## BROADWASTI

Vol. 12 • No. 1

Foreign \$4.00 the Year

## Broadcast Advertising

WASHINGTON, D. C. JANUARY: 1, 1937

ONE NOTE

Disposition Sweet

As we glide into 1937, the broadcasting industry may look back upon the past twelve months as the most successful in its brief but stimulating career. As one of the many independent stations which have shared in this success, WOR believes it is a propitious time to mention, for whatever it may mean to you, that more than 225 people with products to sell have sallied into WOR during 1936, resulting in an increase in time-billings of more than 30% over that for 1935. And for the benefit of Mr. Boreits who consistently squawks, "Sure, I like yer percents, but the papers allus gimme agate lines," we shall delve into our increase in hours; i.e., sponsored "space" sold. In hours, then, people with products to sell bought 2886 for 1936 from WOR, compared with 2525 for 1935. And when the bills were sent on to them - boy, what buys they made

JOHN CRE

JAN 2 . 1937

## /Time Sell It

Valuable broadcasting hours
are available on the NBC Blue and
Red Networks

Many advertisers have been under the impression that radio time on the Blue and Red NBC networks was all sold out. This is not strange, in view of the program preference which the NBC networks have so notably established But—

We wish to announce that there still emain certain advantageous day and night sales hours for advertisers who seek an habitual listener audience numbered in the millions.

This tremendous NBC audience is the most valuable asset a medium can offer an advertiser. It was created and held by one thing only—the best delivery of the greatest number of the most popular programs. NBC networks continue to guarantee this long head start toward sales to every advertiser, large or small.

RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday'2 to 3 P.M., E.S.T. Both on NBC Blue Network.

## NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK - CHICAGO - WASHINGTON - SAN FRANCISCO

## It's no Fairy-tale in New England

## The Money Is Here for Aggressive Advertisers

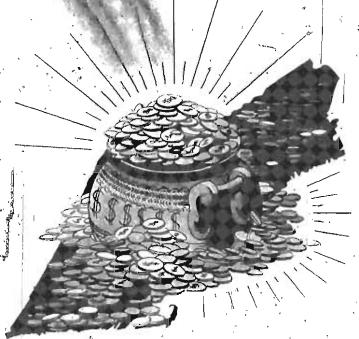
WHEELS of New England industry are turning faster. Payrolls are up. Retail sales are up. Per capita savings bld their substantial lead over other sections of the country.

This is a market worth your most intensive cultivation . . . and The Yankee Network provides the intensive medium for digging into this rich area in the very sections where mass appeal can produce mass buying.

Eleven popular stations key your efforts of the tempo of aggressive selling necessary in this narket. Their intensive listening areas include every moortant spot on the New England sales map.

WNAC Boston WLBZ Bangor
WTIC Hartford WFEA Manchester
WEAN Providence WSAR Fall River
WTAG Worcester WNBH New Bedford
WCSH Portland WLLH Lowell

WICC Bridgeport New Haven



This eleven-station audience is made up of NBC Red Network listeners. Yankee Network's news audience, its play-by-play sports fans and the listeners to its many other sparkling locally produced shows.

It all adds up to the largest New England audience you can possibly reach.

Every station counts. Their combined strength and appeal provide the powerful sales impact you need in order to share substantially in New England's tremendous retail turnover.

## THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE THE PROPERTY OF T

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADOASTING PUBLICATIONS, INC., 870 National Press Building, V. D. C. Entered as second class matter March 14, 1938, at the Post Office at Washington, D. C., under act of March 3, 1879.

531476

## he air bites shrewdly

Hamlet, Act 1, Score

A new generation gives new meaning to Shakespeare,

"The Air....!" It is now a concert-hall, a herald of news, a public forum, a field of sport, a hall of learning, a carnival of music, of laughter. All the world's its stage, and all the nation its audience.

In an instant it spans a continent, knitting town and city and farm together. Into millions of homes, it brings the world's work and the world's play, the world's voice and thought and drama.

Today's Air is bright with magic Shakespeare never dreamed of, summoned at the will of the listener... and the touch of a dial.

COLUMBIA BROADCASTING SYSTEM

Leslie Howard as Hamlet

www.americanradiohistorv.com

## The McClate Broadcasting Co. nhouncing takes

our mia stations, KFBK, Sac-KERN\*, Bakersfield, are that effective D. ramento: KMJ and and Broadavailable on casting Company California network, the California Radio S

To their dis expectation ervice to the public and outstanding local shown RANCISCO TOCKTON The outstanding features of two new regional chain. networks with great transcor

Thus, for the in radio him y, the rich Interior California Clare Casting Company is available to NBC netw

Complete Transfer Sales Depart-Hoadca High ment of the N

BAKERSTIELD PAR Radio System, call For inform Hearst Radio

ph H. McGillyra, Spot broadcas New York and Chica Walter Eddie Company, Los Angeles, San Francisco and San

\*Available only on NBC BL

\*\* Third Market west of the new

## McClatchy

AFFILIATED WITH: SACRAMENTO BEE, FRESNO BEE, MODESTO BEE

### January 1, 1937 • Page 7

180 North Michigan Avenue, Chicago

THIS YEAR MAKE SURE

Are your Transcriptions
Up To Standard?

. BOSTON . ATLANTA . DALLAS . SEATTLE . TORONTO .

6404 Hollywood Bivd., Hollywood, Cailf.



## Who, may I ask, are you?

RICH man, poor man, beggar, man; thief—1937 is going to be pretty much what each of us makes it.

For our part, we pledge ourselves to help make it the best year in history for our . stations and our stations' customers.

How? By an even more intensive application of our increasing experience in mak-

ing radio pay — by continued allegiance to the idea, that hard, loyal, intelligent work for you is the surest guarantee of our own satisfaction and success.

High words and a high ideal. But we call you to witness our sincerity through all the year.

## FREE & PETERS, INC.

Free & Peters List		
WHO	Des Moines	
WGR-WKBW	Buffalo	
WHK	Člevelánd	
KMBC	Kansas City	
WAVE,	Louisville	
WTCNMinnea	polis-St. Paul	
KOIL`	Omaha	
KSD	St. Louis	
WFBL	Syracuse	
KOIN-KALE	Portland	
KOL	Seattle	
-		

• January 1, 1937

## Radio Station Renresentatives LOS ANGELES SAN FRANCISCO C of C. Bldg

Free, Johns & Field	
WIS	olumbia
WHKC	olumbus
WOC	venport
WDAY	Fargo
KTAT For	t Worth
ا ن کست در کار کار کار کار کار کار کار کار کار کا	lartford
WKZO Ka WNOX K	lamäzoo
WNOX L. K	noxville
KFAB Omaha	-Lincoln
	Peoria
WPTF	Raleigh
KTUL	Tulsa
'KΛΙ'	Tacoma
4 1	

## FREE, JOHNS & FIELD, INC.

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

## BROADCASTING

Broadcast Advertising

WASHINGTON, D. C., JANUARY 1, 1937

: \$3.00 A YEAR - 15c A COPY

## Broadcast Advertising in 1936 and 1937

By HERMAN S. HETTINGER, Ph.D. Assistant Professor of Marketing, University of Pennsylvánia

#### Estimated Volume of \$114,400,000 Last Year May Rise To \$125,000,000 or More During the Current Year

PROGNOSTICATION is a risky art, combining equal portions of luck and judgment with a season-Juck and judgment with a season-ing of fate and experience. What will be the story of radio adver-tising during the coming year de-pends not only upon current trends and opportunities, but even more upon the manner in which the rank and file of the medium capi-talizes upon them.

There who is ever present the possibility of some innovation possibility of Soline Innovation which will set the new fashion for broadcasting to follow. These are the dynamic elements which insert a constant "if" into the picture and which necessitate leaving the seat of the scientist when one assumes the mantle of the prophet.

#### Onward and Upward

A CONTINUED growth of broad-cast advertising volume may be expected during the coming year. hough complete information is yet to become available it seems that radio advertising in 1936 experienced a gain of no less than 19% over the previous year. Assuming growth in 1937 at even half that rate, a total volume in the neighborhood of \$125,000,000 may be expected. Volume here is stated on the basis of the due-time rate conventionally employed by nedia for this purpose.

The preceding prediction is made on the basis of an estimated total volume for 1936 of \$114,400,000. This estimate is based upon data, for the first ten months of the readjustment of NAB local broad-est advertising volume, the necesity of which was revealed in the recent Bureau of Census report on he radio broadcasting industry It should be noted that the readjustment is based upon incomplete ata and represents merely a tentative estimate. However, it is the test possible at the present time and at least presents a better picture of total broadcast advertising and of the relative importance of various portions of the medium than otherwise could be secured. Estimated broadcast advertising

olume for 1935 and 1936 (gross time sales) on the basis of readjusted local volume is as follows:

BROADCAST ADVERTISING IN 1936 Estimated Volume \$114,400,000 52% 27% NATIONAL 159,000,000 20% LOCAL \$31,000,000 NATIONAL " 1123,000,000

Of even greater interest are the probable developments with regard to various portions of the medium. National network advertising will continue to gain, though the rate, at which it will do so depends upon a number of highly speculative

National network volume was he first to recover from the setback which radio advertising reback which radio agreetising re-ceived in 1932 and 1933 as a re-sult of the depression. Network advertising experienced a gain of 35.3% in 1934 over 1933, and of 17.4% in 1935 over the preceding year. The increase for the year just closed will probably be be-

\* The method used in readjusting the local figure was as follows. The Census report gave a total 1935 local volume as \$25,074,000. This was on a not sales basis, i.e., after any discounts granted for length of series or number by broadeasts had been deducted, but before agency commissions had been subtracted. Query among the trade frevealed that the assumption of a 190% historential between gross and net sales in the local field was probably a sound one, its far as programs were concerned. sales in the local field was probably a sound one, is far as programs were concerned. Further allowance was then made for the fare known of local volume represented by ansouncements concerning which judgment has to the average differential was less celefreut. In order to err on the side of conservatism, therefore, it was decided to issume no more than a 5% differential. The national non-network figure was left unchanged, since careful checking showed it to reveal a reasonable relationship to the Census not also figure for the same class of business. Estimates are bused non NAB monthly reports.

tween 15% and 18%. It should be noted that a portion of this evenly maintained rate in the past two years has been the result of the entrance of the Mutual Broadcasting System into the national network field. Had this not occurred, the tendency toward a slower rate of increase would have been more

#### Crowded Schedules

CONGESTION of the older na-tional network schedules during the evening hours also tonds toward a slower rate of network volume in the future. In November, 1336 time sold on CBS and NBC Bed and Blue networks after 6 pfm. represented the following perciptages of total quarter-hour periods ages of total quarter-nour pendus available during the weeks 6-779.
m., 33%; 7-8, 64.3%; 8-9, 80.4%; 9-10, 82.0%; 10-11, 64.7%
On the quart hand, a number of equally important forces tends

toward a continued growth of network advertising volume. There has been a decided trend toward increased use of daytime hours, movement which can be expected to continue throughout the entire medium during the coming year. This tendency has been partly the result of evening congestion and partly the outgrowth of increased appreciation of the value of morn-ing hours, and more recently of afternoon periods. In the case of

NBC daytime volume during the first 10 months of 1946 increased nearly eight times more rapidly than did evening volume. The CBS

Another tendency which is conducive toward increased network advertising volume is the trend toward the use of large numbers of stations by advertisers. CBS and NBC both have experienced this upsurge, the average station hookup in the case of CBS having increased from 34 to 47 stations during the past year. Continued prosperity and resumed buying in all markets should cause the continuation of this trend in 1937.

Probably the most important force motivating toward a sus-tained rate of growth of network advertising volume is the decided veering toward year-around broadveering toward year-around broad-casting particularly in evidence in 1936. This trend pertains to the cutire broadcasting medium. The seasonal decline was consistently less in the period June to August during 1936 than in any previous

year.

An important factor toward increased summer volume on networks is the desire of advertisers to continue their control of choice hours. The demand for broadcagethe droadcasting day is bringing a decided "preferred position" aspect into network broadcasting. It has been at least one of the factors which caused a number of companies to continue broadcasting during the summer of 1936 through supplanting their usual winter shows with lighter and less pretentious entertainment.

#### Types of Sponsorship

INTERESTING and important trends may be expected in network sponsorship. It seems certain that 1937 will be characterized by a much more diversified sponsorship of network advertising than at any time in radio history. This already has manifested itself in the fact that the miscellaneous group in the classification (this service uses 45 classifications in all) amounted in the first ten months of 1936 to \$1,960,429 as compared to \$99,728 for the corresponding months of the preceding year. Other principal groups to show igains included jewelry, office supplies and structural fixtures, all of which more than doubled 1935 volumes.

Indications are that the established network advertisers such as the food and automotive industries,

will increase their network radio. expenditures at a declining rate. Food beverages, whose volume clined in 1935 as compared to the preceding year and which seem to be completing, 1936 with a 50% gain in volume; tobacco, which revived its heavy network jexpendi-tures during the past year; and soaps and kitchen supplies, one of the leading gainers in volume in both 1935 and 1936, are to watched during the coming year with particular interest.

Interesting developments also may be expected in network structure during the coming year. There may be some slight continuation of the trend toward increasing the number of stations affiliated with networks to secure better market coverage. More important will be the continuation of the battle for the control of stations in key markets, especially by means of network lease or purchase.

Regional network volume should continue to increase rapidly during the current year. Regional advertising in 1936, will probably show a rise of between 36% and 40% above the previous year's level when complete data is available. A number of factors will assist in the further development of regional network válumě.

There had been a marked increase in the number of regional networks available to advertisers the past year, and some further increase may be expected luring 1937. There also seems to be the beginning of a tendency toward the rationalization of regional network structure, in that stations are being grouped more intelligently in relation to market areas. This is most necessary if regional network advertising is to prosper to its full potentialities.

Improvement in regional rietwork facilities also has occurred during the past year and may be expected to continue at even greater rate during 1937. There is a definite tendency to set up permanent, wire connections on the part of regional networks and to expand facilities in other ways. 🕆

#### Value of Regionals

ADVERTISERS are beginning to become aware of the value of regional networks as a means of reaching particular market dreas with programs of special appeal. Sponsorship of football games in various such areas especially has indicated the possibilities in this respect. The most interesting angle-of this situation seems to bethe increasing tendency to view regional networks not as a testing ground or supplement to otherieffort, but as a medium in their own right. This tendency to view radio, not as a single medium, but as a number of specialized media dealing, in sound—national networks, tegional networks, various classes of stations—is one of the healthrest and most important trends taking place among adventisers today.

'National advertisers' probably will continue to be the most important regional network users during the coming year, except where the area covered by the net work trends to be particularly far removed from the principal market areas and to represent a highly self-contained unit so that regional distributors loom particularly important. The regional advertiser market is a more difficult one to (Continued on page 66)

### **Creation of Economic Sections** In the FCC Again Indicated

Dr. Hettinger Retained by Federal Body to Make Report on Evidence Taken at October Hearings

FURTHER indigation that deep thought is being given to ereation "Economic Section" by the CC to consider market and social factors in broadcast allocations was given with the disclosure Dec. 28 that the FCC Engineering Department has retained Dr. Herman S. Hettinger, assistant professor of marketing of the University of Pennsylvan a, for a 30-day temporary period to summarize evidence adduced at the October "affocation hearings".

Approval of Dr. Hettinger's retention, it was learned, was given at the last full FCC meeting on Dec. 16. He will report direct to Chief Engineer T. A. M. Craven on economic aspects of broadcast allocations, with particular reference to the voluminous testimony along that line presented during the informal engineering conference on allocations, which ran from

Meanwhile, it was understood that the Engineering Department had about completed its report on the hearings and is now sincothing over rough edges, preparatory to presentation to the three-member Broadcast Division. Presumably, the effort is to have the report in the hands of Chairman Sykes and Commissioners Prall and Case prior to Jan. 5, when the division reconvenes after its holiday re-

#### Market Factors

DR. HETTINGER, recognized as one of the foremost authorities on broadcasting economics, is now engaged in the preparation of his report. It will be submitted to Chief Engineer Craven, who in turn is expected to submit the findings to the Broadcast Division. In the Engineering Department's basic report, to be signed jointly by Chief Engineer Craven and Andrew D. Ring, assistant chief engineef in charge of broadcasting, it is anticipated that economic factors in allocations will be taken into account in a general way. For some time it has been known that eursory consideration was being given to a plan for an "Economics section", within the Engineering Department, on broadcast matters so that market factors could be taken into account along with engineering and legal factors in allo-cations of facilities.

With Dr. Hettinger's retention the deduction was that this factor is becoming more important. His tenure, it is understood, requires that his report be submitted by the middle of January at the latest. Compensation for the assignment is in the neighborhood of \$18 per diem being based upon an expert's civil service status of \$6,500 annually. Presumably, upon the data submitted, and the analysis of statistics presented during the allocation hearings, the division will be in a better position to gauge the advisability of setting up the pro-

jected economics section.
What the Engineering Department will report on the basis of the hearings is of course, conjectural. The sentiment about the Broadcast Division, as sounded out

BROADCASTING following the hearings, appears to have centered upon reduction in the number of fear channels from the original 40 about 25. However, not less than 1) of the original 40 already have "broken down", and the fact that part-time operation prevails on three of the remaining five ends to indicate that there will be duplication on at least that num-

Superpower of 500,000 watts on clear channels appears to present the breatest problem. Much technical testimony was adduced during the hearings, in support of higher power all down the line, and the veight of opposition against superower was on economic and social grounds. Consequently, that issue probably will rest with the Diviion as one of policy rather than trictly of engineering. More power for channel-sharing stations, meaured in proportion to the coverage job expected of them, also ap pears a logical development, with the evident policy that of considering all situations on their respective merits, Recommendations made during the hearings that there be hore than three classifications of tations-such as clear, regional nd local-also appear to be looked pon with favor and there is a trong possibility that perhaps a alf-dozen classifications, or even ore, will fésult.

In addition to clear channels, is thought of a duplicated dlear channel group; of several dasses of regional channels and local channels, with greater powrs; of eliminating the present special broadcast" group in the ke, range altogether ind substituting for them a regular 10 kc. instead of, 30 kc. separation, with stations of possibly 1,000 5,000 watts at night or both.

Extra holidays proclaimed for rovernment employes over Christnas and New Years tended to slow p preparation of the Engineering epartment's report. Originally he hope was to have it presented y Christmas. Now, however, the ver-holiday recess probably wil ecessitate delaying that until rior to Jan. 5 reconvening of the gency. It is still hoped, however, o promulgate the proposed new ules prior to spring [BROADCAST-

#### Barnsdall Back on Air

BARNSDALL REFINING Corp., Tulsa (petroleum products) re-turned to the air Dec. 19 on 8 CBS stational in the Midwest (KRNT. WOWO, WISN, WCCO, KOMA, KMOX, KTUL, WBBM, KFAB, (MBC), Saturdays, 10:30-11 p. m. th a program Courteous Colonels and an orchestra under the di-pection of George C. Baum, con-ductor of the Tulsa Symphony, as well as a chorus of 60 male voices. The broadcast, originating from Convention Hall, Tulsa, through KTUL, is signed for 13 weeks with CBS reserving the privilege of a 14-day cancellation lause. Cooperative Adv. Inc., Tul-

Avalon Cigarette Tests On Two-Station Hookup Present News of Labor BROWN & WILLIAMSON TO. BACCO Co., Louisville, is testing a labor news program on a hook. up of WOL, Washington, and WEVD, Now York, to promote Ava. lon cigarettes, a nationally dis-tributed brand. The program is in addition to the Jack Pearl series on NBC-Blue, Mondays, 9:30-10 p. m., for the sponsor's Kools and Raleighs.

The radio promotion for Avalons was launched at the recent Amer. ican Federation of Labor conven tion when four quarter-hours wen bought on a hookup of WDAE, Tampa, WIL, Philadelphia, Wol. and WEVD, with Chester Wright head of Chester Wright & Asso. clutes, Washington industrial rescarch hureau, as commentator.

In the two-station 13-week test series, broadcast Fridays, t0:30-46 . m., Mr. Wright also is commentator, usually supplementing the program with short interviews. Emphasis is placed in commercials on the fact that Avalons are 100% union made. This angle is featured because leading cigarette makers are said not to use the union label.

Brown & Williamson is using spotlights in New York lahor nub lications to promote the series and plans to adopt the same plan in Washington. The sponsor started Dec. 14 to insert the union label angle into the Jack Pearl commercials. The WOL-WEVD series in placed direct but if the test blossoms into a full-fledged network series, it is understood that Batten. Barton, Durstine & Osborn Inc. New York, the B & W agency, will place the time.

Morris Novik, program director of, WEVD, collaborated with Mr. Wright, in planning the labor series and also handled audience preme

#### Milk Dealers, Using Radio For Good-Will Campaign

TO AROUSE public appreciation of service and facilities of milk producers in the Washington, D area, Maryland and Virginia Milk Producers Assn. on Dec. 14 started an intensive promotion campaign by radio, supported by other media: Apple Creek News. a 15-minute thrice weekly series started Dec. 14 on WJSV, Wash ington, for 13 weeks.

Another program, titled Spell ing Bee, with numerous school and organizations participating was to follow and a third series to be placed on WRC, is schedule to begin early in Sanuary. A news paper schedule, with semi-comi appeal, started late in December Commercial copy is designed by promote good-will for milk produce ers in the face of a rise in mill price. Henry J. Kaufman, Wash ington agency, is directing the

New Insurance Series NORTH AMERICAN Accident I surance Co., Newark, on Jan. 1 will start Gabriel Heatter, new commentator, in a new series programs on Jan. 10, on WO! Sundays, 9:45-10 p. m. Frankli Bruck Adv. Corp., New York,

## The Care and Feeding of Sponsors— NURSING THE ROARER AND WEEPER

By DON SHAW Assistant to the President McCann-Erickson Inc.

