television experiments in laboratories or field operations, having visited the various American laboratories and having been dispatched by Secretary of Commerce Roper last summer to Europe to observe the British and German systems. A report of his observations, as given before the NAB convention at Colorado Springs last summer, was published in detail in the July 15 issue of Broadcasting.

While foreseeing many economic obstacles to the public introduction of television in this country, Mr. Cruse is optimistic about the ultimate future.

May Require Five Years

"I HAVE every confidence," he asserted at Schenectady, "of the ability of our own engineers to make the first successful commercial systems. In other countries in this field."

It will be "some time", however, he added, before we can hope to parallel our present broadcasting network which is with a similar network of visual transmitters, although the FCC has already granted 27 experimental television transmitters.

Television on a commercial scale, which is the problem in all or most of our population centers," he said, "will not, I am sure, materialize within five years. In this connection I think that within the near future this new television system will probably become known as the Sixth Estate—will have to do something with regard to a program of standardization in order that the pioneer observers will be given some assurance that their investing is not going to be obsolete before they get out of the packing cases in which they are delivered.

Mr. Cruse foresees that television will "make the motion picture industry a bigger and better industry than it has ever in its wildest dreams hoped to be," chiefly because of the increased demand it will create for a wider and better supply of material. He was certain, he said, that it will not keep people away from the theater any more than sound broadcasting has kept people away from movies. He predicted a vast new field for research, operation and employment for a great number of engineers having to do with acoustics.

"HI-FI" is the nickname for high fidelity broadcasting, now coming into greater vogue, that has been coined in England.
Robin Hood Junior—A Shoe Success Story

By MILTON M. MENDELSOHN

Vice President, Morenus Adv. Agency Inc., Chicago

With a Sure-fire Merchandising "Hook", Radio Campaign Doubles Sales and Dealer Outlets for Central Shoe Co.

THE PROBLEM of adapting radio to do a job for the national manufacturer of children's shoes so that the broadcast would definitely divert new business to the retailer seems to have been referred to in the trade literature. First because the number of outlets where such shoes could be had were far too small to expect the commercial credit line "Go to your nearest dealer" to mean anything. And yet the number of existing dealers was too great to be mentioned on one program.

Product is a shoe, a shoe idea, or "hooks" seemed inadequate; for despite any desire for ownership that could be instilled in a children's audience, by no optimistic stretch of imagination could we imagine a child going to the 15 or 20 shoe stores in his community until such time as he found the store that carried the shoes of the sponsor.

This, then, was the problem of Morenus Adv. Agency for Central Shoe Co., St. Louis, and Robin Hood Shoes for girls and boys. It was felt that the solution lay not in creating a whole new merchandising hook but would do a selling job under the dealer about which a program vehicle could be woven.

And then a Formula

AFTER months of study, research and dealer contact we felt we had come upon the successful answer. Its name was Robin Hood Junior but it simply meant the creation of a children's newspaper that tied into the broadcast, as did to the program vehicle itself. And, leading the character Robin Hood Junior was established. The scene was set in the evening program of having Robin Hood receive a printing press for his 14th birthday. Also, as became one with so illustrous a namesake, Robin Hood Junior was a leader in his community and president of a children's club called the "Archers". It was natural, then, to have Robin Hood Junior fill a newspaper called the Archer that could be offered to his entire audience absolutely free for the term of one year; 12 issues, one each month and mailed directly to any child who would write him asking for one. Here was something concrete and tangible that would enable a program audience to learn where to buy Robin Hood Shoe and by means of which we could inspire a sense of loyalty through membership in Robin Hood's "Archers".

It was planned that each dealer would then be allotted his quota of newspapers by the simple method of imprinting his name on a back-page advertisement that the Archer newspaper printed on every copy directly addressed to children within a radius of two miles of his store. By further offering the child a membership card, a Robin Hood button and a very inexpensive gift if he would go to the dealer to enroll in the Robin Hood Club, all the young- ster or his parent would become permanently conscious of his store identity and the fact that he carried Robin Hood Shoes. From that point on an effective premium plan would suffice and could not help but produce results as it would be handed directly to members of the Robin Hood Club.

There remained only the problem of postage cost. We could well anticipate the impossibility of the Central Shoe Co. assuming the cost of postage for an organ whose subscription list was free. Since we planned to put the idea over in new towns as a fast as possible, the eventual list of subscribers might run into millions. It, therefore, became necessary to sell the dealer the value of such a newspaper to the point where he would be prepared to assume postage cost. The entire cost per name per year was 12 cents. We worked on the assumption that 12 copies of a child's newsletter church full of the sort of things in which children are vitally interested would, over a period of a year, inevitably lead to the purchase within that time of at least one pair of $4 shoes. Upon this basis the cost to the dealers would only be $1.44 and the advertising expenditure of 3%. a figure which equaled the normal healthy advertising appropriation of shoe stores in general. It being further logical that the sale of one pair would lead to another, the ultimate percentage cost would eventually be even far less. Predicted upon these figures the dealers of a given community were approaching each dealer with the broadcasting program and asked to sign a blank contract wherein they pledged themselves to assume the postage cost to every child within a radius of two miles of their store.

Dealers Respond

NEEDED to say, the dealers enthusiastically accepted the plan. It gave them a direct-by-mail contact with the potential customers in their community at about one-fourth the cost of any mailing piece they themselves could originate. Now that the leads were all tied together the broadcast started with an offer to the youngsters of one year's subscription free to everyone who would send his or her name to Robin Hood Junior in care of the station to which he listened. The response was far beyond our fondest expectations. Group lists of names poured in from the dealers and young club members were forming Robin Hood "Archers" clubs en masse. The club slogan "A good deed makes a good day" led to the cooperation of Parent-Teachers Associations and the schools themselves.

Holding the Audience—This four-page publication of Central Shoe Co. helps hold the young audience together between 13-week breaks in the sponsor's series of sponsorship programs.

Hood Club by the dealer they were informed that they could earn money on this basis, not only by their own purchases but also the purchases of their family and their friends. Inspired by this premium feature, dealers in many instances that the value of a club member to a dealer was somewhere in the neighborhood of $12.00 a year, per member. Therefore, the store having 10,000 members, the entire cost of which was $120 a year, developed an increased volume of around $20,000 per annum, reducing the approximate yearly cost to the dealer from $3% to only 3/5 of 1%.

Based upon the success of the test plan in one locality, subscriptions were made of the program and were spotted around the country as quickly as the dealers could be lined up to assume the postage cost. In many cities wherein Robin Hood Shoe had no representation whatever, new key dealers were attained merely upon presentation of this complete merchandising plan. And in areas where some dealers were already established, increases as high as ranging from 30 to 60% were quickly obtained. From all present indications the plan seems well on the way to increasing both the number of dealers and total yearly volume of retail sales.

ANOTHER pertinent fact is that Robin Hood Junior, as a radio feature program, is twice as a week. Considering that most children's programs are five a week users, the success of Robin Hood Junior at 2/5 the normal cost is outstanding. In addition to this the plan is further developed on the 13 weeks from off the air basis or a total of 26 weeks a year. During the interval when Robin Hood Junior is off the air, the Archer newspaper holds the audience together. The issue price of Archer is $2.50 per year. Robin Hood to the air heralds that return, picking up the audience where it left off. This means no loss of audience or time and money spent for listener build-up when the program returns to the air.

Frankly, we believe the method of handling the merchandising on the program is to be responsible for its success. The program idea, and the free subscription of a newspaper wholly devoted to juvenile interests, could not fail to get attention. But had we not first arranged distribution of cost on the newspaper mailing so that that cost is a minor item to everyone concerned, the makers of Robin Hood Shoe could have saved the cost of the newspaper alone so staggering as to make the entire idea unprofitable.

FELIX GREENE, recently appointed to represent the British Broadcasting Corp. in America, is now in Chicago to establish offices at his headquarters there. He will arrange for relay exchanges with the United States and Canada.
OXYDOL MAIL PROVES W-H-O’S DAY-TIME SALES-POWER!

BASIC FACTS:  
In the ten days from October 28 to November 7, 1935, an offer made only on Oxydol's Ma Perkins (NBC) program—2:15 to 2:30 p.m.—drew 15,197 mail responses from WHO listeners, each with an Oxydol carton.

Mail came from every county in Iowa, and from 184 other counties in thirteen other states. Mail return from outside Iowa was proportionately less than would normally be produced by a program on WHO alone, because the Oxydol program was carried simultaneously on WOW, Omaha, and WMAQ, Chicago.

In Polk County, home of WHO, the offer drew one response for every nineteen radio-equipped homes. In Black Hawk, Carroll, Cass, Cerro Gordo and Jefferson counties—all about 100 miles from Des Moines—the response ratio was nearly as high or even higher.

CONCLUSIONS:
That throughout the Iowa Market, WHO gives coverage comparable to the concentrated coverage in its home county, as proved by high response ratios in distant counties. (See map).

That its economical rates make WHO a highly profitable day-time buy for the radio advertiser with a message for women.

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

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
Campaign to Cool Congress Agitators
Reformers and Agitators to Be Active But More Vital
Questions Are Likely to Keep Congress Occupied

A RADIO legislative calendar gleefully awaits a session of reformers and agitators and the various elements fostering government ownership of broadcasting. Pending before the President for signature awaits the second session of the 74th Congress that convenes in Washington July 12.

Despite many predictions in the radio "hot stove league," that dire things will happen at the next session before the Commerce Committee, no one can warrant any such conclusions. Ever since the last session adjourned in August, there has been talk of a sweeping investigation of broadcasting, the FCC and everything that goes with it. Yet there appears to be no basis for such speculation.

The oratory aplenty about radio can be expected at the coming session, mainly because the subject lends itself to that sort of discussion. But the fact that there is a campaign year, however, will have a cooling effect insofar as investigation, according to observers. Moreover, the session will be so engrossed in crucial matters as to communication, government economics, relief, soldier's bonus, and similar matters relating to economy that little time will be available for what most legislators construe as relatively minor matters.

Pending Measures

THERE are two measures pending before Congress that have to do with government ownership. Both are so visionary and unsound that the may be expected to die within committees as have scored of kindred measures introduced in previous sessions. Unless there are developments of unexpected proportions dealing with broadcasting, there appears to little real basis for any view that serious consideration will be given to radical proposals. Many of the pending bills are changing the status quo in broadcasting.

Food and drug legislation, which probably will be the first to be considered, is known as the Copeland Bill (S-5). It is far different in both provision and effect from the original so-called Copeland Bill p robably will pass. Already passed by the Senate after a hectic two years of consideration and emasculation, the bill now is pending before a subcommittee of the House Interstate Commerce Committee and is labeled for early passage.

Rep. Chapman (D) of Kentucky, chairman of the subcommittee, which conducted hearings on the bill last session, asserted that the bill will be one of the first pieces of business to be accomplished. The measure is to place the sale and advertising of drugs, devices and cosmetics under more stringent regulation.

If the Senate, the bill would give the Department of Agriculture full jurisdiction over the manufacture and sale of food and drugs. Broadcasting is vitally interesting because perhaps 25% of its business, almost $25,000,000 comes from the industries that would be placed under the more rigid terms of the bill. Rep. Chapman declared that before his subcommittee reports the bill it will make one important change in its language; but he said he could not divulge until it his committee holds another meeting after the new session convenes. Indications are that any proposal transfer of control from the Department of Agriculture to the Trade Commission.

The Halé-Ethiopian war and the unsettled conditions in Europe and Asia may lead to some discussion as to the part radio plays in this picture. The broad powers over radio invested in the President in time of national emergency may possibly lead to legislation clarifying this situation.

Affecting the radio pocketbook also is pending before Congress (3047) to amend the copyright laws of 1909, which would strip ASCAP of the arbitrary powers it has had in demanding and getting its tribute from all public performers of music. The bill was passed by the Senate in July and is pending before the House Patents Committee. It is being fought with vigor by ASCAP and itsCopyright Organizational. The bill provides for elimination of the arbitrary minimum penalty of $250 per number for innocent infringers. This would be the amount of damages to the discretion of the court. It also provides for automatic copyright of composer's works and would allow American entry into the International Copyright Union. It has the united support in its present form by the Radio Broadcasting, motion picture exhibitors, hotel operators and 100 operators they agreed it the sting of ASCAP's demands.

Among the illusory measures in-

(Continued on page 56)

STATUS OF BILLS AFFECTING BROADCASTING

As Congress Adjourned on Aug. 26, 1935

(S-5) Copeland Bill to regulate manufacture, sale and advertising of food, drugs, devices and cosmetics, by Senate, and pending before House Interstate and Foreign Commerce Committee.

S-3047-Duffy Bill to amend the Copyright Act of 1909, and afford new scope for including broadcasting, by stripping ASCAP of arbitrary powers, passed by Senate, and pending before Senate Interstate Commerce Committee.

S-341-Capper Bill (Culkin Bill, HR-8404, companion measure in House) to prohibit advertising of intoxicating liquors in intercstnate commerce including broadcasting, pending before Senate Interstate Commerce Committee, House measure pending before Interstate and Foreign Commerce Committee.

S-820-Neely Bill to force losing applicants in contests over existing radio stations to pay full costs of proceedings, pending before Interstate Commerce Committee.

S-2245-Wheeler Bill carrying out recommendations of FCC that broadcast contracts be made for 2 years, that allocations be left to discretion of FCC, pending before Interstate Commerce Committee.

H-707 (Walsh Bill, HR-8852, companion in House), to amend Communications Act by requiring State Department to approve all program broadcasts by or for foreign governments, pending before Interstate Commerce Committee.

S-4-Copeland, Vandenberg and Murphy bill, to prevent promotion of foreign through interstate commerce, pending before Commerce Committee.

HR-55-Rudd Bill to allocate one-fourth of all broadcasting facilities to non-profit organisations, pending before House Interstate Commerce Committee.

HR-8475-Managhan bill to create government broadcasting network and set up Radio Commission to operate system and otherwise regulate broadcasting, pending before House Interstate Commerce Committee.

HR-3232-Sauthoff bill to prohibit use of mails, periodicals and broadcasting stations to advertising loans for which interest in excess of 15% per year is charged, pending before House Postoffice Committee.

HR-197-Buckee bill to prohibit untrue, deceptive, or misleading advertising through mails or in interstate commerce, pending before Interstate and Foreign Commerce Committee.

HR-8930-McCormack bill to allow ships to pick up radio news reports, pending before Interstate and Foreign Commerce Committee.

HJRes-220-Sirovich resolution to establish an executive department, known as a broadcasting authority, pending before House Commerce Committee.

HJRes-220-Recommend that the FCC be authorized to handle censorship and broadcasters' liability for utterances, and to set up a Broadcasting Research Commission to investigate the industry and the conditions of our national economy.

Petitions presented by a number of Senators requesting that publication of testimony at FCC hearings on broadcasting be at government expense, pending before Senate Interstate Commerce Committee.

CBS and Pacific Stations Salute KGMB, Honolulu
In Dedicating New Plant

Modern in every detail, from telephone to antenna, KGMB, Honolulu, dedicated its new station with a gala program, including inter- {

Mr. Hart, San Francisco broadcaster, who formerly owned KQW, San Jose. The residence of Webley Edwards, J. Howard Warrall, former executive of a large pineapple company, was the KGBM staff as business and personnel manager.

To augment the service of KGMB, a new full-time 100-watt station now is being built by the Honolulu Broadcasting Co. at Hilo, on the island of Hawaii, 200 miles from Honolulu. The station will be ready for operation early next year.

WBSO Sale Approved

TRANSFER of control of WBSO, Needham, Mass., from the Babson Statistical Organization to a group of Boston individuals — two of whom are salesmen on WNAZ — was approved Dec. 3 by the FCC Broadcast Division. In so doing, the Division reconsidered and granted the application for a flat license without a hearing. The individuals are George G. Crockwell, who acquired 72%. William H. Ronnen and James K. Phelan, who acquired 30% each. The latter two were formerly with WNAZ. The plain backer was named as Natalie S. Whitwell, of the Victoria Hotel, Boston. They stated they purchased the station solely for themselves and had no idea of "selling to anyone else".

New One in St. Paul

REJECTING the counter applications of the operators of KSTP and WQGY, and the application of Rev. Robert E. Connolly, all seeking authority to erect a new 100-watt station at St. Paul 1370 kc., the FCC Broadcast Division on Dec. 3 granted Edward Hoffman, St. Paul furniture dealer, authority to erect a station. Examiner Dalberg had recommended in favor of Hoffman and against the others. The order is made effective as of Feb. 4, 1936.
KNOW YOUR FAR WESTERN ‘KID’ MARKET
(What Junior WANTS—Mother BUYS)

<table>
<thead>
<tr>
<th>Trading Area</th>
<th>5 to 9 Years of Age</th>
<th>10 to 14 Years of Age</th>
<th>Total Children (5 to 14)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boys</td>
<td>Girls</td>
<td>Total</td>
</tr>
<tr>
<td>Los Angeles (County)</td>
<td>87,313</td>
<td>85,547</td>
<td>172,860</td>
</tr>
<tr>
<td>San Francisco (9 Bay Counties)</td>
<td>57,905</td>
<td>56,025</td>
<td>113,930</td>
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<tr>
<td>No. Calif. (47 Counties)</td>
<td>107,935</td>
<td>104,381</td>
<td>212,316</td>
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<tr>
<td>California Total</td>
<td>236,016</td>
<td>229,378</td>
<td>465,394</td>
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<td>Oregon</td>
<td>41,276</td>
<td>40,244</td>
<td>81,520</td>
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<tr>
<td>Idaho</td>
<td>25,379</td>
<td>24,691</td>
<td>50,070</td>
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<tr>
<td>Nevada</td>
<td>3,968</td>
<td>3,882</td>
<td>7,850</td>
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<td>Arizona</td>
<td>25,622</td>
<td>24,835</td>
<td>50,457</td>
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<tr>
<td>New Mexico</td>
<td>27,792</td>
<td>27,302</td>
<td>55,094</td>
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<tr>
<td>Utah</td>
<td>31,673</td>
<td>30,566</td>
<td>62,239</td>
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<tr>
<td>Colorado</td>
<td>52,960</td>
<td>51,820</td>
<td>104,780</td>
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<tr>
<td>Montana</td>
<td>27,541</td>
<td>26,451</td>
<td>53,992</td>
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<tr>
<td>Wyoming</td>
<td>12,278</td>
<td>11,819</td>
<td>24,097</td>
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<tr>
<td>Total 11 Western States</td>
<td>553,790</td>
<td>537,716</td>
<td>1,091,506</td>
</tr>
</tbody>
</table>

KNX has this Far Western KID Market wrapped up—ready for immediate delivery.

6 Kid shows daily between 5 and 7 P.M.—(6:30 P. M. period now available—immediately preceding ‘Jimmie Allen’)

KNX has already pioneered this child audience. Four years of hammering ‘kid shows between 5 and 7 p.m. over KNX’ has done the trick.

You can cover the juvenile population out West with ONE station at ONE low rate.

Here’s the company you’ll keep:

Richfield
Wheaties
Ralston-Purina
Ovaltine
Sterling Products

Air Adventures of Jimmie Allen
Jack Armstrong
Tom Mix’s Straight-shooters
Orphan Annie
Dick Tracy's Adventures

and the incomparable “Frank Watanabe & the Honorable Archie.”

KNX • THE "VOICE OF HOLLYWOOD"
JOHN BLAIR & CO., National Representatives
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

December 15, 1935 • BROADCASTING
Church is Elected President of KMBC

Mr. Church

Mr. Church, who is the chairman of the Board of Directors of the station, will be serving his second term as the head of the station.

Chimes Go Batter

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

Cultural Programs Increase by 400%

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

Dee will to Assist Pickard

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

Personnel Changes In NBC Sales Staff

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

General Shoe Discs

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

General Business Update Is Noted by James Free

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

MBS Extends for Year

Mr. Church

Mr. Church, who is the newly elected President of KMBC, will be giving his first speech as the head of the station.

Walter A. Parks, 38, for the WBTM, WJZ and WGN radio stations in Washington, died of a self-inflicted bullet wound recently. He committed suicide in his apartment in the Dupont Circle area of Washington, D.C.

**Box 14**

**BROADCASTING • December 15, 1935**

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*www.americanradiohistory.com*
NOW ON THE AIR

The new KGMB
HONOLULU - HAWAII

THE WORLD'S MOST MODERN BROADCASTING STATION, COMPLETELY NEW EXCEPT FOR ITS CALL LETTERS AND ESTABLISHED REPUTATION.

$70,000,000

Hawaii Buys American

Only six countries of the World make larger purchases of American products than the Hawaiian Islands. Hawaiian imports, including all of the standard brands, aggregate more than $70,000,000 a year.

On Dec. 14, KGMB went on the air with a four-fold power increase to 1,000 watts. It is in new studios, and has new RCA high fidelity studio and transmitter equipment. Its crisp, clear signals are dispatched from a new Blaw-Knox vertical radiator. In fact, everything is new except its call letters.

The 49th State, Hawaii, is American

It is an integral part of the United States. Its population of 400,000 speaks American, thinks American and buys American.

The new KGMB, Premier Broadcasting Station of the 49th State, saturates this rich market.

KGMB represents the best advertising buy in this typically American Market. It is an outlet of the Columbia Broadcasting System.
Time Sales Continue to Grow; Automotive Trade Leads Way

Advertising Income Shows 21.3% Increase Over '34; Regional Network, National Non-network Advance

INCREASED broadcast advertising by the automotive industry amounted to one of the principal developments in radio during October. National network advertising was 29.5% greater than during the corresponding month of 1934, while national non-network advertising showed an increase of 63.85%. The increased use of non-network advertising by automotive manufacturers continued to be a permanent trend; automotive non-network volume has shown marked increases over 1934 for the last nine months.

The ability of manufacturers to utilize this type of advertising in bringing special pressure in particular markets, in coordinating national efforts with the introduction of new models and price cuts; and with shows and local advertising undoubtedly constitutes a lease for the growth of this trend. Local automotive advertising increased 90.7% as compared to October last year.

Broadcast advertising volume continued its gains of recent months and showed rising 21.3% as compared to the preceding month. Total gross time sales of the medium were 13.7% above the corresponding period of last year. The increased rate of national network volume exceeded the October level by 56%. Regional network advertising rose more than fivefold, while national non-network advertising increased 41%. Local broadcast advertising volume registered a gain of 23.9%. Radio advertising volume during October amounted to $3,894,598.

An Increase of 21.3%

RADIO volume for the first ten months of 1935 has registered an increase of $878,000,000, if present rate of increase is continued for the next two months. Broadcast advertising (exclusive of the first ten months of the current year was 21.3% greater than the corresponding period of 1934. National network advertising increased 24.5%, while the national non-network volume increased 24.5% and local broadcast advertising increased 18.3%. National network and national non-network advertising have been the principal growths in several years. The increased rate of national network volume exceeded the October level by 56%. Local broadcast advertising volume registered a gain of 23.9%. Radio advertising volume during October amounted to $3,894,598.

FLYING BROADCASTER—Dr. George W. Young, manager of WDGY, Minneapolis, is an investigator to utilize this type of advertising in bringing special pressure in particular markets, in coordinating national efforts with the introduction of new models and price cuts; and with shows and local advertising undoubtedly constitutes a lease for the growth of this trend. Local automotive advertising increased 90.7% as compared to October last year.

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October Volume Rises

IN THE national non-network field live talent programs continued their strong showing of recent months. Programs of this type increased 28.7% as compared to October 1934. Transaction volume in the field increased 24.5% as compared October 1934. The increased rate of national network volume exceeded the October level by 56%. Regional network advertising rose more than fivefold, while national non-network advertising increased 41%. Local broadcast advertising volume registered a gain of 23.9%. Radio advertising volume during October amounted to $3,894,598.

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Hollywood Studios Of NBC Dedicated

Well-known Radio Officials and Talent Aid in Inaugural

NEW Hollywood studios of NBC were formally dedicated at 10:30 p.m. (EST) Dec. 7 with a two-hour-and-a-half inaugural network program in which radio and motion picture officials as well as prominent artists participated. The new studios are located in the old Consolidated Film Industries building at 5616 Melrose Ave., Hollywood.

Participating in the program were David Sarnoff, RCA president; Edgar E. Aylesworth, NBC president and chairman of the board of RKO Corp.; Will Hays, president of the Motion Picture Producers and Distributors of America; Richard C. Patterson Jr., NBC executive vice president; John F. Royal, NBC vice president in charge of the western division; and Leo Hersey, NBC vice president in charge of western exhibits.

Conservatively modern in style, the new studios house the latest in technical facilities and utilize principles followed in Radio City, with O. B. Hanson, NBC chief engineer, supervising the project. The building is soundproof, fireproof and earthquake proof, and is a simple edition of the styles used in chromium and black metal trims. Working with Mr. Hanson were Gordon Ervin, consultant; E. L. Tyler, installation engineer, and the Austin Co., contractors.

NBC in HOLLYWOOD—A corner view of the elaborate modernistic studios in the film colony which were dedicated Dec. 7.
We're playing "Monopoly" with the Radio Advertising of Buffalo's Savings Banks....

Far be it from us to boast, but we can't help feeling a little chesty over the fact that every one of Buffalo's four Savings Banks spends its radio advertising appropriation exclusively with us.

Without being too smug, we believe that is a pretty good indication of the importance of BBC in the Buffalo Area and its coverage of the Niagara Frontier.

We also believe that we have an unique advantage to offer any advertiser — whether his product is puppy biscuit or bath salts. And that is the fact that Buffalo Broadcasting operates two stations—WGR and WKBW.

We've shouted about this before—but we're going to keep right on doing so. You'll see why when we explain that WGR-WKBW divide Columbia and Buffalo Broadcasting Productions between them. This of course permits the careful selection of the most advantageous time — and it also means that considerably more advantageous periods are available than when one station must carry all chain programs in addition to its local productions.

Being innately modest souls we'll say no more. We'll simply urge you to consider carefully the manifold advantages of radio advertising through BBC — the precedent established by Buffalo's four Savings Banks — and as a grand finale offer to send you facts and figures which conclusively prove the truth of everything we've said about WGR and WKBW.
Radio Starts Dollars Rolling Into Bank

By C. W. GROVE
President, Second Federal Savings & Loan Association, Cleveland

New Institution Turns to Air Waves and Quickly Discovers A Formula to Bring in Flocks of Savings Accounts

PEOPLE will listen to radio advertising and then bring their hard earned dollars to open new savings accounts in a new financial institution, if (and that is a large if) the plan is one that the public wants and the program tells them about it so that they thoroughly understand it.

That is a rather broad prediction but it is based upon the experience of the Second Federal Savings & Loan Association, of Cleveland, one of the new local, mutual savings institutions, operating under a federal charter and authorized by the Home Loan Act of June, 1933.

Following a limited series of radio programs, the Second Federal received in the first ten days of July, 1935, new savings accounts and additions to accounts totaling more than $5,000,000, a large part of which came in direct response to our radio series. That you may understand the remarkable job that such a limited series of programs to do, it is necessary to explain that the Second Federal was new, having been chartered in April, 1934. It had no past history; it was not a Federal, converted from a state chartered savings and loan company. The whole system of Federal Savings & Loan Associations is new and therefore, the big job that we were doing was a combination of educating and selling.

Most for the Dollar

IN THE EARLY days of our organization we faced the problem of choosing our advertising medium for most of our expenditure because we realized that we could not spread our advertising dollars too thinly in many medias. We had listened to other radio programs. We could understand how radio would sell food products, cosmetics, and other items with broad public appeal. Frankly, we were skeptical in those days but we were led to choose radio for these reasons: Our first method of developing our savings business was naturally by personal contact. Each new account meant a careful explanation of our method of operation. Each account meant first educating and then convincing the prospect. We had a story to tell. We felt sure that we had what the public wanted. We felt that we would be able to get results if we could explain our saving plan in a wholesale way. We felt also that it was desirable, in building a new financial institution, to inject the personality of the officers into the selling. In other words, we wanted to duplicate as nearly as possible the person-to-person discussion of the Second Federal. That our contention was correct is demonstrated by the fact that since the first of last June we had an uninterrupted schedule of a few radio programs per week on WGAH, and in the last three months our deposits in local savings totaled $119,627.

When the Second Federal first started using radio advertising early in 1935, we presented two or three fifteen-minute talks in which we explained the entire plan of Federal Savings & Loan Associations. Subsequently we used a few announcements on participating programs. We were beginning to record quite a few new accounts whose owners stated that they had heard our radio talks. During the months of April and May we discontinued radio advertising entirely and the falling off in results was noticeable.

On June 1, we started a series called What's the Answer? Each period was a five-minute broadcast at 6 p.m., and the regular schedule was Tuesdays and Thursdays. Around the first of each month when we anticipate an increase in activity we usually add a few extra periods. Each of these five-minute programs open with one to four questions asked by the station announcer, with explanation that the answers will be given before the close of the period. The announcer then presents an officer of our Association for a three-minute talk. These talks are strictly commercial and deal in plain facts and figures. The period is closed by the announcer with the answers to the questions and the notice of the next period.

From June 1 to July 9 we used 15 such programs which brought results as stated above. Many of the accounts that made up the total of $5,000,000 reported hearing our programs.

Some Results

NATURALLY, we continued the same plan through the summer and not a week passed without at least one or more new accounts as a result of the radio advertising. At the present time our schedule includes Tuesday and Thursday of each week on WGAH, for an indefinite period.

Here are typical examples of results:

An elderly woman came in shortly after Oct. 1 with a liberty bond that had been called in June. She wanted to use it to open an account and volunteered the information that she had been listening to our program for some time.

About the same time, a man in working clothes came in to open what he called a small account.

He said that he was a machinist and was unable to get downtown often enough to make the trip to our office. He attempted to explain our savings plan but the machinist interrupted him and said he had heard of Cleveland because he had been listening to our radio broadcasts. We quote our man who talked with him: "A customer took a roll of bills out of his pocket that would do me very nicely for a small account. I simply couldn't believe what he called a small account."

Recently there was a school teachers' convention in Cleveland and during it a teacher from Wooster about 40 miles south of Cleveland, brought in a fine account, stating that he had been listening for some time to our question and answer programs. It turns out that this man had an account for total strangers who come in with a handful of currency and leave with a stack of hundred dollar bills.

After four months of strictly commercial advertising in the WGAH "Good Morning" programs, we decided to give our programs variety in the hope of increasing our radio audience. For several weeks, on Thursday evenings, we have introduced Capt. Patrick Tayluer, a radio personality who is introduced by the station announcer. He tells of his adventures in Africa. On this type of program we use only a commercial announcement to close. Comments about Captain Tayluer have been sufficient to indicate an interested audience.

A most interesting result of our broadcast is that a young boy had found our loan department. We make first mortgage loans on homes exclusively and so, we thought, he could not be interested in any. He was. He only had one five-minute period devoted exclusively to loans. On the date just mentioned we presented a 15-minute talk on "Home Mortgage Loans under the Federal Housing Administration." People still come in and apply for loans stating that they have heard our radio programs. No amount is too small. On the contrary, listen to our savings programs apply for loans, others still come in answer to our loan broadcast used several weeks ago.

As this article is written we have completed six months of continuous radio advertising as described above. Of course, we feel that the savings plan we offer is one that the public would want, but we also see no results. We also feel that our radio series has brought the Second Federal to the attention of a large audience and that the results we have obtained up to date indicate that radio advertising should bring consistently increasing results in the future. A check of new accounts since Oct. 31, shows that 23.5% of our new accounts, by number, and 21.2% by volume, came as a result of radio advertising.

There is no question about one thing. The records show definitely that we have been at least putting additional dollars in new savings in the Second Federal Savings & Loan Association of Cleveland.
Only Productive Advertising is ECONOMICAL.

WLW "The Nation's Station"
CINCINNATI
Legal Interference
DON WELLER, chief engineer of WISN, Milwaukee, and his staff were under legal interference tests recently in Eastbrook Park, near the scene of Milwaukee’s recent bombing. Suspicious residents phoned the police. After hearing the explanations, the lawmen went a white a just to make sure.

CAPITALIZING on its frequent airing of benefit performances, WMCA, New York, is opening these programs to sponsorship. Credits are delicately handled on a good-will basis, with sponsors usually using the benefit programs with regular programs, newspaper advertising and window displays. In addition, WMCA broadcast four benefits, including the New York American Christmas Relief Fund, sponsored by an advertising agency; Sanatorium Benefit, sponsored by Sachs Quality Furniture Inc.; National Hebrew orphan Asylum Benefit, assuming by Sachs; benefit for United Jewish Appeal, sponsored by Adam Hart Co.

WMCA’s viewpoint is that the station gets paid, the sponsor gets a gala show with big-name artists, the benefit gets a substantial donation, and everybody’s satisfied.

FRANK PRESBREY Co., New York agency, liked its new Schulte Cigar Store program on CBS so much that it announced plans to sponsor national advertisers. The checks were for “15 minutes of music, songs well chosen, well performed.” Among those receiving them were Presbrey clients, other sponsors, and all important broadcasting prospects. In addition, the agency forwarded personal letters to all clients in Schulte cigar store describing the program and inviting them to tune in and encourage customers to listen. The letters were signed by D. A. Schulte, the main talent feature. The sponsor, D. A. Schulte Inc., New York, is using 16 stations Tuesdays and Thursdays, 7-7:15 p.m., and went on the air Dec. 3.

PALSTAFF BREWING Corp., St. Louis (Palstaff beer) wanted to thank the coverage of their Frolic Time program, broadcast on Saturdays nights over KMOX, so they offered a set of coasters to those writing in. Within four days after the broadcast this single announcement had produced more than 200 replies from 36 states and Canada.


Examiner Favors Three Against Two

SUSTAINING Examiner Dalberg’s recommendations in each case, the FCC Broadcast Division on Dec. 10 authorized the construction of three new stations—one each at Scranton, Middletown, and Hartford, Conn., and Muskogee, Okla.—and denied applications for new stations in Worcester and Hartford.

The Connecticut Valley Broadcasting Co., a partnership consisting of Lewis B. Breed and Edmund A. Laport, secured the Springfield grant for a new station, WSN-T, at 1140 kc., the order becoming effective Feb. 4, 1936.

So amount to $25,000 in watts power were granted to the Hartford Times and the Muskogee Press, the former on 1200 kc., daytime only, effective next Feb. 4, and the latter, full time upon 1500 kc., effective next Feb. 11.

The applications of the Worieser Broadcasting Co. and the Hartford Broadcasting Co., both asking for WSN in the 1420 band, were denied. The head of the applicant corporations is Albert S. Moffat, operator of WMAS, Springfield and WLLH, Lowell, Mass., with John Shepard 3d, president of the Yankee Network, reported in on the 1200 band and was also denied.

Examiner Brannah on Dec. 10 also rendered a report favoring granting a new 1000-kc. station in New York City on 1420 kc. to the Abline (Tex.) Reporter, at the same time recommending against an identical application of William O. Ansley, Jr., of Abilene.


NBC Opera Broadcasts Likely to Be Sustaining

UNLESS a sponsor is signed at a later date, the NBC Opera broadcast will return as a sustaining feature on the combined NBC networks, starting Dec. 21, and will be heard every Saturday through the 14-week season from 1:45 to 5:30 p.m. EST. A dress rehearsal has been signed for the third year exclusively by NBC at a cost said to be $100,000, which may or may not definitely be offered again was made certain in an announcement Dec. 10 which indicated the feature will be carried as sustaining with Milton Cross again the announcer. Last year the opera was sponsored by the New York Knickerbocker Co., St. Louis (Listerine), the season before by American Tobacco Co., New York (Lucky Strike). The series is offered to the Canadian Broadcasting Commission.

Denies Mexican Relay

EXERCISING the authority given it in the Communications Act, the FCC Broadcast Division on Dec. 3 denied the application of hotel interests in Eagle Pass, Tex., to transmit a program across the American border to XEPN, the so-called “border” station at Piedras Negras, Mexico. The decision was made on the recommendation of Commissioner Thad H. Brown, who had conducted a hearing on the application.
THE OLD ORDER CHANGETH!

LEOPARDS just can’t change their SPOTS...but...YOU buyers are always in a position to change YOUR SPOT ADVERTISING to radio stations that bring advertisers REAL SALES RESULTS. HEARST RADIO stations have proven time after time that THEY are RESULT STATIONS.

IF THERE’S ANY DOUBT ABOUT SPOTS...PLACE ‘EM ON THE STATIONS THAT WILL DO YOU THE MOST GOOD.

HEARST RADIO

NATIONAL REPRESENTATIVE:

WCAE...PITTSBURGH KYA...SAN FRANCISCO WISN...MILWAUKEE
WINS...NEW YORK WBAL...BALTIMORE KEHE...LOS ANGELES
Promotional Ideas Given in Calendar Of Retailing Group

Special Events and Sales Plans Are Provided in 1936 Guide

VALUABLE to stations and agencies is the Retailer's Calendar and Promotion Guide just issued by the National Retail Dry Goods Assn., 225 W. 34th St., New York ($2.50). The guide was compiled by Frank W. Speth, manager of the sales promotion division.

The new work combines the Daily Planning Guide, published some years ago, and the Calendar of Special Weeks and Days, former publication of the National Retail Dry Goods Assn. (NRDGA). Listed for each day are "important activities which help to create dominant buying impulses. For each month are the "important volume departments and major promotional appeals used by well-known stores, regardless of their size." Among data included are wedding ideas, sales for all Sundays, holidays, festivals and feasts, and wedding anniversaries.

A sample of information, taken at random from the daily calendar, is for June 4, 1936. It reads: "June 4th, Opening Tournament, Short Hills Mall, N. J., June 4th, 5th, 6th. Smart stores cash in on nation-wide publicity given cotton this week. Models parade summer finesses in restaurants. Girls in Beach Shop model beach apparel. Coke "Cool days, cool nights" in fashionable cooler and more comfortable summer. Father's Day and Children's Day coming."

Promotional Ideas

IN THE MONTHLY categories are highlights of typical activities during that period of the year, with suggestions on promotion. Average June sales are broken down by types of products, and by federal reserve districts. Dozens of promotions for June are listed.

In a statement explaining the guide, Paul E. Murphy, chairman of the board, states: "It will prove a useful tool to every retail executive interested in selling, because it will enable stores to take advantage of activities far enough in advance to insure adequate preparation and intelligent follow-through — a o m e thing sadly lacking in many stores today."

We dedicate this work to the store owners, advertising managers, display managers, store managers, buyers, and the copywriters who want to improve their work in 1936. And to those outside the sales promotion department interested in retail sales promotion."

March of Time Weekly

TIME Inc. New York (Time magazine, Life magazine and the newsmagazine) begins a series of weekly half-hour programs over CBS network every Jan. 2, 25, 8:30-9:30 p.m. and each following Thursday. The sponsor is using the same coast-to-coast network schedule as it does with the daily programs. The contract is for 13 weeks. Batten, Barton, Durstine & Osborne, Inc., New York, handles the account. John McIntyre will be the announcer.

Network Time Available As Some Accounts Fail To Continue Schedules

ALTHOUGH sponsored time bookings on the networks are the highest in history, with waiting lists on hand for time relinquished by sponsors, the close of the fall booking season finds several accounts fail to renew their schedules. Programs being discontinued before Jan. 1, 1936, several networks with their expiration dates follow (based on information available as Broadcasting went to press):

NBC-WFWE NETWORK


Elgin National Watch Co., Chicago, Elgin Campus Rescue with the Mills Bros. and Art Kassel, Dec. 27.


NBC-WJZ NETWORK


John H. Woodbury Inc., Cincinnati, (soap), Dangerous Paradise with Steve Hite, Dec. 27.

CBS NETWORK


NEBRASKA OPTIONS TO BUY ABANDONED PURCHASE options on two of the four stations in Nebraska sought by the Nebraska Broadcasting Co., a subsidiary of the Omaha World-Herald, Inc. Inc., were announced. Following the failure of the FCC to take action on their voluntary assignment, the Nebraska licensees announced they had withdrawn applications for assignments of WJAG, Lincoln, and KMMJ, Clay Center, which will be returned by their present licensees. The newspaper organization was understood to have agreed to pay $50,000 for WJAG, operated by the New York Daily News, and $75,000 for KMMJ, operated by the M. M. Johnson Co.

The Omaha World-Herald still holds options on WNBT, Omaha, at a price said to be $150,000, and KGBZ, York, at a price of $48,000. Voluntary assignments pending before the FCC, whose Examiner Hill has recommended KGBZ, Elkhorn, and, with which KGBZ share spectral time, 9:30 to 10:30 p.m., were granted full time. This resulted from a recent hearing at which the FCC found that it had erred in its assignment of the frequency to the Elkhorn station, which would automatically eliminate the other. Examiner Hill has recommended renewal of a renewal license for KGBZ.

AL JOLSON returns to the NBC Shell Chateau Jan. 4 after an absence of several months. Wallace Beery soon concl

LOLLOYD E. YODER — Manager of the NBC western division press relations department, San Francisco, and former Carnegie Tech All-American tackle, is still active in football on the West Coast. He is secretary and treasurer of the Northern California Football Officials Association. Here he is, officiating the St. Mary's-Oregon game as an official. The camera caught him just as he signalled "a score".

Elley Roberts Seeks St. Louis Star Station

PROSPER Tu.FILLING among newspaper applications for new radio stations being filed at the rate of several per week, was that of the St. Louis Chronic Publishing Co., publishers of the St. Louis Times-Star, seeking a new 1,000-watt station on 1250 kc. in that city. Publisher of the newspaper, which already has a license for radio broadcasting, is Elzie Roberts, former radio chairman of the American Newspaper Publishers Association. The FCC committed the application to the Missouri Music Commission during the day of its bit- terest criticism of radio. On Dec. 6, W. L. St. Louis, also filed an application for the 1250 kc. assignment, with 1,000 watts day and night, in lieu of its present local channel facilities. The station had filed for this assignment earlier this year but withdrew it.

Among other pending newspaper radio applications, most of which will go to hearings before FCC examiners, are those of the St. Cloud (Minn.) Times, Water- loo (Ia.) Times-Tribune, Mason City (Ia.), Globe-Gazette, San Diego (Cal.) Union-Tribune, Bismarck (N. D.) Tribune, Athens (Ga.) Times and Ventura (Cal.) County Star. In addition, the Pittsburg (Kan.) Sun and Headlight, operated by the Staufner Broadcasting Corp., have sold their stations to secure a favorable recommendation for a new 100-watt station in that community.

TRANSFER of control of KUOA, Fayetteville, Ark., owned by Mrs. Roberta Fulbright and her family, publishing the Fayetteville Demo- crat, to John Brown University, was authorized by the FCC Dec. 10.

Revised Rate Card Is Issued by CBS

THE NEW CBS rate card, No. 21, ordered into effect Dec. 1 and incorporating various changes in the network organization, was made public on that date by Hugh R. Boice, vice president in charge of sales. The rate card lists WJR, Detroit; CBS, New York; NBC, basic outlet last Sept. 29; WWL, New Orleans, and WMWN, Fair- mont, Minn., as the latter two recently added as supplementary.

Advertisers are advised by Mr. Boice that the number of five "optimal" basic cities to make up the minimum requirement of 23 basic stations, the optional stations which are all listed at the same basic rate being WADC, Akron; WBNS, Columbus; WHEC, Rochester; WSJO, Toledo, and WORC, Worcester. Another change from Rate Card No. 20 requires that a minimum of at least five of the nine CBS cities in the Southwestern group.

For the convenience of agencies and exchanges, Rate Card No. 21 also notes the cost of some typical hookups as used by different CBS networks, and makes a quick estimate of coverage costs. After station-hour discounts have been applied, the rate of 10% annual discount, the typical hookup costs are given as follows: For one-minute hookup as used by a drug advertiser — Night hour, $9,922.50; night half-hour, $9,118.87; day, $5,469.30; day fractional hour, $4,969.30; day half-hour, $3,525.75; day hour, $2,208.40.

Sixty-one station hookup as used by a toilet goods manufacturer — Night hour, $11,944.75; night half-hour, $10,871.75; night fractional hour, $9,731.75; night quarter-hour, $5,055.50; day hour, $5,864.12; day half-hour, $4,925.50; day fractional hour, $4,192.75; day quarter-hour, $2,812.50.

Sixty-three station hookup as used by automobile advertisers — Night hour, $12,291.35; night half-hour, $8,437.50; night quarter-hour, $5,925.00. Day hour, $5,659.00; day half-hour, $4,875.50; day fractional hour, $4,257.50; day quarter-hour, $2,512.50.

Ninety-three station hookup as used by automobile advertisers — Night hour, $15,255.35; night half-hour, $9,285.00; night quarter-hour, $5,925.00. Day hour, $6,959.50; day half-hour, $5,202.50; day fractional hour, $4,625.00; day quarter-hour, $2,812.50.

Truth-in-Advertising Plan

Is Revived by the AFA

IN CONNECTION with the 25th anniversary of the "truth-in-advertis- ing" movement, the Advertising Federation of America has called on presidents of affiliated advertising clubs to revive the vigilance committee method in coop- eration with Better Business Bu- reaus.

Writing to presidents of these clubs, cereal advertising manager, sent them copies of the "Pittsburgh Plan" of advertising surveys and urged them to promote the plan. The AFA will observe the 25th anniversary of the movement at its 1936 conven- tion date for which has not yet been set.

REMINWOOD-RAND Inc., Buf- falo, N. Y. (the only special issue in the series of 7 one-minute spot announcements that FSH, WHMA and WMNA, working to promote the sale of typewriters as Christmas presents. The campaign ran Dec. 5-14. Batten, Barton, Durstine & Osborne Inc., placed the account.
TO WHOM IT MAY CONCERN:

NOTICE is hereby given that we have resigned as of December 31, 1935, as members of the American Society of Composers, Authors and Publishers.

On and after January 1, 1936, no performance for profit of a musical composition owned or controlled by us may be given without proper license from us or our duly authorized agent.

Any violation of our rights will subject all parties (principals and agents) sponsoring, assisting or engaging in the unlawful performance to an action for injunction and damages under the Copyright Law of the United States.

Address all communications to:

MUSIC PUBLISHERS HOLDING CORP.
1250 SIXTH AVENUE
NEW YORK CITY

Authorized Agent

HARMS, INC.
NEW WORLD MUSIC CORP.
REMICK MUSIC CORP.
T. B. HARMS, CO.
M. WITMARK & SONS

Music Publishers

December 15, 1935 • BROADCASTING
Drug buyer applauds WSM's sales influence

"The thorough way in which WSM merchandises a campaign to the retail dealers, makes it possible for us to adequately stock these dealers in advance. Most of the druggists know from actual experience that when WSM gets behind a product, sales action is going to result."