ANY learned articles have been written by advertis-ing's elect concerning the selling technique of the poor spac peddler. Essays on the futility of most sales presentations have ar peared as spots before the reader's eyes in practically all busines publications. These scornful blasts or tolerant sermons, however, hav always concerned themselves with newspaper, magazine, or trade paper reps - but now our more prolific critics are entching up with the boys who peddle time on th air and the broadcast salesman is about to be told that he is of practically no use to the advertising

Time, then, to follow the old sys iem of attacking the attacker. Let's take a round or two out of the critics before they have a change wax too rhetorical.

For quite a few years it was my privilege to sell and help sell the master minds of the advertising field time on the air. As far as I can recollect, the initial selling consisted chiefly in persuading the advertiser that the only time spot you had left open was just what he should have anyway. There were a few other problems such as station availability, studios, tickets, rehearsal times, special line charges, announcers, clearance of musical numbers, legal clearances, continuity and commercial approvals, and so on but all these paled into insignificance in the face of the real sales job-the effort to keep the customer on the track and away from the jitters.

#### Learning to Take It

PLEASE note that there are no luotation marks around that word ltters. The word-and the disease -are so common in broadcasting that it needs no quotes. Have you ever noticed how

quickly the boys in the radio business get gray around the temples? It comes from trying to figure out why it is that otherwise sane, dignifled and regular gentlemen suddealy develop serious mental and temperamental disturbances the minute they get within a city block of radio. Many an iron-clad will of a deceased advertising man could be successfully contested had the contestant a sound-track film of this same deceased as he appeared in the business offices or studios of a broadcasting company.

Everyone who has been connected with the broadcasting husiness has, encountered this Jekyl and Hyde act, yet has been forced to act the part of the good salesman and take it. For the sake of the buyer as, well as the seller, it scems only fair that a story be written from the side of the grayhaired boys. Permit me, then, to delineate the buying groups as they make their way into the offices of the harried radio man.

The buying and negotiating techniques about to be covered are net, exaggerated, 'Should anyone read this article and take excep-

THE dream of all serfs to the moderns industrial system is the day when opportunity knocks and offers the chance to explode a few gripes that have rankled in a sensitive soul for many years. Radio salesmen, some say, occasionally encounter situations that challenge the elasticity of their sweet dispositions. Don Shaw led the harassed life of the sales man-he was Bastern Sales Manager of NBC for five years—before he heard the call to service and accepted a summons from another parish. Now he can talk -and does about sponsors and such.



tion to it, it will only go to prove the soundness of the Cinderella and the slipper theory, . With this brief warning, caveat emptor, and pick your own class.

THE I WANNA VICE-PRESI-DENT-Nothing is so completely maddening to a salesman trying to do a sinecre job for a client or agency as the officious official who stands on his title and insists on seeing no one less than a vicepresident—no matter how trivial the matter under discussion may be. If the "I wanna" type only



knew it, he gets nowhere by these. demands and accomplishes nothing save further delays while the vicepresident who has been cornered tries to get the complete storygelting it, just incidentally, from the salesman who has been passed

Many, many times I have witnessed the strange and fearful sight of the radio bayer working himself up into a case of near apoplexy because he could not get a vice-president on the phone while the salesman stood patiently by with the answer to the question. This sort of "it's beneath my dignity to deal with a mere salesman" attitude fools no one-except him of the tender dignity, and accounts for a fearful waste of time. Radio actually has sales policies these days, and vice-presidents actually back up the salesman's word. Those worthics who still insist on wearing a top hat are just being very dull boys.

THE WEEPER - Inasmuch as most radio programs; have their

rich possibilities of assigning theme songs to the radio buyer? For our next type, the Weeper? Oh, "Hearts and Flowers" or "Lead Kindly Light". To paraphrase Father Divine, this well known genius of the radio buying field uses the philosophy of: Weep! It's wonder-

Entering your office with a facial expression that would make Shakespeare's Doleful Dane positively Falstaffian in comparison, the Weeper seats himself near your desk, gazes moodily out the window (if any) and sighs. Knowing full well that what he seeks is against every rule that has ever been applied to radio, he still counts on stirring your sympathy to the rulebreaking point in order that he may not lose the account. The account that keeps the wolf from his very door. The account that he has carefully nurtured through the years and brought to advertising ouberty. And now - now, stark disaster stares him in the face unless you allow him to fulfill promises that he was forced to make the advertiser-promises, be said, that can be kept only by wreeking the whole structure of hroadcasting.

"It is the exception that proves the rule, Mr. Zileh," he intones in a tear-choked vet manly voice. The great broadcasting interests



can surely afford to be tolerant of the unique problems that confront me." For a moment, your sympathies are stirred-but only till you consider the Pandora's Box of Radio's evil spirits that such leniency would open-and you then sit back and beat the Weeper at his own theme songs, why not consider the game. You match his every mood.

Moans, groans, and dire despair come to your aid, and the Weeper soon finds himself being ushered out in a manner that Frank Campbell or Steve Merritt might well

THE ROARER-And can you hear him coming! Your secretary is usually thoroughly cowed, if not insulted, as she shows him in from. the reception room. Working along the lines that a loud voice denotes power of mind as well as lung, this specie of radio buyer is really very simple to handle-you just yell louder than be does. Of when the very walls tremble and the roof quivers, but the Battle of Vocal Cords doesn't last long, because the Roarer talks himself right out of his own question.

Another efficient way of handling the Roarer is to get him in an office with the door closed. This disconcerts him and defeats his primary purpose in that he cannot impress the general public with what a hell-cat he is by addressing he poor salesman in a voice that the late Joe Humphries might well



envy. Without a visible audience. his screams seem flat to him and he is soon reduced to a grumble.4

THE LOOP-HOLER-Here, gentlemen, is a tough proposition. This is the bird who goes to the movies only for the purpose of finding little flaws or slips in the production. This is the reader who misses the story in his search for misplaced commas and split infinitives. This is the man who wastes \$300 worth of time finding one more trick to play, on his income tax blank, with a resultant saving of 78 cents. This is he who slyly interprets, your sales policies to fit the present nced, and smiles smugly as you attempt to explain that policies must of necessity be written in . plain language and not in the lan- . guage of the Supreme Court. Is there anything as irritating as

the chan who deliberately misunderstands? The seller would be less than human if he did not mentally grit his teeth and yow a mighty vow that this guy wouldn't get what he was after no matter if it cost the business. Another great habit this fellow has, is oroseques tioning you on what you did for Bill Jones last week, knowing full well that the situations are in no way parallel. An attempted ex-planation of this merely brings forth a crow of delight, followed rapidly by some such statement as: Then you do admit that you have one policy for one time and another for the next!"-

No more need be said about the '(Continued on page 65)

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

## Examiner's Report to FCC,

Strongly Opposes Sale Deal

CONSUMMATION of the sale of WOAL, San Antonio, to CBS for \$825,000 was still hanging in the balance as BROADCASTING went to press Der. 29 with an unfavorable report from FCC Examiner P. W. Seward pending before the Broad-cast Division. Unless the sale is approved by Dec. 31, the proposed purchase contract will be void and of no effect.

With the affiliations of three Texas stations and of the Texas Quality Group involved in the transaction, efforts were being made both by CBS and WOAI to expedite action. Now an NBC outlet; the 50,000 watter would become a-CBS affiliate upon FCC approval and KTSA, San. Antonio, Hearst-owned station, and KNOW Austin, also owned by Hearst, were expected to join NBC in lieu

Approval by Dec. 31?

THE ORIGINAL sales contract provided for approval by Dec. 28 since G. A. C. Halff, principal owner, desired to make the transaction part of his 1936 tax return. At the eleventh hour, the time was extended until Dec. 31 in the hone that FCC action could be produced by that time. The fact that Examiner Seward handed down an adverse report, on the ground that the sales price of \$825,000 exceeded the value of the property, may tend to prevent Broadcast Division action within the specified time There was no indication that Mr. Halff would extend the time into

At the hearing before Examiner Seward Dec. 9 and 10, counsel for CBS and WOAI contended that the sales price was equitable in view of the decision rendered by the in the recent purchase of KNX by CBS for \$1,300,000. By applying the same yardstick as to earnings and investment, it was contended, the WOAI price was not inordinately high.

Should FCC approval of the transaction be forthcoming with n the specified time in the face of the Examiner's adverse report, then it is expected that the changes in station affiliations in Texas will immediately be made operative. NBC, however, it was learned, may endeavor to affiliate with KTSA. whatever the outcome of the sales transaction. Also, the Texas Quality Group, of which WOAI is the San Antonio outlet, probably will be changed to exclude that station. In lieu of it, it is expected, KTSA would be added and KNOW service included as an optional outlet.

Under the purchase arrange. ment, CBS proposed to take over Southland Industries Inc., the Halff holding company, for approximate-ly \$1,400,000. Afterward it would back to Mr. Halff, all except the WOAI property which would be procured for a net of \$825,000.

License "Trafficking" EXAMINER Seward recommended denial on the ground that it would violate two sections of the existing law. He held it would "amount to the recognition of an assertion of ownership and sale of radio facilities" and also that it would violate the public interest clause.

In a 25 page report, the exam-

#### Transfer of WOAI General Mills Signing Baseball Clubs Hangs in Balance For Rights to Broadcast Cames in 1937

GENERAL MILLS Inc., Minneapolis, will sponsor broadcasts of the majority of the major league baseball teams along with many minor league games, it is indicated in negotiations either completed on in progress. Possibly all of the major eague out-of-town games, with the exception of the New York clubs. vill be sponsored by General Mills arrangements not only with the baseball clubs themselves but with stations in each city. Wheaties, breakfast cereal, will be he product advertised.

Henry A. Bellows, directing regotiations for General Mills as ts special advertising counsel, formed BROADCASTING Dec. 23 that arrangements had been completed with "a good many major and minor league clubs!" but that other negotiations were still in progress.

Definite arrangements alread have been made by General Mills to sponsor broadcasts of all home games of both Chicago majo league baseball teams on WBBM despite the fact that each Chicago team is asking for \$7,500 for its broadcast rights. The out-of-town games of the Washington American League club will be sponsor y the cereal company over WJSV General Mills having purchased the exclusive rights for \$20,000 The Washington games heretofore had been sponsored by Peoples Drug quired to purchase the rights.

Ford Frick, president of th National League, informed Broab-CASTING Dec. 28 that General Mills had not yet contacted him regarding 1937 plans but that he expects

iner delved deeply into precedents established in other cases and int radio law. "All of the acts of Con gress and the decisions of the Court," he said, "negative the idea that a licensee of a radio broad-cast station should ever be permitted to place a value on the license, frequency or channel or be permitted to traffick in radio facilities or to assert or exercise 'own-ership' thereof." He said that it appeared certain that if Congress had intended to permit the "barter, sale, trafficking in radio broadcast licenses, frequency, or channels, it would have fixed a standard for the guidance of this Commission

in arriving at a proper value."

"In considering whether Mr.
Halff may sell his radio facilities." in the manner disclosed by the record," said, the report," it must be remembered that after enjoying the privileges of a government gratuity for 12 years, after reading immense profits and establishing a fortune therefrom, he now requests the government to prove the sale of the gratuity in he enormous figure of about \$800. 000 above the book value, thereby proposing a further capitalization the gratuity and charge on the future use: of the frequency involved. Mr. Hanff testified that in addition to transferring to the Columbia Broadcasting System the properties used in connection with the operation of Radio Station, WOAI, which are appraised at \$141,053.34, he considered that he had sold 'something' that had a value of \$684,000, the difference between the appraised value of the properties and the purchase price

something will be done within the next month. Nor was any word forthcoming from either the International League or the American Association, the more important of the minor leagues. It is known, however, that General Mills representatives contacted club owners and executives during the major league baseball sessions in New York last month and made tentative arrangements with practically all of the major league clubs, with the exception of the two New York teams, which reserved decision.

In Chicago it was learned that contracts with buth the Clabs and the White Sox had been signed by H. Leslie Atlass, WBBM president. The clubs also have signed contracts with General Mills. No other Chicago station had signed with the teams but it was indicated that contracts for broadcasting games of poth teams might be made by WGN, WCFL and WIND Under the sliding scale of prices set up by both Cubs and Sox, the WGN rate would be the same as that for WBBM, since both are 50,000-watt stations. WIND and WCFL fall into the second category because of their lower power and their rate set at \$3,000 for each team for

The Cubs will put their radio income back into radio, according to Charles Drake, assistant to the president of the team. In previous years each station put on five countesy announcements before each game, two in the evening and e in the morning. It is the intention of the Cubs to use their income to purchase such announcements during the coming year, according to Mr. Frake. Checking of the rate cands of the various stations, however, indicates that unspecial rates are given, the of the five announcements daily would: considerably exceed the amount the stations are to pay the clubs, so that in reality the stations are paying less this year than previously.

While the exact details of the Chicago contracts could not be ascertained, it is understood that the teams' proposed "censorship of apnouncers" clause, to which the stations objected, was changed to make any complaint on either side a matter of arbitration.

#### Kaufman Starts Service

A NEW service devoted to the development of live talent for commercial programs, to be known as Jesse L. Kaufman Inc., with offices at 4103. Empire State Bldg., has been inaugurated by Mr. Kaufman in association with R. L. (Fergie) Ferguson. Both are well-known figures in the radio industry, Mr. Kaufman having formerly been manager of WCAE, Pittsburgh, and WINS, New York, and Mr. Ferguson having formerly man aged WLW, Cincinnati, and WINS, New York. Their business will be devoted to building up talent for radio acts, acting as managers. and they have already signed Chester Gruber (Tony Cabooch) and several hillbilly acts.

SALE of the United Press radio news service to Boake Carter was consummated late in December by UP, Mr. er to use the news as background his Phileo broadcasts on CBS.

5.000 YEARS OLD New York Program Started in -King Solpmon's Day-

FIVE THOUSAND years older than any other freature on the air today is the Jewish Court of Arbitration broadcast, heard each Sunday morning over WLTH, Brook. yn. Established in the days of ing Solomon, and based on the Talmudic precepts, Jewish courts of arbitration have settled disputes hetween individuals through the confurios.

The WLTH broadcast, conducted entirely in Jewish, constitutes a one-hour hearing of the Jewish Court of Arbitration of New York. which has rendered 7,000 decisions since 1920. Before each case both parties sign an agreement to abide by the ruling of the court, conslating of a civil judge, a rabbi and a prominent business man of Jewish

Names are never revealed, one individual being designated "Reuben", the other "Simeon". court is incorporated under the laws of the State of New York. which extends the privilege of one of its buildings for the hearings, but on Sundays, from 10:30-11:30 a. m. the court comes to order in WLTH studios.

Sale of Broadcast Rights To College Sports Upheld SALE of radio sponsorship rights to "at home" sports events by colleges and universities is entirely ethical, a special committee of the National Collegiate Athletic Association announced Dec. 28, after analyzing replies received from 122 chools to which a questionnaire had been submitted.

The committee's position wasthat there was no reason why col-leges should not derive financial enefit from sale of radio rights, in view of the advertising element involved in commercially sponsored broadcasts. Head of the committee was Prof. C. M. Updegraff, chair man of the athletic board of University of Iowa.

#### Scott Towels on 37 SCOTT PAPER Co., Chester, Pa.

(Scott towels), will launch a live spot radio campaign on 37 sta-tions three times weekly beginning January 18. In addition to spots, the sponsor is also taking a part of the Women's Magazine of the Air on the NBC-Red Pacific group twice weekly. A majority of the spots will be on household participation programs, the rest being 5-minute programs.
Stations are WABI. WRC. WJAX.
WQAM. WSB. WLS. WFBM. KRNT.
WMT. WHAS. WSMB. WBAY. WBZ.
KOIL, WGR. WGY. WBT. WKRC. WTAM.
WBNS. WHIO, WSPD. WGAU, KDKA.
WJAR. WMC. WSM. WFAA. KPRC.
WRVA. WTMJ. WOWO. J. Walter
Thompson Co., New York, is the agency. minute programs.

#### Marjorie Mills' Hour

THE CBS New England segment on Jan. 5 will begin carrying the Marjorie Mille' Hour, a participating program with various sponsors, Tuesdays and Thursdays, 1:15-1:45 m., for 62 weeks through ar rangements completed by Radio Sales with Broadcast Advertising Inc., Boston agency. Stations which will carry the feature are WEEL WORC, WPRO, WDRO, WMAS.

## Man's Mightiest Weapon-For Good or Evil

By HENDRIK WILLEM VAN LOON

An Appraisal of Modern Radio as an Industry and as An Instrument for the Dissemination of Knowledge



HENDRIK VAN LOON

THE HUMAN race is not an automaton but a creature endowed with a will of its own and a will that makes him himself responsible for all his deeds. He can use his razor to remove his whiskers but he can also use it as a murderous weapon with which to cut his grandmother's throat. And here we are today with another new by . . . a toy that is perhaps the and for evil that was ever placed in mere human hands.

I admire it. I see the marvelous things it can achieve for human happiness. At the same time I have some very serious worries about the future. For this, as I see it, is the most powerful weapon for either good or evil that was ever in our fumbling hands.

Need I remind you that not so many months ago we were engaged in an election in which by far the greater majority of all the newspapers were against a certain can-duate? May I remind you that hat candidate, by means of the radio, was able to speak directly to his fellow citizens while they were sitting in their own homes? May I remind you that this candidate, by means of the radio, could step across all the intervening barriers of newspaper opposition s easily as a modern aeroplane lying across the rock of Gibralter?

#### Paper Barrage Futile

AND WHAT was the result? Armed with this new weapon, this andidate was able to overcome the paper barrage that had been laid sround him and that was meant to keep him in his place until after the elections and to gain a victory such as our country has never witnessed during the centory and a half of its independent existence.

Let us be quite clear about this: oday we have at our disposal a method of disseminating information and of influencing millions of people the like of which the world

implications, no better authority could be asked than Hendrik Willem Van Loon, author, historian, educator, that is the best way to lose their journalist and broadcaster. Mr. Van Loon, whose re- However, when we consider the marks at the recent National Conference on Educational Broadcasting dreated wide comment, is no puller of punches. He tells facts as he sees them. That is just what he did in telling the educators what he thinks about radio. The text of his unbiased and informative remarks, briefly summarized in Broadcasting Dec. 15, is presented herewith because of its interest as a detached observer's opinion of the broadcast medium.

has never seen before. And it has come to us almost over night. It has come to us ad quietly that : for one have not the slightest idea when or where Libeard my first radio. One day it was not there. The next day it was.

It would be very easy for me now to turn this into a sales-talk about progress. But having preached the Gospel of Doubt, it now behooves me to act the part of the Devil's advocate and look ittle more closely into the claims those who now expect a general as the people of the 16th century

expected a similar result from the discovery of the printing-press,

investment. Here in America where we believe in private initia tive, the expenses have to be car ried by private companies. Per sonally. I am entirely in favor of that arrangement and I shall not indulge in any praise of the continental system. I grant you that many of our best musical and dramatic entertainment is satisfactory than some of its European equivalent, because no intelligent listener really wants to have his Beethough symphonies

#### Radio's Growing Importance in Politics And Freedom From Domination Praised

RADIO's enhanced importance in political education, its freedom from political domination, its honest effort to better itself and its ability to solve its problems were set forth in pointed fashion during the recent National Conference on Educational Broadcasting by Prof. Arthur N. Holcombe. Harvard University, speaking on

"Radio Broadcasting as a New Force in American Politics." "The use of radio," said Dr. Holcombe, "has virtually transformed the American people for campaign purposes into one vast If the opponents of Roosevelt's reelection gained any advantage through their use of more than twice as much time as he used over the nationwide networks, it must have been by reaching the same voters more frequently rather than by reaching a greater number of voters."

Prof. Holcombe, in his address, praised the "wisdom" of American roadcaster operators and entirely approved the American as against the European system of radio. Nevertheless, he forman certain danger spots, and he suggested that a solution for Bafeguarding the freedom of the stir might be found in a voluntary code of fair practices in which the industry, the public and the government might participate and in which

reviews of controversial subjects arising out of political uses of the radio might be obtained.

"In the light of the election re turns," said Prof. Holcombe, definite conclusion can be reached concerning the effect of appealing to the voters as often as they were appealed to during the recent cam-paign. Roosevelt's principal op-ponents probably did violate the law of diminishing returns by the frequency, of their appeals votes over the air. Shorter campaigns would afford the candidates for the important offices ample opportunity to present their cases to the voters. The radio is too valuable a utility and the patience of the public is too limited to permit candidates for minor offices to clutter up the air with their generally trivial chatter. If the radio is to reach its maximum usefulness in American politics, among the nec essary improvements must be included an extension of the merit system as well as a shortening by the campaign period.

#### Reasoning by Radio

"THE RADIO is a more effective medium for reaching the voters than the press or the old-fashioned type of public meeting. Since vot-ers of all degrees of sympathy with and antipathy to the candi-

(Continued on page 56)

mixed with gasoline or to see his Bach fugue used as an inducement to switch from one sort of lip-stick

Such things are utterly uncivilized, they annoy and irritate and irritate until a sufficient number FOR AN erudite discussion of broadcasting and its social of people of taste shall have made t quite clear to the sponsors that enormous advances that have been nade within that field during the last five years, we need not worty about it not make it an oxcuse for letting the state run our radio

programs. For fear that this statement may be interpreted as the usual complaint of the artist about the mere business man, I hasten to add that I by no means share that view. On the contrary, consider-ing the difficulties they have to overcome in sérving a mass public, I would like to go on record that pur business sponsors have denes very well, and quite often more than that. If they have occasion-ally been guilty of bad taste, so also have our artists.