—CHARLES L. KOELLEIN

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

WSM

50,000

WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc.

Nashville, Tennessee

Late-hour Program Proves Successful

General Electric Getting Good Results From 11 p.m. Series

IN THE FALL of 1932 General Electric Co. started a ball rolling. And in the manner of a small snow ball being rolled over freshly fallen snow it began to pick up other industries and professions, until now it has a selling plan that is being enthusiastically received.

What was once a small snow ball is now known as GE's Better Light Better Sight movement. A score of local electric light companies, groups of welfare organizations and some apparently unallied industries are behind the GE drive.

To bring this movement before a still greater audience, GE went on the air last October over an NBC-WF network, Sundays, 11:15-11:30 p.m., the Melody Master, a program which is a cross between the old Tompkins Corners program and the Slumber Hour. It was the purpose of the program to be as easy on the ears as correct lighting is on the eyes.

But why pick such a late hour for the program? Alone about 11 p.m., the average working person is just beginning to let his thoughts slip away from the routine of the day and is thinking about retiring within the next hour. Sunday is usually spent reading the papers or other publications during the evening and by the time the GE program goes on the air listeners are believed to be in the mood for soft music and with its educational material on eye strain.

Saving the Eyes

IT IS ESTIMATED that one half of the persons over 30 years of age wear glasses for one purpose or another. Those fortunate enough not to need them are apt to listen to advice on how to keep their good eyesight.

The program, as can be gathered from the above, is a family plot. Every facet of the eyes is discussed. The things that amuse and make life a muddle are all in the plot. Along with this plot that the personal appeal of the educational talks given on this program are broadcast. This counsel, through the warmth of the human voice, is taken as from the voice of a friend.

The eye-consciousness instilled in the public mind by GE through the medium of the radio program has sent listeners hustling out to buy more and better light bulbs as may be expected. Still more, it has sent them to doctors for eye examinations, to opticians for glasses, to paint stores for wall tones which will be more restful on the eyes, and to contractors with orders for additional electrical outlets. And the program aids power companies by increasing the use of radios at a late hour.

Welfare groups have talked themselves hoarse over these same problems which the radio program is solving. The Melody Master reaches persons in the course of one evening than the most ardent welfare lecturer could reach in years. Welfare workers are heartily in favor of the program.

Naturally the Better Light Better Sight campaign has been going places and it will continue rolling up prestige and results for General Electric.

EXAMINER ADVISES DELETION OF KGBZ

DELETION of KGBZ, York, Neb., and assignment of its facilities to KMA, Shenandoah, la., with which it shares time, has been recommended to the FCC Broadcast Division by Examiner George H. Hill.

The stations share time on the 930 kc. regional channel, each with 1,000 watts night and 2,500 watts until local sunset. In his conclusions, Examiner Hill said:

The showing with respect to the financial condition of the applicant, KGBZ Broadcasting Co., is unsatisfactory. The only assets of the applicant consist of broadcasting equipment of Station KGBZ and a leasehold on which the station is located. There are several suits pending against Dr. George R. Miller and the KGBZ Broadcasting Co. Dr. Miller does not appear to continue in the broadcasting business and has been negotiating the sale of Station KGBZ.

Some of the programs broadcast by Station KGBZ have been meritorious but the broadcasts of sale of stock in what may be termed "fly-by-night" corporations, promoted and organized by Dr. Miller and his associates, and medical programs containing false and misleading statements, are detrimental to the public interest and contrary to public policy.

The report is subject to Broadcast Division action.

Scripps-Howard Records Disc Series Featuring Editorial Personalities

IN LINE with its campaign to promote its two-dozen newspapers by radio, Scripps-Howard Newspapers are making a test series of transcriptions featuring their editorial celebrities. The first transcription, of nine minutes, features an interview with Talburt, Pulitzer prize-winning Scripps-Howard cartoonist. The second in the series will be a discussion of the gathering of foreign news by William Phillip Simma, the newspaper chain's chief foreign editorial writer.

The plan, it is understood, is to place the transcriptions on stations in cities in which Scripps-Howard publishes newspapers. The recordings are being made United States Recording Co., Earle Bldg., Washington, D. C., under the direction of James C. Hanrahan, vice president of Continental Broadcasting Co., radio subsidiary of Scripps-Howard Newspapers.

Should the test series work out on a sustaining or exchange basis it is planned to extend the series to a tri-weekly schedule on stations in the 23 cities in which Scripps-Howard newspapers are published.

100-Watt Station

The EXAMINER, in an editorial note, emphasized the importance of the 100-watt station. The note said:

"The 100-watt outlet in the country is undoubtedly the most important weapon in the hands of the little man. It is the only station that can penetrate a community of even 20,000 people, and it is the only station that can be operated on a small budget. It is the station that can be operated by a single person, and it is the station that can be operated by the man who has a skill that is needed in the community and who can produce a program for the community."

Page 24
Now Available....
A New and Important
High Per Capita Market

KFBK
"The Capital Station in the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

Power Increased to
5000 WATTS

NEW!
- Modern studios, the last word in studio
design and construction.

NEW!
- 5000-watt RCA transmitter—high fidelity
throughout—the finest equipment money
can buy.

NEW!
- Programs produced by a brilliant staff of
artists and production men.

NEW!
- Listening audience, the highest type of
radio entertainment brought to scores of
cities and communities which never before
have been within the primary coverage
area of ANY radio station. More than
2,000,000 persons in KFBK's primary area.

KFBK SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company,
for more than 78 years publishers of The Sacramento Bee,
the 1934 Pulitzer Prize Winner. KFBK is one of the Mc-
Clatchy California Radio Stations, which include KMJ,
Fresno; KWG, Stockton, and KERN, Bakersfield.

REPRESENTATIVES
Joseph McGillvra
485 Madison Avenue
New York City

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

919 N. Michigan Avenue
Chicago, Illinois

1358 Russ Building
San Francisco, Calif.

1038 Exchange Bldg.
Seattle
Robert T. Convey, President of KWK, on behalf of himself and his associates, wishes the clients and friends of KWK a Very Merry Christmas and Happiness for the coming New Year.

THOMAS PATRICK, INC.,

Hotel Chase                         St. Louis, Mo.
Federal Operation Of Radio Opposed
By Chairman Prall

Points to Huge Tax Burden as One of the Main Objectives

GOVERNMENT ownership of broadcasting has no place in our democratic form of government," Chairman Prall declared Dec. 5 in a luncheon address before the Downtown Athletic Club, New York, of which he is an officer. Many notables in radio were present.

"Proposals have been advanced for government ownership or operation of broadcasting in the United States," Mr. Prall stated. "These proposals are based on the mistaken view that government-owned broadcasting has no place in our democratic form of government.

"To give any administration control of the air would possibly point the way to the suppression of free speech. The purpose of abolishing government broadcasting, it has been found necessary to tax the people to defray the operating overhead. The enormous advertising expense of American broadcasting on its present scale would greatly add to the general tax burden."

Federal Cooperation

DISCUSSING the work of the FCC in connection with certain types of broadcasting, Mr. Prall asserted that the fine degree of cooperation of most stations has resulted in the progress and improvement.

"Many unscrupulous firm-publishers," Mr. Prall asserted, "have permitted their stations to be used by high-powered salesmen to present fraudulent claims while advertising quack medicines, while others have indulged in fortune-telling, astrology, and lotteries, which have found many gullible victims. Stipulations made by advertising agencies to present only truthful and honest advertising that would be appreciated.

Abiding by Terms

THIS disclaimer is followed by an agreement to observe and abide by the terms and provisions of any cease and desist order that may be issued by the FTC against advertisers, publishers, or broadcasters. It is in the interest of the advertiser, publisher, and the object, and the particular subject matter of the advertisement, that should they be found guilty of any misrepresentations, such as interest in an advertising agent, publisher, or broadcaster. No misrepresentations or selling space at regular rates may have.

Cooperation Received

THE PROMPT execution and delivery of stipulations by publishers and broadcasters is accepted by the Commission as an expression of cooperation by those engaged in the broadcast business. As a condition of cooperation, the Commission requires that advertisers and broadcasters be delivered to the public.

Every publisher or broadcaster who signs a stipulation thus becomes a sentinel, watching for misrepresentations and ready to prevent any publication before the public is injured.

Clicquot Returns to Air

After 30-Month Absence

CLICQUOT CLUB Co., Millis, Mass. (ginger ale), after a 30-month absence, returns to the air on CBS stations Dec. 21, using the Saturday 8-8:30 p.m. period. It was exactly ten years ago that the Clicquot Club Enemies. The series ran for seven-and-a-half years.

The new series the sponsor will present the same talent set-up. A special split network is being utilized. Stations are connected by the Federal Telephone Network, including "Washington," and in the upper New York and New England states may be heard for one. The series is being produced and will be marketed, N. W. Ayer & Son Inc., New York, is the agency.

A BIG increase in travel in the national parks is attributed by the U. S. National Parks Service to its radio broadcasts over the networks.
Talk about your DIVIDENDS!

60 extra selections during December.

50% more weekly continuity (increased from 6 to 9 hours a week).

40% increase in regular monthly selections (increased from 20 to 28).

New "big name" talent.

look at these recent EXTRAS for STANDARD subscribers!

SUBSCRIBERS to the STANDARD Library found ample reason to congratulate themselves recently. Their investment in this great service is paying dividends! More selections, bigger and better talent, more hours of continuity — and in December alone, 60 EXTRA selections furnished to every Standard subscriber!

That's growth! That's progress! That's why Standard subscribers swear by Standard — and that's why more and more stations, recognizing the quality of Standard recording, and salability of Standard talent, are coming into the Standard fold.

"Stand-out" talent, flawless RCA recording on Victrolac pressings — at an amazingly low cost per program — that's the story of the great Standard Library in a few words. If it interests you, write today — and ask us to show you how this famous library can help you, as it has helped over 80 of the country's leading stations — to sell TIME!
The NEW TRANSCRIPTION SENSATION!

— a STANDARD TRIUMPH!

Featuring

JOE TWERP

and

JIMMY GRIER'S ORCHESTRA

Here are programs that have everything! Fresh wise-cracks that stay fresh! Screamingly funny dialect — grand music — swell harmony! You'll like them — your toughest prospects will be "sold" on them — and your listeners will clamor for more!

Joe Twerp — the funniest comedian brought to radio in recent years! Jimmy Grier — leading his great band in the smoothest of modern melodies! Standard proudly presents this sure-fire combination in a series of thirty-nine 15-minute programs which, we predict, will be grabbed up on first hearing by beer and beverage accounts, automotive and gas and oil dealers, and others looking for something really unusual! The "Last Nighter" is destined to go fast — mail the coupon below for your sample program today!

MAIL COUPON FOR SAMPLE!

Standard Radio, Inc.
6404 Hollywood Blvd.
Hollywood, Calif.

Gentlemen:

Please send me sample program of the "Last Nighter" series for which we will pay charge of $2.50 C. O. D., to be credited upon purchase or refunded if records are returned within 30 days.

STATION ____________________________

December 15, 1935 • BROADCASTING
NEARLY 300 of the 640 odd broadcasting stations in the United States are now purchasing news services for sponsorship purposes, according to preliminary findings conducted by a special survey, to a half after the major press associations entered into the field of selling news to radio stations for sponsorship, the news situation apparently has settled down to a definitely accepted part of the service of American stations in spite of all the clamor against the broadcasting of news once raised by certain newspaper interests.

Transradio Press, on the basis of reports from the stations, is serving the largest clientele, namely, 153 stations. International News Service, Hearst subsidiary, is serving 80, which includes the 12 served through the Yankee Network with which INS has its contract. United Press is serving 64. Radio News Association, an affiliate of Transradio, is reported by 20 stations which get what is practically the Transradio report delivered through short waves. No attempt has been made to tabulate local news services offered for sponsorship, mostly by arrangements with local newspapers.

Because some stations obviously did not differentiate carefully between Transradio and RNA, it is more accurate to regard the Transradio-RNA unit as a unit of 1/2, which does not include the domestic and foreign stations also served by Transradio and its associate RNA nor the several newspapers now buying Transradio.

The tabulation is based entirely upon reports from the stations. A tabulation, dated as of Oct. 15 and which necessarily would include some additions and subtractions if an up-to-the-minute check were available, reveals a surprisingly large number of stations subscribing to two services. Significant also is the fact that many newspaper owned stations are subscribers not to one of the two newspaper press associations, INS and UP, but to either UP or INS in combination with Transradio or RNA.

The tabulation is based entirely upon reports from the stations. A tabulation, dated as of Jan. 1, will be finally checked with the various news services for inclusion in the 1936 Year Book edition of Broadcasting.

## ILLINOIS

- Chicago
- WBBM INS
- WLS INS
- WJZ INS
- WJIB INS

## MARYLAND

- Baltimore
- WBAL UP & INS
- WSPD UP & INS

## MASSACHUSETTS

- Boston
- WBZ INS
- WBZ UP

## MICHIGAN

- Detroit
- WXYZ INS
- WXYZ UP

## KANSAS

- Topeka
- WIBW INS

## MINNESOTA

- Minneapolis
- WCCO TP & RNA
- WCCO UP & RNA

## MISSISSIPPI

- Jackson
- WDJT TP

## MONTANA

- Billings
- KGHL TP
- KGHL UP

## NEW JERSEY

- Newark
- WNJS INS

## NEW MEXICO

- Albuquerque
- KIVA INS
- KIVA RNA

## NEW YORK

- New York
- WOR INS
- WOR UP

## NORTH CAROLINA

- Raleigh
- WPTF TP & UP

## NORTH DAKOTA

- Bismarck
- WDAY UP

## OHIO

- Toledo
- WTOL TP & RNA

## OKLAHOMA

- Ado
- KADA TP & RNA
- KTLK TP & RNA

## OREGON

- Portland
- KGW TP

## ALABAMA

- Birmingham
- WRHS TP

## COLORADO

- Denver
- KCOL TP

## DISTRICT OF COLUMBIA

- Washington
- WTOP UP & RNA

## CONNECTICUT

- New Haven
- WTNB TP & RNA
Safe Driving Book Of General Motors Sought by Millions

Radio Series Brings Amazing Response From Listeners

ON THE General Motors Symphony Concerts, broadcast over an NBC network during the winter and spring of 1934-35, the sponsor, General Motors Corp., began to introduce a series of short informal talks on safe driving. These talks were given during the five-minute intermission in the hour program. The interest shown by the radio listeners was such as to prompt the adaption and publication of these talks in booklet form. We Drivers was the title selected for the 36-page booklet.

In May, 1935, the first edition of 150,000 came off the presses and it met with such enthusiastic approval that a second printing of 1,000,000 copies was ordered for July. A third printing in September called for 500,000 copies with another order to follow early this month for another 1,000,000 was placed in the hands of the printer.

Voluntary Requests

GENERAL MOTORS has not reported to forceful promotion to get the booklets into the hands of automobile drivers. All distribution to date has been the result of voluntary requests originating from the Sunday night General Motors Symphony Concerts or from some col lateral activity stemming from the radio program. Needless to say the sponsor has continued this feature throughout the present series of symphony concerts broadcast over 63 NBC-WEAF stations Sunday night. The talks are similar to those in the We Drivers booklet. Some of the topics are from suggestions sent in by radio listeners.

There was one time that the booklet was mentioned in printed advertisements, last October when the 24th Annual Safety Congress was in session in Louisville. The sponsor used three full-page insertions in Louisville newspapers. The advertisements were an expression of General Motors' interest in safety and the illustrations from the We Drivers booklet were more or less incidental.

The requests pour in from individuals, chambers of commerce, safety councils, motor vehicle bureaus, state governments, fleet owners, insurance companies, police departments and dozens of other organizations. The State of Michigan has sent in an initial request for 200,000 copies to be distributed with 1936 license plates and it is understood that the state is considering extending this request to more than 1,000,000 so that a book may be mailed to every motorist whose car is registered in Michigan.

General Motors has from time to time published various educational booklets but We Drivers is by far the most popular that the corporation has ever produced. Entertainingly written and illustrated the booklet covers such topics as curves and turns, night driving, panic and fog, our roads, our traffic, weather, every weather, etc. Campbell-Ewald Co. of New York has the account.

Stop Kicking

HIGH COSTS AROUND!

40% LESS for the FINEST RECORDINGS

Off-the-air and Electrical Transcriptions

NATURALLY you don't balk at high costs in themselves—if you get the results. But when the best is to be had without the usual price premium—then it's time to investigate.

Ask any radio station about our regular 16", 15 minute recordings. Or ask any other recording organization about them. (The latter may not have much to say.)

Also the only recordings that give you a full fifteen minute program on one side of a 12" record.

And the only recordings that give you a full uninterrupted 30 minute program on each side of a 16" record. Stop to think what that means in uninterrupted selling of a program to a prospective sponsor. To insure no breaks over the air. To sell a new client when he is in the mood that a break might break!

Stop to think of the finest reproduction quality, that any good program deserves. And—finally—stop to think of 40% less costs. (Incidentally—lower mailing, packing and storage costs.) But then you don't have to stop to think about those. The proof is in the hearing—either in your offices or ours. Write or 'phone.

RADIO and FILM METHODS Corp.
101 Park Avenue, New York

NATIONAL PRESS BUILDING • WASHINGTON, D. C.

December 15, 1935 • BROADCASTING
WOW’s New Plant

WOW, OMAHA, dedicated its new 5,000-watt transmitter and new studios on Dec. 8 launching “radio week” in the Missouri Valley, which concluded Dec. 14. Virtually all stations in the area saluted WOW during the period, presenting programs from studios of WOW. Equipment of WOW is new throughout, including custom-made furnishings.

NBC Program Coordinators

TO ACT as program coordinators for clients, agencies and the NBC sales staff, NBC on Dec. 3 announced the appointment of Stuart Hawkins and Norman Morrell to its commercial program department. Hawkins, a 1923 graduate of Annapolis and former director of publicity of the old WIZ from 1923 to 1926, until 1929 was radio critic for the New York Herald-Tribune after which he joined the radio department of N. W. Ayer & Son, serving both in New York and Chicago. Recently he has been writing books, having published one titled No Man Is Single. Morrell operated his own news and sports syndicate in New Jersey until 1928 when he joined the radio department of Lord & Thomas.

Fireside Chats

OFWOR Provide Listeners With Inside View of Radio

A SÉRIE S of Fireside Chats with the public has been started by WOW, New-ark, Mondays, 10-10:15 p.m., with Jules F. Seebach Jr., director of program operations, as commentator. The series was ordered when listeners showed unusual enthusiasm in a discussion Dec. 2 of radio why and wherefores.

In his discussions Mr. Seebach gives behind-the-scenes pictures of radio. He covers programming, timing, scheduling, changes and revisions in schedules, and explains why some public demands cannot be met. He explained the station’s policy in balancing its programs from light to serious music, from sports to philosophy, from folk music to news comment.

FCC Funds Considered

A HEARING on FCC appropriations for the fiscal year 1937, which begins next June 30, was held Dec. 6 before the Independent Offices Subcommittee of the House Appropriations Committee. Appearing for the FCC were Chairman Prall, Secretary Herbert L. Pet-ty, and Assistant Secretary John B. Reynolds. The hearings were closed.

OIL

Is Texas’ ranking industry and fifty per cent of the State’s production is within a 25 mile radius of

LONGVIEW

Financial Center of East Texas Oil Field

$500,000.00 of crude oil is produced daily for the benefit of thousands of lease and royalty owners. You can reach this rich market with

KFRO

“Voice of Longview”

Longview, Texas

Gain of One-Third

By Southland Life

Due to Broadcasts

Insurance Firm Finds Radio

Remarkable Business Getter

SOUTHLAND LIFE INSUR- ANCE Co., Dallas, finds business 35% over last year, using radio exclusively, and has renewed its contract with Southwest Broadcasting System for another 52 weeks of its one-hour program.

Clarence E. K. first vice presi- dent of Southland Life, in signing the renewal, gave radio entire credit for the big increase in the company’s business. In the first nine months of 1935, according to Mr. Linz, Southland’s volume was boosted 18% by use of radio. September showed an increase of 23% over the same month of last year; October presented a 38% in- crease; November surprised with a 44% jump over the corresponding month last year, even after al- lowing deductions for business which may not have been influ- enced by radio.

Details of the company’s im- provement in business were des- cribed on the Southland Life hour of Dec. 2.

Network Expanded

THE PROGRAM is the only full- hour show originating in the Southwest, according to SBS, and it is understood to have the largest talent pay-roll. Recently added to the broadcast is a comedy feature “Tony the Barber,” topical dialect sketch. Other features in- clude Nelle Levey, dramatic soprano; Jane Harding, torch singer; George Pettit, tenor, and guest star. Hyman Charninsky con- ducts the 16-piece orchestra and Mr. Linz acts as master of cere- monies.

With the renewal of the con- tract, KOMA, Oklahoma City outlet of SBS, was added to the network. The company places its adver- tising direct.

Spratts on NBC-WJZ

SPRATTS’ PATENT Ltd., New- ark, (dog food) will return to the NBC-WJZ network on Saturday, January 4, 1936, 6:30-6:45 p.m. with Albert Payson Terhune and his dog stories. The contract calls for 7; stations, 13 weeks, with a weekly program. Paris & Pear- Inc., New York, handles the account.

Chesterio!

from

W. C. (Bill) Gillespie

and all the other 43

at

KTUL

Tulsa, Okla.
Correctly designed and soundly engineered

Self supporting at any height

Increased primary service area with no increase in power input

Assists in eliminating night fading

Makes better reception possible for your listeners-in

Affords greater commercial opportunities for you

Truscon offers its fullest cooperation to station operators, radio consultants and engineers in working out the most efficient and economical design to meet each individual condition.