#### Johnny and Charley

A DISTINGUISHED conductor who for the sake of publicity is willing to mix his Bach chorales with the latest swing music and to talk gaily and disparagingly about "Johnny Bach" and "Charley Desurely outdistances all our bussy' poor old sponsors by a million miles when it comes to pure and unadulterated bad taste, I) know that a little bit of bad taste, like bad grammar, makes all the world kin. But so does bad whiskey. I see no reason however why we should drink it, and so to return to what I said a moment ago, we should, in whatever we do, work and work hard to continue our own American system of independent broadcasting. We may need the government in

the air, just as we need traffic cops to keep things moving along in order and decency. For the rest do not see that such government bodies can exercise a very great influence. The movies have it to keep their flickering little comedies and tragedies on a high moral plane. They have achieved this ideal so well that their prod-uct just simply oftes morals.

It also drips with a cheap and shoddy sentimentality that may prove even more disastrous than had morals. However, the quarrel between those who think that good manners are also good morals and those who believe that good morals are something you read about in a book can be traced down to the days of Socrates. No solution has as yet been offered and I shall certainly not try to do so, for I must come down to my real topic.

We are part of a great Demo-cratic experiment, the greatest; that has ever been tried out in history. We live in a Democracy based definitely upon the rule of the average man. That is what has always set lua aside from other forms of government, even so-

(Continued on page 68)

## Turn of Year Brings Changes In Pacific Network Alignments

NBC to Divide Coast Offices; Mutual on Nationwide Basis: CBS Transfers; New Construction Plans

KFPY, Spokane; KOL, Seattle; KSL, Salt Lake City; KOH, Reno; KLZ, Denver; KVOR. Colorado Springs; KFBB, Great Falls, and KGVO, Missoula. The 10 Don Lee stations in California which have affiliated with the Mutual Broad-

casting System, as announced by

Thomas S. Lee, Don Lee president, are KFRC, San Francisco; KHJ, Los Angeles; KDON, Del Monte;

KGDM, Stockton, KPMC, Bakersfield; KFXM, San Bernardino; KDB, Santa Barbara; KGB, San Diego; KXO, El Centro, and KVOE, Santa Ana.

Shifts in Programs

ADDING the four McClatchy sta-

tions to NBC has caused several

revisions and shifts in network

programs. Nine sponsored trans-continentals, starting with Jan. 2,

will include those stations in their western outlets. Other commercials will be added to the list. The Mayic Key of RCA (Radio Corp. of America); Walter Winchell (An-

drew Jergens Co.); Rippling Rythm Revue (John II. Woodbury Inc.); Bimbi, with Helen Hayes (General

Brinh, with Helen Hayes (General Foods Corp.), and National Barn Dance (Miles Laboratories Inc.), all NBC-Blue network programs, will include the four outlets. The new Shell program (Shell Union Oil Corp.); Irvin S. Cobb and His

Paducah Plantation (Olis Mothr Works), and Follow the Moon (Jergens Woodbury Corp.), will add KFBK, KMJ and KWG to

their Red network stations. KERN

is available to the Blue only:

Pacific Coast commercial

DECEMBER was "realignment month" for Pacific Coast broad-easting, as some 18 stations made new network affiliations, while new plans for expansion of network program activities in Hollywood vere made public and a new drive

for business got under way.

Supplementing the previously arranged switch of RNX in Los Angeles to CBS, and the transcontinental expansion of Mutual Broadcasting System to link up with Don Lee, NBC has appounced that it will divide coastal head-quarters, now at San Francisco, with Los Angeles, and double ex-isting studios and personnel in the Hollywood talent mart.

All this activity was indicative of origination of a far greater number of programs from Holly-wood, with likely tiens with the motion picture studios. The CBS Pacific Coast division, headed by Vice President Donald K. Thornvice President Donald R. Thorn-burgh, actually began functioning with the switch in affiliations from Don Lee to KNX and to KSFD, in San Francisco. Both CBS and Mu-tual presented gula programs com-memorating the new tieups.

#### Regional Groups

IN ADDITION to the major net-work expansions, the newly-formed California Broadcasting System, comprising Hearst and McClatchy stations, began functioning, as did the expanded Don Lee network of 10 stations, all tieing into the transcontinental Mutual system. The four California McClatchy stations on Dec. 29 also joined the NBC network, this move having caused several revisions and shifts in network programs.

Information on Pacific Coast activities of CBS and Mutual was given out in minute form. Though the mail has been filled with releases announcing new stations added to the networks, and about, new officials, their respective setups have not been even sketchily described. Which programs will be cut out and which retained was

CBS will originate a number of sustainers and some commercials from San Francisco for both coastwide and transcontinental release, supplementing those to emanate from the Hollywood studios of KNX, Vice President Thornburgh assured radio editors in San Francisco. He also stated that sales, traffic and press departments for the Pacific Coast will be located in San Francisco. Until the FCC gives CBS permission to take over operations of KSFO, the network will use the station as an affiliate. In the meantime KSFO and CBS will maintain separate organizations in the Russ Bldg, that city.

In the meantime, stiff competition for the properties of the competition for the competition of the co

In the meantime, stiff competi-tion for new business is under way between CBS, NBC, Mutual. Don Lee and the California Radio Sys-tem, the new Cdlifornia regional network which includes Hearst's KYA and KEHE and McClatchy's KFBK, KWG, KMJ and KERN. The latter four on Dec. 29 also became affiliated with NBC, which has first claim to those outlets for commercials on a 28 days' notice. The CBS Pacific network, be-sides KNX and KSFO, includes

Roberts to Purity
HARLOW ROBERTS, former advertising manager of the Pepspdent Co., has been appointed director of adver-tising of Purity Bakeries Corp., Chicago (Taystee bread, Grennan



Mr. Roberts

akes, etc.). Since his resignation from Pepsodent last spring Roberts has been traveling in Europe on his first real vacation in years, and only recently returned to Chicago. Radio will play a large part in Purity's fu-ture advertising, he said, and a spot campaign for Taystee Bread, using a transcribed dramatic seral. Hone Alden'n Romance, will begin Jan. 4. In his new position Roberts will again be closely associated with Henry Sellinger, who was radio chief of Lord & Thomas during part of Roberts' regime at Pensodent, and who is now account executive servicing Purity Bakeries for their agency, Blackett-Sam-ple-Hummert Inc., Chicago.

grams adding one or more of the McClatchy group include Dr. Kate (Best Foods Inc.); Passing Parade (Duart Sales Co. Itd.); House of (Duart Sales Co. Ltd.); House of Melody (Bank of America); Beath. Villey Days (Pacific Coast Borax Co.), and Carefree Carnival (Signal Col.) Besides these changes, NBC clients who have been using the eastern Red network and the Pacific-Blue network are vice very week to child work, or vice versa, were to shift their programs to one n'etwork transcontinentally, effective Jan. 1.

This is in accordance with an NBC ruling as announced a year ago when the network extended its Blue network to the Pacific Coast a permanent basis. Programs (Continued on page 68)

CBS IN WEST-The network's Pacific Coast executives gathered at the Palace Hotel in San Francisco on Dec. 16 for a meeting with members of the Northern California press. After the reception, executives gathered around Donald W. Thornburgh, CBS vice president in charge of Facinc Coast operations, in executive huddle before he left for Holly-

Facinc Coast operations, in executive huddle before he left for Holly-wood. Pictured at the table, left to right, are John M. Dolph, Pacific Coast sales manager; Henry M. Jacksoh, San Francisco sales manager; Hugh Cowham, system traffic manager, New York; Donald W. Thornburgh; James C. Morgan, KSFO, San Francisco, production manager; Dave Carter, KNX-CBS publicity director. Standing, left to right, Fox Case, Pacific Coast director of public relations; Charles Vanda, Pacific Coast program director, and oscar Reichenbach, Pacific Coast research and sales proportion manager.

research and sales promotion manager.

Lew Weiss Named Don Lee Manager Leaves WJR to Return to His

Former West Coast Post

APPOINTMENT OF Lewis Allen Weiss, assistant general manager of Don Lee Broadcasting Sys. tem, a newly created post, was an nounced Dec. 17 by Thomas S. Lec. Don Lee president, Mr. Weiss, who formerly held-the same position four years ago, will take over his new duties Jan. 1. He had been connected with Mayers Co., Coast agency and prior to that had been on the business staff of the Los An yeles Examiner. He has had near ly a decade of experience in South ern California advertising.

As general manager of the Da Lee chain, Mr. Weiss will bave di. rect supervision over the four bon Lee-owned stations. Don Lee on Dec. 29 became the Pacific Coast outlet of Mytual Broadcasting System. Don Lee-owned stations are KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbaya. Affiliated stations are KGDM, Stockton, KDON, Monterey; KPMC, Bakersfield; 'KFXM, San Bernarding' KVOE, Santa Ana, and KXO, Electrical Stations of the Sta

Plans for the Future THE APPOINTMENT of Mr. Weiss to head the radio properties and interests of the Don Lee organization," according to Mr. Lee, "represents a part of a comprehensive program of radio develop-ment to establish the highest standards of service to Western listeners, and to give their advertisers the cooperation of a seasoned advertising executive of nationally known standing."

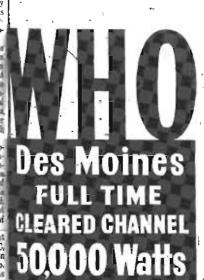
Coincident with the announcement by Mr. Lee, Mr. Weiss expressed his "delight" over his new post-

"Naturally," he said, "I am dewith Don Lee because of their long identity with the finest programs produced in the West. These sta-tions are an integral part of Cal-fornia, having been owned entirely by the late Don Lee and now by his son Thomas S. Lee, who is carrying on the splendid dourse estab lished by his father.

Mr. Weiss also pointed to the growing trend toward origination of transcontinental broadcasts fro Southern California. Asserting the this lends "special attraction my work there", he added that uder the arrangements with Muton a number of programs to original in Los Angeles will be sent over the transcontinental network will several others to follow shortly. Coincident with Mr. Weiss' ap-pointment two executive resign

tions were announced. Owens Diden, manager of KHJ and vis-president of Don Lee in charge sales, resigned effective Jan. 1. He did not make known his plans and it is understood, declined to accept assignment to the management of

KFRC, San Francisco.
Tom Brencman, for the seven months manager of KFRC. resigned to join the production staff of CBS in San Francisco Well known as a radio artist, well as an executive, Mr. Breneman will handle the Western Home Hour, of which he will be master



Through nearly fifteen years of service as the outstanding radio station in Iowa, WHO has earned a definite place in the lives of lowans and their midwestern neighbors.

To consumers in the extensive market covered by its 50,000-watt transmitter, WHO does far more than deliver a strong signal. In more than a million radio-equipped; homes in its listening area, WHO is recognized as the reliable source of "good radio programs" day in and day out. Such is the natural result of developing a strong schedule of broadcasts built primarily for WHO's service area-a schedule supplemented by the ace shows of the Red Network.

Sales-experience proves that the advertiser with a good program on WHO at any hour, day or evening, is doing an effective advertising job in the Iowa market. Not alone in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

To get more Iowa business in 1937—and to get it at a profit—WHO is the logical means for you to use.

CENTRAL BROADCASTING COMPANY, DES MOINES J. O. MALAND, MANAGER

National Representatives: FREE & PETERS, Inc. - New York, Detroit, Chicago, Los Angeles, San Francisco

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BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

#### Federal Court Bases Trade Mark Ruling On Similarity of Names if Heard on Air

ing of trade-marked products that "sound" as well as the insigniaof trademarks must be taken into account in the issuance of registrations, the U.S. Court of Customs and Patent Appeals in Washington ruled Dec. 21 in a decision laying down a new principle in

Reversing the Commissioner of Patents in the case of Marion Lambert Inc. vs. Edward J. O'Connor, the court ruled that the latter could not be given a registration of the mark "VOO" for a depilatory, because it resembled too closely the mark "DEW", a decdorant, held by the Lambert cor-

"Similarity in the sound of the names under which goods are sold is becoming a more important consideration in the decision of cases of this kind as the effective adverisement of goods becomes increas-

RADIO advertising has become so ingly dependent upon radio facili-important a factor in the advertis-ing of trade-marked products that

J. Garrett was the only member of the five-judge court to dissent. The decision was handed down by Fudge Oscar E. Bland.

Priority of Usage

THE COURT brought out that O'Comor filed his application for registration of the mark "VOO", alleging use of the mark since 1933. Lambert, however, opposed the registration on the ground that was the prior owner and user the trademark "DEW", which it used in connection with its business in selling deodorants and nonperspirants and that by reason of the similarity of the marks and the character of the goods of the respective parties, damage would result to his organization if the mark of O'Connor were registered. The Examiner of Interferences

Hawaiian Broadcasting

System ...

Audience. Holder

P. B. WHITE & Co., Philadelphia, off the air from Dec. 15 to Feb. J. is paying the cast to continue its For Men Only series in order to hold the established audience for the WIP feature. No commercial announcement is made while the program is carried as a sustainer. The program is broadcast six quarter-hours weekly.

that while there was some degree of similarity in sound between the marks, he concluded that since not ine of the letters found in the oposer's mark was present in the oplicant's and since the marks were used on goods not identical, there was no likelihood of confu-sion. He held the applicant was entitled to the registration. The Commissioner affirmed the decision The Examiner of Interferences on appeal for substantially the found that Lambert's prior use of same reasons. He added, however, the mark had been admitted and that there were certain points of

More than \$70,000,000 annually is

marks and pointed out that there was some difference in the pronunciation and no similarity in the The court continued

It seems there could be no question that confusion would likely result if the marks were identical. The marks are very similar in sound. 'DEW' is pronounced 'DEW' which is practically the equivalent of 'DOO'. The parts of the words which are given greatest stress in pronunciation are almost identical in sound. The initial letter of each word is a consonant and has a similar sound. Both words contain

three letters. "Obviously, sound may be of controlling importance where there are other similarities in the marks. which are contributive to the like-lihood of confusion. \* \* We are of the opinion that the similarity of the marks and the close relationship of the goods would suggest that confusion would be likely to result, or at least that there is such doubt on the question (and doubts must be resolved against the newcomer) as to bar registra-tion of the applicant's mark."

#### CHICKS IN STUDIO FOR PURINA SERIES

RALSTON PURINA Co., St. 1 Louis, is recording 130 transcribed programs at Mid-West Recordings Inc., Minneapolis, to be placed on more than a score of stations in the United States and Canada. The series will consist of five weekly quarter-hour programs, to run for 26 weeks starting Feb. 1.

The series includes the actual raising of live chicks in the Mid-West studio, their growth being compared with that of chicks given feed other than that of the spon-sor. David Dole, assistant recorder of Mid-West, is official keeper of the chicks. S. C. Johnson, head of the Puring, poultry division, dis-cusses chicken problems during the series, but the programs are mainly based on musical features.

Among first station's selected for Among mist stations selected for the series are WRVA, KVOO, WFLA, WLW, WLS, WBZ-WBZA, KTHS, WCAU, KSTP, WFAA, KFB, KMBC, KOA, Gardner Adv. Agency, St. Louis, places Ralston Purina advertising.

#### Purity Bakeries Discs

PURITY BAKERIES, Chicage (Taystec bread), on Jan. 4 starts Hope Alden's Romance, a dramatic serial disc series written by Margaret Sangster, popular writer of fiction stories, via transcriptions broadcast for 15 minutes Monday wanter with the control of the contr Blackett - Sample - Hummert Inc.

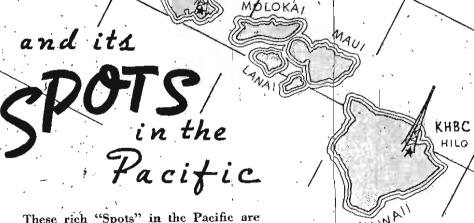
#### Pepsodent|Spot

PEPSODENT Co., Chicago (dentifrice), is entering a territory unreached by its Amos 'n' Andy broadcasts with a new series of news programs, broadcast week-days, 7:10-7:15 p. m., on WIOD, Miami, placed through Lord Thomas, Chicago, Present plans do not call for the addition of spot programs on any other stations.





On November 30th WLS broadcast the 90th birthday anniversary of N. G. Van Sant. Mr. Van Sant is the only living weteran of both the Civil and World Wars. Attending were Harry W. Colmery, National American Legion Commander and A. W. McIntyre of the Salvation Army. Congratulations were received from President Roosevelt and General John Pershing. . . . Events that merit widespread interest, and attract the attention of such personages as the above, are considered of sufficient interest, by WLS, to broadcast. Of further note is the fact that this was the first remote control program ever made from Sterling, Illinois. . . . Thus by an alert, active interest in stories and events that inform and entertain, WLS builds and holds a listener loyalty which has made the station an institution among the people it serves. . . . Listener Loyalty Predicates Advertising Results.



These rich "Spots" in the Pacific are thoroughly covered by the Hawaiian Broadcasting System's Radio Stations KGMB, Honolulu, and KHBC, Hilo. A recent survey gives these two stations an average of 64 2/3% of the Hawaiian Island listening audience throughout the entire day and night.

spent for U, S. products by the 400,000 population which thinks and KGMB and speaks American . . . KHBC, with their blanket coverage of Hawaii are without question the best advertising "Spots in the Pacific" to saturate this rich, potential market. For further information, write-

Kt/MB, Ronolulu and EHBC, MBo are Hawanan outlets for CBS and MBS

HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST - IT PAYS

BROADCASTING . Broadcast Advertising

## THE PRAIRIE FARMER STATION

50,000 WATTS 870 KILOCYCLES 1230 WASHINGTON BOULEVARD, CHICAGO BURRIDGE D. BUTLER, Pres., GLENN SNYDER, Mgr. National, Representatives: JOHN BLAIR and CO.

## Range of Subjects

National Session Will Convene In Chicago on Jan. 18-19

AN ELABORATE two-day program has been arranged for the first national meeting of the Sales Managers' Division of the NAB to be held in the Hotel Sherman, Chicago, Jan. 18-19, according to announcement Dec. 28 by J. Buryl

announcement Dec. 28 by J. Bury.
Lottridge, Division chairman.
Climaxing a series of regional
meetings held by branches of the
Division, the national sessions
cover a wide range of subjects relating to sales policies of sta-tions, rates, discounts, merchandis-ing and other business practices. Among the speakers are C. W. Myers, NAB president; R. J. Barrett Jr., Blackett-Sample-Hum-mert Inc., Chicago; T. F. Flana-gan, president, Penn Tobacco Co., and James W. Baldwin, NAB man-

Upwards of 100 station executives are expected to attend the session.' The meetings will be open only to members of the Sales Managers' Division, or other station representatives with qualified ere-

The tentative agenda, as an-nounced by Mr. Lottridge, is as 9 a. m .- Outline of day's procedure

9:30 a.m.—Opening address, C. W. Myers, President, NAB. 9:45 a. m.—Address by R. J. Bar-rett Jr., Blackett-Simple-Hum-mert; Chicago, "How the Radio Station Sales Manager Can Help Me. Sell His Time and Keep It

10:45 a.m.—Address by T. F. Flanagan, President, Penn To-bacco Co., Green wich, Conn., "Standardized Media Procedore as It Applies to Spot Radio

Broadcasting.

11:45 a.m.—Discussion.

1:30 p.m.—Reports of Sectional Chairmen, E. Y. Flanigan, Chairmen, E. Y. Flanigan, WSPD, Northeastern Div.; Mallory Chamberlin, WMC, Southeastern Div.; Jack O. Gross, KWKH, South Central Div.; Craig Lawrence, KSO, North Central Div.; D. H. Vincent, KSL, Mountain Div.; Hugh M. Feltis KOMO, Pacific Div.

Feltis, KOMO, Pacific Div.
Pentis, KOMO, Pacific Div.
P. m.—Panel Discussion conducted by J. Leslie Fox, KMBC, chairman of national affairs

committee.

3:30 p.m.—Open discussion of problems outlined above, from the chair, or conducted by J. Leslie Fox.

9:30 a.m. — Address by James Baldwin, Managing Director,

9:45 a.m.—Address by Chairman, Local Sales Committee.

10:45 a.m. - Address by retail store advertising manager; "Details of Store and Station Co-operation That Have Contributed to the Success of My Gam-

paign". 1:30 p. m.—Address by H. K. Carpenter, chairman, Commercial Section, NAB.

1:45 p. m.—Panel discussion, local selling methods and services, conducted by chairman, local sales committee.

sales committee.
3:30 pm.—Open discussion of problems outlined above, from the chair, or conducted by chairman local sales committee.

### NAB Sales Group November Network Billings Set Record October Business To Consider Wide Despite Only Two Days of Political Time Of Radio Medium

WITH only two days of political broadcasts, November gross revenues as reported by CBS, Mutual and NBC reached all-time highs. Combined NBC billings for November totaled \$3,438,616, an increase of 29.5% over the same month a year ago and only \$257,873 less than October, 1936, with all its spongared political hwardall its sponsored political broad-casts. CBS reported November re-ceipts of \$2,483,657, of 44.2% more than November, 1935.

Mutual's November billings were \$227,543, including supplementaries, 31.2% more than was booked in the corresponding month last year, [MBS billings as reported in BROADCASTING Dec. 15 gave Mutual an increase of 39% over November, 1935, based on an

official MBS release.] Mutual's actual billings, including supplementaries, in November, 1936, totaled

\$173,411. As individual networks, NBC-Red booked \$2,408,286 and the Blue \$1090,330. For the first 11 months of this year CBS grossed \$20,788,535, far in advance of total 1935 billings of \$17,637,804. CBS estimates its final 1936 figure will be 32% greater than in 1935, or a total of \$23,289,000. NBC's combined network 11 - month figures are \$30,935,248, or 9.5% ahead of the same period last year which means NBC will easily pass its 1935 figure of \$31,148,931. Mutual has booked \$1,794,076 in the first sales close to the \$2,000,000 mark.

#### Networks' Gross Monthly Time Sales

-	1	Á	% Gain		4	
		1936	Over 198	1935*	1934	1933
Jan.	÷	01.505.150	. 1	NBC '		
Jan.	Red Blue	\$1,725;172 \ 956,643 }	7.37	\$2,895,037	\$2,391,667	\$1,800,88
Feb.	Red	1,697,524 (				
reo.	Blue	1,016,776	1.80	2,758,319	2.211,037	1,742,78
March	Red	1,915,357		1	10 707 000	. s oom 40
	Blue	1,122,516	.42	3,025,308	2,507,890	1,997,46
April	Red	1,762,201 \	2,23	2,682,148	2,378,890	1,090,17
	Blue	979,727	(12, ت	23,01325,1-113	2,010,000	21,000,000
Mny	Red	1,650,046 )	4:64	2,685,211	2,475,173	1,662,88
<u>.</u>	Blue	911,674	1,01	2,00,000	2,1117,1117	- 1,700,000
June .	Red	1,490,426 }	2.41 -	2,380,845	2,177,857	1,512.13
Techn	Blue	3 833,030 J	,			
July	Red Blue	1,613,148 ) 816,835 J	10.01	2,208,935	1,864,420	1,370,99
Angust		1,553,540		2 1 4 1 1	` <u>.</u>	
Britis (	Blue	868.801	·19.8	2,021,366	1,542,599	1,328,46
Sept.	Red	1,993,371		2 400 047		3 FFF 00
, ocpas.	Blue	893,266	33.4	2,163,317	1,860,166	1,555,60
Oct.	Red	2,417,743	33.	2,779,557	2,775,431	2.130.04
	Blue	1,278,746		2,119,001	2,110,107	2,1.,0,0
Nov.	Red	$\{2,408,286\}$		2,655,100	2.083,494	2,188,34
	Blue	i 1,030,330 l		1		
	· 	) sec our our		CBS /	\$1,405,948	\$941,40
Februs	y	\$1,901,023 		, \$1,708,949  1,654,461	1,387,823	16,1-88 16,1-88
March		2,172,382	18.7	1,829,553	1,524,004	1,016,10
April		1,951,397	20.8	1,615,389	1,371,601	775,48
Мау.	, .,	1,749,517		1,287,455	1,255,887	624,23
June .		1,502,768	40.9	1,003,729	925,930	553,0
July .		1,292,775 1,232,508		910,470 879,019	030,290 513,315↔	445,4 499,0
Aagust Septem		1,838,932		1.086,900	709,491	547.20
Octobe		2,754,808		1,903,512	1.752.601	1,125,79
Novem		$\frac{1}{2}$ , $\frac{2}{183.657}$		. 1,722,390	1,682,959	1,277,4
,		1		MBS .	-	
Janua	-v	\$ \$166,260		\$05,024		
Februi		162,358		66,946		
March		🛰. J 191/485	113.8	94,180		,
April		139,831		118,045		
May.		129,901	16.5	711,497	* . ;	
June July		104,510 100,561		90,092 62,048		
Angus	t .	122.065	69.	72,076	1	4 5
Septen	D Dex	108,918	103.8	82,907		
Octobe		271 020		180,374		
Novem	1Dec	227,54	3 31.2	,173,411		
*Pric	r to Ja	n. 1, 1936, when	NDC inc	ugurated two co	asi-to-count netwi	orka, no sepi

ate Red and Blue figures were issued by NBC

#### Ferry Morse on Coast

FERRY MORSE SEED Co., San Francisco (vegetable and flower seeds) will launch its annual spring advertising eampaign Jan.
17 on 9 NBC-Pacific Blue network stations, Sundays, 9:15-9:30 a. m. (PST). Program, similar to that used last year, will be known as Martha Phillips Garden Class, and will consist of talks by Martha Phillips, garden authority, Campaign is for 13 weeks and was placed through Gerth-Knollin Adv. Agency, San Francisco.

#### Esso News Renewed

STANDARD OIL Co. of New Jersey, New York (Esso gasoline), has signed a 52-week renewal effective Jan. 4 .on its five-minute UP news periods which are broadcast Jour times daily, six days a week, on WEAF, WJZ, WRC, KDKA, WBZ-WBZA, WGY. The news period also is heard on WBAL once daily when the station is synchronized with WJZ, 11-11.05 p. m. Marschalk & Pratt Inc., New York, placed the ac-

## All-Time Record

Gross of \$11,514,505 Noted. Gain of 34.8% in Month

EXPERIENCING the best month in, the history of the medium, broadcast advertising gross in October amounted to \$11,514,505, an increase of 34.8% over the September figures and 37.2% over the same month of 1935. The gain was distributed among all portions of the medium.

Gross time sales for the first 10 months of 1936 amounted to \$85. 084,802, which was 20.5% greater than the corresponding period in 1935 and a larger gain over the previous month thus that record by any other major advertidate

Nonnetwork advertising jump 31.4% over the September level with the most pronounced gain curring in the clear-channel ground all portions of the country share in the increase, particularly footh Atlantie-South Central North Central regions.

#### Transcription Gain

AMONG types of rendition, transcriptions experienced the biggest gain with a 41.6% boost. In the national nonnetwork field, best increases occurred in announcement and transcriptions while in the local field, transcriptions and live

Increases occurred in nearly al sponsor groups in October. Main due to the concentration of political broadcasts, the miscellane ous group leaped upward 94.2% over September. Best gains were noted in automotive, clothing, drugs and pharmaceuticals, foodstuffs soup and kitchen supply and de-partment store sponsors. The gain for soap and kitchen supply sponsorship was 90.4% and department store advertising 63.1% as compared to October, 1935.

In showing the largest increase for the month of any medium, broadcasting rose 34.8% over September as compared to 28.8% for national magazine volome, 4.7% for national farm pa-per and 19.4% for newspaper line-

Total broadcasting advertising

· ·	Sept.	Oct.	Cumulath Jan Oct
National Net	\$4,894,494	\$6,722,926	\$47,409,5I
Regional Net	117,524	154,975	1,146,67
Nat. Non- Net	1,097,900	2,401,800	18,806,9
Net Local . Total	1,831,300	2,401,800 2,234,800 311,514,505	17,723,

#### C.P.P Revives Serial

COLGATE - PALMOLIVE - PEE COLLEGATE - PADMONTO E - PADMON stations. The program will replace the Goose Creek Parson series at the expiration of its initial contract, Jan. 1. Myrt & Marge has not been on the air for nine months having signed off in March when William Wrigley Jr. Co. took over the former five-weekly March of Time. The new C-P-P program is signed for 52 weeks through Benton & Bowles Inc., New York.



has made relies of them!

New management, new enterprise, new broadcasting facilities have wrought a vast change in the old air map of the Denver Rocky Mountain region. KLZ now occupies a dominant place in the picture. Within a year and a half it has vaulted to such an esteemed and important position in the eyes and ears of radio listeners in this area that the new, virile selling force it generates is mething no advertiser can afford to ignore.

The Pioneer Radio Station of the West

Affiliated in Management with WKY-Oklahoma City and the Oklahoma Publishing Co.

National Representative - E. KATZ SPECIAL ADVERTISING AGENCY

## Chicago Musicians Federation Ricture Magazine Begun Recording Artists By Gardner Cowles Jr. Denied Injunction **Assumes Control of Recording**

Will Not Permit Members to Make Transcriptions Or Records Except With Special Permission

Feb. 1, 1937, "it will not permit its members to make recordings of any kind, including transcriptions, except under such restrictions and upon such conditions as they, the executive hoard, in their wisdom, deem best calculated to end for all time the menacing threat of

'canned' music competition."

In a lengthy official announcement, released Dec. 19, James C. Petrillo, president of the Chicago musical union, states that "cannod" music, or recordings, is the greatest menace with which "live" musico has been confronted and that the use of recordings, "if not effectually curtailed and controlled, will completely destroy employment opportunities for musicians every-

where."

"No sane, logical reason can be advanced to explain why musicians should thus assist in destroying themselves." the anhouncement continues, "for that is exactly what they will succeed in doing if they continue making recordings.'

#### A Loophole Noted

OFFICIALS of a number of re-cording companies operating in Chicago refused to discuss the union's action, stating they had not yet been officially notified and so were in no position to talk. Off the record, however, several of them, pointed out the "restrictions and conditions" clause as a loophole through which musicians whom they wished to employ could secure the permission of the board. The consensus also was that even if the ban on recordings were strictly enforced locally it would have no effect outside of Chicago and that the American Federation would not back up the Chicago union in any attempt to make the prohibition

The statement, signed by Mr. Petrillo, discoursed at length on the "plight" of the musician. If production of recordings is not controlled, whether for radio, movie or home use, he said it would in a very short time "completely destroy employment opportunities

destroy employment opportunities for musicians everywhere."

"Movietone" and "Vitaphone" were branded as canned music, made in exactly the same way as ordinary recordings. Since their invention, he added, the number of musicians applied. musicians employed in theatres in the Chicago district has dwindled from approximately 2,000 to about 125. Declaring that "progress cannot be fought", Mr. Petrillo added that the new effort is to determine the course which "progress shall take, insofar as it has to do with our profession".

musical devices cannot function in the first place, without the services of musicians, "for the records which are necessary for the operation of these devices are mercly a reproduction of performances given by professional musicians."
"We are the one, the only craft.

THE Chicago Federation of Mue, in the world whose personal serv-sicians has announced that after ices are absolutely indispensable ices are absolutely indispensable for the creation of that branch of 'canned' music which is rapidly putting us completely out of busirepeat, therefore, that the control of 'canned' music is within our grasp, if we see fit to assume

The statement made reference to the manner in which motion picture operators, broadcasters, copyright owners and others have protected" themselves, and also the recent movements of groups of orchestra: lpaders to collect royalties fon performance of their

Motion picture groups, he said, would not permit musicians to open a picture theatre and feature first-run pictures. Nor would broadcasters through their "great radio corporation lawyers" permit musicians to procure "a channel on the said and the said the air" in order to open and op-erate a radio station:
"Then, there is the case of the authors and composers. They have

protected themselves to such an extent, with the aid of special legislation, that no musician or entertainer, thom the greatest artist now before the public on down to the \$15 a week pianist in a tavern, can make a living any more in the amusement field; unless those by whom they are employed to play and sing, pay a fixed, annual charge for the music that is used. And many, many more organizations, too numerous to mention, have taken similar steps to protect their interests."

#### Considered Two Years

DISCUSSING the record ban fostered by National Association of Performing Artists, he said that one or two leaders have gone into court and succeeded in restraining employers from using records which their bands have made with-out permission; This protection, however, he said, is for the leaders only and does not include "side men". It does not create more em-

ployment for the rank and file of 'musicians out has "the very opposite effect", he added. The only purpose of this, he said, is "to make more money for the leaders". The real purpose behind his own move, Mr. Petrillo declared, is to "put back to work in the theatres, radio stations; and other places. radio stations and other places of amusement, musicians who are: rightfully entitled to that employment." He said that he believed any court in the country before which the facts connected with "the evils of recording are laid" would decide in favor of the mu-

, Mr. Petrilld concluded that the whereas labor saving devices; most arrived at over night but has been under consideration for two fessions, he said that in the case of the musician, the mechanical musical devices on the discontinue making all decision to dis rot arrived at over night but has been under consideration for two years. The Chicago Federation, moreover, he said, realized that records can and will be made in

other jurisdictions.
"We are not blind to the fact that we have no right to speak for other locals, nor have we the for other locals, nor have we the authority to tell other locals what they should, or should not do, in the circumstances. But we do be-



picture magazine, named Look, headed by Gardpresident of the lowa Broadcasting Co., will appeat on newsstands Jan. 5. Look will be

Mr. Cowles printed in rotogravure, of Collier's page size, and

gravire, of Collier's page size, and sell for 10 cents a copy.
In addition to being head of the lowa Broadcasting Co., which owns KSQ, KRNT, and WMT, Mr. Cowles is executive editor of the Dis Moinos Register & Tribune. John Cowles, associate publisher, of the Des Moinos Register & Tribune. the Des Moines papers, will be vice-president of Look, Look will accept. no advortising during its first year but will be launched with a large advertising campaign.

#### BING CROSBY SUES KCFJ, LOS ANGELES

BING CROSBY, radio crooner, on Dec. 17 filed suit in Superior Court at Los Angeles against Ben S. Mc-Glashan, owner of KGFJ, Los An-geles, and asked for an injunction to prevent the station from brond-chaling his recordings. The com-plaint claims that KGFJ has been broadcasting large numbers of records of the Crosby voice which were plainly labelled "not licensed for radio broadcast". | KGFJ is alleged to have broad-

east these records and, through innuendo and vague generalities, also to have conveyed the impression to the audience that Crosby was singing in person, according to the complaint.

Crosby contends that this is unfair competition, unfair trade practice, and damages the singer's reputation on screen and radio. The suit was filed under the crooner's family name of Harry L. Crosby Jr.

#### Appeal in WDAS Case

N APPEAL' to the Pennsylvania Supreme Court from the decision of the Court of Common Pleas, of Philadelphia, enfoining WDAS, Philadelphia, from performing phonograph records of renditions by, Fred Waring was taken last month by the station. The decision by the lower court, purely a local tribunal, was the first in a phonograph record performance case prought under the auspices of Na-Avists, of which Waring is, president. Other cases, however, are pending. It is expected that the Ivania Supreme Court will hean the case in April, 1937.

WHOM, Jersey City, was off the air 17 hours Christmas to give the 25 mployes a boliday, Paul F. Harron, resident, announced that 45 commergial programs, 130 conducted and houncements, and 20 sustaining programs were canceled for the day.

lieve that we, ourselves, are on the right track and are doing the thing by boldly and openly attacking this menace; and whatever employment we may forfeit, as a result of our refusal to make further recordings, is a sacrifice which we feel will make for our own good in the long run."

## Legend on Records Held Not a

Be Adequate Basis for Grant DEFEAT for phonograph record ing artists in their effort to pr vent performances of their recentings over stations was meted on Dec. 23 in the first round of his gation in New York City when St. preme Court Justice Valente de nied the petition of Frank Crumi nied the petition of the crooner, for a preliminary injun-crooner, for a preliminary injuntion against WHN, New Yor operated by Loew's Inc. The cas it is presumed, will now go trial since the court did not par upon the fundamental question law as to the rights of the pu ckneer of a phonograph record use the record for broadcastin

The court held that while Crumit records, made by Decabear the Jegend "Not to be us for Radio Broadcasting", there we no proof that the contract will Decca-contained any such restrition, and that the statement on the record "is not sufficiently explicit or connected with any license n striction to warrant the granting of a temporary injunction",

#### First State Court Test

THE CASE was brought A Crumit by Maurice J. Speiser, counsel for the National Asseria tion of Performing Artists, forme more than a year ago to press the claims of recording artists. Julius Isadore J. Frey appeared for Will at the hearing on the tempora-injunction on Nov. 24. The ca is regarded as important becauit is the first test in a superi-state court. The only other adj dication was in Philadelphia the Gourt of Common Pleasagainst WDAS, of that city, and that case now is on appeal to instate Supreme Court.

Justice Valente's decision is

lows in full:
Plaintiff seeks to restrain, demants from using a phonograph reco of plaintiff's performance in a me broadcast. The record was made p suant to contract with Decca Recon Inc. The contract or a copy is a annexed to the popers but plaint obtained was plaint if's services as performer so that commercial sou records could be manufactured in form suitable for use upon home in

ing machines.

The records bear upon the face legend "Not to be used for Itac. Broadcasting". There is no proof in the contract with Decca contain uny such restriction as alleged ; plaintiff nor that defendants knew f terms of the alleged licensing age ment with Decea, if any such exists or even any of the other terms. I statement stamped on the record not sufficiently explicit or connect with any license restriction to wi rant the granting of a temporary innetion, whatever evidentiary og it may have upon the full pres intion of the facts.

The denial of a temporary inju-

tion makes it unnecessary to pass up the fundamental add novel quest of law involved as to the gene rights of a purchaser of a plan graphic record of a performer to a this record for broadcasting purpos without special permission. It leaves open the question as to ! rights in that respect of Decch Records Inc. or the seller of records erally. The motion for injunction denied. Order signed.

Station KEWB wishes to acknowledge and bust of acknowledge bust of acknowledge and particular transaction which Corporation you which Corporation you have an accomment of the manner television to ack the manner of the acknowledge and bust of acknowledge and acknowledge acknowledge and acknowledge and acknowledge and acknowledge and acknowle o scknowienge price to schnowledge, WAN! 10 BE AN ACTURE Management Hollywood Hollywood In less than 30 days New York and Hollywood Transamerican's New York In less than 30 days of Exclusive Management Hollywood

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In less than 30 days of the Sen Coast to Coast clearly recognizes the invalue of Station Kributions Transamerican to be one of Station Radio Broadcasting, and is happy to able contributions.

Radio Affiliated Stations.

TRANSAMERICAN wishes to thank the J. Walter Thompson Company and Standard Brands, Inc. for their cooperation in making possible the sale of Haven MacQuarrie's show "DO YOU WANT TO BE AN ACTOR?"

Advertisers and stations may continue to look to TRANSAMERICAN as an important source of radio program material. Additional programs of outstanding merit and exceptional advertising value will be announced from time to time.

#### Transamerican Broadcasting and Television Corporation

John L. Clark. President

**NEW YORK** 521 Fifth Avenue MUrray Hill 6-2370

CHICAGO 333 North Michigan Avenue STAte 0366

HOLLYWOOD 5833 Fernwood Avenue HOllywood 5315

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

### Supreme Court KVOS Ruling Leaves Case Where It Started

Highest Tribunal Looks With Disfavor on "Pirating" Of News But Holds AP Failed to Show Jurisdiction

John W. Davis, prominent New

York attorney, argued the case for the AP. According to the New York Times of Dec. 14, he declared that since the court did not discuss

the basic issues of news piracy, his client, if necessary, could now attempt another suit in the federal

courts, with an amended complaint

as to damages, or bogin a suit in

Washington state courts.

the original action, AP contended

that KVOS "stole" news dispatches in the Scattle, Post - Intelligencer.

Seattle Times and Bellingham Her-

'ald, all of which were subscribers

to the press association. It sought

an injunction to restrain KVOS

Jump broadeasting its news, alleging unfair competition both in circulation and advertising. In a revolutionary opinion on Dec. 18,

1934, Federal District Judge John

C. Bowen in Scattle denied the re-

quest and in effect hald that broad-

once it is published in newspapers,

An appeal was taken to the Federal Circuit Court of Appeals in San Francisco, which a year later reversed the lower court and or-

dered an injunction against the

broadcasting of AP fews until 18 hours after publication. Subse-quently KVOS took the appeal to

the Supremé Court seeking a writ

of certiorari, which was promptly

granted. Justice Roberts, (in ren-

dering the opinion, declared the

burden of proof rested with the

AP as to the damages and that no

facts were shown which tonded to

prove the value in excess of the \$3,000 minimum.

prospective of its source.

THE RIGHT of broadcasting station news once it is published in newspapers may never be finally adjudicated, as the result of a Supreme Court Yuling Dec. 14 throwing out the case of the Associated Press vs. KVOS, Belling-ham, Wash., for want of jurisdic-

tion.

The effect of the court's action is to return the issue to its original action. nal status before litigation was begun in the Federal courts two years ago.. The Supreme Court, in a unanimous opinion, held that the AP failed to show damages of more than \$3,000, the minimum amount necessary for Federal jur-

Before giving its technical reasons for reversing the Ninth Circuit Coort of Appeals and for remanding, the ease to the District Court with instructions to dismiss the complaint, the Supreme Court reviewed the issues. And in so doing, it implied conclusions indicating that it looked with disfavor upon "piracy" of news by stations.

"Unfair Competition"

THE COURT said that KVOS has become and is, a competitor of the AP and its members "in the obtaining and early distribution of news, for he purpose of popularizing advertising". The KVOS practice of buying newspapers carrying AP dispatches and of broadcasting items in them, said the court, "constitutes unfair competition with the respondent; wrongfully deprives the respondent of the just benefits of its labors and expenditures; similarly injures respon-dent's members; and prejudices the respondent with its members."

There was no opinion on the merits by the highest court. Associate Justice Owen J. Roberts, inreading the opinion, declared the case had been dismissed for want of jurisdiction. He remarked, however, that KVOS "has no organization of its own for gathering news. but adopts the practice of 'pirating' news gathered by the Associated Press and its members."

According to counsel, the effect of the ruling is to return the case to its original status. The Associ-ated Press, as the plaintiff, it was stated, could bring action in the state courts of Washington if it sol desired and in that way perhaps procure jurisdiction. William H. Pemberton, of Olympia, Wash., counsel for KVOS, had argued before the Supreme Court in November on the jurisdictional question, claiming that the suit was improperly brought in that it did not involve an amount exceeding

the \$3,000 minimum figure.
Originally, the KVOS-AP suit was regarded as of far-reaching importance because at the time none of the regularly established newspaper press associations offered their news service to broad-cast stations. Now, however, two of the press associations, plus Transradio Press, an exclusive radio news association, sell processed, reports for broadcast use in a competitive field. New CBS Vice President



Promotion for Lewis

WILLIAM B. LEWIS, CBS digector of broadcasts, on Dec. 19 was promoted to a CBS vice-presidency. Mr. Lewis will continue to perform the same duties as in the past. He oined CBS in August, 1935 as director of commercial broadcasts and the following January was made director of broadcasts. Before entering the network he was conected with J. Walter Thompson lo., and Badger, Browning & Herey Inc., both New York firms; Mr. lewis is currently on the West, past for the KNX&KSFO inaufural and is expected back in New ork about Jan. 10. 4

#### Boat Show Promotion

ATIONAL ASSOCIATION of Engine & Boat Mfgs., New York, will sponsor a series of five broadcasts on WEAF direct from the New York Boat show which will pen at Grand Central Palace on an. 8., The programs will feature an unannounced orchestra with vocalists and will he heard an. 8, 11, 12, 13, 14, 7:30-7:45 p. m. Wortman Barton & Co. Inc., New York, placed the account.