INSTALLATIONS COMMERCIAL STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBTM</td>
<td>Jonesboro, Ark.</td>
<td>189 ft.</td>
</tr>
<tr>
<td>KFBK</td>
<td>Sacramento, Calif.</td>
<td>334 ft.</td>
</tr>
<tr>
<td>KGHL</td>
<td>Billings, Mont.</td>
<td>558 ft.</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle, Wash.</td>
<td>570 ft.</td>
</tr>
<tr>
<td>KTRH</td>
<td>Houston, Texas</td>
<td>375 ft.</td>
</tr>
<tr>
<td>WADC</td>
<td>Akron, Ohio</td>
<td>350 ft.</td>
</tr>
<tr>
<td>WBNX</td>
<td>Cliffsside, N. J.</td>
<td>190 ft.</td>
</tr>
<tr>
<td>WCOP</td>
<td>Boston, Mass.</td>
<td>227 ft.</td>
</tr>
<tr>
<td>WDGY</td>
<td>Minneapolis, Minn.</td>
<td>184 ft.</td>
</tr>
<tr>
<td>WDOD</td>
<td>Chattanooga, Tenn.</td>
<td>320 ft.</td>
</tr>
<tr>
<td>WORC</td>
<td>Hartford, Conn.</td>
<td>308 ft.</td>
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<tr>
<td>WELI</td>
<td>New Haven, Conn.</td>
<td>281 ft.</td>
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<tr>
<td>WEMP</td>
<td>Milwaukee, Wise.</td>
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<tr>
<td>WFBF</td>
<td>Greenville, S. C.</td>
<td>375 ft.</td>
</tr>
<tr>
<td>WGA</td>
<td>Cleveland, Ohio</td>
<td>374 ft.</td>
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<td>WHBY</td>
<td>Green Bay, Wisc. (4)</td>
<td>196 ft. ea.</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison, Wise.</td>
<td>430 ft.</td>
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<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>352 ft.</td>
</tr>
<tr>
<td>WJAX</td>
<td>Jacksonville, Fla.</td>
<td>281 ft.</td>
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<tr>
<td>WJJD</td>
<td>Mooseheart, Ill.</td>
<td>281 ft.</td>
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<tr>
<td>WLC</td>
<td>Cincinnati, Ohio (2)</td>
<td>322 ft. ea.</td>
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<tr>
<td>WMFE</td>
<td>New Britain, Conn.</td>
<td>185 ft.</td>
</tr>
<tr>
<td>WOKO</td>
<td>Albany, N. Y.</td>
<td>180 ft.</td>
</tr>
<tr>
<td>WREC</td>
<td>Memphis, Tenn. (2)</td>
<td>410 ft. ea.</td>
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<tr>
<td>WSYA</td>
<td>Harrisonburg, Va.</td>
<td>182 ft.</td>
</tr>
<tr>
<td>WTMV</td>
<td>East St. Louis, Ill.</td>
<td>154 ft.</td>
</tr>
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</table>

STATE POLICE STATIONS

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<tr>
<th>Station</th>
<th>City, State</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Framingham, Mass.</td>
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</tr>
<tr>
<td>Springfield, Illinois</td>
<td>338 ft.</td>
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<tr>
<td>Chicago, Illinois</td>
<td>338 ft.</td>
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<tr>
<td>Atlantic, Iowa</td>
<td>227 ft.</td>
<td></td>
</tr>
<tr>
<td>Fairfield, Iowa</td>
<td>227 ft.</td>
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</tr>
</tbody>
</table>

TRUSCON STEEL COMPANY - - YOUNGSTOWN, OHIO

December 15, 1935 • BROADCASTING
EYE TEST

HOLD THIS PARAGRAPH OFF AT ARM’S LENGTH. NOTE THE CONFUSING VIBRATIONS THAT MAKE IT HARD TO READ. DOESN’T YOUR EYE INSTINCTIVELY TURN AWAY FROM IT TOWARD TYPE THAT IS CLEARER, MORE ENJOYABLE? COMPARE THIS WITH THE PARAGRAPH BELOW.

Can’t you read this easier than the paragraph above? It is clean and clear and has no extraneous vibrations. The same is true of world recordings. They also are clearer and free of confusing vibrations. Radio pays when you buy the best. Makes all the difference in the world.
National magazine advertising calls for the best eye appeal—it demands the best in artwork, copy and printing. Any advertising represents too great an investment to put it at the mercy of poor production. A publication advertiser who buys poor photographs or cheap engravings starts with a heavy handicap in the race for results.

Radio advertising calls for the best ear appeal. The economy of the best production job applies with equal force. With thousands of dollars in time costs at stake, why take a chance on second-rate transcriptions? It isn't worth the small saving to stint on the quality of your recorded program, because the audience won't listen to a poor transcription of even the finest artists!

There is no finer recording available than that afforded by World's vertical process. Many radio and advertising men consider World Broadcasting System the leader in the field of electrical transcriptions.

WORLD keeps step with RADIO PROGRESS in 1936

The new offices of World Broadcasting System at 711 Fifth Avenue, in the heart of New York's radio and advertising districts, represent only the latest step in a six-year march of progress. The completion of the new recording studios marks a new era for electrical transcriptions. From every standpoint, they are the finest that the science of sound reproduction has yet been able to devise.

For World is more than just a transcription company. It is a unified organization designed to supply a much needed service to radio.

World is a broadcasting system, in every sense of the word. No matter what the requirements may be, if they involve recorded programs, World is ready to meet them.

Write for WBS complimentary booklet "For Radio Results, Facts First—Then Continuous Research" reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.
Television

TELEVISION is inevitable as a future adjunct of broadcasting. Of that there can be no doubt, as reported in this issue on the basis of first-hand observations of the amazing technical accomplishments already achieved in the laboratory. For broadcasters and broadcast advertisers, vision by radio means the mastering of a new art and technique of program and advertising presentation—an art partaking at once of the elements of sound broadcasting, the stage and the motion picture screen.

Radio, happily, has kept itself free from motion picture control and all the ballyhoo elements that go with it. CBS is no longer affiliated with Paramount and RCA has virtually disposed of its interests in RKO. All that is to the good, for it would be a pity if the movie people should gain an upper hand in either visual or audible radio. Radio fortunately has resisted all efforts of certain spokesmen of the show business to drag it down to the level of the movies—and it must continue to do so by keeping to itself this amazing new art and science.

We do not think that television will ever displace the theater any more than radio has supplanted the newspapers. It must partake of the best elements of both, as it has in the past. Television opens new vistas almost defying the imagination. As an industry, however, it requires no imagination to see that it must be kept in the hands of those best equipped by past experience and performance and by technical and financial responsibility—namely, the bona fide broadcasters who have earned the continued right to their licenses, and a priority right to visual wave length licenses from the federal government.

Hitting the Target

PILING up day by day are radio success stories that challenge the imagination of the scattered advertisers who have not yet seen the radio light. To those who observe the methods used by successful radio advertisers there persists an unavoidable belief that smart merchandising is the secret of much of their success.

Morenus Adv. Agency, Chicago, after studying formulas of all types, hit upon a dealer cooperation plan for Robin Hood shoes, and now Central Shoe Co. finds itself with doubled retail sales volume and twice as many retail outlets, as explained on another page. The plan is simple. A little newspaper is given adolescent listeners who enroll in a club. The dealer pays cost of mailing the paper to club members in his year. That amounts to 12 cents per member, and he gets an ad on the back page.

But here's the interesting part: Each club member has been found worth $20 a year in sales volume to the dealer. In other words, a store with 1,000 club members pays $120 a year in postage. Out of that he gets increased sales volume of $20,000. The cost to the dealer is about three-fifths of one per cent. It's just one of thousands of merchandising plans. The air is full of them. They are born by the dozen every day. But still some advertisers don't take their merchandising seriously.

False and Misleading

A CARDINAL principle of news reporting is accuracy. "Get your facts straight" is the phrase city editors have drummed into cub reporters' ears since news gathering began.

The Associated Press is the pioneer in press association activity. Though undergoing the most competition it has ever faced, it does have a notable record. In radio it has been awkwardly situated because it is a cooperative organization.

We were rather amazed the other day to read an AP dispatch which reported that the Federal Trade Commission estimates that about 10% of radio advertising continuities had analyzed had been found "possibly false and misleading". This was also taken up as a fact by the newspaper trade press, which obviously did not make an investigation of its own but simply rewrote the AP dispatch.

If ever there was a case of "false and misleading" reporting, that is it. The facts, as clearly shown in the Trade Commission report accurately in our edition of December 1, were that 10% of the continuities examined by the FTC were set aside for further scrutiny. Using the same figures for the "periodical" group, it was stated officially, it is found that about 25% of the advertisements examined were "possibly false and misleading".

In the case of radio continuities examined, latest figures of the FTC show that during the 15 months from July 1, 1934, to Sept. 30, 1935, a total of 452,621 continuities were examined. Of these 42,512 were "referred for further investigation", and as a result of these investigations, a mere 1,347 arose for possible action by the FTC. Assuming that all of these 1,347 were really found "false and misleading" which obviously will not happen, then the percentage would be less than three-tenths of 1%.

The facts are, moreover, that more than a year ago the scrutiny of the FTC has never found it necessary to issue a complaint against a station for "false and misleading" advertising.

But to clinch the entire argument, the FTC points out officially that it has never had a force sufficiently large to examine newspaper advertising as a whole, let alone false and misleading to buy the periodicals. The radio stations and networks voluntarily send in their continuities at no expense to Uncle Sam. It is impossible to examine any more than the "worst offenders" among newspapers and magazines, it was said, for a force of at least 50 people would be needed for it. There are only 600-odd stations, whereas 20,000 periodicals are published in this country.

News note for AP and its newspaper clients: The FTC is asking for 20 more employees to make possible more effective review of periodical advertising.

The Clock Survey

THE ANSWER to the vexatious problem of devising an acceptable method of surveying radio audiences may possibly be found in the mechanical device, using the electric clock and tape recorded as its components, contrived by Prof. Robert F. Elder of the Massachusetts Institute of Technology. It is now undergoing its first test in the Boston area, and early next year the results will be known, as described by Dr. Elder in our last issue.

The device is no recorder. No questionnaires to housewives via the telephone are necessary. No questionnaires are sent out to be answered. Nothing is left to the discretion of the analytical expert who "reviews" the returns. Instead, the device shows precisely when and to what station the listener's set is tuned. The advertiser, it appears, can determine the size and type of the audience his program commands, and what attention the "opposite" station programs get. The survey presumably can be controlled from all angles. There is a cross-section of the audience in every income group. The listener has but to pursue his normal listening habits; there are no buttons to push.

It can be "bugs" in the Elder method, but we haven't discerned them yet. After the 10-week test in Boston is concluded, the statistical wizards can tackle the results. Should it prove foolproof, it will effectively terminate the 67 varieties of listener surveys now in vogue whose shortcomings are known only too well.

We see in the Elder method a possible basis for the work to be undertaken by the projected Radio Audit Bureau, now being considered by the Cooperative Committee of Fifteen, representing ANA, AAAA and NAB. It most certainly deserves serious consideration by that group.

An adequate radio set census, broken down into markets, together with field strength surveys showing potential technical coverage of stations, plus a workable mechanical surveying method along the lines of the Elder development, appear to be essential ingredients for a method of analysis of radio coverage which might become an adequate counterpart of the Audit Bureau of Circulations in the publications field.
JOHN WALTER SWALLOW

WHEN Don E. Gilman, NBC vice president on the West Coast, was looking for someone to break down the resistance of film talent toward radio, he selected John Walter Swallow, who thus became with the network and later became its Hollywood manager. Now NBC has dedicated handsomely to wrestling with radio time and Swallow is in charge.

When John Swallow left ‘round the waterfront of his native San Diego and dreamed of cruising the world over and visiting foreign ports. He still dreams, but the air castles nowadays are largely restricted by roaming ‘round the dial and picking up short wave stations.

Back in 1899, Feb. 19 to be specific, John Swallow was born in the then quiet and sleepy town of San Diego and, as the years rolled by, went through the public schools and junior college. With school days in the background, he aspired for a newspaper career and for some three years was with the San Diego Union, with the last three months spent in the sports editor’s chair.

When the bright lights of Los Angeles beckoned, he went Northward and became auto editor of the old Los Angeles Express. It was there that radio entered his horizon. One day someone from the business office entered the editorial sanctum and suggested that Auto Editor Swallow might also become Radio Editor Swallow if an extra “five spot” in the pay check was any inducement.

So the last two of the five years spent in the newspaper business were spent in the dual capacity of automobile and radio editor. Long were the hours spent studying radio schedules, interviewing aspiring radio personalities, posed technical pictures to initiate the novice into the mysteries of set-building, and sundry other tasks connected with broadcasting.

When the opportunity came to go to San Francisco and join the advertising agency that handled the Dodge Bros. account, he again went Northward and his talent had naturally drifted into the radio angles of advertising.

Swallow staked the original Dodge series of radio half hours and, while in that position, put Will Rogers on his first transcontinental program. In 1928 he conceived, staged and produced the first nationwidespecial for NBC, the Hope program. It was an inspection tour of the NBC studios.

VOLNEY HURT, assistant executive editor of the Christian Science Monitor, whose duties include editing of its radio news service to stations, has been named a Kuwait Colonel. His sponsor was L. B. Wilson, president of W-KY, Cincinnati.

HERBERT MOORE, head of Transcontinental Broadcasting, has joined the NBC staff in Hollywood early in December.

RALSTON LEWIS, formerly with the Los Angeles Times, has joined the sales department of KFRC, that city, as account executive.

HILDA S. LEVY, formerly on the staffs of KIY, San Francisco, and KYA, Berkeley, Cal., is account executive.

C. P. MacGregor, president of MacGregor & Solie Inc., transcription agency, has returned to Hollywood after a three weeks tour of Canadian cities.

FRANK B. FUBS, of the sales department of WMCA, New York, is back at his desk after several weeks illness.

Edward P. Shurick Sr., who recently joined WDGY, Minneapolis, as a supervisor, has resigned as assistant manager under Dr. George Young, owner, and will have charge of sales, programming, and station.

CAPT. CHARLES A. LEWIS, formerly of WTAM, Cleveland, has resigned as sales manager of the radio department of KFRC, San Francisco. Before coming to the United States he was at the KFRC station in Sydney Broadcasters Inc., Australia.

LYNDON T. MILLER, KJBS, San Francisco, has resigned as sales manager, effective Dec. 15, to become factory representative in Denver, Colo., for a hardware company.

A. B. HENDRY has left the commercial management of WL, St. Louis. He will reopen the Old Dutch Beer Garden, which he has spent the last month on station business and in furnishing the station with new programs. It is the last change in corporate holdings of the Honolulu Broadcasting Co. Ltd., operating the WOKO and WACO station.

DR. LEON LEVY, president of WCAU, Philadelphia, was operated on Dec. 7 for a hernia and is convalescing nicely.

FRED J. HART, president and general manager of KGBM, Honolulu, has been in the hospital the last few weeks. He will make his last change in corporate holdings of the Honolulu Broadcasting Co. Ltd., operating the WOKO and WACO station.

DR. MAX JORDAN, European representative of NBC stationed at Basle, Switzerland, has returned to New York to assume additional duties, and recent duties being with the Federal Housing Administration, has joined the CBS sales department.


H. LESLIE ATLASS Jr., son of the CBS vice-president, placed third in the annual horse show held in New York on the second day of the International Horse Show held in conjunction with the St. Moritz Classic, the first day of which is in New York City, the third day of which is in Chicago, the first week in December, riding Chelsea, the second day, and B., latest addition to the Atlas stable, won the five-gaited event.

We Pay Our Respects To

The death of Dr. James Milton May, 88, one of the pioneers in the early days of radio broadcasting, is announced. Dr. May was a pioneer in radio and was one of the first to see the possibilities of the medium. He was a founder of the National Association of Broadcasters and was active in the industry until his death.

1935 Annual Convention Report

The 1935 Annual Convention of the National Association of Broadcasters was held in Chicago, Illinois, in November. The convention was well attended and the program was well received. The keynote address was given by Dr. James Milton May, one of the pioneers in the early days of radio broadcasting. The convention also included a number of exhibits of new and improved radio equipment.

DEC. 15, 1935 • BROADCASTING
GEORGE J. G. RICKER, for several years active in New York and California theatrical and radio circles, has been named production director of WXYZ, Detroit. The move is part of a staff enlargement begun when WXYZ became Detroit outlet for the WXYZ network. Lowell Blanchard, formerly of KSO, Des Moines, has joined the WXYZ announcing staff. Bob Longstreet, sports announcer, resigned to take charge of production at WFMD, Frederick, Md.; station scheduled to open Jan. 1.

JOHN HUGHES, KRFC, San Francisco, announcer, is compiling a book of his own poetry which he wrote for his Thursday program Reflective Moons heard over the CBS-Dan Lee network.

GEORGE PICKARD, formerly of WXYZ, Detroit, has joined the announcing staff of WSPD, Toledo. Howard Donahoe, formerly program director of WWVA, Wheeling, and for six months an announcer at WSPD, has been named manager of the Clarksburg studios of WMMX, Fairmont, W. Va. Fielden Farrington, formerly of WWVA, succeeds Donahoe. David Zimmerman, University of Michigan graduate, has joined the WSPD announcing staff.

FRANKLIN FERGUSON, announcer at WASHWOOD, Grand Rapids, has returned from a honeymoon in Chicago. He was married Thanksgiving Day to Miss Alice Spears, Grand Rapids furniture designer.

ALEX ROBB, assistant program director at WRC, Chicago, has been put in charge of the band booking division of the network's Artists Service in that city.

EARL SANDERSON has resigned from the production and announcing staff of KJUS, San Francisco, and after the first of the year will become associated with an advertising agency.

MAXER & KEMPNER, teletype agency, was formed early in December in Hollywood by Gerald Maxer and Alex Kempner. They will take over the business of Mayer, Cutter & Landy.

CONRAD RICE, formerly of the production department staff, Minneapolis, has joined WDAY, Fargo, N. D., as an announcer.

WILMAE KUBNIN, former University of Chicago co-ed, has joined the Chicago CBS studio hostess staff.

YES, SUH, WHATTA GAME — Here, ladies and gentlemen, we have Jocko Maxwell, who claims the distinction of being one of the oldest sports announcer in the country. The station, you will note, is WHOM, Jersey City. A former high school athlete in Newark, he was discovered by Roland Trenchard, commercial manager of the station. Interviewing sports stars is his specialty, and he has had plenty of them. Football and baseball broadcasts, play by play, he asserts, are his forte. Jocko's pappy, William H. Maxwell, for 12 years was Sunday editor of the Newark Morning Ledger. The fact that his face is slightly darker than the stars he interviews or the people who hear him, says Jocko, has no effect on him.

GEORGE H. HEID, formerly manager of KVOA, Tucson, Ariz., has been promoted from the announcing staff of KQV, Pittsburgh, to the program directorship.

DUDLEY MANLOVE, announcer of KROW, Oakland, is confined to his home through illness brought on by the long trip to San Francisco. He was formerly the announcing and producing staff of KQV, San Jose, Calif., is substituting.

DON FITZGERALD, formerly with KSL, Salt Lake City, has joined the announcing and production staff of KGMB, Honolulu.

DICK ROMAN, KROW, Oakland, news announcer for the last five months, has resigned to go into free lance writing. His successor is Don Avery, formerly news announcer at KFW, Wenatchee, Wash.

DON PRINDLE has been promoted to studio manager of KOL, Seattle. John Forrest is announcing six news broadcasts daily. Art Edwards, new addition to the announcing staff, has been with KWRC, Pullman, KFFT, Spokane, and KXXA, Seattle.

REED POLLACK, formerly announcer of KOUS, San Francisco, has joined KDON. Del Monte, Calif., in a similar capacity.

RICHARD McBROOM, absent from the WBC press department in Chicago on a two-months leave of absence, is temporarily replaced by George D. Livingstone.

GERRE NEFF, traffic manager for WLAB, Cleveland, resigned in December, as did George Neff, announcer. Mrs. John Ness, widow of the late John J. Ness, has joined the administrative staff.

JOHN FRAZER is batting for Fay- ettteville, N. C., a college football conference, in an extension department, while Fayette is extending her leave of absence until Feb.

ROBERT YOUSE, formerly of NBC Washington, has joined the announcing staff of WDBJ, Roanoke, Va., handling Transradio news programs.

CARL KENNEDY, recent graduate of the University of Chicago, has joined the announcing staff of WJRE, Cincinnati. Dick Bray, WKRK sports announcer, resigned college and high school football games in Ohio and Kentucky during the latter part of the year.

JOHN THORP, formerly of Yankeex network, has been named special events, sports and news announcer of the WOR, New York, program department, succeeding Harold Simonds, transferred to sales.

CHARLES BULOTTI Jr., night supervisor at KIIT, San Francisco, is recuperating from a relapse which followed a siege of influenza.

L. SCOTT PERKINS, formerly program manager for WHN radio station, has been called to Washington, D.C., to assume the position of manager of the CBS-West Coast announcing department.

PAUL GRIGG, the "Friendly Philosopher," is being heard on WSM, Nashville, twice weekly under sponsorship of the Aladdin lamp company. He is a graduate of the University of Texas, and has been associated with radio since 1928. His program is a half hour, 50 percent news, 50 percent variety, with emphasis on human interest stories, and is also carried by other outlets.

NIELSON OLSTED, program manager of KNOW, Austin, Texas, has been named director of production of Pan American Airways, the last job he held. He has been affiliated with radio for 15 years, and is a native of Nebraska.

LES MARSHALL, formerly of WMCA, New York, and WHAS, Louisville, has joined the announcing staff of WJRS, Minneapolis, as advertising manager.

GARNETT A. MARKS, veteran news writer and announcer, recently with WOR, Newark, has joined the announcing staff of WHMA, New York.

WILLIAM CLARK has joined the announcing staff of WBN, Columbus.

FRANK T. RICHARDSON, recently with WJW and WJFK, Detroit, has joined WHJW, Cleveland, as sports announcer.

FRANK L. RAND, who resigned recently as publicity director of the Lake Network, joins CBS Dec. 16 as director of publicity and special events in the Chicago office, a post vacated by Robert Kaufman, named director of the CBS Chicago program department.
From every angle… the Non-Directional Mike picks up high notes and low!

Western Electric's new Non-Directional Microphone has no front... no back... picks up equally well from above and below. It gives you, in increased degree, the advantages of former Western Electric dynamic microphones. If Bell Telephone Laboratories engineered this "all around" mike to operate into your present equipment. It's Western Electric's finest microphone... and it's priced so all can afford it. Order yours from Graybar today!

Western Electric
Distributed by GRAYBAR Electric Company In Canada: Northern Electric Co., Ltd.
RADIO TELEPHONE BROADCASTING EQUIPMENT
**Cue Transmitter**

NBC announcers, technicians and producers working on remote control jobs now are able to carry on conversations behind the scenes that won't get into the broadcast. A cue transmitter has been installed on the roof of the San Francisco studios building whose 15-watts will cover the entire bay district. Operating on 31,100 kc, the new apparatus will keep the plant personnel and field crew in close touch wherever the mobile unit travels.

**Kalispell's Largest Washing Machine Dealer* is Using KGEZ Exclusively

*Kalispell, Montana*

**IN THE CONTROL ROOM**

JAMES E. FRANCIS, Western manager of RCA Mfg. Co., Hollywood, returned early in December after six weeks at Camden and New York. CLYDE BOND, chief engineer of KOL, Seattle, and Al Henderson, assistant, were painfully injured in an automobile accident but have returned to their duties. They are installing new composite studio control equipment in duplicate sets. Studios are being redecorated.

DON C. WALLACE, well-known radio amateur, has taken over West Coast representation of Tech Laboratories, Jersey City.

KEITH WEBSTER, control operator at WDBJ, Roanoke, Va., has earned his aviator's wings at the local airport.

HARLOW LUCAS, transmitter engineer of WBNS, Columbus, and Carl Bischof, maintenance engineer, recently became fathers, a girl arriving at the Lucas home and a boy at the Bischof home.

CLARENCE GIELLOW, formerly of Midwestern stations, has joined the engineering staff of WGAR, Cleveland.

JOHN HEAFER has joined WAVE, Louisville, as part-time relief operator. A new club room for engineers has been opened in Columbus, O. It includes short wave equipment; recreation facilities and library. Engineers of WBNS and WCOL are eligible. Ten out of 12 of the engineers have amateur stations.

JOHN M. SHERMAN, inspector in charge of FCC district No. 16 at St. Paul, is recovering from a major operation.

**AERONAUTICAL MIKE — James V. Pierpont, aviation editor of the Detroit News, uses this harness for news broadcasting on WWJ, Detroit, his hands being free to operate the plane. Call letters of the transmitter are KHPM for airway communication and WKFB for re-broadcasting through WWJ.**

**Arrowhead Network**

With the assignment by the FCC of the call letters WHLB for a new 100-watt station in Virginia, Minn., Head of the Lakes Broadcasting Co., which operates WEBC, Duluth-Superior, and WMFG, Hibbing, Minn., will proceed with plans for establishing a three-station hookup to be known as the Arrowhead Network. With WHLB and WMFG the company expects to provide full coverage of the Minnesota iron range country. WMFG is already linked by wire to WERB. WHLB is expected to be erected and operating early in the spring of 1936.

**NBC Hollywood Engineers**

With Donald De Wolf, as engineer in charge of its new Hollywood studios, inaugurated Dec. 7, NBC has announced the appointment to his staff of Paul A. Greene, recently with Columbia Pictures and at one time chief engineer of CBS, and Mortimer O. Smith, transferred from San Francisco. A. H. Saxton, NBC western division engineer at San Francisco, remains as general supervisor.

**Pickwick Broadcasting Corp., Los Angeles, has filed certificate of dissolution with the secretary of state at Sacramento. The organization at one time owned and operated KTAB, San Francisco; KGB, San Diego, and KTM, Los Angeles.**

**WJBK, Detroit, besides getting a sponsorship for the Detroit Olympics hockey team has sold sponsorship rights of the Detroit Red Wings to Dodge Dealers Association.**

**THE TRAVELING MAN AND THE FARMER'S DAUGHTER**

—as well as all other folks in this territory—have profited greatly by the 180% increase in crop value in 1935

**WDBY, INC.**

N. B. C.

FARGO, N. D.

940 KILOCYCLES

5000 WATTS DAY

1000 WATTS NIGHT
Jinx Captured

TIME after time the sound effects box has toppled from its table in Studio B, of WINS, New York, spoiling many a program. Even sound engineers were called in to investigate the mystery. Finally they found that a certain note played by a violinist in Louis Katzman's orchestra hit the fundamental frequency of the sound effects box and sent it down with a crash. The top of the sound effects cabinet were shortened to take it out of the frequency of musical instruments.

REPUBLICAN PARTY
TO SPONSOR TESTS

A TEST of the script Liberty at the Crossroads, written by Henry Plank Carlton for the Republican National Committee, is tentatively planned over a Chicago station on a sponsored basis, shortly, according to Thomas G. Sabin, its radio director, who is now dividing his time between New York, Washington and Chicago to formulate plans and policies respecting the use of radio in the forthcoming national political campaign. Mr. Sabin returned to Washington Dec. 10 after spending some time in Chicago. He has extensive radio plans, including the sponsorship of programs on behalf of the party even before the nominating convention next summer, but they remain to be worked out.

Mr. Sabin has opened a New York office at 1 E. 57th St. to operate in conjunction with the party's finance committee until funds are raised for the radio campaign. After that he will establish regular radio offices in Washington, Chicago and in one Pacific Coast city. His Chicago headquarters temporarily are in the Palmer House.

The station to be used for the test of the Carlton script, which deals with general American political life, remains to be selected. Carlton is the author of Great Moments in History, Snoopyland Sketches, The Stebbins Boys and other radio hits.

Humphreys on NBC

HUMPHREY'S HOMEOPATHIC
MEDICINE Co., New York (Humphrey's remedies) will return to the air on 3 NBC-WEAF stations Dec. 15, 1:45-2 p. m. and three a week thereafter, Sunday, Tuesday and Thursday. On the two weekdays the program will go on the air at a different time—10:30-10:45 a. m. The program, Sweethearts of the Air, will have Breen and de Rose with Andy Sanella. The three stations are WEAF, KYW, WFBF. Biow Co., Inc., New York, is the agency.

A GOOD AGENCY
Knows
A GOOD STATION

Mitchell-Faust Advertising Company Chicago

Paul Holman Faust Says:

"What better indication of our attitude toward WLS than our constant renewal of contracts. The record - breaking success of our Feature Foods program is a tribute to WLS drawing power. Advertising 30-minutes each weekday morning, in the last 12 weeks Feature Foods have received over 32,000 letters, nearly all containing box-tops and coin."


THESE MITCHELL-FAUST CLIENTS
now are using WLS

Campbell Cereal Company ****
Rap-In-Wax Company **
Squire-Dingee Company *
"The 'JUNKET' Folks" **
Airy-Fairy Foods, Inc.
Steele-Weedles Company **
Feature Foods, Inc. *

* Each asterisk indicates one year on WLS.

THEY KNOW

THE PRAIRIE FARMER STATION
1210 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 520 Park Ave.

December 15, 1935 • BROADCASTING
South and Broadway

BY STATION BREAK

THE TREK Southward is beginning. Extra sections on trains bound for warmth and sunshine once more are being added, and plane reservations must be booked in advance. Miami and nearby resorts are filling up. The winter playgrounds are receiving the old-time influx. * * *

UP NORTH, on Broadway, the theater crowds are swelling in numbers. A few weeks ago football attendance was the largest since the depression. Movie audiences are causing executives to remember, less regretfully, the halcyon days of the late twenties. America, having pulled in its belt for nearly five years, is at play again and... with a vengeance.

We lost our shirts in the market and the bank blew up... so why save? So, where there's a nickel in the pocket, they go to the movies, and where there's a dollar, they buy a car. They're out for pleasure.

TO GET stodgy for a moment, economists tell us that since the World War the service industries, ministering to our pleasures and our comforts, have grown most rapidly of all. Without them, and the millions of workers they absorbed, we would have had a much more severe depression and an earlier one. At least it seems so. With this new buying trend on the part of the public, these service industries promise to show further gains in importance during the next few years.

* * *

IN STATION BREAK's opinion, they should be the next important industry to take to the air in a big way... that is if someone sells them.

* * *

RADIO is ideally suited for the advertising of a service. Advertising a service isn't quite the same as advertising a physical commodity. You can't very well wrap up a service and carry it home... it's an intangible. Its physical attributes are only of secondary importance. A stream-lined train may catch your eye, but you are primarily interested in the degree to which it makes your railroad trip more comfortable and gets you there sooner. You're interested mainly in the utility of the service... the satisfaction it renders you.

* * *

NOR can you look over a service ahead of time, except to a limited degree. You can't tell how a train will ride until you try it, nor what kind of service a hotel will have unless you stop at it. You've got to take the purveyor of the service especially on faith. You've got to trust him.

* * *

WHAT a chance for radio! A good program carries with it the unconscious connotation of an enterprise and conscientious company sponsoring it. "If the company has enough sense to present that good a program, it must know how to make a good product," feels, even more than thinks, the listener. Thus he gets respect for the sponsoring company, in addition to being grateful to it for giving him entertainment which he likes. We're simple folk. We're still kindly and appreciative and we act on it. A splendid way for a service to establish consumer confidence and a will!

* * *

AS CONSUMERS, we're interested mainly in the use of the service. You can dramatize a service over the radio. What a job you could do in taking the old Statler Hotel magazine copy of before the depression and turning it into radio drama! Grand Hotel, and then some! What a program you could make out of the drama inherent in rendering a service such as that of the telephone, and in depicting what the telephone has meant in the lives of millions of individuals!

What you could do, merely with the right kind of friendly educational copy, to dramatize a service or institution! What... but then, we could go on for pages. STATION BREAK would be delighted to retire on the advertising value which the motion pictures get from radio each year out of the plugging of their song hits over the air.

THE USE of a service is a personal matter. Where you bought your coat is less your concern than how satisfactorily the coat is. Your hotel, railroad, service company, or laundry is a much more personal matter. Services are personal... so is radio. The human voice is the most personal form of communication.

* * *

TO SHOW what services can do we recommend the Metropolitan Life Insurance Company, the Central Life and others; the Chesapeake & Ohio Railroad; Household Finance Corp., the Man from Cooks and countless others. And the surface has only been scratched!

* * *

FRANKLY we're a prima donna.

We like our fan mail... even when it calls our attention to something, which we should have known. We got a kick out of being reminded that "Old Dutch" was on the air several years ago in the person of Irene Beasley. We looked it up. Sure enough, the Old Dutch Girl program was broadcast over CBS from October 1930 to July 1932. Another trade mark dramatized over the radio!

* * *

WE'RE sorry we can't give you an appropriate souvenir with each cover of Broadcasting and comment for the column mailed in to us. But we will give your contributions every consideration.

* * *

RETURNING to Old Dutch Cleaner. When it was on the air in 1932, broadcast advertising by soaps and housekeepers' supplies totaled little more than one million dollars. Last year radio advertising by this group of products was two and one-half times as great, with further material increases taking place during 1935. Comparative newcomers to radio—their advertising wasn't important until after 1930—these products have shown some of the greatest gains to be experienced in broadcast advertising volume. And why not? (Continued on page 48)

Season's Greetings

from

KOMO-KJR

SEATTLE

BIRT F. FISHER, General Manager
H. M. FELTIS, Commercial Manager

KFBI

Abilene, Kansas
5000 watts 1050 kc.
Because of its central location KFBI is virtually without interference and competition, and reaches more Kansas people at a lower cost than can be reached any other way.

National Representatives
WILSON-DALTON
Chicago, Kansas City
NORMAN CRAIG
New York

We Are Honored

"Variety's" Showmanship Poll Thus Rates the Boston Stations

1. WNAC
2. WEI
3. WMEX
4. ......
5. ......
6. ......
7. ......

After only one year's operation, we feel honored to "show" with our distinguished friends WNAC and WEI.

WMEX

Member of Inter-City Group
1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Box 157

www.americanradiohistory.com
The Business of Broadcasting
Current News About Accounts, Pending Publications, Transcriptions, Agendas, and Representatives; Notes from the Stations

STA TION ACCOUNTS
sp — studio programs
(same as — spot announcements)
to — transcription announcements

WSPD, Toledo
Lake Shore Electric Railway, Sandusky, O., 5 ea., thru Campbell-Sanford Adv., Cleveland.

WSM, Nashville
John H. Woodbury Co., Cincinnati (cosmetics), 3 weekly t., thru Lenne & Mitchell Inc., N. Y.
Florida Citrus Commission, Tampa, Fla. (fruit), 26 t., thru Ruthrauff & Ryan Inc., Lakeland, Fla.
RCA Mfg. Co., Camden, N. J. (radio tubes), 3 weekly sa., thru Lord & Thomas, N. Y.

WCLC, Janesville, Wis.
Leath & Co., Chicago (furricane chain), 6 weekly sp., direct.
Pendergrass Candy Co., Chicago (Sparkle candy), 6 weekly sp., direct.

Household Finance Corp., Chicago (loan service), 6 weekly sp., thru Greek & Gross, Chicago.
Republic Coal & Coke Co., Chicago (Dealt coal), 5 weekly sa., thru Bozelli & Jacobs Inc., Chicago.

WHK, Cleveland
Willard Storage Battery Co., Cleveland (auto batteries), 4 weekly sa., thru National Organization, San Francisco.

Lake Shore Electric Railway, Sandusky, O., 5 ea., thru Campbell-Sanford Adv., Cleveland.

KFO, San Francisco
Carter Medicine Co., New York (veterinary), 6 weekly t., thru Street & Finney Inc., N. Y.

WINS, Columbus, O.
Ex Lax Mfg. Co., Brooklyn (proprietary), 78 t., thru Joseph Katz Co., N. Y.
Cities Service Oil Co., Cleveland (oil products), 26 sp., direct.
Krogner Grocery & Baking Co., Cincinnati (chain stores), 32 t., thru Ralph H. Jones Co., Cincinnati.
Lincoln Motor Co., Detroit (autos), 12 sa., thru N. W. Ayer & Son Inc., N. Y.

Pure Oil Co., Chicago (gas & oil), 100 t., thru Freitag Adve. Agency, Chicago.

Julian & Kokene Co., Columbus (Footnaver shoes), 13 sa., thru Aubrey, Moore & Wallace Inc., Chicago.

WAVE, Louisville


Hoboken, N. J. (canned food).

CALCULATING CAR 24! New fruit stand at Tenth & State — do your stuff and don’t forget your captain!

From the Washington Herald

WOR, Newark
Crofter & Gamble Co., Cincinnati (Gifford, Borden’s) thru Blackett-Sample-Hummer Inc., Chicago.
Ginn Co., Hoboken, N. J. (mail polish), 2 weekly sp., thru Donahue & Co. Inc., N. Y.

Hulbert’s Products Inc., New York (citrus juices), 3 weekly sp., thru Ernest Davids Inc., N. Y.


Ex Lax Mfg. Co., Brooklyn (proprietary), 2 weekly t., thru Joseph Katz Co., N. Y.

Florida Citrus Commission, Tampa, 5 weekly t., thru Ruthrauff & Ryan Inc., Lakeland, Fla.

KDKA, Pittsburgh, Pa.

Florida Citrus Commission, Tampa, Fla. (fruits), 26 t., thru Ruthrauff & Ryan Inc., New York City.


WAVE, Louisville


Robertson Inc., Chicago (furniture chain), 36 sp., thru A. L. Kastor, Chicago.


Motorola thru Ruthrauff & Ryan Inc., New York City.


KFI, Los Angeles
Lehn & Fink Products Co., New York (Hinds cosmetics), 3 weekly sp., thru Kenyon & Eckhardt Inc., N. Y.


KTOU, Tulsa, Okla.
Wander Co., Chicago (Ovaltine), 5 weekly t., thru Blackett-Sample-Hummer Inc., Chicago.

Gold Dust Corp., New York (Silver Dust), 6 weekly sa., thru Batten, Barton, Durstine & Ottermann Inc., N. Y.


KGO, San Francisco

Reed’s Apple & Rainier Franchise (canned food), 6 weekly sa., thru Roy Alden & Associates Inc., Los Angeles.

WMAG, Chicago
Florida Citrus Commission, Tampa, Fla. (citrus fruits), 26 t., thru Ruthrauff & Ryan Inc., Lakeland, Fla.

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BROADCASTING • December 15, 1935

www.americanradiohistory.com
December 15, 1935 • BROADCASTING
WKY in the Forefront of Radio Enterprise

Third station in U. S. to start exploring the new field of ultra-high-frequency broadcasting

From radio's squawking infancy, WKY has been a pioneer...a trail blazer. It was the third station in the United States to air regularly scheduled programs, and from that early day it has pushed ahead step by step, always ahead of the crowd...always a pace setter in broadcasting progress.

Today, WKY is again in the forefront blazing a trail into the undeveloped, uncharted field of ultra-high-frequency broadcasting—a sure bet to arrive within the next few years to bring listeners static-free, high fidelity reception, facsimile and television.

WKY is now installing an RCA 100-watt ultra-high-frequency transmitter for experimental use—the third of its kind in the U. S. When ultra-high-frequency transmission arrives, WKY will be on the ground floor and ready.

This latest pioneering move is a good example of the enterprising, progressive policy that keeps WKY in the forefront of radio progress, keeps it closely identified with majority community interest...and accounts for its gilt-edge popularity with listeners and advertisers.

J. CURTIS WILLSON, formerly in charge of the New York office of John Blair & Co. after having been in Detroit for the same concern, has joined the National sales staff of Hearst Radio Inc., in New York, representing the six Hearst-owned stations.

W. VINCENT LEAHY, formerly head of the agency by that name in San Francisco, has been named to direct the Susanman Wormer & Co. account for Botsford, Constantine & Gavelier, San Francisco, which recently acquired the S & W advertising. Mr. Leahy is an account executive. The agency has enlarged its offices in the Russ Bldg.

GEORGE J. PODEYN, formerly with NBC and Ratten, Durstine & Osborn Inc., has been named radio director of Fuller & Smith & Ross Inc., New York office.

LORENZO KENNON, formerly national expansion manager for Congee Co., Los Angeles, has been made account executive for the Kebo Norman Organization, San Francisco, and will service radio along with other accounts.

DONALD COPE, radio producer for Benton & Bowles, New York, arrived in Hollywood early in December on a talent hunt.

GEORGE C. HOOPER, formerly of Chicago, has joined Firestone Adv. Agency, St. Paul, and will service Kremola Co. and other accounts. Spot broadcasts are planned for Kremola in Chicago and other markets, supplemented by magazine advertising.

ROBERT H. HIXSON, president of Hixson-O'Donnell Inc., Los Angeles agency, is the father of a boy born in November.

McCARTY Co., Los Angeles agency, early in December merged with Waters & McCleod. The McCarty Co., organized in 1916, and Waters & McCleod, founded in 1920, will maintain offices in the Bovard Bldg. under the name of The McCarty Co. Terrell T. McCarty, continues as president and H. E. Cassidy as executive vice president.

HILLMAN-SHANE Adv. Agency, Los Angeles, has moved from the Oviatt Bldg. to 412 West 6th St.

BOHLES & STODEL, Los Angeles radio agency, recently in Hollywood became the Stodel & Kramer Agency. Offices will be in the Hays Bldg.

ALLAN W. KERR, for the last eight years with the merchandising department of the New York News and space salesman for True Story Magazine, has joined the New York staff of Free & Steindenger, station representatives.

S. O. GILHAM Co. Inc., Salt Lake City, has been named to Gilliam Adv. Agency, with Lou Richardson named president. M. C. Nelson is president.

BRYEN & WEIL Inc in the title adopted by the former Bryen-Weil Inc. agency, will be Philadelphia, following a merger of assets.

CHARLES PERRINE, San Francisco representative of Rethrauf & Ryan Inc., spent the first half of December in Los Angeles.

WESTERN ADV. AGENCY, Inc., established in San Francisco branch at 307 Mills Bldg. to service and handle account by phone. Thomas R. Te settled its merger, has been appointed managing director of the branch office. Albertson was appointed as president and Franky Guenther, law.

JOINS LONG AGENCY

HASSLE SMITH, for the past three years account executive for KFRC, San Francisco, resigned Nov. 30 to become copartner with Baldwin Long in the Adv. Service, San Jose, Cal. He has taken charge of the newly established San Francisco offices at 1246 Russ Bldg. Before coming to KFRC, Smith, who is nationally known in radio and advertising circles, was general sales manager for the Kirsch Co., Sturgis, Mich. Prior to that, he was also guest of the William H. Rankin Co., Chicago agency. At one time he directed his own merchandising organization in Denver.

Bijur Joins Agency

GEORGE BUIJUR, formerly CBS director of sales promotion and advertising, has joined Fletcher & Ellis Inc., New York, as vice president and assistant and will be in charge of the agency's creative departments. Mr. Bijur has been a national sales manager for his own agency. Prior to his position with CBS he was in charge of publicity for L. Bamberger, Newark, and at one time was with Macy's and Erwin, Wasey & Co., New York.

Attacks Grid Barrier

WBT, Charlotte, will send its program to Richmond to present the case of radio at the Southern Conference. WBT, which is attempting to break down the Conference clause which forbids broad-casting of its games. The only other intercollegiate conference with such a restriction, WBT anticipates obtaining permission at this session which will give it all of the big games in the South next season, not only for WBT but for the entire Dixie network of CBS.

AGENCIES AND REPRESENTATIVES

SAH Moore, in charge of West Coast editorial radio programs for clients of J. Walter Thompson Co., went to New York recently, Robert Colwell, with the New York office, substituting until his return.

EUGENE J. Cogan for eight years with Wexis & Pearl, New York, has been named an account executive and is succeeded by Frank H. Pimentel, formerly of San Al- len, formerly of Kenyon & Eckhardt, is assisting Mr. Pimentel.

CARPENTER & ROGERS Co. Dallas agency, has changed its corporate title to Rogers & Smith Adv., with associa- tion of H. N. Smith and formerly of Rogers & Smith, Chicago. The two agencies are now affiliated.

JOE OILHAM Co. Inc., Salt Lake City, has been named to Gilliam Adv. Agency, with Lou Richardson named president. M. C. Nelson is president.

RED!!! WE REVEL IN IT!

...and it's caused by blast furnaces in operation around Pittsburgh. It is the Steel City's barometer of business and industrial conditions.

The skies are RED Over Pittsburgh NOW...and little wonder:

1. Steel production...highest November since 1929.
2. More persons employed than since May, 1931.
3. Payrolls heaviest since April, 1931.
4. Since July, 50,000 have returned to jobs they lost in the last five years.
5. Where the average worker earned 35c in Feb., 1933, he now gets 75c—more than double. (Bureau of Business Research, U. of Pittsburgh.

...RED Over Pittsburgh...plus Program Over WCAE...equals: SALES IN THE BLACK.

WKY

Oklahoma City

Associated with the Daily Oklahoman, the Times and the Farmer-Stockman.

Representative:

E. KATZ SPECIAL ADVERTISING AGENCY
Radio Display in Exhibit Promoting All Media

TEAMWORK between all advertising media to produce the best results for the advertiser is the theme of the exhibit of the Direct Mail Advertising Association Inc., which is being shown in various cities throughout the country in conjunction with meetings of the local direct mail organizations.

The basic idea that direct mail can be effectively used to tie in with any other medium is carried out by a series of displays contributed by radio, newspapers, general magazines, business films, business papers, outdoors, street car, and window display groups. Following the same theme is a talking motion picture "Teamwork" in which a spokesman for each advertising industry presents a brief outline of the advertising function of his medium.

Speaking for the broadcasters, Leo J. Fitzpatrick, manager of WJZ and president of the NAB, tells radio's story as follows: "Three billion dollars have been expended to date in the broadcasting industry since the inception of its use as an advertising medium. The bulk of this expenditure was made at the very depths of the depression. Such an investment in a new experimental medium on the part of the American businessman can only be repaid by continued creative forces. We must achieve a destiny worthy of the great mechanics of nature and of science which has made radio possible. We feel that business and industry have thrust a challenge generally to the entire broadcasting and advertising world. Engineers and manufacturers, oblivious to the grim facts that the nation was weighed with depression, all through these dark days were creating and forming the plans and ideas for a new era of prosperity which is now so surely at hand. Advertising is the medium by which other courageous forces will be made productive. Every form of advertising, the printed word, the spoken word, pictures and radio will be employed in creating one great irresistible force by which the American manufacturer will be resolved into unprecedented progress and the fruits of their labors will be enjoyed in every home in the country. I know that broadcasting will be in the very forefront of that effort."

The radio display was furnished cooperatively by NBC, CBS and MHS.

Haley's M-O Discs
STERLING PRODUCTS Inc., New York (Haley's M-O), begin a series of programs over WLW and WOR, Dec. 2, using quarter-hour WBS discs broadcast Mondays through Fridays. The WLW program is given during the morning, the WOR in the late afternoon. The talent is in dramatic sketch titled Way Down East. Sterling Products acquired Haley's M-O from Wasey Products soon after, this being the first radio effort on the part of the new owner. Contracts, for an initial six-week period with expansion of the station list possible, Bracken-Sample-Hummer Inc., New York, is the agency.

On or off the radio, Iowa likes the way we do things. That's the reason important exhibitions, like the automobile and food shows, come back to us every year for their radio advertising and show talent. It means we are getting results—results that have changed the radio set-up in Iowa in less than a year's time. Write for the full story, or call local offices of John Blair & Co.

South and Broadway
(Continued from page 44)
Radio is especially well-adapted to advertising convenience goods. Time for "Old Dutch" to repeat. * * *

SPEAKING of repeats, isn't it time for radio to have its own revivals? The movies are bringing out old successes from the silent and early talking picture days. The theatre has done it for years. Radio has come to an age where revivals should be profitable and possible. Many old programs and program names still retain a listener good will which should lend them a ready hearing.