New Broadcast Service Is Formed in New York By Rintoul and Stiepock FORMATION of the firm of Rin-FORMATION, of the firm of kin-toul-Stiepock Inc., with offices at 51 E. 42d St., New York, to spe-cialize in various broadcast station services, including sales promotion, was announced Dec. 28 by Stephen R. Rintoul, who resigned as station relations manager of World Broadcasting System effective Jan. 1. Mr. Rintoul will be president of

Stiepock, advertising and sales promotion counsel, will be vice predent. Mr. Rintoul has been idea tified with spot broadcasting familiar with advertising and sale roblems of stations with whom he has been in contact for the last six years. Mr. Stiepock was associated with the Chrysler Corp, our til 1934 and since then has condueted his own business as advertising and sales promotion counset. He has served many prominent publications and other media

the new organization and R. H

Bank of America Expands

including radio.

BANK OF AMERICA National Trust & Savings Asm., San Francisco, sponsoring The House Melody on 2 NBC-Pacific Red stations (KPO-KPI), on Jan. 4 wil switch to the NBC-Pacific Blue out lets increasing its coverage to in-clude seven California stations. KGO, KECA, KFSD, and the new NBC affiliates KFBK, KMJ, KWC, and KERN: The half-hour program, featuring Meredith Willam and a 24-piece string orchestra with John Nesbitt, commentator. moves to Monday right, 9-9:30 pm. (PST). Agency is Charles & Stuart Inc., San Francisco.

### Text of Supreme Court Decision in KVOS Case..

FOLLOWING is the full text of the Supreme Court ruling in the KVOS vs. Associated Press case, as delivered by Mr. Justice

This suit was brought to enjoin petitioner, the proprietor of a radio station at Bellingham, Wash, from appropriating, using, or disseminating news gathered by the respondent or its nembers during the period such news has commercial value to respondent and its members. The prayers were for temporary and permanent relief.
The district court directed the petitioner to show dause why an intenction abould not be granted and entered temporáry restraining order.

In summary, the allegations of the bill follow.

Respondent is a New York corporation and petitioner a Wnshington cor-poration; "the damage to which complainant is being arbicated ... is in excess of the sum of Three Thousand (\$3000) Dollars, exclusive of interest and costs, and the amount involved herein and in controversy herein is in excess of said sum of Three Thousand (\$3000) Dollars, exclusive of interest

The respondent, a membership corporation, is composed of proprietors or representatives of newspapers published throughout the United States whose business is the gathering, by its own instrumentalities, and by ex-change with members, and other means,

news, intelligence, and information from all over the world for the Renelit of its members, and distribution of the material so gathered amongst them for newspaper publication, con-formably to the bylaws.

The respondent has representatives!

o every important capital and city in the world and has reciprocal arrange-pents for interchange of news with nny important agencies in foreign mutries; lids more than twelve himontifies; has more time tweete min-ired members, each owning or repre-senting a daily newspaper, each sup-lying respondent, as required by the by-haws, with the news gathered lo-daily by the newspaper he represents; the cost of respondent's transactions, Amounting yearly to many millions of dollars, is equitably divided among the nembers; the association's service to nembers is of financial and business aportance to them, due to its promptess, accuracy, and importiality : the ness, accuracy, and imparining the hy-laws require that the news Intrinished shall remain confidential until publication talks heen fully accomplished by all members.

The perigoner conducts a radio structure of the perigoner conducts a radio structure.

tion at Bellingham, Wash., and, as part of its daily broadcast, sends out, three times a day, morning, noon, and evening, what is styled The Newspaper of the Air in which petitioner annuousces what if claims to he, and what usually is, the leading and most interesting news of the day. The Bellingham Herald, published at Rellingigm, is a member of the association and, under the by-laws, the respondent

is entitled to be furnished by the flerald with all the news from the territory served by that paper; the Scattle Post Intelligencer and best the Scattle Post Intelligencer and be Scattle Daily Times are published Scattle, Washington, and are represented by memberships in the association which has the same rights news gathered by those papers.

#### News Broadcasts

THE PETITIONER brondcusts was as part of its business and, by doing, enliances the profits obtain from advertising broadcasts; the papers affiliated with the response derive a large portion of their renues from the sale of advertising span the value of which depends in gromeasure upon the freshness and terest of the news furnished by the The petitioner, in the conduct of station, has become, and is, a continuous control of the conduct of the petitor of respondent and its members the obtaining and early distrib tion of news, for the purpose of po-larizing, advertising.

The petitioner has no organization of its own for gathering news,

adopts the practice of "pirating" a adopts the practice of "pirating" a gathered by the respondent and members. This practice consists procuring copies of the Herald. Post Intelligencer, and the Dal Times and broadcasting parts, or 1 of items therein published, wheth gathered by these newspapers ar ceived by them from the responder repetition being sometimes ve

(Continued on page 50)

BROADCASTING • Broadcast Advertising

Now, for the first time, you can use the same mike for either directional or non-

directional pick-up! To make this possible, Bell Telephone Laboratories designed a scientifically correct acoustic baffle attachment for the famous Western Electric 630A non-directional mike. This gives you, in effect, two mikes in one!

With the baffle installed, the 630A he-

comes a semi-directional mike giving a response comparable to that of the Western Electric 618A. Trials indicate that the studio technique is similar to that for the 618A. Omission of the ring and servening results in the higher frequencies (7000 - 8000 cycles) becoming more predominant.

200 KORO ZOON KORO ZOONO

Famous mike does

Quick Change Act

Introduced little more than a year ago,

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

in use today. With the new acoustic baffle, they will be more valuable than ever. The few parts necessary to make the conversion ard very simple and inexpensive. The actual change requires only a screw-driver and a few minutes time.

200 500 - 1000 2000 FREQUENCY IN CYCLES PER SECOND

Field response curves

Typical field response

of the 618A.

of the 630A mike with

Acoustic Baffle attach-

NEW Acoustic Baffle
MEW Acoustic Baffle
Makes non-directional
makes DIRECTIONAL
mike DIRECTIONAL

For full details: Graybar Electric, Graybar Building, New York - or Graybar's



BROADCASTING • Broadcast Advertising

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#### Chase & Sanborn **Ends Worries With** Shift in Program Good. Will Court Replaced by Do You' Want to Be an Actor

AFTER 13 hectic Sundays on NBC-Red and on Inter-City Sys-tem, Wednesdays, the Good Will Court was discontinued Dec. 18 by Standard Brands Inc., New York (Chase & Sanborn coffee) when the First and Second Departments of the Appellate Division of the Supreme Court adopted an amendment to its rules regulating the conduct of lawyers prohibiting them from giving advice or opinions through any publicity medium on specific legal problems posed by inquirers.

The amendment, which includes penalties up to and including disbarment, was adopted two days previous to Chase & Sanborn's announcement Dec. 18 that the Good Will Court would not be broadcast on NBC-Red the following Sunday. This decision was reached by the sponsor after a three-day conference with all concerned. And as a result a new program Do You Want To Be An Actor? made its national debut from Hollywood Dec. 20 in the usual Chase & Sanborn period, Sundays, 8-9 p. m.

#### Last-Minute Decision.

THE CONTRACT for the new program, which uses amateur actors and actresses aspiring for a stage career with all the instruc-tion and coaching audible to the radio audience, was signed in the New York office of Transamerican Broadcasting & Television Corp. at 4:45 a. m. Dec. 19. It is understood that Standard Brands signed a three-year contract, with the usual option clauses, for the radio rights to the program with the price running over \$5,000 per broadcast.
Do You Want To Be An Actor

has been on the air for two months over KFWB, Los Angeles, owned by Warner Bros. The idea was conceived by Haven MacQuarrie and Transamerican had been appointed exclusive representatives Nov. 18.

Warner Bros. still has a tieup with the new series, since it is announced that the best performer in each program will be given a screen test by the film company, For the present at least the program will continue to emanate from Hollywood.

On Inter-City System, the Good Will Court is also in the discard the courts restrain Chase & Sanfor the time being. Dr. Louis Bisch, psychologist and anthor of Be Glad You're Neurotic, con-ducted the program, which did not follow the Good Will Court pat-tern. Whether WMCA will revive the series is a topic that will be considered seriously, said a spokes-man for the station. Inasmuch as Donald Flamm, WMCA president, is in Europe it is expected that action awaits Mr. Flamm's decision, Chase & Sanborn, however, is continuing to sponsor a program on Inter-City System, having taken the Spelling Bee [which signed off WJZ (only) on Dec. 27] and placed it on Inter-City Saturdays, 7-8 p. m., as of Dec. 26. A 52-week contract had been signed with Inter-City for the Good Will Court broadcast, but a new 52-week contract was signed for the Spelling

A. L. Alexander, who conducted

#### ' Touriste' Mecca .

RADIO CITY is the metropolis' most popular point of interest among paying sightseers, it is shown in a comparison of figures for the first 11 months of 1936, when 497,399 persons took the NBC "guided tours through the studios and plant in Radio City. If last December's figure of 25,000 guided tourists was equalled in 1936, the year's total should be at least 522,000. The NBC guided tours were taken in 1935 by 470,068 persons. On Nov. 20, 1936, at the close of third year of the guided tours, 1,424,733 sightseers had inspected Radio City. In the first II months of this year, paid admissions to the Empire State tower numbered 318,450, the Statue of Liberty 290,874. While Mount Vernon's figures for 1936 are not available, 512,024 persons visited the shrine in 1935.

the Good Will Court, made a speech of regret on the NBC network along with the new program's debut and that marked the Court's end so far as a national network is concerned. Mr. Alexandor is under contract to WMCA as part of the Good Will Court agreement, but his future plans cannot be ascertained, nor could Mr. Alexan-

der be reached.
Good Will Court's troubles began with the first broadcast on NBC last September, although rumbles were beginning when the program was on Inter-City and Mutual under the sponsorship of Macfadden

Publications. / The First and Second Departments of the Appelate Divisions comprise Greater New York and it would have been possible to bring lawyers from outside this territory, but as the American Bar Association had also taken action against the broadcast it would have been a dubious move. Radio listeners, it is understood, had written to the stations objecting to he program's morbid tendencies

Pending in the Brooklyn Courts is a \$250,000 damage suit against all persons or companies associated with the program since it has been sponsored. The suit, filed by Good Court Inc. of which Judge Nathan Sweedler is president, is set for trial Jan. 11, Judge Sweed-ler also had been trying to have born from using the name Good Will Court, but this proceeding

was dropped. Meantime Standard Brands signed 52-week renewals for four of its NBC programs, including the new Chase & Sanhorn series on 60 NBC-Red stations, as of Jan. 3. Others are: Royal Gelatin Hour-with Rudy Vallee (Royal Gelatin Aspic), effective Jan. 7, on 56 NBC-Red stations, Thursdays, 8-9 p. m.; One Man's Family (Tender Leaf tea), on 59 NBC-Red stations, Wednesdays, 8-8:30 p. m., and the repeat program on 5 NBC Pacific Red stations plus KTAR, Sundays, 9:30-10 p. m. (PST). J. Walter Thompson Co., New York, has the account.

KVL, Sentitle, recently placed under option to Howard J. Ryan, of Howard J. Ryan & Associates, local agency, has changed its call letters to KEEN.

### As Treasurer of NBC as David Rosenblum Leaves





Mr. Rosenblum

WITH the resignation of David Rosenblum as vice-president and treasurer of NBC, effective Jan. 1, the NBC board of directors on Dec 18 elected Mark J. Woodst nasistant secretary, to the treasurership, Mr. Rosenblum, who came to NRC in September of 1934 from Trade - Ways Inc., did not make known his future plans but announced that he first would take a vacation.

The election of Mr. Woods will not alter the NBC executive setup in any great detail, but Mr. Rosenblum's retirement reduces its rdster of vice-presidents by one since Mr. Woods will not hold a vicepresidential title. Mr. Woods resumes the post he once held but relinduished when he was made assistant to former executive vices president, Richard E. Patterson He has been with NBC since its inception, having come over with the former A. T. & T. radio staff

Mr. Rosenblum, a 1908 Harvard graduate, was brought to NBC more than two years ago by David Sarnoff, RCA president at the time Mr. Sarnoff took over the NBC chairmanship, and after Trade-Ways had completed a study of NBC sales, compensation and orgamization details. He was largely responsible for the "yardstick" method of station compensation inaugurated several years ago. was one of the founders and former vice-president of the Alexander Hamilton Institute, which he quit in 1915 to organize the Business Trading Corp. Later he becan'e a vice - president of Trade-Ways, one of its units.

#### KOOS, Marshfield, Ore. Is Sold to Sackett Group

SALE of KOOS, 250-watt station on 1390 ke. in Marshfield, Ore., to interests headed by Sheldon F. Sackett, publisher of the Coos. Bdy Times, Marshfield newspaper, and copublisher of the Salem (Orc.) Statesman, was effected early in December by Walter L. Read; who remains as vice-president of KSLM, Salem. Transfer of the stock from the Pacific Radio Corp. to KOOS Inc. awaits FCC approval. The purchase price was approximately

Mr. Read has left for an eightvacation in the East and South, but has a contract to manage a new local in Vancouver, Wash, for which Mr. Sackett and his associates, including Judge John C. Kendall of Portland, have applied to the FCC, Mr. Sackett expects to make a close working arrangement with KRNR, Roseburg, Ore., owned by the Roseburg News-Review.

#### Mark J. Woods Elected Four Iowa Stations Are Sued for Libel

Former Liquor Body Chairman Seeks \$100,000 Damages

HAROLD M. COOPER, Marshall. town, Ia., former chairman of the Iowa liquor commission, filed libel suits for \$100,000 each on Dec. 16 against Iowa Broadcasting Co., operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids-Waterloo, and the Central Broadcasting Co., operators of WHO, Des Moines. The Iowa Broadcast. ing Company is affiliated with the Des Moines Register & Tribune.

The libel claims are based on statements allegedly made by Verne Marshæll, editor of the Cedar Rapida Gazette, in speeches made by him attacking Mr. Cooper's record as a folimer public official over stations of the lowa Broadcasting Co. on Oct. 29, and the Central Broadcasting Co. on Oct. 25. Joined as defendants in these cases are Mr. Marshall and the Cedar Rapids Gazette Co.

Mr. Cooper, in his petitions, alleged that Mr. Marshall made statements in his speeches that were a malicious defamation of character, and that althoughs "he had enjoyed and had a good reputation in his community and in lowa except to the extent in which his reputation had been damaged by the purported malicious publication and broadcasting of defamatory matter."

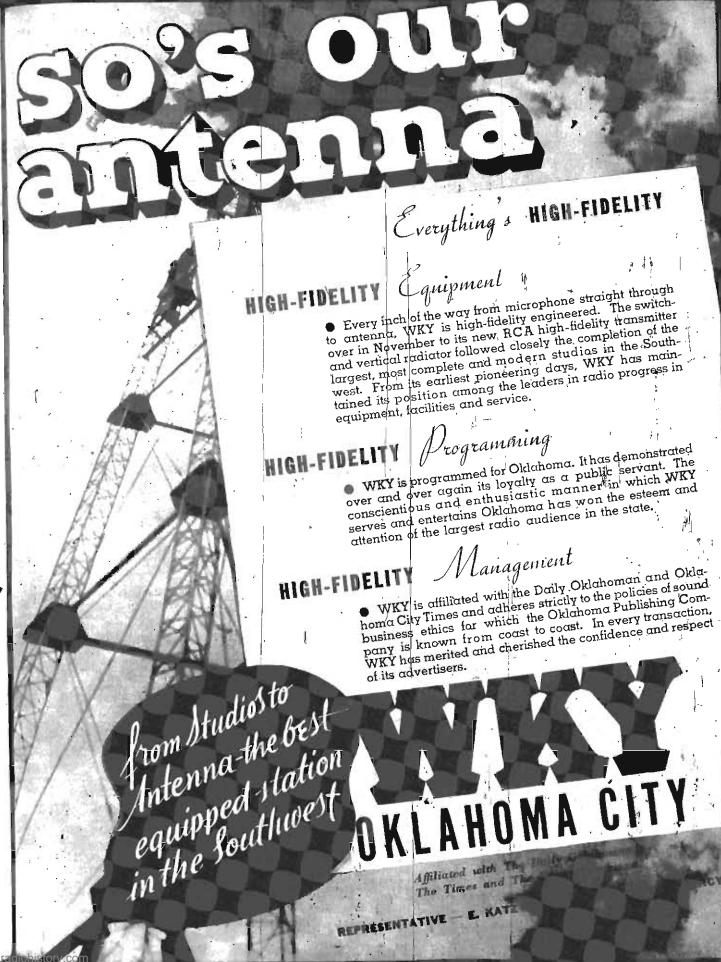
#### Court Conviction

IN HIS NOTICE of suit against the lowa Broadcasting Co. Mr. Cooper said Mr. Marshall charged him with "accepting bribes as shown by bank account, all of which was defamatory false and untrue."

In his claim against the Central Broadcusting Co., the plaintiff stated that Mr. Marshall charged him with the "crime and felony committed 24 years ago, all of which was defamatory, false and which was defamatory, false and untrue," and that in December, 1934, Cooper committed an illegal act; that Cooper in 1934 violate the lowal liquor control commission law, of which commission he was chairman, when as Marshall well knew, the Supreme Court of Iowa had held that Cooper was innocent of any such violation; that Cooper in February, 1935, was engaged in illegal acts or attempts in connection with his trial in Linn county, to influence or bribe the jury then trying his case in Linn county.

The petitions also state that the two broadcasting companies knew or could have known in advance of the nature and contents of the libel and broadcast and that no attempt was made to stop or shut off the broadcasts from the air."

In 1935 Cooper was convicted by a Linn county, Ia. district court jury in Cedar Rapids, Ia., after he bad turned over to LeRoy Farmer, a Cedar Rapids man, approxi-mately 200 state liquor seals. A fine of \$1,000 was imposed upon Cooner on the misdeameanor charge. Cooper appealed his conviction and almost a year later the Iowa supreme court overruled the decision of the Linn county, Ia., district court jury, stating that the indictment against him was invalid and that there could be no



BROADCASTING • Broadcast Advertising

## A. T. & T. Broadcast Activity Is Reviewed at FCC Inquiry

Discrimination and Monopoly Charged in Evidence Presented by N. R. Danielian, Economist

THE long-awaited broadcasting phase, of the FCC's telephone investigation into practices of the American Telephone & Telegraph Co. and associated Bell System companies developed Dec. 15 when a 325-page report bearing on the subject was presented to the Telephone Division by N. R. Danielian, senior economist on the FCC staff.

Mnny charges of alleged dis-criminations by the A. T. & T. in its dealings in broadcasting were made in the ponderous report pre-sented by the economist after sevsented by the economist after several mogths of study. The report delved into the early history of the A. T. & T. when it actually operated broadcasting stations and was sharply critical of many of its practices both past and present.

Particular emphasis was laid upon refusal of A. T. & T. in most cases to allow interconnection of cases to allow interconnection of its lines for program transmission with the lines of wire telegraph companies or with privately owned lines of stations. It was indicated that nossible revision of broadcast wire transmission tariffs of A. T. & T. to permit wider latitude in interconnections may result from the disclosures

#### Claims Discrimination

AMONG other things, Dr. Danielian asserted his investigation showed that there were discrimina-tory contracts by A. T. & T., as between NBC and CBS, with the between NBC and CBS, with the former having several advantages. He declared, however, on cross-examination by Vice Chairman Thad H. Brown of the Telephone Division that as, far as he knew, the A. T. & T, has never exercised any of the allegedly discriminatory provisions.

provisions.
In reading the report into the record, Dr. Danielian was questioned by Samuel Berker, special investigation counsel of the FCC. There was no rebuffal testimony on behalf of A. T. & T. and as far es known, no provision has been made for it.

The report covered only a por-tion of the FCC investigation into broadcast phases of A. T. & T. activity. The investigation was made in compliance with the Congressional resolution of 1934 ordering the FCC to: investigate and report on the reasonableness of rates and to inquire into alleged unfair or discriminatory practices.

Dr. Danielian emphasized no

JT. Daniellan emphasized no attempt was made to evaluate the patent position of A. T. & T. in the radio field, nor to determine the reasonableness of the rates charged broadcasters for program transmission and attendant services. He added that reasonableness of rates "is the next logical step in the study of Bell System policies with respect to radio broad-

A breakdown of A. T. & T. receipts from furnishing of program transmission service for the first time was made public in the Danielian presentation. Covering the years 1925 to 1935 inclusive, the breakdown showed that in 1925 gross long line receipts for this service amounted to \$286,774.91 and in 1935, \$4,529,162.57, with

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the latter figure excluding revenues from coordinated services. In addition to the gross income. Dr. Danielian brought out, the associated companies also receive conwire channels for program transmission directly to stations for both local and long distance serv-

"As a result of the fact that the associated companies do not segregate in their accounts the revenues from this source, it has not been possible to obtain these figures. possible to obtain these figures, with the exception of 1925," the report states. "In that year they had, in addition to the pro-rates received from the long lines department, a revenue from this source of over a million dollars. The combined revenues of the associated companies and long lines department in 1935, therefore. from this source, including public address system services, were over five and one-half million dollars.

#### Monopoly Alleged

WHILE the revenue derived from hroadcast service is not very large in comparison with total operating revenues of the system, Dr. Danictian pointed out that these services are indispensable to radio stations. He offered much testimony to show that A. T. & T. in effect had a "monopoly" in this business. He brought out, for example, that Postal Telegraph had only 3,369 circuit-miles leased to broadcasting stations as of last summer while Western Union had less than 300 eircuit-miles. In contrast to this, he said, the Bell System was leasing to NBC and CBS 24,949 and 17.217 circuit-miles, respectively, at approximately the same time. In addition, he said the Bell System leases wires to hundreds of other stations, the length of which is undetermined.