WHAT about Main Street Sketches which still holds the record for mail response to a single announcement made over a single station . . . . 165,000 requests? The old Slumber Hour was as popular as it was psychologically sound. STATION BREAK hasn't found anything to take its place to date . . . except possibly the Carnival Contented Hour and Wayne King, . . . and neither of these quite fill the Jake bill. There must be many other old offerings which would profit by refurbishing and reintro-duction over the air. What are your suggestions? Or are we all wrong?

ANNouncers at KNX, Hollywood, Dec. 4 were divided into two teams and staged two half-hour shows of their own for the air with cash awards offered as prizes.

Tie This One!
Under date of November 19, Albert Davis of Newport, Arkansas, wrote as follows: "I am a constant listener to your Midnight Jamboree every Saturday night. I like it fine; also have started others to listen. I am trying to get a bunch to decide to drive East before long and attend the Jamboree. But, someone might add—SO WHAT!"

Well, it is our opinion that any time a radio station puts on shows such as our Saturday Jamboree, which get folks in the notion to "drive East" (1000 miles from Newport, Ark., to Wheeling, W. Va.) that station has something in its general program structure. Yes, and WWVA does have that something—something in our make-up that makes folks want to drive 1000 miles to see us. That's not an accident by any means—poorly reach out beyond the microphone, put our arms around folks and make them like us. Is it any wonder we sell plenty of merchandise for a long, long list of advertisers who call their list with us? Investigate WWVA's legion of responsive listeners in Eastern Ohio, Western Pennsylvania and West Virginia, to say nothing of the bonus listeners such as Mr. Davis.

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

Columbia Station

December 15, 1935 • BROADCASTING
New California Station Favored If It Stays on A Strictly Local Basis

INDICATION that the FCC desires new local stations to remain strictly local was supplied in the recommendation Dec. 11 of Chief Examiner David G. Arnold (1-150) that Clark Standiford, Visalia, Cal., be granted a construction permit for a new full-time 100-watt station on 1310 kc., "with the understanding that the station is to remain a local station and not engage in channel broadcasting."

After his report by the FCC, it is pointed out, might set a precedent in the authorizing of new local stations.

Back of the report, it is suggested, is the belief that such limitation on new local stations will conform to the intent of Congress in passing the Communications Act, when a desire was repeatedly voiced that smaller communities be given radio facilities of a strictly local character. In many cases, new 100-watt stations soon go after power increases, this sometimes leading to network affiliation. The result, it is pointed out, is that the programs lose their local character and the purpose of the granting of local stations is defeated.

WHEN the DuPont Cavalcade of America program over CBS dramatized the history of the medical profession, WFBF, Syracuse, sent a notification letter to 400 doctors and surgeons.

"I get lower cost inquiries from spot radio advertising in NEBRASKA than anywhere else in the United States!" says a National Advertiser.

This is but one of many similar cases we would like to tell you about. Have we explain how Spot Radio Advertising in Nebraska is obtaining volume mail at low cost—opening up distribution—building heavy dealer sales.

Income here is above the average. Nebraska ranks FIRST in farm income, per capita. Buying activity is better than in 4 years. The number of radio listeners is large.

For complete market data and rates write the association office, or any of the individual stations shown below.

MISSOURI VALLEY BROADCASTING ASSN. Omaha, Nebraska

KONL
Omaha, Neb., and Co. Bluffs, La.
KJEL
Lincoln, Neb.
EMJ
Clay Center, Neb.

KPAH
Omaha, Neb. and Lincoln, Neb.
WAP
North Platte, Neb.

KGPS
Easterly, Neb.
EGNT
North Platte, Neb.

GOOD-WILL AND ADVERTISING
Flow Radio Can Be Used to Develop Responsive Public—Is Explained by Mr. Frothingham

Mr. Frothingham, according to Roy S. Frothingham, sales promotion and research counsel, San Francisco.

GOOD-WILL Advertising, shunned by some advertisers as an expensive luxury, produces results that can be measured in dollars in addition to its "institutional job," according to Mr. Frothingham, according to Roy S. Frothingham, sales promotion and research counsel, San Francisco.

Speaking recently before the California School of Business, Stanford University, on "Good-will Value of Good Advertising," he explained how this form of advertising can prove of value to the advertiser.

"In California," he said Mr. Frothingham, "the petroleum companies took the lead in building responsive public relations and good-will. With the petroleum stations. The sales objective is never lost. Good argument and reason-why explanation, good taste and persuasion mixed with good humor. Anxiety to sell doesn't give way to 'anxietyVERT IN A I A PARAP an exaggerated claims. All gasoline at one time or another have claimed 'more miles per gallon.' Now the advertising tells the story of modern automobiles, on fuel. You know the Shell campaign with its constant reminder that 75% of your driving is done within 10 to 25 miles of home, and Standard's emphasis on 'Standard Unsurpassed,' while Associated promotes its station men and 'aviation ethyl.'

Doing a Sales Job
"YOU WILL find those who believe radio to be an excellent medium for building good will, but doubt its ability to do an advertising sales job. Others are confident of radio's ability to sell, but can't sell it for improving public relations. Among experienced advertisers, the majority use radio to do a selling job and also to build good will. Their reasoning is very simple. Everybody likes to be sold by persuasion. Everybody likes to be entertained. Everybody likes the variety of entertainment offered by radio. The radio owner, unlike the man with a phonograph, and records to play, is quite dependent upon the station and broadcaster for his radio entertainment. This gives the advertiser the chance to make his radio advertising a service to radio owners.

A number of advertisers, in the development of their radio programs, like Maxwell House Show Boat, have created characters, situations and situations which make the copy and illustration for their newspaper, magazine, poster and car card advertising.

"Others, like they have reversed the process, and have transferred scenes and characters from their established magazine and newspaper advertising, to their radio broadcasting. Others, like Standard Brands in behalf of gelatine and tea, have written advertisements, the expense of giving listeners certain programs for which a large following has been built up by the station. One Man's Family is a case in point. General Motors, Ford, and others delight in giving listeners the finest talent available in opera and concert.

"Western radio observers credit Standard Oil of California with the most consistent use of radio for building institutional good will. The Standard Symphony broadcast each Thursday night during the Standard School Broadcast released every Thursday morning have been on the air continuously since 1926. 'Bank of America, Richfield Oil, Occidental Life Insurance Co.—have all put goodwill into their radio broadcasting and get goodwill out of it. The same holds true for each nationally known programs as World Peaceways, sponsored by E. R. Squibb & Son, Remington Rand's March of Time, and Barbara's Voice of Experience. On the Pacific Coast, Sperry Flour's Male Chorus Parade, is a most effective goodwill builder."

You're In Good Company on WHIO

NBC RED
A & P
Larus Tobacco

Alka-Seltzer
American Home Products

American Radiator
Marrow Co.

Bayer Aspirin
Molle

Briggs
Pepoedent

Bromo-Seltzer
Ralston

Cities Service
Purina

Cinalene
Texas Co.

Colgate-Palmolive-Peet
Shick

Elgin Watch
Williams

Firestone
Fitch

General Foods
Vick's

General Motors
Westatena

NBC BLUE
Alka-Seltzer
R. C. A.
Palmolive

Super-Suds

You're in Good Company on WHIO

39 S. Ludlow, Dayton, Ohio

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BROADCASTING • December 15, 1935
Ward Baking to Present Child Program on CBS

WARD BAKING Corp., New York (Ward bread, cakes, etc.) will present a new series of programs over 11 CBS stations beginning Dec. 17, 6:15-6:30 p.m., Tuesdays, Thursdays and Saturdays.

The program, titled "The Parade of Youth," will be conducted by Laddie Seamen as master of ceremonies. The rest of the cast will change as the skit progresses. The 11 stations will be confined within a limited area - Syracuse to the West, Boston to the East and Baltimore to the South. Contract is for 13 weeks.

In launching the new program, aimed at the child audience, the sponsor has announced a novel merchandising plan. Every juvenile listener will be invited to submit news stories to "Scoop Ward," the fictional reporter, and for the best items submitted each week prizes will be allotted. Badges will be given to all children applying for them through their Ward dealer. No proof of purchase is necessary for entry to the contest (the baking industry has a gentleman's agreement not to use this type of promotion).

The best item submitted by the child listeners will be dramatized and presented on the air, supplemented by other news written articles for the program by the agency handling the account, Fletcher & Ellis Inc., New York.

HIGH praise from the critics has greeted the first motion picture appearance of Fred Allen, who appears for Bishop-Moore weekly over the NBC-WEAF network, in the picture "Thanks a Million."

THANKS, C. A. C.
YOU said it!
EDYTHE F. MELROSE
General Manager
PROG E R NOTES

FOUR football broadcasts originated at the same time from Southwest Broadcasting System, nine in four playing days, toward the end of gridiron season. On Nov. 30 the Rice-Baylor game was broadcast from Houston over two SBS stations, and at the same time the Southern Methodist-Texas Christian game in Fort Worth was broadcast over a split SBS network, over CBS and in addition a direct wire carried the game to KFWB, Los Angeles, with three pairs of announcers at their respective mikes. At 1:45 the same afternoon a group of SBS stations carried the Minneapolis-Buffalo game broadcast by a following wire to Houston at 2 p.m., the Rice-Baylor pickup, and the Southern Methodist game at 2:30.

WDGY, Minneapolis, has been drawing a full house for its Broadway Broadcast programs staged from the Lyceum Theater. The program is sponsored by six business firms, the plan being to get customers into their places of business by giving tickets to the show with each purchase.

KXX, Hollywood, on Dec. 9 inaugurated a series of 33 weekly afternoon programs, in cooperation with the board of education and the music critics of the local dailies. The music appreciation series will be called Significant Aspects of Music. Staff artists engaged to portray music by visiting critics and teachers.

WRC, Washington, has started the WRC Home Forum under Mary Miron, prominent in home economics and cultural lines. The program is aired every weekday afternoon with participating sponsorship. Commercials are woven into the program's continuity to break a trend in the entertainment value. Guest speakers are introduced from time to time.

The Transeo production list ranges from short series to the longer serials, from the simple routine to the complicated production. Soloists, gang men, quartets... and so along to augmented orchestras, outstanding symphonies and all-star drama companies.

You will find a Transeo program available for all kinds of sponsors... and especially those who are hard to sell. Transeo transcriptions help you sell time on long term contracts.

WWW GC

A SHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

THE ONLY Blanket Radio Coverage of Prosperous Western North Carolina

“The Quality Market of The Southeast”

THE New York World-Telegram Scripps-Howard newspaper, on Dec. 9 switched all its radio programs from WMCA, New York, to WHN, the same city. This expanded service will consist of four news broadcasts a day, in addition to the usual noon and closing stock prices will be broadcast from Monday through Friday. On Saturday there will be two new broadcasts and the closing stock prices. No service will be given on Sunday. Crawford Broadcasting Co. has announced that it will no longer broadcast on the air, and interested stockholders of WHN have sold all interests in the WHN station to one of the WHN stockholders.

KFFG, Shawnee, Okla., has been active in directing the search for Ray Evans, prominent citizen, believed to have been one of the victims of a maniac killer. Flash announcements have been made, admitting interruptions in their programs because of the wide interest in the incident.

NEW YORK police are dramatizing their daily program on WNYC, that city, in describing reports of missing by relatives or friends. The police endeavor to convey with unrelenting suspense and graphic details a mental picture that will be remembered by the listener. The police department has distributed display features promoting the program.

KELF-KVOD, Denver, again will broadcast the holiday auction of the Denver Goodfellow Club.

WWNYC, New York, broadcast New York hearings of a Congressional committee investigating the patent law system under the chairmanship of Rep. Siirio (D) New York.

A NEW series on WINS, New York, titled The Court of Literary Justice, will use its program writers and their authors, using a dramatic cast. The program is conducted by Willard New York.

WQAM, Miami, Fla., finds its broadcasts of meetings of the City Fathers so popular that it now has extended the feature to include entire sessions, which consume an entire morning.

WRAK, Williamsport, located in a hilly region, broadcast hunting news of the day, along with deer registered at different camps.

WNEW, New York, will broadcast exclusively a dramatized version of the book "Richard of Bordeaux's Outlaw Story," the book's companion to the "indeed" High tide rafting, by Paul Raffler, head of the WNEW-LC department, is following the exact Hum- man ingredients in such a cast of actors taking the parts.

ON THE Greetings! This is Another Day series of WHH, Greensboro, N. C., six canaries are featured by program advertising as "The Canary Singing School". Listeners are brought their canaries near their receivers and the studio birds teach them to sing. The idea is to sell music supplies according to Bill Parker, conducting the program.

WPTF, Raleigh, N. C., broadcast a film of the premier showing of the movie "Red the Rose" at the State Theatre. A booth was set up in the foyer, with the movie lasting 45 minutes.

WGBW, Syracuse, is publicizing its program "On the Air," a one hour daily program. On the Air, telling all about programs for next 24 hours. Sponsors are mentioned in the program, with features and specials and guest artists to be heard.
Burlesque Radio

STANDARD RADIO Inc., Hollywood, transcription producer, is recording a series of 32 discs titled The Last Nighter, which handle the familiar comedy-plus-orchestra combination. It is stated that has long been successful on the stage but that has seldom been used on the radio. Joe Twerp and his stooges burlesque radio’s more familiar bits; the result is a quarter-hour program of pronounced masculine appeal.

WHAM, Rochester, N. Y., broadcasts weekly True Stories, the New York State Police, sponsored by Rochester Gas & Electric Co. Continuity in by Wayne Shoemaker with Jack Lee, production manager and announcer, as well as a half dozen actors assisting.

WFIL, Philadelphia, has increased its news periods to six daily in addition to four news participation programs.

RESEARCH Council of the Academy of Motion Pictures, Hollywood, on Dec. 2 inaugurated a study course for sound recording for a period of 13 weeks with classes held at the Hollywood High School evenings in two sections of 50 each. A. P. Hill, assistant superintendent, instructs with a subcommittee including Gordon S. Mitchell, Ralph Townsens, Burton F. Miller, J. G. Frayne and William Thayer. Though primarily for studio technicians, it will include recording on both film and transcriptions.

EASTERN RECORDING Co., with Henry Schorr as executive head, has opened offices and studios at 250 S. Broad St., Philadelphia, to service agencies and sponsors.

AMBASSADOR Radio Productions, Los Angeles, has been dissolved, according to Jerry Lyrton, head of the transcription production firm, which used the studios of Elekto-Vox Inc. as headquarters. A new group will be organized with Mr. Lyrton as drama head and Ted Myers as business manager.


AUDISK Corp, San Francisco transcription producer, has cut 20 one-minute dramatic announcements, for the Philo Radio & Television Corp. of California, San Francisco. They are being placed on stations in the 11 Western states, in a Christmas campaign.

GRACE SANDERSON MICHIE, formerly on the continuity staff of NRC, San Francisco, and more recently in Hollywood, has been appointed program director for the Audisk Corp, San Francisco transcription producers.

TED SILLS, previously connected with network programs in Chicago and Hollywood, has joined Grombach Productions Inc., New York, as program director.

TRANSCRIPTION Service Bureau, Los Angeles, early in December started two 20-episode, five-minute transcribed programs adapted for insurance sponsorship.

KASPER-GORDON STUDIOS, Boston, after definitely announcing the appointment of Godfrey Wetterlow to its staff, now reports that its announcement was premature and in error.

BLOCK DRUG Co., New York (Omea oil) will begin a studio program campaign over WJZ, New York, December 7:45-9 p.m. and each following Tuesday. Talent will consist of Phil Cook, and the Landis Trio and Wiltshire. The program is scheduled for about 20 weeks. Husband & Thomas Inc., New York, places the account.

Col. & Budd Signed

STOOPNAGLE & Budd, comedy team, have been signed by CBS until Feb. 1, 1957. They will be on the air together about Feb. 1. Meanwhile Budd is broad-casting a sustaining program 10-10:30 p.m. Saturdays under the title Budd Hulick & His Orchestra. The two have been with CBS five years.

H. J. GREG, commercial supervisor of Southwest Broadcasting System, addressed the Dallas Advertising League recently on ‘Broadcasting in the Southwest.’

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Facts You Should Know:

WTCN operates on a new 3,000 watts transmitter. WTCN offers low-cost coverage of the Twin Cities and their suburbs.

1,804,964 people in Minnesota and Wisconsin live within WTCN’s 100-mile area.

217,844 families with radio in Minnesota and Wisconsin live within WTCN’s 100-mile area.

Annual net retail sales in Minnesota and Wisconsin within WTCN’s 100-mile area are $1,207,639,000.

1,581,872,000 of the Minnesota and Wisconsin population of 2,563,993 live within WTCN’s 100-mile area.

WTCN’s 100-mile area

196,702 or 61% of the 386,896 families with radio in Minnesota live within WTCN’s 100-mile area.

WTCN’s 100-mile area

$1,135,547,000 or 78% of the $1,452,108,000 annual retail sales in Minnesota and Wisconsin are made within WTCN’s 100-mile area.

WTCN offers the services of the same merchandising departments of the St. Paul Dispatch-Pioneer Press, Minneapolis Tribune and St. Paul Daily News.

FREE & SLEININGER, Inc., National Representatives

New York — Chicago — Detroit — Denver — Los Angeles — San Francisco — Seattle

Covering the Tacoma Seattle Markets

Two Markets at the Price of One

Transmitter located midway between Seattle and Tacoma. 1000 WAT, 570 kc. Pioneer CBS Station in the Pacific Northwest

December 15, 1935 • BROADCASTING
Copyright Status Still in Doubt
(Continued from page 7)

and is being considered, of operat-
ing without the Warner catalogs. A report was submitted to the NAB board purporting to show that on a selected group of stations which had checked performances religiously over a lengthy period, only 18% of the numbers performed were from Warner catalogs (Harms, Inc., Remick Music Corp., M. Witmark & Sons and New World Music Corp.). CBS, it is understood, is considering an experiment under which it would go without Warner music.

There still remained the contro-
versy between ASCAP and Warner as to whether the former retained the small or performing rights to the majority of the Warner cata-
logs, because of the composer and writer contracts with ASCAP. It is generally agreed that this point will have to be adjudicated since there has never been any court ruling on it.

The material that could be gleaned following the NAB board meeting was that a majority of the so-called "independent" station mem-
bers favored piece by piece, presumably non-network and certain others held the view that it was not only unworkable but unavailable. As a consequence of this, the delegation was named to go into the entire piece picture and endeavor to work out a basis. The delegation comprises:

Edward A. Allen, WLVA, Lynch-
burg; Arthur Church, KMBC, Kansas City; H. K. Carpenter, WIK, Cleveland; Joseph Maland, WHO, Moline; James W. Frame, WJTL, Detroit (NAB presi-
dent), and James W. Baldwin, WABN, New York City managing director.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new cus-
tomers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metro-
politan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average monthly dollar vol-
ume by $5,000.00 during 1935.

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, formulation of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS
Shoreham Building
Washington, D. C.

THE SOBY YARD STICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and price.
Benjamin Soby and Associates
1022 Wallace Ave., Wilkinsburg, Pa.
U. S. Court Refuses to Shift ASCAP Case From Jurisdiction of Washington State

A COMPLETE victory for the State of Washington in its fight against the American Society of Composers, Authors & Publishers, was won Dec. 12 when the U. S. District Court for the Western District of Washington refused to interfere in any way on the ASCAP case back from state jurisdiction to the Federal Courts.

In a telegram to former Senator C. C. Dill, Kenneth C. Davis, Seattle attorney, and managing director of the Washington State Association of Broadcasters, declared that the action puts the ASCAP case back into the state court where officials will prosecute it vigorously. Some months ago a receiver was appointed for ASCAP, which had been adjudged illegal under the state constitution. Broadcasters have also been removed from ASCAP's card. This would apply only to commercial business, estimates that received from the networks.

Apropos of suggestions made for a revised compensation arrangement whereby stations would pay percentages of the revenue return to them of programs using the particular copyright owner's music, a number of arguments have been advanced. The most important is that in arranging such programs, the works of more than one publishing house are used. As a consequence, under a percentage plan, it would follow that the station, or the advertiser, would be forced to pay two or more percentage fees.

The ramifications of the music publishing field that have come to light since the Supreme Court have bewildered many broadcasters. For example, it is now revealed that V. hypertensive chairman of the Board of the North American Co., which is sponsoring "Wired Radio" as a potential competitor of space radio, is also a member of the Warner board. One of the subsidiaries of North American is the Associated Music Publishers, which is licensing stations, and collects about $80,000 annually in radio fees. Also tying into the broad copyright discussions are the current negotiations of the larger transcription producers, such as World's Broadcasting System, NBC, Associated Service, Standard Radio Inc., and Associated Music Publishers, which recently introduced its library, with John G. Paine, trustee of the Music Publishers Protective Association. These have to do with elimination of the present basis of royalty payments whereon stations pay 50 cents for a production number of a popular number on transcriptions, when sponsored and 50 cents for a production number per sponsored use.

Aside from this fee, the transcription companies pay to MPPA $5 and $10 per number for such recordings initially. The effort is also being made by the ASCAP to get its own cards back into the ASCAP card. The ASCAP has the one card, in the form of a small additional rental or lease, and in that manner have it absorbed painlessly by MPPA, with more than a year's experience with library services, understood to be inclined to go along with such a method. Apparently fading from the copyright picture is Transcontinental Broadcasting System, mysteriously transcribed sales organization which from all indications was affiliated in some fashion in the Warner lot. This has been flatly denied by Warner executives in New York.

The organization has offered independent station contracts to sell time nationally at 50% of card rates and to provide them with transcribed programs. A proviso also was included in the contract to guarantee the copyright of music contained in the transcriptions and to acquire all of the public performance rights. It is reported unofficially that several stations have signed their contracts.

Unfortunately, the victory for Washington State is only a temporary one, as it may be reversed on appeal. However, the decision opens the way for more cases against ASCAP by stations. Claims, under normal procedure, can be filed with the receiver, Tracy Griffin, Seattle attorney, who in turn may under court jurisdiction, dispose of the ASCAP catalogs. There is the possibility that a "per piece" method of disposition of the catalogs will be worked out. The amount of triple damage campaign is not definitely known, but a figure in excess of $1,000,000 has been mentioned.

Many state groups have inquired about the Washington state constitutional provision which made possible the action against ASCAP, evidently with a view toward having similar provisions adopted.

Smith Bros. Spots
SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops) is planning an extensive one-minute WBAB disc campaign over an indeterminate number of stations. The first group to launch the disc effort will be WBEN, WPIL, WGAN, WJAR, WTMJ, WDAF. Homman, Tarcher & Sheldon Inc., New York, placed the account.

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

Wire or write for prices to-
WSOC Charlotte, N. C.

PERHAPS THERE IS MORE THAN ONE WAY TO SKIN A CAT:

. WE DON'T KNOW

. BUT, WE DO KNOW THERE'S ONLY ONE WAY TO REACH

Western Montana
WITH YOUR RADIO MESSAGE,
AND THAT IS TO USE . . .

K Gir
STATE, MONTANA
Representatives
JOSEPH M. McCARTHY
NEW YORK - CHICAGO . . . P ACIFIC COAST.
Radio In Next Congress

(Continued from page 12)

introduced at the last session and which are still pending, are those of Rep. Scott (D) of California, introduced just prior to adjournment. They encompass a series amendments to the Communications Act dealing with broadcasting, as well as a resolution for the creation of a "Broadcast Research Commission", the function of which would be to decide the future of broadcasting, but with particular emphasis on the setting up of a government-owned or controlled network.

These proposals, it now develops, are sponsored by most of the anti-commercial radio organizations. The American Civil Liberties Union, for reasons unknown even to some of the members of its radio committee, seems to be behind the Scott proposals, and there are signs aplenty that it had more than an "observer's" interest in their preparation. Rep. Scott had never been known to have shown the slightest interest in radio legislation in the past.

Failing in somewhat the same category, except that its sponsorship came from the labor and religious agitators, is the Monaghan bill, (HR-8475) introduced by the youthful Rep. Monaghan (D) of Montana which would set up a government network. This measure is believed to have been introduced at the suggestion of Michael Flynn, labor legislative contact, who also is closely identified with the quest of the Paulist Fathers in New York, operating WLWL, for improved facilities.

Then there is the bill (HR-55) introduced during the last two sessions by Rep. Rudd (D) of New York, to cancel all existing station licenses and force a reallocation of the entire spectrum with one-fourth of the wave and power facilities to be assigned to non-profit organizations. This is what the educators and the Paulist Fathers have espoused for many months.

Just as the last session ended, there were introduced two bills to place prohibitions upon musical performances by foreign musicians. These were promptly protested on behalf of the industry by the NAB as measures which would "effectively reduce the opportunities for employment of American musical talent."

All told, there are a dozen and a half measures affecting radio in one fashion or another, still pending. These will unquestionably be augmented by others as soon as the new session gets warmed up. Thus far, neither Chairman Wheeler (D) of Montana, of the Senate Interstate Commerce Committee, nor Chairman Rayburn (D) of Texas, of the House Interstate and Foreign Commerce Committees, has indicated that any hearings will be held.

One of the pet radio topics of Senator Wheeler is that of多数 newspaper ownership of stations, and of so-called "trafficline" in radio station licenses. He expressed on this on several occasions at the last session. If there happen to be hearings of any character at the forthcoming session, he may take the occasion to follow through on these views.

In any event, there have been ample indications that legislative leaders in Congress will look more closely to Chairman S. Prall, of the FCC, for advice as to whether hearings or an investigation of any needed at the next session because he is a veteran of a dozen years in Congress.

It is thought entirely possible that before the subject of radio legislation is gone into, Chairman Wheeler and Prall will call upon Mr. Prall and perhaps other members of the FCC, and possibly representatives of the broadcasting industry, to confer on the advisability of considering legislation either to amend the Communications Act as it deals with radio or to conduct an inquiry.

Although the legislative situation, at this writing, appears to be one which will not justify or necessitate consideration of broadcasting, the very fact that minorities are lobbying to attain their own ends is regarded as an omen that the situation will bear watching.

FORD SPONSORING LIVESTOCK REPORT

FORD MOTOR Co., Detroit, extended its radio bugle to the seven stations of the Michigan Radio Network, of which Detroit is the chain's flagship, sponsoring daily livestock reports compiled by the Michigan Live Stock Exchange Association, a prominent feature on MRN for nearly two years.

The account was placed by the N. W. Ayer & Son Inc., after being arranged by R. Pulchcifer, of the Detroit office, and Harry Mack, of the Ford Motor Co. The program is broadcast daily at 12:45 p.m., the reports being presented by George Bottell, secretary of the Michigan Live Stock Exchange. Harold True, news commentator of WXYZ and MRN, is handling the commercial announcements.

The advertising on the program is being devoted to Ford cars and trucks. H. Allan Campbell, general manager of the MRN, handled the account for the network.

J-W-T in Seattle

J. WALTER THOMPSON Co. has established an office at 2012 Exchange Bldg., Seattle, Wash., with Norton W. Mogge, formerly Los Angeles manager, in charge. Russell Paulson, account executive, has succeeded Mogge in Los Angeles. Thomas Cooper, in the San Francisco offices research department, has been transferred to Southern California to assist Paulson. He will also conduct radio research along with his other duties. The agency recently assumed direction of the Associated Salmon Packers, Seattle, which is planning an extensive campaign.
Time Sales Expand  
(Continued from page 10)  
with automotive advertising leading the field. Other important gains include the following: National network field—household equipment, 17%; soap and kitchen supplies, 31.8%; tobacco, 18.2% and miscellaneous, 15% in the regional network field—clothing, 38.1%; drugs and pharmaceuticals, 34.7%; household equipment, 33.9%; commercial advertising, 35.8%; wholesale and retail advertising, 36.9%; radio sets, 35.5%; tobacco, 35.5%; in the local field—clothing, 37.4%; foodstuffs, 33.5%; beverages, 25.3%; household equipment, 58.3%; financial, 41.9. 

A number of interesting trends are revealed by an examination of the sponsorship of broadcast advertising during the last two-and-a-half years. The marked gain in automotive advertising in all portions of the radio medium is an indication of the power of radio to sell more expensive articles than the so-called convenience goods. National network volume has shown a half-and-a-half times the 1933 volume. The entrance of Henry Ford into the field as the largest radio advertiser is of particular interest in this respect. 

It would seem as if the national non-network increase in automotive advertising was a recognition of the part that industry of the value of spot advertising. In October automotive advertising of this type exceeded December, 1935, by four-and-a-half times.

The effect of the national network policies is becoming noticeable. During October drugs and pharmaceutical volume dropped below the 1934 level for the first time, showing a decline of 10.3%. Of special interest has been the manner in which the tobacco industry has maintained its broadcast advertising during the past summer as compared to previous seasons. It would seem an indication of increased recognition of the value of summer advertising. All portions of the medium experienced a much decrease of a summer decline during the past season than usual. How much of this is due to a general upward trend, and how much to a revised opinion as to the value of summer radio advertising, cannot be determined at this time.

Several interesting trends have revealed themselves in the national non-network field. The rise of national non-network tobacco advertising, particularly cigarette companies, is an indication of the value of spot advertising to a product having regional distribution. The growth of national non-network food advertising since May of the current year, and the steady upward trend of soap and kitchen supply advertising also is worthy of note.

Clothing and household appliances continue to be the fields which have experienced the greatest gains during recent months. It is probable that this will continue to be the case for some time to come.

[Image of advertisement for Blaw-Knox Radiator]

ANOTHER REASON WHY  
BLAW-KNOX RADIATOR  
INCREASES NIGHT TIME  
COVERAGE 50 MILES  
FOR STATION WHO  

From the Central Broadcasting Company Station WHO, Des Moines, Iowa, comes the following comment:

"We would like to commend your company on the tower installation which you made for the Central Broadcasting Company Station WHO, Des Moines. We have every reason to believe that from a radio standpoint this tower has given us a signal strength increase equivalent to the best tower installation in this country, increasing our field at one mile from approximately 1500 to 1900 mv/m, and increasing our fading wall distance approximately 50 miles.

Again let us thank you for your wonderful cooperation in providing us with the means for greatly increasing our coverage."

WHO—DES MOINES  
PAUL A. LOYET, Technical Director

May we send you our recommendations and approximate prices on Blaw-Knox Radiators to increase the effectiveness of your own coverage. There are now 446 Blaw-Knox Vertical Radiators in use.

BLAW-KNOX COMPANY  
20 FARMERS BANK BUILDING  
PITTSBURGH, PA.
Western Books 8 Hours After Operating Month

THE WESTERN Network, comprising KNX, Los Angeles and KSFO, San Francisco, after only a month of operation, has eight hours of time sold commercially, according to an announcement by KNX, "key" of the two-station hookup. Of the aggregate of time sold, 6% hours per week are during the evening and 1 1/2 daytime. The newest sponsor is the Alka-Seltzer Pacific Co., which purchased an evening news period seven nights weekly. The two-station group ultimately is expected to become a part of the Mutual Broadcasting System, which has used the stations on several occasions for Hollywood pickups or coastal relays.

FRANK CHASE, in charge of disc production for the NBC transcription department, resigned, effective Dec. 14, to open his own offices in the RKO Bldg., New York, as a program producer for both transcription and live broadcasts.

Loucks for "Per Piece" (Continued from page 7)

more difficult than it really is. Broadcasters need copyrighted music and copyright owners need broadcasters as customers. Broadcasters have an interest in encouraging the creation of musical works and are willing to pay the creator a fair and reasonable price for his creations. But a fair and reasonable price can only be found in a competitive market. There can be no objection to the able composer receiving the compensation which his ability commands. The composer of lesser ability must be satisfied with lesser rewards.

For three years the NAB has proposed as a solution of the problem adoption of a so-called "per piece" system of payment. That is, a system under which the copyright owner fixes his own price for his compositions and the broadcaster buys and pays for the music he actually uses at such price. That proposal is sound. It is fair and just to both copyright owner and user. There has been much misunderstanding and some misrepresentation about it.

How It Would Be Done

ALL THAT is necessary to make the plan effective is that the broadcasters notify copyright owners that they will purchase music rights on a "per piece" or "per use" basis and request them to supply a list of the works they actually own and control with a performance fee set over against each composition and the period during which such prices hold good. From these lists the station could prepare a list of its own use and could at any time know at all times what works it has authority to perform and the actual cost. Compositions for which no prices were submitted would not be performed. Different prices would result for the compositions of different economic status and different publishers would have different rates.

In addition to removing the artificial barriers between the composer and his natural market, the plan would result in several important changes in the use of music at stations. Each and every number performed would have to be properly entered on the program log and payments submitted in accordance therewith. Networks will charge for all network programs, graduated in accordance with the sums taken by any given programs. These charges could be absorbed by the networks as is the case with both the Associated and the NBC inverted pyramid along to the affiliated stations. But since the affiliated station has no knowledge of the program in advance what compositions will be included in a network program and is therefore unable to protect itself against infringement in the absence of agreement with the network company, the network should be required to clear performance rights at the source of the program.

There have been arguments against a "per use" plan. It is alleged that it is unsound, that it is impractical, that it would cost the broadcasters more money, that it would result in deterioration of programs, that it would involve burdensome bookkeeping, and other similar negative arguments. Certainly no one familiar with the copyright problem would say affirmatively that the system which has been in vogue for these many years is scientific, practical, and economical.

But if there are reasons now why a "per use" system should be adopted these reasons will be multiplied if the United States adheres to the International Copyright Convention which has been urged by the Government for many years.

Both copyright owners and broadcasters should realize now that temporary solutions of the problem are expensive expedients. They should cooperate in effecting a fair, just and permanent solution. The plan approved by the NAB at its last three conventions would bring this about.

Charming Decoys

HOT and with shiny noses, a girl's college glee club left the New York studios of WOR and on the way out raised the WOR show windows in the 24th floor reception hall. They pliered several bottles of Seagram's rye and Daggett & Ramsdell's cold cream. The joke was on them, however—the rye was tea, the cold cream, dummies.

General Motors Renewals

THE TWO General Motors Corp. programs now on NBC networks have been renewed for another span of 13 weeks. Chevrolet Motor Co., Detroit, has renewed Dave Rubinoff, Jan Peerce and Virginia Rae over 59 NBC-WEAF stations Saturdays, 9-9:30 p.m. The renewal is effective Jan. 11. Campbell-Ewald Co., Inc., Detroit, is the agency. General Motors on Jan. 11, renews General Motors Symphony Concert with Erno Rapee over 62 NBC-WEAF stations, Sundays, 10-11 p.m. Included are also stations in Honolulu, Toronto and Montreal. The guest star policy will be continued. Campbell-Ewald Co., of New York, placed the account, institutional in nature.
Levy Replies to Loucks
(Continued from page 7)
tific for the period, it seems to me that the broadcasters should be entitled to some detailed analysis of the "per-piece plan." To accept Mr. Loucks' views would deny justice to the broadcaster and result in tremendous expense and probably ruin to him.

Let us consider the logic and practicability of the per-piece plan. To use an illustration, let us assume that the music of Jerome Kern is performed by a station. Knowing that there are more than 600 stations in the country and that each station would play a particular piece of his music on the average of at least once a day, we would have a total of approximately 200,000 performances per year. It is impossible to guess at what price a composer values his work. At the rate of only 25 cents per performance, $50,000 would have to be paid to the Society by the industry for the music of this particular composer. Moreover, the present time he receives only $7,000. The difference, or $43,000, must be supplied.

Small Stations Hit

HOWEVER we might attempt to reduce the cost to the smaller stations, they still could not possibly absorb the increased expense to them. The lowest price that the small station might expect to pay for music would be 10 cents per performance. Each station plays about 100,000 pieces a year. That would result in an annual cost to each small station of $10,000. Compare that with what the small stations are now paying.

Aside from its cost, would you as a broadcaster be satisfied to play the lower-priced music? Do you think you would be serving public interest by doing so? Do you think that you could retain your listeners by playing unpopular music and, most important to you, do you think your advertisers would continue to do business with you if you lost your listeners?

Suppose you decide to play the low-priced music. After a short while would not the authors of that music raise the price?

While we may be assumed to 25c per performance would be the charge, any one acquainted with the situation knows that a composer will very substantially raise his rate — especially so when the station itself, by playing his music repeatedly, popularized it and created demand for it.

Regardless of the merits or failures of the per-piece plan, is it possible that Mr. Loucks is unaware of the fact that ASCAP has NBC Commandments

TEN checks are used by the NBC continuity department to determine if programs are in good taste and conform to public interest. The NBC "ten commandments" are:

1. Stolen.
2. Right of privacy.
3. Impersonation.
4. Plagiarism.
5. Reference to other products, other artists.
6. Unfair trade practices.
7. Infringement of copyright.
8. Controversy.
9. Improperly.

definitely refused to entertain such a proposition?

ASCAP Turned it Down

MR. LOUCKS stated that the per-piece plan approved by NAB at its last three conventions would solve the problem. Doesn't he know that because the members wanted the per-piece plan, numerous attempts have been made in the last three years to have it accepted. Isn't he familiar with the many meetings in ASCAP, particularly at which Mr. Mills said that "No matter what plan you use, you will pay more than you are paying now," and illustrated it by saying, "If you are paying X now, you will be charged with any other plan, and Y will be more than X".

Does Mr. Loucks believe that the broadcaster will be satisfied with the per-piece plan if it cost him two or three times the amount he is now paying?

Does Mr. Loucks believe that the broadcaster is interested in the theoretical rather than the practical answer to the problem? Mr. Loucks says: "The whole problem has been made to appear far more difficult than it really is." I wish he were right! Fire Near Office of FCC Slightly Damages Files

AN all-night fire Dec. 13 in the new Post Office Department building in Washington, where the FCC offices are located, caused only minor damage to FCC records but the offices of Chairman Prall and Secretary Pettie, where documents are filed, were damaged by water. The actual blaze was just across the hall from their offices on the sixth floor and was confined to old General Accounting Office files.

Salvage squads had cleaned up the damaged FCC offices by noon Dec. 13 but a number of employees had been sent home. Nei ther Chairman Prall nor Secretary Pettie could use their offices during the day but the rest of the FCC offices were open as usual.

The official FCC records damaged were those on top of dictaphones in the two offices and they were merely soiled by water without being made illegible. Total damage in the fire was estimated at $50,000 and at least 50 frawmen were overcome by smoke.

Capt. Plugge is Elected As Member of Parliament

CAPT. LEONARD F. PLUGGE, chairman and governing director of the International Broadcasting Co., which does other activities places sport time for British and other European advertisers on continental European stations, was elected to Parliament as a Conservative st anding for Chatham, Rochester Borough, in the recent British general elections. Capt. Plugge has long been an advocate of advertising by radio and last year spent about six months studying American methods during a motor tour of the States.

The former British army captain thus becomes a member of the government majority in the House of Commons, having defeated H. Gait, Skellor, Laborite, by a vote of 19,212 to 13,315. Among his supporters was the Rt. Hon. Sir Philip Cunliffe-Lister, Secretary of State for Air. Capt. Plugge's organization maintains American headquarters in Rockefeller Plaza, New York.

Sues Eddie Cantor

DAVE FREEDMAN, radio script writer, has filed suit against Eddie Cantor in the New York Supreme Court for $250,000. The case, set for Dec. 9, was postponed 10 days. Mr. Freedman claims $280,000 as commission he received from Cantor's radio appearances. The alliance between Cantor of Y.M.C.A. todate is supposed to date back to 1931. Samuel Lebowitz is attorney for the plaintiff and David Podell is appearing for the defendant.
Looking-in On RCA Television

To View Television
THE FCC's engineers having already visited the various television laboratories in Philadelphia, New York, and Chicago, commissioning them, accompanied by Chief Engineer T. A. M. Craven was scheduled to receive demonstration programs from RCA and Philco systems at Camden and Philadelphia, respectively, Dec. 18. In the official party were to also be present Messrs Brown, Walker and Payne.

laid down an extremely weak signal, and it was said the receiving antenna's location was highly sensitive to extraneous interference, these conditions simulating those which would be expected at the outer limits of the service area of a television station.

The building was a squat affair located well on the edge of the town and apparently far removed from electrical disturbances as might come from elevators, refrigerators and other more commonplace electrical devices. The antenna looked like doll's house; it could not have been more than 30 feet above the roof of one-storey building.

From the receiving studio we re- paired to the transmitter. There we saw the, the television camera, a miniature film projector—and the "Iconoscope"! Dr. Zworykin is justly proud of it. The camera is the big bulb pictured on page 9 and which is said to be the nearest replica of the human eye ever con- structed electrically. This record- ing device, which David Sarnoff calls the "Electric Eye", is the heart and soul of RCA's television system. It is as sensitive to light as an ordinary film; it breaks up by an electrostatic bombardment the plate shown within the bulb any image it views into electrical impulses which can be shot by the tens or thousands per second from the transmitting to receiving an- tenna where it is picked up and transmitted in light via the "Kinescope".

It is to television what the micro- phone is to sound broadcasting. We were televised under the blazing lights, which we presume are not unlike the hot kleigs used in Hollywood motion pictures. We watched the other members of our party being televi- sed, and saw their images and heard their voices clearly through the monitor re-ceiver on the control panel. The pictures were as remarkably clear as those we saw at the receiving studio.

Being frankly ignorant of the technical details, which we hope to have described in later editions of Broadcasting by competent engi- neers, the effort has been made here to describe simply what was seen. When we consider the eco- nomics of television, it is hard to see the woods for the trees. You enter a veritable forest of specula- tion. As to the enormous costs in- volved in setting up a television transmission system, which must necessarily be so standardized as to lines and frames that all makes of television receivers will be able to pick up all transmitters within range as well as in audible broadcasting; as to whether RCA and its rival experimenters will ever get together to agree upon a single standard of transmission; as to who shall be licensed to broadcast television, the existing broadcast- ers will be operating solely on the ultra-short waves with both their visual and sound channels. Inasmuch as the ramifications of programming tech- nique, which manifestly will have some effect, the FCC's engineers will encourage the free, competitive, commer- cial development of television, which necessarily must await the full development and ex- pansion of the A. V. & T.'s combination.

What Is To Come?
ALL THIS merely hints at the enormous possibilities of those who will bring television eventually, creating a new art and in- dustry. The present experiments have already mastered. Small won- der that the leaders in television experimentation have been those who have talked the plainest and have hesitated for some years to let writers and kindred gossips see their labor developments. Quite aside from the fact that they justly fear the effects of too much optimism, they have held back to test the market, which is the set and tube mar- ket now flourishing after three or four acute depression years, that most sets which are already on the market, and the very few which are are actually set up, is to be in the region of a million.

As promised by President Sarnoff to RCA stockholders in his re- port on Mar. 31, the T. A. T. will expen- d about $1,000,000 on a series of field tests of its television system in the New York metropolitan area that are now tentatively scheduled to begin the middle of next year. Dis- carding its old Ciric-9 and sound broadcasting apparatus on the top floor of the tall Empire State Building, RCA this month or next will install a transmitter designed to operate on the ultra-short waves and to "rain down" its sig- nals on New York City. Whether these waves can be made to pierce the shadows and dead spots created by the man and Na- ture in a big city like New York, rendering reception of good visi-
Facsimile in Homes Will Be Next Step
In Development, Says Mr. Sarnoff

REPORTED as predicting that New Yorkers will see television within five years, David Sarnoff, RCA president, is also noted with the statement that “facsimile broadcasting into people’s homes will be the next important development in radio.” These predictions were contained in a dispatch of the New York Times, Nov. 14, North-

evisor

This page contains a mix of text and images, but the primary content is a series of articles and advertisements. The text is formatted in paragraphs, with some sections highlighting specific information such as dates, names, and technical details related to early television technology and developments. The articles discuss various aspects of television, from predictions of its future use in homes to descriptions of early broadcasting services and the evolution of television technology. The text includes references to notable figures in the industry, such as David Sarnoff, and mentions specific dates and events related to the development of television. The overall tone is informative and technical, providing insights into the early history of television broadcasting.
FEDERAL TELEGRAPH CO.

FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Radio Tubes "Famed for Performance" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it.

In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

A "FOOLPROOF" remote amplifier for short lines has been designed by Harry C. Lobenstein, chief engineer of WFSAs, White Plains, N. Y. It has a predetermined volume level, may be set automatically on one of two control buttons, and has automatic on-off control operated by insertion of monitoring phones, taking approximately 24 seconds to accomplish.

He is said to be a big-time-saver and will weight only 25 pounds. All WFSAs remotes are now equipped for Brush sound-cell microphones. Frank A. Seitz, WFSAs vice president, developed a "field telephone" system which observers use at sports events to relay dates to Neil Ormond, announcer, in the observation booth.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., starting Dec. 11, will include extra bushings with its studio and manufacturers' floor stand models to make them adaptable to dynamic, ribbon or crystal microphones. The manufacturer's model will also be manufactured with the option of the standard floor base, or a new adjustable self-balancing tripod base which can be adjusted to a minimum of floor space.

WPIL, Philadelphia, has constructed two short-wave pack transmitters for special events, with Frank V. Becker, chief engineer, completing the installation in three weeks. Both employ ultra-high frequencies, using the 8 meter band with one watt output. The sets weigh 25 pounds and employ 30-inch telescopic antennas.

A HIGH-FREQUENCY mobile unit is being constructed by Charles Sprague, chief engineer of WJIM. Leasing for installation in a motor truck. It will be used for remote pickups.

UP 27 STORIES—And still two to go in Nelsom Olmstead, production manager of KNOW, Austin, Tex., is now installing radio equipment to the top of the University of Texas library blg., now under construction.

BLILEY ELECTRIC, Co., Erie, Pa., designing and manufacturing quartz crystals, has started a frequency measurement service with an accuracy of one part in 5,000,000, or 0.3 cycles on a 100,000,000 cycle frequency. A General Radio Co. standard of frequency and associated measuring equipment is used.

WMBQ, Richmond, Va., with remote control equipment, is expanding its remote program service. The new equipment will use small crystal type microphones. Arrivals at railroad stations and the airport are broadcast frequently.

KFRO, Longview, Texas, is completing a new 150-foot vertical radiator, scheduled to be finished by Dec. 15. The RCA equipment is used by KFRO.

Two Production Groups In Medical Field Merge

Two ORGANIZATIONS most vigorously opposed to the terms of the so-called Copeland Bill (S. 5) to amend the present food and drug laws for the safety and welfare of the sale, manufacture and advertising of foods, drugs, devices and cosmetics, were merged Dec. 10 as the Institute of Medicine Manufacturers.

The organizations which are combining a meeting in New York are the Institute of Medical Manufacturers and the United Medical Manufacturers. The combined organization is said to have a total membership exceeding 300 producers and distributors throughout the country.