"The facts indicate that the Bell System has a virtual monopoly in the provision of wire channels to radio stations and chains. It follows, therefore, that the general principles and policies discussed in this report have influenced, or continue to influence, the radio industry as a whole.
"The report shows the methods

by which the Bell System has nequired almost complete control of radio program transmission and the discriminatory practices that have been perpetrated under a condition of monopoly,"

The information upon which the copious report was based, Dr. Danielian said, came from A. T. & T. and associated companies, Westinghouse, RCA, Western Union, Postal and various broadcast stations.

#### Some Conclusions

"THE following points are the most salient conclusions that arise out of this study," concluded Mr. Danielian. "They are here presented for convenience and will be supported in detail in the succeed-ing pages of the report."

(1) The Bell System's original aim

in the broadcasting industry, as defined in 1923, was to control, subject to limited concensions to Radio Corp. (Continued on page 36)

MANAGING MISS Virginia Lowther Directing -KIUL, Garden City-



TO THE ranks of the feminine radio station managers [BROADCAST-ING. fuly 1, 1936 should now be added the name of Miss Virginia Lowther, recently appointed manager of the 100-watt KIUL, Garden City, Kan., located in the heart of Kansas' famous "dust bowl" but still insisting that its community is the "Garden of the West".

Charming Miss Lowther admits she is 29 years old, a native of Missouri, and a relatively recent convert to radio ranks. Since age 24 8bc has been a newspaperwoman, starting on the ad board of the Wichita Bracon, then doing a column for the Wichita Eagle.

About a year ago Bill Hutchinson gave her a chance before the microphone of KWBG, Hutchinson, Kan., and then Herb Hollister enlisted her on the commercial staff of KANS, new local in Wichita, A few weeks ago her hig chance came, and Frank Conard appointed her manager, commercial manager and program director of KIUL.

#### WELL, WNBC SOLD TO BULOVA GROUP

A NEW association in the ownership of two Connecticut stations was disclosed Dec. 21 when it he-came known that Patrick J. Goode. postmaster of New Haven, William Sanders, his son-in-law, H. A. Lafount, former federal radio commissioner, and Arde Bulova, New York watchmaker and broadcast station owner, had acquired all of the stock of WELI, New Haven, and WNBG New Britain. Mr. Goods was elected president

of the operating corporation, with Mr. Lafount vice president. Their respective stock holdings were not disclosed. WELI is a 500 watt daytime station on 900 ke., and WNBC operates with 250 watts daytime on 1380 ke., and both are applicants for full time and higher power. |

Mr. Lafount and Mr. Bulova recently purchased WCOP, 500-watt daytime station on 1120 kc. in Boston, from the estate of the late Joseph M. Kirby [BROADCASTING, Dec. 15], with Mr. Bulova holding two thirds and Mr. Lafount onethird of the stock. Mr. Lafount is also vice president of the corporation which has acquired WTFI. Athens, Ga., which has a construction permit to move into Atlanta where it is to be operated by the Atlanta Journal [BROADCASTINC, Dec. 15].

#### KIUL, GARDEN CITY SOLD TO PATTERSON

AN AGREEMENT to purchase AN AGREEMENT to purcha-KIUL, Garden City, Kan., which operates with 100 watts on 120 kc., has been reached by S. II, Pat-terson, former operator of KVOR Colorado Springs, Col., with A. C. Gardiner and Frank D. Comm. the station's chief owners. The purchase price will be \$10,000, and the station will be taken over by a new Colorado corporation, KIUI. Inc., if the FCC authorizes the transfer.
Mr. Patterson recently sold

Mr. Patterson recently sold KVOR for \$80,000 to the interest that own WKY, Oklahoma City, and KLZ, Denver. He also has pending an application for 1,000 witts on 1570 kc. in Denver, and with William Grove, former chief engineer of KLZ, is applicant for Liew 100-watt station on 1420 ke in Cheyeone, Wyo.

#### Procter & Gamble Leak 1935 Network Sponson

PROCTER & GAMBLE for to second consecutive year spent nor for network radio advertising the any other advertiser, according 12-month estimates released by the CBS and NBC. Standard Brands ranks second, Sterling Productions third, Colgate-Palmolive-Peet Ca fourth; Ford Motor Co., fifth.

The estimated expenditures at leading NBC and CBS networks 1936 follow:

Procter & Gamble Co	\$3,299.0
Standard Brands Inc.	2,271.09
Sterling Products Inc.	1,621,00
General Foods Corp.	- 1,472.00
Pepsodent Co. Miles Laboratories Inc.	1,352,00
Miles Laboratories Inc.	1,291,00
General Motors Corp. L.	1.025.0
American Tobacco Co.	936.(4)
National Dairy Products	- 61
(Kraft-Phenix) Bristol-Meyers, Co.	770,000
Bristol-Meyers, Co	739,
CBS	1.14
Colgute-Palmolive-Peet   Co.	\$1,636,23
Ford Motor Co.	1,528,05
Campbell Soup Co.	1,214,204
Lever Bros. Co.	1,239,81
Liggett & Myers Tobacco Co.	1,094,46
Wm. Wrigley Jr. Co.	1,021,410
R. J. Reynolds Tobacco Co.	060,10
General Mills Inc.	854,64)
Phileo Radio & Televis on Corn.	717.10
American Home Products Corp.	710,12
	100

#### Back from So. America

JOHN ROYAL, NBC program vie president, and Paul White, CB special events director, returned the week of Dec. 20 from Bueno Aires and other South American cities which they visited during the preceding month to arrang more program exchanges with their respective networks. Both attended the Pan American Peace Conference of the Pan American Peace Conf ference from which both NBC and CBS broadcast periodically, each network having also its own staff of engineers, announcers and commentators on hand.

MARTIN CAMPBELL, general manager of WFAA) Dullas, addressed the Rotary Club of Big Springs, Tex., and the Advertising League of Rossell New Mexico, on the subject Radio and the Prospects of Television last mouth white en route to El Pass where he personally supervised the Gio-mide remote pictup of the New Year Sun Carnival Parade for his station. He was accompanied by Mrcampbell and Henry W. Stanles, of the Dallas Chamber of Commerce.

REG M DAGG, commercial manager of CKWX, Vancouver, has taken on additional duties as commercial manager of CJAT, Trail. The two British Columbia stations are being offered at a combined rate.

BROADCASTING • Broadcast Advertising

SHELLINY, LIENIDSAN & CHTRER CO. Rocin Bernie, N.Y. December 14, 1956

Br. William Fuy or. milliam ray Goperal Munager Radio Station WHAM Rochester, H.Y.

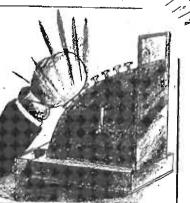
Por 1,536 Composurive weekdayagwe have broadcost quarter-hour programs over

This consistent use of radio advertising, together with the fact that we have altogether with the fact that we have altogether contracted to continue our program ready contracted to continue our possible during 1937, will give you the best possible during 1937, will give you to opinion answer to your inquiry about our opinion whith an an odvertising medium.

WHAM has proved productive for us not only wham has proved productive for us not only in Rochestor justif, but throughout the this in Rochestor justif, but throughout the this large surrounding territory from which this slore draws much of its retail trade.

Moy I take this occusion to thank you nge in for the fine cooperation you have given us on such special events as the breadcast of our Christmas Parado and other important wery truly yours, occasions.

John R. Sibley Executive Vice-President



JAS: mid

50 KILOWATTS CLEAR CHANNEL FULL TIME ,1150 KILOCYCLES

NBC System of Audience Measurement by "Aireas."

## "1536 CONSECUTIVE PROGRAMS . .

### And Another Year Contracted for"

Says Department Store Head

Every week day morning for 1536 consecutive times, Sibley. Lindsay & Curr Co., Rochester, N. Y.'s biggest department store. has broadcast to WHAM's 631,200\* radio families.

That Sibley's audience has been responsive is best proved by the fact that the contract has again been renewed for 1937.

WHAM is the station Western New York radio listeners tune to for dependable reception) day and night.

Owned and Operated by the

STROMBERG - CARLSON TELEPHONE MFG. CO.

New York Craig and Hollingbery, Inc., 250 Park Avenue

Chicago Transamerican Broadcasting and Television Corporation, 333 North

ASSOCIATED WITH NEC



BROADCASTING . Broadcast | Advertising

SAN DIEGO SAN FRANCISCO 60% MORE LOS ANGELES

WHERE 65% OF NORTHERN CALIFORNIA BUSINESSIS DONE IN 9% OF THE AREA POPULAR THAN ITS CLOSES COMPETITOR A \$65,000,000 MARKET

... SANTA BARBARA WHERE PEOPLE SPEND 445% MORETHAN THE AVERAGE AMERICAN

SAN BERNARDING THREE FOURTHS OF CALIFORNIA'S CITRUS FRUIT GROWS IN ITS PRIMARY AREA

A BAKERSFIELD GOVERING 3/5 PROSPEROUS OIL AGRICUL.

KIDN MONTEREY DEL MONTE

WHERE THE SEA AND SOIL VIELD WILLIONS, AND MILLIONAIRES

CALIFORNIA'S

FIRST MARKET

FOURTH

THE NATION'S

KEDM

STOCKTON WITHIN TOO MILES LIVES ONETHIRD OF BLL CALIFORNIA

... SANTA ANA COVERING THE RICHEST COUNTYIN THE NATION

CENTRO PALYSTAG HON IN RICH PERIAL AND ACHELLA LEKS 5

GREATER NETWORK NOW AFFILIATED" WITH

SYSTEM

GIVES YOU MOST OF BEST FOR *Least* in California A new, sensational broadcasting value. Not a two or three station network but a TEN station network that really covers California ... that gives you the cities where money is spent — the country where money is made • You place one order, Pay one bill. And COVER California in a manner never before possible. Compare DON LEE Golden Group rates and stations. You will find astounding value, aston-KHJ • LOS ANGELËS

KFRE-SAN FRANCISED KER - SAN DIEGO KDB - SANTA BARBARA

BROADCASTING

TEN STATION NETWORK

aneubid fronthe.

## YOUR CAPITAL EXPANDS



Washington's rapid rise to 12th rank in the list of great metropolitan centers means a bigger, busier market with more money in circulation. Stations WMAL and WRC are geared to expand sales totals for local and spot advertisers—those who direct their campaigns to the capital and the rich suburbs in Maryland and Virginia.

WMAL 500-250 WATTS NBC Blue Network

1000-500 WATTS **NBC** Red Network

WASHINGTON, D. C.

Completely programmed by NBC

## THESE ARE THE "News

## IN THE LITTLE ROCK MARKET

New N. B. C. OUTLETI

★ Only Full Time N.B.C. Outlet in Arkansas

New PLANT!

★ New Vertical Radiator—New Location

ew POWER!

\* New RCA 1000 Watt Transmitter

New COVERAGED

\* Most Complete of Any Arkansas Station

New PRESTIGE!

\* That Always Comes With Progressiveness

New PREFERENCE!

★ By Listener—Hence Advertiser!

New DOMINANCE!

\* In A Rich Market of Liberal Buyers

Center Of THE DIAL

With what is recognized as the best frequency of any Arkansas broadcasting station KARK ushers in the new year by bring & ing radio advertisers a picture of new potential results in the Little Rock market. This . excellent frequency of 890 kilocycles plus affiliation with the National Broadcasting Company plus high fidelity broadcasting with the only factory-built transmitter in the state operating full time and using more than 100 watts plus full time leased wire facilities of both International News and Universal services, plus the master library of the Associated High Fidelity Transcription service . : plus location inthe largest city and buying center of the give the KARK advertiser a sphere : of influence that includes more radio families in the state than that of any other station . . . and the lowest "mil-listener" rate

> ARKANSAS RADIO & EQUIPMENT CO.

ED. ZIMMERMAN, Vice President & General Manager LITTLE ROCK, ARKANSAS

\*EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ★ NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

BROAD CASTING . Broadcast Advertising



Uncovered by Kentucky Teachers College

A NEW claimant for the title "inventor of radio" has arisenfrom the backwoods of Kentucky. He is the late Nathan B. Stubblefield, a native of Murray, Ky., who, it is held, in 1902 perfected the 'wireless telephone'

This amazing conclusion is reached by the State Teachers College of Kentucky, which last month launched a campaign for a nationl park in memory of Stubblefield, It came to light in a program, broadeast over WSM, Nashville 50,000-watter, by the Teachers Col-

L. J. Horten, director of publications of the Teachers College, re-lated an absorbing and apparently a, fully documented story revealing how Mr. Stubblefield transmitted messages "great distances without wires" as early as 1902. The story recounted Stubblefield's ten years of study and successful experimentation and told now, after failing to promote his siew invention, he retired to a hugiin the Kentucky hills. He was found dead there on March 30, 1928, apparently a vice-

The Teachers College, in its program over WSM, concluded in these words:

"We submit that Nathan B. Stubblefield was the first to discover, invent, manufacture and demonstrate equipment for broadcasting and reeeiving the human voice and music by wireless. He invented the ra-

#### · Historical Docament

BECAUSE of its possible historigal importance, there is published. herewith the text of Mr. Horten's address reviewing the claim made for Stubblefield: "After ten years of study and

successful experimentation, Stubblefield was able to prove conclusively in 1902 in Washington, New York, and Philadelphia that he was the inventor of the radio, then known as the wireless telephone's He had visions of becoming a milhis photograph, crediting him with receted a modest monument in his having surpassed Marconi's achievements in the field of wireless transmission. Dr. Rufus Holt, now in Los Angeles, saw a telegraphed offer of \$50,000 for Stabblefield's invention which, of course, was refused. For several years, Stubble.

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New Claimant to the Title Is field and some of his friends tried to promote the device.
"'A Prospectus' was printed de-

scribing the invention as 'The Tryumph' (sic) of the age and worth at shipload of gold'.

Concerning attempts to patent the wireless telephone, the pros-pectus stated: We have been granted an allowance of the U.S. patent, and by our attorneys at Washington, guaranteed the issue of patents in Canada, England, France, Spain and Belgium'. Be explained they were withholding 'the issue and publication' of the home patent until they could get the foreign applications.

"Then something happened!!!! Just what, nobody knows. Did someone steal his invention or defraud him of the plans? Was there some. flaw in his patent applications? Was he merely 30 years ahead of his day, as he later explained to his neighbors? Was he threatened with lawsuits or patent infringements? Had the secret leaked out of his mysterious box?

"At least, for some unknown reason, he came home and secluded nimself from his friends. His famly became scattered and he lived alone in a humble shack in Callo-way County. Mysterious lights. weird sounds, unexplainable 'broadcasts' out in the field, illuminated wire fences and trees helped to keep away his friends and neighbors. Proud, bitter, and disappointed, he curtly refused the assistance offered by many of his friends and relatives. For a time he lived in a shack partly lined with corn stalks to keep out the raw, cold

winds.
"On March 30, 1928, a neighbor, went to the little home out in the Kentucky hills and there found the dead body of Nathan B. Stub-bleffeld. He had been dead for 48 hours. Some animal had caten a part of his body. There was gractically no food in his house. The inventor of radio had died, alone hungry, and helpless. Todayi his body lies in an unmarked grave out in a county graveyard near Mur-

#### A Slight Tribute

"IN 1930, an awakened citizenry honor on the eampas of Murray State College, 100 feet from his home — the birthplace of radio Now a movement is on foot to make it'a State and National park with a broadcasting station to announce to the world that 'this is

INVENTOR Nathan B. Stobble field, inventor, with his radio telephone devices, is shown (left) at his Muyzay, Ky., home. Photograph was taken about the turn of the century. At right is his desk set, said to have been perfected in 1902. He is said to have demonstrated radio telephony privately about a decade before that time. The home shown at left was burned but may be recreated as a memorial to the inventor

the home of Stubblefield, inventor radio'.

What proof have we that these statements are true? In a fireproof vault at Murray, we have a copy f the Canadian patent application, parts of the original coils and equipment, photographs of the roadcast demonstrations on the otomac and at Philadelphia, pieures of the broadcasting and recciving sets, affidavits of those who neard and saw this man work.

"The World Almanac for the past three years has named Stub-plefield as one of America's great nyventors, along with Edison, West-nghouse, Bell, Whitney, Morse, and Franklin. Famous First Facts. by Joseph Nathan Kane, published 1933 by H. W. Wilson Co., New York, officially credits Stubblefield with the honor of being the first to broadcast without wires, and the irst to demonstrate such equipment over water.
"In a copyrighted book The

World's Progress, published in 1902, Frumbull White says: Now comes he announcement that an American inventor. Nathan B. Stubblefields unheralded and modest, has carried out successful experiments of telephoning, and he is able to transmit speech for great distances without wires':

"Although we helieve we can prove that Stubblefield's earliest experiments preceded those of Marconi in the field of wireless, we are not attempting to detract from the achievements of Marcont, Boulson, Tesla, Touchen, De Forest, and others. As the telegraph and the telephone are separate and distinct inventions, so are the wireless telegraph and the wireless telephone lifferent inventions and mechanicms. The 'wireless telephone' is the 'radio telephone', or, simply the radio. We suhmit that Nathan B. Stubblefield was the first to discover, invent, manufacture, and demonstrate equipment for broadcasting and receiving the human voice and music by wireless. He

#### Civil Union Cites Censorship Cases

Alleged Instances Are Given In Booklet on Air Freedom

ASSERTING that American radio is censored, and citing several score of alleged ease histories, the American Civil Liberties Union, New York, has released a pamphlet titled Radio is Censored! and compiled by Minna F. Kassner, New York attorney, in collaboration with Lucien Zacharoff. The booklet it is stated, was published "to make clear the necessity of further federal regulation for greater freedom on the air.'

The Civil Liberties Union has al. ready announced its intention of pressing in the oext Congress for legislation contained in the four bills sponsored by Rep. Scott (R. Cal.) in the last Congress and prepared by the Union's radio commu

Censorship is exercised on the radio, according to the booklet, by fulfill contracts to broadcast: (2) demanding copies of speeches and cutting them in advance; (3) drowning out or cutting off a speaker in the middle of a program; (4) relegating speakers to early morning hours when all but radio maniacs are în bed."

#### Alleged Censorship

TWENTY-SIX of the 56 ongo at the booklet are devoted to some 70 'selected cases of radio censorship" secured from correspondence and from magazine and newspaper articles by the authors, with alleged instances of censorship on the part of individual stations, which are named, cited in summary form and covering such subjects as politics, religion, labor troubles, social diseases, etc. In a slipsheet accompanying the booklet, the Union asks its friends to campaign for remedial legislation in Congress by giving any other instances of censorship on the air, by sending the pamphlet to local public libraries r "to somebody in the radio business who may perhaps profit by reading it," and by supporting the proposed legislation. The four bills which the Union

will seek enacted in the 1937 Congress would (1) require that each station as a condition of its license set aside a regular period "at desirable times of the day and evening for uncensored discussion on a non-profit basis of public, social, political and economic problems and for educational purposes"; (2) make it mandatory for every slation presenting a controversial issue to give a hearing to at least one opposing view; (3) free stations, but not speakers, from legal liability for remarks on such programs; (4) compel stations to keep accurate and public records of all applications for time, indicating which are granted and which are refused

The Union's radio committee is headed by Bethuel M. Webster Jr. former general counsel of the Federal Radio Commission. Other members are Henry J. Eckstein, New York attorney, secretary; Roger N. Baldwin, director of the Union: Morris L. Ernst, Union general eounsel; Norman Thomas, Socialist leader, and Dr. Levering Tyson, director of the National Advisory Council of Radio in Education. 130,000,000 people didn't grant 500 people the right to use their radio facilities to broadcast lengthy commercial announcements such as this one tendered KGIR for broadcasting:

Radio Continuity from \_\_\_\_Advertising Company \_\_\_\_\_(City & State) \_\_\_\_Company

Five-Minute Broadcast No. 8-A

Station, KGIR. Date 12/18/36 Ann: Do you like pop corn? Then stand by for our weekly pop corn party. (Dean of announcers) is using his big new OPENS). Hello, (first name)

how's chances for some pop corn? Dean: Great (first name) come right in. We're just getting the

popper ready.

Ann: Thatis a mighty good looking popper. I like that black

gun-metal finish.

Dean: It's the grandest poppor I ever saw. And just think—the price is only a dollar!

Ann: Tell me (first name) how can they sell a big electric corn pupper like that for less than two or three dollars?

Dean: Electrical designers are pretty amart these days (first name). This Popper was built to retail for one-lifty. but the \_\_\_\_\_\_ people wanted to let every family enjoy this popper. That's why they set the price at one dollar, postpaid.

Ann: It's an amazing value.

Dean: Doubly ansazing when you remember that, with every popper, you get a full-size tin of Pop Corn free, holding crough to make 9 or 10 quarts

when popped.

Ann: Where do you send the dollar?

Send it to \_\_\_\_at Dean: Station KGIR, Butte.

Ash: But suppose somebody isn't satisfied with their popper?

Dean: They simply return the popper, and get their dollar back. The \_\_\_\_\_ people guarantee that this big electric popper is the finest home popper you have ever seen at any price, or your money will be cheerfully refunded. Another big point - this popper is approved by Good Housekeeping

Ann: What does that mean?

Dean: It means that the \_\_\_\_ Popper had to pass, per-fectly, four of the most exhaustive tests that could be devised. First, the safety test. The popper is hooked up and subjected to a high potential durient of 900 volts.

Ann: What's the reason for

that? hat?
Dean: To test the insulation

thoroughly. Then there's the life test, where the popper is left standing, with current on, for more than 140 hours.

Aun: 140 fours! Say, you'd

hardly use, a popper that much in five years!

Dean: True so the test proves that these \_\_\_\_ Poppers are good, for years of service. Then there's the construction test — in which each part of the popper is thoroughly checked to make sure

that it is unusually strong.

Ann: And the fourth test?

Dean: Most important of all the popping test. And when it comes to corn popping, this ....

. Popper really shines. You see (first name) it means a lot to know that your ... Popper is approved by Good Housekeeping. Ami: Yes, and this talk makes me hungry. Where's that pop corn? Dean: I've already plugged in

the popper, and put in the butter. Ann: Do you have to use but-

Dean: Oh; no—any salad oil, or any cooking substance like lard or bacon grease will do. Well, here goes the corn. | Saund: POURS CORN INTO

POPPER, SLOWLY ENOUGH SO THAT LISTENERS CAN HEAR THE KERNELS. DON'T POUR TOO MUCH. POPPER SHOULD BE CLOSE TO MICROPHONE.

Ann: Say (first name) didn't you promise to tell our listeners how to use pop corn in making Christmas decorations?

Dean: . I'll do that right now...

The best way is to make pop corn,

Ann: How do you do that? Dean: It's easy, and lots of sters work together. First, thread some needles with heavy white. Better thread it double. Then set

a big dish full of popped corn where overybody can reach it.

Ann: And then you use the needles to string pop corn on the thread? thread:
Dean: Exactly. You can make

the chains as long as you want to. When your chains are completed, them artistically over the branches of your tree.

Ann: White pop corn chains ought to look good on a green tree. Dean: They do-but the chains don't have to be all white. Red

and green are often used:
Ann: How do you make colored pop\_corn?

Sound: START TAPPING BOTTOM OF INSIDE OF POPPER TO INDICATE CORN IS STARTING TO POP.

Quan: By getting some pure food coloring at any grocery store. After popping the corn as usual, you make a sugar syrup, cooking it to the hard-ball stage. Then put your food coloring into the syrup and pour this colored syrup over the popped corn, stirring it until all kernels, are coated. .

Ann: Suppose you want to use more than one color?

Dean: Simply divide your syrup into two bowls. Put one coloring. nerhaps red, into one bowl and the other coloring, say green, into the

Sound: POPPING BEGINS TO SPEED UP.

Ann: Say, couldn't you put popcorn halls at the ends of those

chains?

Dean: That's a good idea, but the pop corn balls may vanish mysteriously.

Ann: Well (first name) you

can't blame anyone for eating a pop corn ball.
Sound: PAUSE IN DIALOG. POPPING NOW COMES IN VERY FAST, THOUGH STILL

IRREGULAR. Ann: Listen! Does

always pop like that?

Dean: Right—and wait till you

Ann. Well, I don't want to

wait much longer.
Sound: POPPING SUDDENLY SLOWS DOWN - JUST A FEW SCATTERED POPS REMAIN.

Dean: I think it's all popped.

Here, I'll take off the lid. Dig right

Ann: Will I? Um-m-say (first name) where can you buy this pop

Ann: We have pop corn every Sunday evening, but I never saw corn pop like this.

Dean: That's because \_\_\_\_is Volumized. To pop well, pop corn must contain just enough moisture. The Volumized process is a patented process, used excluthe dorrect moisture-content. Pop corn in bulk or paper-cartons often dries' out, then won't pop. But is sealed in air-tight tins, so it ean't dry out. That's why \_\_\_\_\_ is the one pop corn guaranteed to pop perfectly.

corn guaranteed to pop perfectly.

Ann: Well, I'm going to get some \_\_\_\_\_\_ right away, because we need plenty of pop earn for Christmas and the holidays. (PAUSE) Did you say these \_\_\_\_\_ Poppers sold for one-fifty?

Dean: They were built to sell for one-fifty, but \_\_\_\_\_\_ special price is just one dollar postpaid. For real fun, this popper can't be beat. Just think, a fig electric popper and a tin of \_\_\_\_\_\_ Pop Corn, all for only a dollar.

Ann: That's a lot less than most of us pay for a single evening's fun.

ning's fun.

Dean: Sure—and your \_Popper means fun for months. Next winter, and in winters to come, you'll still enjoy this grand \_\_\_\_\_\_Corn Popper. You simply can't lose. Either you agree it's the finest popper you ever used

or you get your money back.

Ann: Can you buy these

Dean: No-you have to order by mail. Order as many poppers you like, but be sure to enclose a dollar for each popper. Better order right now, because the supply of these poppers won't last

Ann: Where do you mail the dollar bill?

Dean: Mail your dollar bill to ..... care of Station KGIR.

The 130,000,000 people of this country have a right to a better radio service. and KGIR endeavors at all times to give such a service. We refuse all announcements over I minute in length. Consequently our listeners are tuned in a greater number of hours daily and are in a more receptive mood when advertising is broadcast.

KGIR

BUTTE, MONTANA

"The Richest Hill on Earth"

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

#### Listening Habits And Purchasing of Wealthy Analyzed

CBS Discovers Upper Crust Much Like Average Folk

"THE average for the families included in the survey was 3 radios for each household. 18% of the families owned 5 or more radios. Two families reported the possession of 14 sets each."

Thus CBS starts a brief booklet titled The Very Rich in which it narrates the results of a study made among Boston's richest fumilies by the Bureau of Bosiness Research of Boston University, A sample of '250 selected families in Metropolitan Boston was selected, amounting to 5% of the families having annual incomes of \$10,000

How They Listen

HERE ARE some more statements from the survey: > Sixty-two of the families report-

ed from four to six hours and more of daily listening, the average for all families being slightly under three hours a day. The figures cover only the person interviewed in each case, and do not include all the radios in the house.
The five first choices among all

programs in all categories were: Boake Carter, Major Bowes, Rudy Vallee, news bulletins in general, Ford Symphony Hour. The five leading choices among classical and semi-classical programs were: Ford Symphony Hour, Metropolitan Opera, General Motors Symphony, symphony concerts in general, New York Philharmonic.

The first five variety programs. were: Major Bowes Amateur Hour, Rudy Vullee, Robert Ripley, Magic Key of RCA, Cities Service. The first five choices among comedians were: Jack Benny, Fred Allen, Burns & Allen, Eddie Cantor, Easy

From these selections is drawn the conclusion that the very rich are not remarkably different from just folks in their radio preferences and it is suggested that they respond to programs in the same way and are exposed to the sales message in the same way.

As a moral, CBS draws this: "It eosts nothing to catch the interest and attention of a millionaire-by radio. You get him with the same program, at the same time you get

In an appendix it is pointed out that the rich are pace-makers for the buying habits of the entire pop-

#### Nestle's New Coffee

NESTLE'S MILK PRODUCTS Inc., San Francisco, to: introduce its new Alpine Coffee to consumers, on Jan. 4 starts an 11-week cainpaign, using minute daytime announcements on eight Pacific Coast stations. Daily news flash announcements will be used on a staggered schedule. Only KGO, San Francisco and KFI, Los Angeles, will be used the first month with OIN, KMED, KFBK, KMJ. KFXM and KFSD; to be added to: the schedule Feb. 1. Other, Pacific Coast stations will also be used later. Leon Livingston Adv. Agenev. San Francisco, has the account.

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#### Chet Thomas to KFRU

C. L. THOMAS, well - known

broadcaster, on Dec. 21 was appointed general manager of KFRU, Columbia, Mo. The station is operated by the St. Louis Star-Times of which

Elzey Roberts is Thomas left the Mr. Thomas ales staff of KSD, St. Louis, to take his new assignment. He was with WLW for six, years, resigning his post as mariager of station activities in 1934 to join WINS, low York. He was transferred to WCAE, Pittsburgh, also a Hearst-owned station, as manager in 1934 and remained until the following year, afterward returning to WINS as sales manager.

#### Foreign Programs

VIOLA & FURMAN, representatives devoting their interests ex-clusively to the foreign language field, announced Dec. 17, that in their operations they did not wish to create the impression they had formed a network for New England devoted entirely to such broadcasts. They declared that wherever practical, telephone lines will be installed connecting sta-tions desirable for foreign language broadcasting, and that at present five stations in New Englaud are carrying programs di-rectly from New York by wire, but that this foreign business consti-tutes only a small percentage of their commercial schedules.

#### SPURNS MONEY Religious Sponsor Offered -Free Time on KGIR-

THESE days, when a station accepts a comprercial program under oldinary elecumstances it isn't news: But when one turns down a commercial yet offers to take it as "public service" feature provided it measures up, to qualifications, that meets the standard of the "man

that meets the standard of the "man blting the dog". That's what happened at KGIR, Butte, Mont., just before Christmas. And here's how:

R. H. Alber Co., Los Angeles, wired Ed Craney, manager of KGIR, to clear an hour on Sundays between 6 and 9 p. m. for the Cospel Broadcasting Association's transcription. transcription, expected to start Jan. 10, as part of what evidently would be a national spot schedule. Mr. Crancy replied that broadenst-ing of religious and other nonprofit programs from KGIR was "strictly noncommercial". He added:

"The Butte Ministerial Association decides what should or shouldn't be presented locally in the form of religious programs from this station. If the Gospel December of the control of of the Contr Broadcasting Association programs have merit the Butte Ministerial Association can: broadcast them free of charge. No religious programs soliciting funds acceptable."

MERRITA MEYERS, of the WEBM CBS continuity department in Chi-cigo, has succeeded Hal Dudson as continuity editor, as the lafter assigned to full time on the Avil-Wrigley Jr. account. Reed Johnstin, formerly of WLW and a former newspaperman, bus joined the depart-

#### Field Studies on Coverage of Stations To Be Considered by Joint Audit Group

ACTUAL FIELD studies on broade .. cast station coverage, to be considered as one of the fundamental phases of the project looking toward creation of a cooperative padio audit bureau, were decided upon Dec. 16 by the Joint Committee on Radio Research, representing equal-Radio Research, representing equality the NAB, American Association of Advertising Agencies, and Association of National Advertisers.

The Committee simultaneously received from Paul F. Peter, secre-

tary, a report covering his analysis of coverage data completed during the last six months. It also continued Mr. Peter's tenure. There also remains to be accomplished a survey of listening habits studies. The Joint Committee approved subscription of additional funds by the NBC, CBS and NAB, the latter to contribute for the first time.

The Joint Committée met af ler a meeting on the preceding day of. the Committee of Seven, representing the NAB on the radio research project. On Dec. 14, the technical committée, acting for the Joint Committee, held its final meeting on the preliminary draft by Mr. Peter and agreed to submit it to the full Joint Committee, This report was based on a questionhaire analysis of various types of coverage data compiled by stations and networks. The report itself was not made public.

The new field studies probably will include various methods of making field tests undertaken by stations and networks, sampling of coverage and construction of

questionnaires, fit is also likely at several questions on listening habits will be included in the new studies since it contemplates doortd-door canvassing in sample markets. The Joint Committee project originally envisaged creation of an audit bureau for radio, to be govenned copperatively by the three trade associations representing broadcasters, agencies and advertikers, which would be patterned largely after the Audit Bureau of Circulations in the publication field Standardization of coverage and listener habits surveys is the ultimate objective. The project was first proposed three years ago by-NAB and has been the subject

the meeting. Chester La Roche, president of Young & Rubicam Inc., succeeded Charles E. Gannon as a AAAA member by virtue of chairmasship on the Radio Committee of AAAA. James W. Baldwin, NAB managing director, replaced Alfred J. McCosker, presdent of WOR.

In addition to continuing studies of coverage and listening habits, plan for revising radio set figures by counties was approved. It is expected that new set figures will be available within three or four months. Whether any changes will be made in the formula for computing set figures, it is understood, will be decided by the techni-cal subcommittee at a future meet-

of study ever since.
Changks in both the NAB and the AAAA membership on the Joint Committee were affected at

for a new 1,000-watt station on ke. in Chattanooga, Tem

### Service Is Reduced By Affiliated Chain

Personnel Also Is Slashed in New Retrenchment Drive

A REDUCTION in operations that hrings its service to member sutions down to a total of nine hours of programs a day was put into effect Dec. 21 by Affiliated Broad easting Co., midwestern regional network. This move, which was accompanied by a payroll cut that climinated most of the network dramatic talent and continuity writers as well as several engineers and a number of typists and other office employes and reduced the salaries of the remaining staff members, followed a series of med ings between network officials and station managers.

Under its new schedole, Age network supplies its members with programs during the following hours: 7:30-8 a. m., 8:30-9 a. m., 9:30-11 a. m., 1-4 p. m., 6:30-7 p. m., 8-11 p. m. Of this time, five half-hours are joriginated by various local stations and piped from them to the rest of the net work. These programs include a traffic court broadcast from Evans ville, Ind., a string trio from Green Bay, Wis., a sports review from St. Louis, a dinner music program from Hammond, and a dance or chestra from Rockford. The network itself chiefly originates chief ly talks, singers, and hillbilly mu sic, its attempt to avoid the high musicians scale in Chicago by originating all musical programs originating all indicate programs from out of town having resulted in au "unfair" classification by the American Federation of Musicians which prevents the network from hiring any union musicians.

#### History of Network

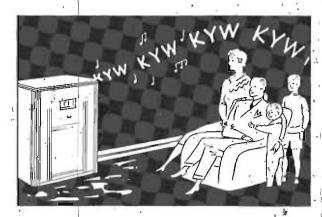
WHEN Affiliated was started i the spring and sales did not immediately materialize, the board of directors in June put through a general salary "reduction for all employes and soon after named a board member, T. E. Quisenberry as executive vice-president, with authority to examine the chain's operations and to suggest changes A series of meetings during the summer culminated in the resig nation of Samuel Insull, through whose influence capital had been raised to launch the network, a president and general manager and the appointment of Clarence Leich Evansville, as general manager At the same time the second major economy move was made, climinat

ing a group of employes.

Mr. Leich assumed the duties sales manager and thereafter cul down expenses by closing the New York and Detroit offices and ap-pointing Weston, Fryekman & Al-len as national sales represents tives. The latest retreachment move is in line with Mr. Leich's efforts to keep the overhead down to a minimum until such time as increased revenue through the sale of time will permit expanded as

APPLICATIONS of M. K. and A. C. Kidd for a new 100-watt daytim station on 1420 ke, in Taft, Cal., and of WRBC fue, for a new 1,000-watt station on 890 kc, in Youngstown, 0. were denied by the FCC Broadcast Division Dec. 15. On Dec. 15 the division also denied the application of J. It, Maddox and Dr. W. B. Hai

## SELLING WHERE SELLING COUNTS



The incentive to buy starts in the home—center of human needs. Philadelphia, third largest market, has the greatest number of single family homes in the United States. Local favorite, station KYW gets in and sells where selling counts most.



10,000 WATTS **NBC Red Network** PHILADELPHIA

Completely programmed by NBC

#### A.T. & T. Under Inquiry

(Continued from page 26)

of America, General Electric Co., and Westinghouse Electric & Manufacturing Co., the minimacture and sale of radio, transmitting equipment, operation of radio stations; and the wire facilities associated therewith.

(2) When it became apparent to the American Company that its rights under the license agreement, of July 1, 1920, were not, according to the views of the referee in arbitration (1924), as broad as at first anticipated the telephone group (a) gave up its broadcasting business (1926); (b) granted General Electric Co. and others, equal rights with itself in the sale of transmitting equipment (1926); and (c) through the acquisition of exclusive patent rights (1926) and the continuous of certain practices (1923 to 1936) sought to make the furnishing of wire facilities an exclusive Bell System temetion.

(3) The Bell System used its position as a utility in control of extensive networks of local and long distance telephque circuits to protect the patents of American Telephone and Telegraph Co. which were useful in the manufacture and sale of broadcasting apparatus. The American Company directed the associated telephone companies to defend its patents by denying wire services to broadcasting stations not licensed under A. T. & T. Co's patents (1923 to 1928) without any contractural obligation on the part of the associated companies (according to the opinion of the legal department of A. T. & T.).

(4) Prior to July, 1926, New York-Telephone Co, denied network service to two or more stations, because it was the policy of A. T. & T. not to give such service. The American Company and associated companies were at the same time giving such service to the Bell-owned station WEAF. The New York Co. protested such unequal treatment, but the American Company wished to retain this business for Bell-owned radio stations. Network service was given to non-Bell stations after A. T. & T. agreed to sell Station WEAF to Radio Corporation of America (July 1, 1926).

(5) The Bell System, under the aegis of the American Company, has refused to interconnect with the wire facilities owned by others, in order to eliminate competition in the furnishing of wire facilities for radio program transmission. Thus, the Bell System has used its strategic position in control of telephone circuits to extend and protect its control over the wire facilities necessary in transmission of gadio programs.

#### Exclusive Circuits

(6) THE BELL System, by virtue of its policy with respect to interconnections, limits the distribution of programs unless they are routed over Bell circuits exclusively.

Bell circuits exclusively.

(7) The Bell System has practiced discrimination in the exercise of its monopoly position and in the applica-tion of its policies in giving wire services to broadcasting stations, and with espect to interconnections with other wire-using companies. Although A. T. & T. licenses were required from broudcasting stations before they could obtain wires from the associated companies, in many cases exceptions were made, often with a view to public relations, Similarly, although refusal to interconnect Bell wires with those of others is a long-standing policy of the Bell System and is not incorporated in tariffs fled with the FCC, there have been many exceptions which permitted some radio stations to avail themselves of the Jess expensive telegraph company circuits, whereas others have been denied the same

(8) The Bell System incorporated the policies with respect to wire telephony nsed in conjunction with broadcasting in tariffs filed with the PCC,

### APEX STATION ON ITS OWN

Completé and Separate Schedule la Broadcast by

W9XAZ, the Milwaukee Journal ultra-high frequency experimental broadcasting station, operating in what was formerly known as the "apex" band, comes up with a "first" in its field. So far as known, it is the first station of its kind to originate programs of its own on regular exclusive schedules and to pickup remote control broadcasts separately from WTMJ, the regular broadcasting station operated by the newspaper.

The purpose of this new activity for W9XAZ is to determine more accorately and fairly public reaction to ultra-high frequency broadcosting.

The FCC for the past year has encouraged research in the ultrahigh frequencies to ascertain possible practical application of this spectrum in a private service which would meet the requirements of public interest, convenience and necessity. Most of the experimental work until now has been limited to use of the programs of a regular broadcasting station.

#### An Identity of Its Own

THE operators of W9XAZ feel, however, that using programs originated by WTMJ cannot give a true picture of public reaction to W9XAZ in its primary service, area. Why, asks the Journal, should listeners tune in W9XAZ when they can hear the same program on WTMJ, in the standard broadcast band?

It is hoped that by giving W9XAZ an identity of its own with original programs and special event broad-

Bell System in the application of their tariffs to different broadcastings

(10) Certain Associated Bell Tele

phone companies have amended their filed tariffs with the FCC to allow ex-

eeptions to their policies, thus giving rise again to discrimination between

orable publicity, and on occasion, uncertainty with regard to the legal

foundations of the policies, have been principal reasons in the discrimina-

lory application of policies and

Service Contracts,

FINISHING with his prelimi-

naries. Dr. Danielian then went

into the first phase of his study covering the "contractual" back-

ground. In this, he reviewed the

istory of A. T. & T. in broadcast-

ing, its dealings with other large

companies in the electrical and manufacturing field, the 1932, con-

ent decree which resulted in the

enaration of General Electric and

Westinghouse-from their controlling interest in RCA and related

matters. He discussed the license

agreement entered into in 1920

dealing with radio transmission

natents and the sale, in 1926, of

to RCA for \$1,000,000, of which

\$800,000 renresented good will. In consummating that agreement, he

WEAF, then owned by A. T. & T.

(11) The desire to prevent unfav-

favored interests and others.

rasts, the Journal can furnish hore specific data to the commission in this phase of ultra-high fremency research.

W9XAZ started its remote control activities last month with a two-hour broadcast direct from Madison of the testimonial dinner for Head Coach Harry Stuhidreher of the University of Wisconsin. Within the next few months it will broadcast the Marquette University basketball schedule, local boxing matches and other special events.

W9XAZ will borrow staff artists from WYMJ for its own programs, and Russ Winnie and other WYMJ stuff adnouncers will handle the shortwave station's sports broad-

The Journal feels that W9XAZ can perform a valuable public service 'in that it will air special events and other program features which, because of full schedules, WTMJ cannot broadcast, and which other Milwaukee stations do not earry. W9XAZ operates on 26.4 megacycles, a frequency excluded from reception on many radio sets. Plans bre now under way to make the 26.4 megacycle band available 'to owners of any receiver, even those which do not carry any shortwave bands. To arouse interest in this project and to give publicity to W9XAZ, a contest has been devised nviting suggestions as to how to build an inexpensive converter so that the 26.4 megacycle broadcasts may be heard on the average set. The contest will be conducted in the columns of the Milwaukee Journul and over the shortwave station.

using these tariffs as a r g u m e n ts agains modification of long-established policies.

(9) Various Bell Telephone companies have allowed violations of their filed turiffs in specific cases with respect to interconnections. Thus, there has been discrimination by the

Dealing with alleged discriminaion between NBC and CBS, Dr. Danielian contended that the servce contract with NBC is more favorable than those given CBS or other broadcasters. Referring to he service agreement of July 1, 926, between RCA and A. T. & T. as a part of the general settlement of disputes and exchange of rights between the companies, he said that in consequence of ItCA's position in radiospatents and in exchange for other concessions ob-00% of NBC] received a service agreement which was more favorable than the service contracts granted to other broadcasters. He enumerated a dozen differences in contracts held by NBC and CBS but explained under examination by Vice Chairman Brown that he alleged discriminatory provisions had never been exercised. At his point Commissioner Brown

"Have you found any evidence that Columbia Broadcasting System has not been able to obtain ample facilities?"