Elected president of the joint organization was D. E. Austin, of Thomas Leeming & Co., New York, who served as president of the Institute. Charles L. Huisking, former president, was named first vice president; other officers elected include W. W. Poor, of Clinton, S. C., president; P. L. Fraile, of Cleveland, third vice president; J. B. Van Dyke, Philadelphia, secretary, and T. S. Strong, of Cleveland, treasurer.

RCA Income Up

NET income of Radio Corp. of America to the third quarter amounted to $511,987, an increase over the same quarter last year of $100,797. For the first nine months was $2,801,123, an advance of $623,352 over last year. The figures were announced by David Sarnoff, RCA president, and include RCA and subsidiaries.

GLENN D. GILLET, INC.
Consulting Radio Engineers

Stations surveyed include:

WBAY* WWO
WCAPP* WWJ
WEAF* WBSH
WNBO WFSF
WCAO WFSW
KDOL KFDD
KDYL KCWV
KFSF KATH
KR WAPC
KPRC WZC

* Surveyed in 1922-5 by Mr. Gillett personally for A. T. & T. Co.
† In process.

There is No Substitute for Experience

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BROADCASTING • December 15, 1935

FWO, Providence, R. I., is preparing for a busy winter by burying the copper ground system deep in the salt marsh land at Watchmeocket Cove and covering them with big blocks of cement. The earth is expected to be immune from ice packs.

WICC, Bridgeport, Conn., has installed a new Western Electric transmitter under the direction of Garo Ray, chief engineer of the station.

BLILEY ELECTRIC Co., Erie, Pa., designing and manufacturing quartz crystals, has started a frequency measurement service with an accuracy of one part in 5,000,000, or 0.3 cycles on a 100,000,000 cycle frequency. A General Radio Co. standard of frequency and associated measuring equipment is used.
Counter Damages Asked by Freeman

Answers Suits Filed by NBC, And Cecil, Warwick & Cecil

Charles H. Freeman Jr., of Freeman Concert Management, Inc., New York, was planning to file a counter claim for damages against NBC and General Electric Co. Inc., New York agency, he said as broadcasting went to press.

This was in response to a letter from General Electric's lawyer, who said that he had not received the letter, and that he could not be sure whether it was in fact one received.

The letter said, in part, that the agency or NBC had given the idea which Freeman tried to sell to several magazine publishers. As a result, Freeman obtained affidavits from Dale Williams, who had sent it to Freeman by phone.

Freeman contended that it was in June, 1936, that he approached Jack Warwick of Cecil, Warwick & Co., with his Metropolitan Auditions plan. Mr. Warwick's idea was for a telephone conversation on the station as a place where he could talk about the program which is handled by the agency.

Throughout all this litigation Mr. Freeman feels that the sponsor of the program, the Sherwin-Williams Co., is not an unfortunate position. "The Sherwin-Williams Co. is the innocent victim which is the result of a loose condition in radio which makes a sponsor to be the victim. First, by spending his good money; and, second, after spending this money he finds that he is subject to suspicion," declared Mr. Freeman.

The Sherwin-Williams program is to go on the air Dec. 25 over NBC-WEAF station at 7:30 p.m., but there is some doubt as to whether the Metropolitan Auditions will be the victim. There has been talk of a fill program for the broadcast.

Edwin C. Hill returned to the air with "Human Side of the News" over an NBC-WEAF network Dec. 10, 7:15-7:30 p.m., Tuesdays, Thursdays and Saturdays.

FOR THE WOMEN

NBC Finds Feminine Programs Increasing Rapidly

1955 has not been Leap Year, but according to NBC it has been Women's Year on NBC networks. More programs have been given for women and by women's organizations than ever before, a survey of programs shows.

The term women's programs has been given a new interpretation. Once applied only to cooking, clothes and household hints, it now includes national and international affairs, music, literature, science, education. In all these general subjects NBC has given women a voice; they have entered into group discussions with men and they have given their feminine viewpoints.

The newest NBC women's program "Let's Talk It Over" is a weekly discussion period featuring Emily Post and Anne Hard, news commentator. The "Woman's Radio Review," directed by Claudine Macdonald, has continued, on a schedule of five broadcasts a week, to present leaders in thought and public life, 11 speakers describing vocations for women and eight "Women and World Peace." Included among other weekly programs were those by the Radio Women's Clubs; the National Congress of Parents and Teachers; Your Child, under auspices of the children's Bureau, U.S. Department of Labor; Our American Schools with Florence Hall, former president of the National Education Association; and the regular woman's portion of the National Farm and Home Hour.

EXPERIENCED MEN, ONLY!

We're interested only in men NOW in Radio who are interested in actually doing practical work. The CREI course in practical Radio Engineering isn't a "sit-down" course. It's for men who already considered Radio a good line, for men who know enough to realize how much MORE they should know. If you're one of these men...send for the CREI catalog today.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-12
14th and PARK ROAD
WASHINGTON, D. C.

NEW 48-PAGE ILLUSTRATED BOOKLET FREE!

This new catalog fully describes our various Radio Study and Residence School Engineering, Men to be prepared for engineers who require it. Write today.

C. T. BLILEY FREQUENCY MEASURING SERVICE
Announcing

BLILEY FREQUENCY MEASURING SERVICE

ACCURACY

All measurements guaranteed accurate to 1 part in 5,000,000—equal to 0.3 circle at 1000 KC.

EQUIPMENT

General Radio Primary Standard of Frequency and associated measuring equipment used for all measurements.

NOTIFICATION

Any desired type of notification—telephone, telegraph or letter. Write for descriptive literature and quotations, stating kind of notification and number of measurements desired.

FREQUENCY MEASURING DIVISION.
BLILEY ELECTRIC COMPANY, ERIE, PA.

December 15, 1935 • BROADCASTING
DECISIONS

DECEMBER 3

KABR, Abington, Mass.—Granted CP change antenna, move transmitter locally.

KRLH, Midland, Tex.—Granted modif. CP change antenna, move transmitter locally.

WFR, Baltimore—Granted CP change antenna, move transmitter locally.

WTAG, Green Bay, Wis.—Granted modif. CP change antenna, move transmitter locally.

WTO, Springfield, Mo.—Granted modif. license to Osakis Brodcast Co., Ex-Examiner.

WPTF, Raleigh, N. C.—Granted CP move antenna, change equipment, extend completion.

WMBF, Charleston, S. C.—Granted CP move antenna, change equipment, extend completion.

WABC, New York—Granted CP exp. auth.

WCAJ, Jacksonville, Fla.—Granted license for CP 1310 kc 100 w untl.

WFR, Baltimore—Granted CP change antenna, move transmitter locally.

WPAR, Parkersburg, W. Va.—Granted modif. CP change antenna, move transmitter locally.

WNP, San Juan, P. R.—Granted CP change antenna, move transmitter locally.

KTH, Houston—Granted CP change equipment.

KVO, Missoula, Mont.—Granted modif. CP extend completion.

KXPG, San Francisco—Granted modif. CP capture antenna measurement.

KBMC, Kansas City—Licensed for CP renewal set for hearing 2600 kc N 1 kw N 50 kw D untl.

WBB, Richmond Ind.—Granted CP extension program tests 30 days (12-5).

KFKA, Greeley, Colo.—Same (12-4).

WBC, Scheuchisay—Granted temp. auth. 50 kw 12-3-34 (12-7).

WGQ, Vicksburg, Miss.—Granted CP extension reduced power (12-2).

WBRB, Richmond Ind.—Granted CP extension program tests 30 days (12-5).

KNE, Brady, Tex.—Same (12-7).

WLOL, Los Angeles—Granted CP extension temp. auth. 250 kw 1440 kc for tests (12-7).

KGPM, Mont. —Same (12-7).

James R. Doss Jr. denied petition for re-statification and grant of new hearing of appeal, new station at Tuskegee, Ala., and ordered to regular hearing docket 52-3.

Applications

DECEMBER 2

NEW, Niagara Falls Brodcast Co., Corp., Niagara Falls, N. Y.—CF 1000 kc 100 w untl.

NEW, Electro Voice, Inc. —850 kc 100 w 250 w D, change antenna.

NEW, Wolverine Brodcast Co., John E. Peters, Ann Arbor, Mich.—CP 830 kc 100 w D, amended to 500 w D.

NEW, John E. Peters, Saginaw, Mich.—CP 800 kc 1 kw D, amended to 600 kw, change antenna.

Department of Commerce “Radio Census” Map of the World
DECEMBER 3

NEW, Baltimore Radio Show Inc., Balti-
more--CP gen. exp.

NEW, WATR Radio Corp., Norfolk, Va. --CP gen. exp.

WSAI, Cincinnati -- CP change equip.,
new transmitter station St. Henry, St. Henry, Ohio.

KMLB, Monroe, La. -- CP change equip.,
from 1200 to 1100 kc, new transmitter to

WRR, Dallas, Tex. -- CP new equip.,
move transmitter to Central Television,
station 1500 w kc, d w, re exp.; license
or CP as modif.

NEW, Missouri Commercial Appeal Inc.,
Tulsa---CP gen. exper. 60 w.

NEW, Star Chronicle Pub. Co., St. Louis
--CP 1520 w.

APPLICATIONS RETURNED -- NEW, F. D. De-
es, Owatonna, Minn. -- CP change equip.,
move transmitter to Owatonna, Minn.

NEW, Don D. Evans, Carter, Mo. -- CP 1520 w,
inc.

NEW, Harold Johnson, New, D. C. -- CP new
change location 1200 at 25 kw.


DECEMBER 4

WIOD - WMWB. Miami -- CP change equip.,
move transmitter to 660 Bayshore.

NEW, Ted R. Woodward, Kingsport, Ten-
a. -- CP 1210 kw 100 w.

NEW, S. Polshfield Newspapers Inc.,
Springfield, Mo. -- CP 1200 kw 100 w,
inc.

KFST, Park City, Utah -- CP change equip.,
move trans to 3 mw, west present site.

NEW, Gomer Thomas, Bellingham,
Wash. -- CP 1420 kw 100 w, d w.

KGQ, Ogden, U. S. -- CP change equip.,
move transmitter 1000 kw 1 kw.

APPLICATIONS RETURNED - WRAX,
philadelphia, Pa. -- CP change equip.,
move transmitter 1000 kw 1 kw D & N.

NEW, Herman Winter, Lansing, Mich.,
K 1210 kw 100 w, d w.

APPLICATIONS RETURNED -- WRAX,
philadelphia, Pa. -- CP change equip.,
move transmitter 1000 kw 1 kw D & N.

NEW, Elsie Ratto, Ogden, U. S. -- CP change equip.,
move transmitter 1000 kw 1 kw D & N.

NEW, Donald O. C. Ruggles, Millilook, Ore. -- CP 100 kw 100 w.

DECEMBER 5

WWJ, Detroit--Modif. CP new equipu-
ove transmitter, increase power, to
move transmitter station Ferry bldg.,
I. Road, Oak Park, Mich.; also increase
5 kw D & N.

WAAF, Chicago--Modif. CP increase
over, to place new transmitter at
Chicago, Chicago.

NEW, Harold Johnson & Leland Perry,
b. Johnson & Perry, Cedar City, Utah
--CP 1650 kw 25 kw, d w.

KIUP, Durango, Colo. -- License for CP
modif., new station.

APPLICATIONS RETURNED--New,
Assi. Bredau, St. Louis, Mo. -- CP
exp. 100 w.

DECEMBER 6

KGBM, Honolulu--Auth. transfer control
to Pacific Theaters & Supply Co. Ltd.

WRAY, Rochester, N. Y. -- Modif. CP
change new station name to 1283 Main St. E.

WCOL, Columbus -- CP increase from 100 to
200 kw 100 w, change equip., to
move to Toledo.

NEW, Steffen Ice & Ice Cream Co.,
Wichita, Kan. -- CP 1000 kw 100 w, admitt.
d to 1210 kw.

APPLICATION RETURNED -- WXLAL,
Kassen County, cent. assign license to
First National Television Inc.

Examiners' Reports...

WGST, Atlanta--Examiner, Seward recom-
ended (1-146) the applic. modif. increase
from 500 w 1 kw LS to 1 kw N & D.

NEW, William S. Thibblin, New, Castle,
NH. -- Exam. Dalberg recommended (1-146)
that CP 1310 kw 100 w, be granted.

NEW, Arthur Westlund, Jules Cohn,
Santa Rosa, Cal.--Examiner Walker recom-
ended (1-147) that CP 1310 kw 100 w, be
granted.

WRKX, Rockford, Ill. -- Examiner Seward
recommended (1-147) that CP 1310 kw 100 w,
be granted.

NEW, Rudolph Brodsky, Co., Allegheny
Tec., -- William D. Amsler Jr., d/f Cloth
Brodsky, Co. -- Examiner Bramhall recom-
ended (1-146) that applic. CP 1210 kw 100 w,
be granted.

NEW, Clark Standifer, Velsia, Cal.
Chief Examiner Arnold recommended (1-196)
that CP 1210 kw 100 w, be granted.

NEW, Pat Whikel, d/b a Jampa Brodsky,
Co., Tampa, Fla. -- Examiner Dalberg recom-
ended (1-150) that applic. CP 1210 kw 100 w,
be granted.

NEW, Robert McNaab Co., James-town,
N. Y.--Examiner Dalberg recommended (1-151)
that applic. CP 1210 kw 100 w, be granted.

NEW, M. M. Oppen, Grand Forks,
N. D.--CP 1310 kw 100 w 25 w D unitd.,
move transmitter locally.

NEW, Frank H. Suss, Sacramento, Cal.
-- CP change equip., increase from 1200 to
2500 kw, from 100 w to 1 kw.

WBST, South Bend, Ind. -- CP change equip.,
move transmitter to Elkhart, Ind.

NEW, Kenneth Brodsky Co., Enmons
L. Ables, Sec., Burlington, Iowa. -- CP 1370
100 w unitd., amended to 1310 kw.

NEW, M. M. Oppen, Grand Forks,
N. D.--CP 1310 kw 100 w 25 w D unitd.

KFNP, Shenandoah, Ia.--Auth. transfer
control to Heaven.

WL, St. Louis -- CP change equip.,
change from 1200 to 1250 kw, from 100
w to 1 kw.

WSBT, South Bend, Ind. -- CP change equip.,
move transmitter to Elkhart, Ind.

NEW, Pat Whikel, d/b a Jampa Brodsky,
Co., Tampa, Fla. -- Examiner Dalberg recom-
ended (1-150) that applic. CP 1210 kw 100 w,
be granted.

NEW, D. B. Sutton, Miami--Examiner Bramhall recom-
ended (1-151) that applic. CP 1210 kw 100 w,
be granted.

NEW, Robert McNaab Co., Jamestown,
N. Y.--Examiner Dalberg recommended (1-151)
that applic. CP 1210 kw 100 w, be granted.

NEW, S. Petersburgh, C. of, St.
Petersburg, Fla.--Examiner Bramhall recom-
ended (1-150) that applic. CP 1210 kw 100 w,
be granted.

KARK, Little Rock, Ark.--Examiner Seward recom-
ended (1-151) that applic. CP change from 890 kw to
2500 kw, from 500 w to 1 kw.

MEETS EVERY REQUIREMENT

Check these features against the Commissions Rule 139, as amended on October 29, 1935, Section D:

★ A d-c meter for setting the average rectified carrier and for indicating percentage carrier shift during modulation.

★ A peak indicating light which flashes on all peaks exceeding a predetermined value.

★ A new-type high-speed meter indicating continuoulsy the percentage modulation either on positive or negative peaks, selected at will.

Orders for the General Radio Type 731-A Modulation Monitor (Price: $195.00) are now being accepted, with delivery, if desired, contingent upon formal approval by the Commission.

For detailed information about this Monitor, write for Bulletin X-5512-B

GENERAL RADIO COMPANY
CAMBRIDGE - MASSACHUSETTS
Jenkins Joins KSTP

The appointment of Ray C. Jenkins, until recently sales manager of KSD, St. Louis, as manager of the sales promotion and advertising department of KSTP, St. Paul, was announced Dec. 3 by Stanley E. Hubbard, KSTP manager. Mr. Jenkins formerly operated his own agency in Detroit, and was with the St. Louis Post-Dispatch, operator of KSD, for five years before joining that station. He assumes the post at KSTP vacated early this year by Ford Billings, now manager of WCAE, Philadelphia. He has been succeeded at KSD by Ed-ward J. Hamlin, promoted from the sales staff.

Firms Agree to Abandon Claims Opposed by FTC

COMPLAINTS and stiultations involv ing advertisers have been announced by the Federal Trade Commission in the last fortnight as follows:

ALBERT F. COOLEY, Los Angeles, trading as Rango Tablet Co., etc., charged with in accurate and misleading claims, the allegedly stating that the product is a cure or treatment for overgrowth of neuritis, stomach disorders, digestive and other ailments. and that the laxative herbs are not habit forming. Ordered to cease from such practices.

JOHN F. WINNIEOUR, Chicago, trading as Tire & Radio Co., agrees to stop selling radio sets marked "Victor"; and to cease from "direct from factory" and sales, and to abandon other like practices.

BISODOL Co., New Haven, agrees to cease advertising that its product is an effective remedy for indigestion, heartburn, and other ailments unless limited to hyperacidity conditions, and to stop asserting that the product will banish or correct any discomfort of the stomach, that it is a new discovery, and that it is today totally different from anything else.

R. E. DAVIS Co., Hoboken, agrees to stop claiming that its product contains all the vitamins, mineral nutrients and calories; that it will increase or build up strength, energy, vitality and weight in all cases, and that it contains all the elements nec essary to the growth of children.

MINERAL WATER Co., Incline, Minn., Texas, agrees to stop advertising that its waters or crystals will correct faulty elimination, cleanse the system of toxic and uric poisons, give children "pep" and stamina, and to abandon other representations.

W. S. BINGHAM and W. G. HICKS, New York, agrees to cease claiming that Misto is a competent treat ment or effective remedy for colds, coughs or sore throat, or that it will do more than relieve minor types of nasal irrita tions or congestions. The respondent has discontinued the practices although not admitting that the assertions were incorrect or misleading.

DUCES JUMPS GUN

Is Early With Speech so CBS

-Misses Rebroadcast

CBS engineers were the latest victims of mixed signals from 2RO Rome, Italy. The CBS department of public events and special fea tures informed the radio audience Dec. 7, that on the following day, "they would present" Mussolini's address to the Chamber of Deputies at Rome. An English translation of the speech was to be a part of the program.

Dispatches from Rome stated that the Mussolini broadcast would be delayed by 2RO at Rome at 10 a.m. EST. CBS blocked off the 9:55-10:30 morning spot for the rebroadcast, but at 9:55 it was found that the Mussolini speech was already finished, having started at 9:40 a.m.

A short time ago NBC had a similar experience with a Floyd Gibbons broadcast from Ethiopia which was to be relayed to the US. An engineer at the Broad street office of RCA Communications while testing some of the short wave channels across the Gibbons's talk already on the air. It was on the air exactly an hour earlier than scheduled. After some rapid work NBC managed to get a portion of the broadcast on the network.

New Woodbury Series

JOHN H. WOODBURY Co., Cincinnati, (soap), will launch its Paul Whiteman program over an NBC-WJZ network Jan. 5, 9:45-10:30 p.m., and each Sunday thereafter at the same time. This program will be preceded by the Jergens promotion featuring Walter Wits chell. Andrew Jergens Co., Cincin nati, is the parent company of Woodbury and by consolidating these two programs the sponsor will save time discounts.

Woodbury's Dangerous Formulations early evening program on an NBC-WJZ network, will terminate Dec. 27. No further stations on the Woodbury network will be announced.

FREEMAN F. GOSDEN and C. Arley Correll (Amos 'n Andy) and their wives were among the guests of President Roosevelt Dec. 11 at the first formal White House dinner of the social season.

PROFESSIONAL DIRECTORY

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An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

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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.

Dissatisfied with the present state of your transmitting equipment?

Reconditioning service available from this organization. We can meet your requirements.

Other Fellows' Viewpoint

Our Error

To the Editor of BROADCASTING:

In reviewing your columns on "The Business of Broadcasting" in the November issue, I note that different key letters are used in the description of the various manufacturers.

We would greatly appreciate a letter from you explaining the meaning of the letters an, sp, etc., that are used in the various paragraphs.

Thanking you in advance for your cooperation,

Yours very truly,

CAMPBELL SOUP CO.

Dec. 6

Waltz Sponsors Fight

EXCLUSIVE rights to the sponsorship of the Joe Louis-Paulie Uzcudun fight in Madison Square Garden Dec. 13 were secured by WMCA, New York, and the Inter City City-Civic Broadcasting was informed as it went to press. Sponsor is Waltz & Bond, Newark, N. J., through Richard H. Bin oats, Barton, Durstine & Osborn, New York. Clem McCarthy, NBC sports commentator, was signed to handle the description.

GULF DEFICIENT Co., Pittsburgh, (oil products), on Jan. 5 renews Phil Baker, Great American Tours, 58 CBS stations, Sundays, 7:30-8 p.m., Agency: Young & Rubicam, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion, in advance. Three month minimum.

Help Wanted

Two experienced Radio Salesmen for regional station in Middle West. Must have broadcast sales experience. Good opportunity for advancement. Address Sales Manager, WRKQ, Rockford, Ill.

Situations Wanted

Manager creditable commercial and production background desires change. Finest credentials of character and accomplishment in all departments. Wide experience in other medium. Will accept assignments. Box 406, BROADCASTING.


Young announcer, continuity writer, three years experience. Now employed. Will go anywhere. Box 415, BROADCASTING.

Announcer, 7 years experience; news, sport, general reporting. References. Box 418, BROADCASTING.

Wanted To Buy—Station

Former publisher and advertising director desires to purchase small radio station in city of 50,000 or over; or to lease such a station; or operate it on profit sharing basis. Box 416, BROADCASTING.

For Sale—Equipment

One Western Electric LWK Transmitter, complete with spare tubes and parts, including thermostatic Crystal Coated panel and generators. Box 405, BROADCASTING.

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BROADCASTING • December 15, 1935

www.americanradiohistory.com
Tailored to Fit the Man...

Just as a tailor made suit pays dividends in style, comfort and wear so does WTAM as an advertising medium pay off in increased sales.

Northern Ohio is a great market; WTAM a great radio station. It is as if its service aires were tailored to fit the concentration of purchasing power in this notable section of the country. As a selling medium WTAM's effectiveness has been proved time and again. And much of its success is due to the completeness with which it covers the important cities from Cleveland to Coshocton and Toledo to Erie, Pa.

1,017,600 NBC radio families are its potential circulation, a vast army of buyers and "doers". May we send you WTAM's Airea map? It is a graphic picture of a great station's influence in a great market.

Tailored to Fit the Market

NEW LOW PRICES...

EFFECTIVE NOW

Type 44-AS Velocity Microphone, with 30-foot cable and plug and suspension mounting.

$97.50

Type 50-A Inductor Microphone, with suspension mounting and 30-foot detachable cable.

$60

FINEST AVAILABLE MICROPHONES AT NEW LOW PRICES

These substantially reduced prices reflect a tremendous increase in demand, with its consequent stepping-up of production. Lowered factory costs are passed on to you, giving you the same high quality that have made these microphones so famous.

RCA Velocity and Inductor Microphones have been winning constantly greater success, being now accepted as setting quality standards. Such is the reward of RCA pioneering. At the new low prices, every broadcaster can now use the best instead of compromising with an inferior product.

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

RCA Manufacturing Company, Inc., Camden, N. J.
a subsidiary of the Radio Corporation of America