Dr. Danielian replied in the neg-

Among the discriminatory provisions, according to the economist, were ones providing that CBS, under its contract, must subject itself to rules and regulations from

boards in the United States, where as the telephone company is under no obligation to furnish any facilities to CBS; that no provision made with NBC for cancellatio of facilities obtained from the tele phone company, whereas the CB contract provides for capcellation upon 30 days' notice after the piration of one year after the distribution of installation; that NBC may upon 30 days' may be seen as the contract of the seen as the contract of the contr the facilities for a variety of parposes including picture transmission, whereas the CBS contract provides the facilities are for many n. one way radio program trans mission, and, finally, that RCA hu written rights to make the intel connection with Bell facilities of others under certain conditions, whereas no such pression is accorded CBS. Licensing Policy

time to time established by A, T

& T., whereas the NBC agreement does not earry such a provision; that A. T. & T. is specifically obi.

gated to furnish NBC network regular extensions between toll test

CONSIDERABLE portion the report was devoted to the station lieensing policy of A. T. & T. at the outset of its operations practice which was climinated 1928, During the period from 1928 to 1928, however, the report stated that it was the policy of A. T. & T. and its associated companies deny use of wire facilities to 📥 tions which were not licensed by A. T. & T. in order to protect the A. T. & T. patent position in tradio industry. The A. T. & T. chose this method, Dr. Daniel said, rather than enforce pater infringement claims by court tion. License fees were, set, which incorporated a fee of \$50 for stations of 5 watts input up \$2,000 for stations of 500 water The minimum fee was \$500.

A uniform policy was adopt afterward of licensing education and experimental stations for nominal fee of \$1. In essaying enforce these provisions A. T. abrought an infringement suit 1924 against WHN, New Yor. This case was settled out of cour. Dr. Danielian said the files of A. T. & T. tontained 34 volumes of correspondence regarding the licensing of stations. In 1926, A. T. & T. collected nearly \$90,000 in license fees and in 1927 the figure rose to more than \$104,000. It dropped to about \$64,000 in 1928.

Dr. Daniclian read a letter sent out by A. T. & T. in 1928 to head of associated companies removing the provision. He described this action as follows:

"Thus, by this letter, the practice begun with Radio Bulletin Na 4, of May 9, 1923, of refusing wires and Western Electric part to stations which did not obtain a license from A. T. & T. or which did not purchase complete broadcasting station equipment from Western Electric, was terminated. There still remained, however, the question whether the American Company should continue requiring broadcasting stations to obtain licenses under their patents, charging them for such licenses their established fees."

In the early days of networkservice, according to Dr. Danielian, the policy of A. T. & T. was "to refuse to supply circuits to connect two broadcasting stations in order to retain that business for itself. Such service was refused independent broadcasters in 1925, while WEAF, owned and operated (Continued on page 43)

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More and more stations are joining the swing to Collins. Broadcasters who spend their money for equipment carefully, who make certain they are getting the most modern design, the greatest eye-appeal, and most of all, the greatest built-in dependability and fine performance, are thinking more and more in terms of Collins Equipment. It is time for you too, to inform yourself as to the advantages of relying on Collins for your present and future needs.

WTAD, 900 kc. Quincy, Illinois is the proud possessor of one of the neatest, most modern 1000 watt transmitting plants in the country. The Collins 20°C Transmitter is installed in an attractive building where the program is pumped into a vertical radiator with little flourish, great simplicity and efficiency. Chief Engineer, Francis Wentura, (in photograph) is responsible for the well coordinated layout, a novel feature of which is an overhead concentric transmission line suspended by a messenger cable.

GOLUNS

COLLINS RADIO COMPANY

Join the Swing to Collins

CIDAR RAPIDS, IOWA

NEW YORK, 11 West Forty-Second Street

## Assembling of New Congress Finds Little Radio Legislation

2 Elaborate Plans Made for Pickups of Opening Day Of Congress Jan. 4 and Inauguration Jan. 20

but, on paper at least, the induction into office of a "new admin-istration" as President Roosevelt begins his second tenure of office. Radio cuts rather an insignificant picture in a legislative or regulatory way in these events, but it is preparing to do an unprecedented job on both occasions to keep the public informed.

For the inaugaral on Jan. 20, NBC, CBS and Mutual already have made plans for separate pick ups and have assigned their staffs. All regular programs during the day will give way to word pictures of the event.

Elaborate plans also have been made to broadcast the opening of Congress Jan. 5. While details

JANUARY will witness not only have not yet been made public, Washington divisions of the two major networks have discussed arrangements with Capitol officials. Mutual, operating through its Washington affiliate, WOL, also will have a separate nickun.

On the legislative side, the view is generally prevalent that the second term of the Rossevelt administration will have definitely conservative leanings. While radio itself is not counted upon to figure prominently as a legislative issue during the earlier days of the new Congress, there will be other generul fegislative measures which unquestionably will affect the industry tiong with others.

Food and drugs legislation, spe sored by Senator Copeland (D-N. Y.) during the last three sessions,

AUDIENCES BY FAMILIES

with good chances for enactment. The biggest question mark relating to it is whether the Department of Agriculture or the Federal Trade Commission will be given regula-tory control. The proposal that the Department be given the control proved the stumbling block at the ast session.

Substitute NRA legislation to regulate industry and hours and wages also is regarded as a fore-gone conclusion. The broadcasting industry, on the whole, however, already has adapted itself to em-ployment methods that probably would conform in general with any such, legislation. Reintroduction of trade practice provisions along the lines of those in the industry code of 1934, however. would have far-reaching effects.

Of first importance to the broad asting industry will be proposed ew copyright legislation in the form of a reintroduced Ouffy Bill. which died at the last session as the result of a House Committee stymie, after it had passed the Senate. The measure would eliminate the statutory minimum dam-

age provision of \$250 for innocent infringements, among other things, and leave damages to the discre tion of the courts. It failed in the House because of the outspoken opposition of Chairman Sirovich (D-N. Y.) of the Patents Committee and certain of his colleagues, Every effort will be made, it is reported, to dispose of this proposed new legislation speedily,

Talk current during the recess of a "Congressional investigation" of radio, and more particularly of the FCC, has largely subsided. Both Senator Wheeler (D-Mont.) and Rep. Rayburn (D-Tex.), respective chairmen of the Senate and House Interstate Commerce committees. have stated they see no reason for an investigation at this time. What transpires on the floors of the houses, however, in the final analysis will govern, for if there is hue and cgy for an investigation from responsible sorbres, it is logical to sappose one will ensue.

Thus far the only pronouncement made in connection with legislation affecting broadcasting has been that of the American Civil Liberties Union, which has stated it will sponsor four Bills dealing with freedom of speech and radio censorship which were offered at the last session by Rep. Scott (D-Cal.). Drafted by the radio committee of the Union, these measures delve into such questions as public forum periods on the air without censor. ship, equal treatment on control versial issues and freeing of sta-tions from legal liabilities for utterances over their facilities.

#### Miscellaneous Measures

OF THE score of nieasures which died with the last session, it is logically expected that several will be reintroduced. It is an estab-lished custom in both houses for members to reintroduce pet bills, and radio measures seem to fall in that eategory. For example, there probably will be reoffered measures to prohibit use of radio for advertising of loans with interest rates to exceed 15% per year; prohibition of advertising of intoxicating liquors over the air; proposals whereby losing applicants in cases before the FCC will be called upon to pay full costs of proceedings; measures proposing allocations and facilities to particular groups, and similar efforts.

Whatever the legislative outcome, it is a good guess that radio will figure prominently in floor dis-cussions. The important part played by radio in the presidential elections will make it a favored topic of Congressional discours Within inner Democratic circles moreover, there is a pent-up desim to lambast antiadministration newspapers by playing up the radio joh of the campaign as contrasted to the showing of newspipers which editorially espoused the Republican opposition.

There has been no diminution in talk about possible legislationperhaps in a year or two-whereby newspaper ownership of broadcasting stations would be terminated Senator Wheeler started this trend of conversation two years ago and it has been picked up in other

While the suggestions of divorce ment of newspaper ownership of stations have been made, the res issue seems to be multiple ownership of stations by newspaners, particularly in the same community. The theory there is that it becomes dangerously close to mo-nopoly of public opinion.



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fisteners. That is why this unique organization with its two full

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m BBC}$  has long recognized the fact that its



morning until midnight.

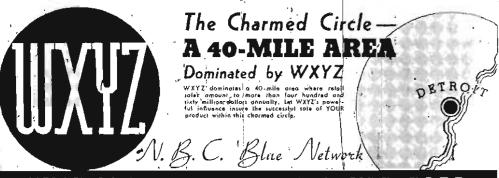
SHORT WAVE TRUCK

The Ends of the Dial . . .

Owned and Operated by Buffalo Broadcasting Corporation Represented by Free and Peters, Inc.

ence in the BIG ACTIVE DETROIT MARRIET

The "Lane Ranger" - now on 10 stations - and "Green Harnet" are typical of WXYZ's masterful showmanship and ability a please family groups.



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# To the wirld's millionsgoes its radio magic!

If you pause to think about it, it wasn't so very long ago that "crystal sets" were the great radio rage. Earphones and cigar boxes and wires and gadgets seemed sufficient material from which to build a radio. And to fain'tly hear a station in a room filled with expectant quiet was really an event.

#### A Century's Progress in a Decade

However, the giant and rapid strides forward made by the radio industry seemingly put the "old days" back centuries, instead of just a few years. It's mighty hard to believe so many startling improvements have been developed in so short a time. Radio yesterday and radio today are as different as black and white.

During the new year, millions will purchase new radios. And these instruments will make each day joyful and memorable. And it is through the tireless research and laboratory work, the endless experiments, the keen foresight and the saund engineering of RCA, that such fine radios will be possible.

#### RCA . . . and the Public

The public knows and respects the name "RCA" in radio. And in business, such confidence breeds sales. Hence, dealers featuring RCA products make more sales. And incidentally, the widespread publicity given the "RCA Victor NBC 10th Anniversary Radios" spells extra profits for dealers who will energetically push RCA Victor models.

Remember - RCA means sound engineering in radio. Some day, this organization, the only one engaged in every phase of the radio industry, is going to engineer sight!

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Radio is the greatest patron the noble art of music has ever had. Radio Corporation of America takes pleasure in presenting to music-lovers everywhere the Saturday matinee performances of the Metropolitan Opera Company, because these programs represent a supreme musical achievement. The series in cludes 14 complete operas, broadcast on NBC nationwide Blue Network.

Listen also to "The Magic Key of RCA" every Sunday, 2 to 3 P. M.; E S.T., on the NBC Blue Network.

## RADIO CORPORATION OF AMRICA · Radio City · NEW YORK EVERYTHING EN RADIO FOR SERVICE IN COMMUNICONS... BROADCASTING... RECEPTION

From a tiny wooden building a few feet square in which Elridge

Johnson first manufactured his crude Victrola, has grown the

mighty plant of the RCA Manufacturing Company at Camden,

N. J. This great establishment is today engaged in the manufacture

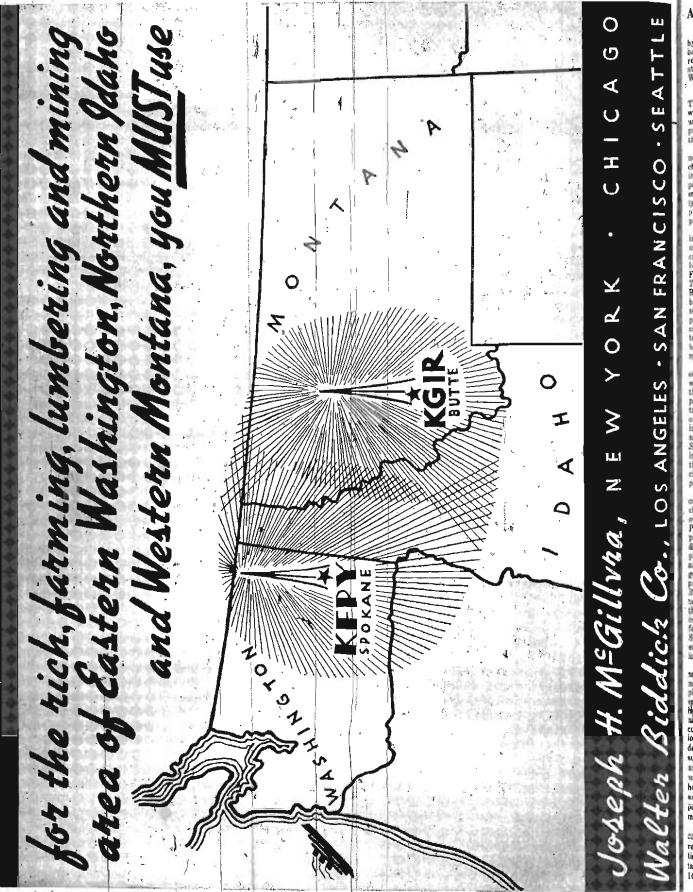
of every radio product from the microphone in the broadcasting studio to the lbuds peaker in the home. It is this mastery of every phase

of radio which gives meaning to the expression, "RCA all the way."

SOUND

ENGINEERING

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Page 42 • January 1, 1937

A.T. & T. Under Inquiry

(Continued from page 36)

by A. T. & T., was promoting a broadcast network system. Various requests for lines made by such stations as WRNY, WMCA and WOR were recited.

Wire Facilities

THE BULK of the lengthy report was devoted to policies towards wire tacinties owned by others. The present policy, little disterent from the original, provides:

The customer shall use in consection with telephone company channels only equipment and wiring approved by the telephone com may and the channels and equipment shall not be connected directpor indirectly with wire facilities provided other than by the tele-

phone company,"
Despite this policy, Dr. Daniel in contended that A. T. & T. has made exceptions to it in specific cases busually with a view to puble relations". He declared that the FCC/staff was informed by A. T. & T with respect to connection of Bell facilities with those owned by broadcast stations "except where such wire facilities are on the premises of the broadcaster and an be considered as part of the terminal equipment (owned by the broadcaster) no connection is

The usual reason given by Bell officials for refusal to interconnect with the wire facilities of others than the Bell System and its comnanies "is' the necessity of mainmining control over the operations of broadcast circuits to insure satisfactory results", Dr. Danielian aid. "It is assumed that the Bell System would be blamed for any imperfections of transmission, and therefore telephone company officals insist upon assuming complete responsibility? The report reviewed a number of

omplaints against this practice, in duding those made by Leroy Mark. owner of WOL, who desired to use Postal facilities for transmission purposes by connection into A. T. & T. lines. Mr. Mark filed a complaint with the FCC. The report lso contained a discussion of ne-patiations between L. H. Armer, resident of the former Southwest Broadcasting Co. relating to conaction of Belt-owned circuit's with hose of Postal. Other negotiations overed included those with the ormer American Broadcasting System, headed by George B. Storwho sought to use. Western Un-In facilities.
That A. T. & T. officials them-

wives were not in harmony on this non-interconnection policy, was emphasized by Dr. Danielian in anothpart of the report. During 1927, pointed out, certain existing concoits and Postal and Western Union facilities in New York, Philadelphia and other places were the subject of extensive discussion bong officers of A. T. & T. "There Was a radical division of opinion." he said, adding that apparently the agaments against modification of policy prevailed, for no charge was

Delving further into the inter-Unnection situation, Dr. Danielian recited situations wherein 10 stalings in Texas were served by Posal Telegraph with a 700-mile linc. 14 Stations in the Pacific NorthGadabout Shoppers

WHIO, Dayton, has started Gadabout Shoppers, a cooperative program in which two girls cover stores of parlicipating sporsors and announce specials for the day, At first they phoned from stores to the studio, the conversation being broadcast, but the program was put on in the studio after the telephone company complained.

west served by Postal, three stations in Northwestern Bell territory and numerous other examples.

Exceptions Cited

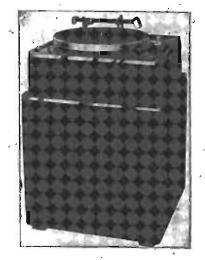
"MANY of the dases herein presented include exceptions to polie.es and violations of tariffs filed with the FCC," he said. These are important because they indicate, first, the limits within which its generally defended policies are operated and the repeated readustment of those limits to suit the Bell System public relations policies; and second, the actual discrimination that has been marfifest in the enforcement of policy and tariffs. A reading of the case material herein presented, and the documentary evidence connected therewith gives a better insight in to the reasons for policies and exfrom a perusal of the public state ments and the filed tariffs of Bell ompanies.

Throughout this recounting of alleged deviations from established policies, Mr. Danielian contended that different treatment was given for public relations reasons. At one point he said one station was given this authority "to accommodate Senator Dill and to obviate possible criticism of Bell policies. In this case, he related that A. T. & T. approved inter-connection of Bell and Postal facilities.

Covering connections with privately-owned facilities, Dr. Danielian said that the long-established policy has been not to allow con-nections of A. T. & T. circuits with wire facilities owned by stations and other private operators, except where such facilities are on the premises of the broadcaster and can be considered as part of the termina) equipment owned by him.
"In actual practice, however, some broadcasters have been allowed to connect considerable lengths of privately-owned wire facilities to Bell circuits, whereas others have not been permitted the same privilege. Thus in effect, there has been violation and discriminatory application of both policy and tariffs.

These practices are revealed in the sworn responses of broadcasting stations to the FCC questionnaire of July 15, 1936. He referred to 13 cases in which exceptions to this policy have been permitted, that is, cases in which interconnections are made between Bell and privately-owned facilities. The stations, enumerated were WESG. WIS, WBTM, KFXD, WJBO, WHK. WDEV, KBTM, WNYC, WLBL, KOMO and KJR, WINS and WKEM and KIEM. Cases in which such interconnections have been carried were enumerated as WILL, KGFI, KDFN, WSPA and

## AVAILABLE



as a

## TRANSCRIPTION TURNTABLE The Famous PRESTO RECORDING TURNTABLE

\*Over 500 now in use all over the world.

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THE PRESTO TURNTABLE . . . the only table satisfactory for recording . . . can now be purchased without recording mechanism at a price no higher than an ordinary transcription turntable, Provisions are made for adding recording mechanism at any time. IT'S RIM-DRIVEN . . . an exclusive Presto feature. Power is delivered at the rim . . . the point of greatest leverage.

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UNEQUALED for brilliant, lifelike reproduction of electrical transcriptions, freedom from "wows" and constant trouble-free opera-

Standard model consists of he rigid aluminum chassis, 16" turntable, heavy duty synchronous motor, two speed drive mechanism with new instantaneous changeover and a high quality lateral

Accessories, if required: 1. Loutherette or wood case for mounting: 2. Ladder type, volume control, 30 steps of 11/2 db. each and taper to infinite attenuation; 3. Turntable stand with shelves for one hundred 16" transcriptions and drawer for continuity or special

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## BROADCASTING

Broadcast Advertising

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Executive and Editorial Offices: National Press Bldg. . Washington, D. C. Telephone-MEtropolitan 1022

Subscription Price: \$3.00 per year-15c a copy-Copyright; 1937, by Broadcasting Publications, Inc. J. FRANK BEATTY, Managing Editor . BERNARD PLATT, Circulation Manager NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - Columbus 5-3815 NORMAN R. GOLDMAN, Advertising . HOWARD J. LONDON, Editorial CHICAGO OFFICE: 360 N. Miehlgan Ave., Telephone - CENtral 4115 • BRUCE ROBERTSON

#### News "Piracy".

THE LONG-ANTICIPATED "finn) adjudication" of the right of broadcast stations to pick up and broadcast news, once it is published in newspapers and sold in the usual manner, has failed to materialize. The Supreme Court did not rule on the merits of the "news piracy" issue; t threw out the appeal of the Associated Press vs. KVOS, Bellingham, Wash., on a technicality. "For want of jurisdiction", was the legalistic reason.

At this time it seems worthwhile to take an inventory of the radio news situation. When the AP sued KVOS in 1934 in the Federal district court in Seattle, broadcasting of news was a burning issue. A majority of the press was hostile. Old-line press associations did " not want to give their news to stations, instead offering a cooperative report rather innocuous in content for use usually after the matter had ) been published. There was one struggling "radio news association" in the field-Transradio Press.

The Federal district court ruled in favor of KVOS and denied the AP request for an in- \* junction. That appeared to be a sweeping victory for radio. It meant that stations could send an urchin to the street corner, buy all editions of all papers and read them over the air without danger of punitive action. A year later, however, the Circuit Court of Appeals reversed the lower court, disregarding almost entirely the conclusions Judge Bowen had reached. Then came the appeal, on certiorari, to the nation's highest tribunal.

But in the interim things happened. The press began to recognize radio's place in the journalistic firmament. Old prejudices melted, on the surface in any event. Two important press associations - the United Press and the International News Service - offered to sell 'news to broadcast stations for sponsorship. Transradio, already firmly entrenched, numbered many leading stations among its clients. News was available on a competitive basisnews processed for radio. The untenable position of a hostile press fell by the wayside.

That brings us up-to-date. Even though the Supreme Court's opinion does not cover the merits of news piracy, the tenor of the ruling is such as to show that the court hardly looks with favor upon it. If anything, there is a rather definite note of disfavor, the court calling it "unfair competition".

As thinks stand now, it is an even chance the issue never will be adjudicated. To keep the records straight, we believe that as long as any doubt remains there should be a final

the unique position of having been thrown for n two-year loss on the lithration Nevertheless, we sincerely feel that in the interim stations would do well to buy their news rather thun pick it up in an unauthorized way.

#### "Into Wise Hands"

"UP TO NOW the managements of the great chains have generally shown a sound discretion in the exercise of their editorial judgment covering broadcasting material. They have recognized that they are in a sense trustees for the public, and not merely the managers of private profit-seeking businesses. The same unfortunately cannot always be said for the proprietors of local stations. But the leaders of the broadcasting industry have not been unmindful of their public obligations. They have fairly well won the opportunity to continue in the management of the industry."

The foregoing paragraph is not ours; it was from Prof. Arthur N. Holcombe's speech before the recent Conference on Educational Broadcasting in Washington, covered elsewhere in this issue and in the issue of Dec. 15. The Harvard political scientist's words weren't all a sugary encomium on American broadcasting and broadcasters but they gave due recognition to radio's impartiality in the last campaign, its honest endeavor to improve itself, its actual improvement and its solvable problems.

"Happily," concluded Prof. Holcombe, "in this country the development of the broadcasting industry has fallen into wise hands. The solution of its most immediate problems may be sought with confidence."

We quite agree, Dr. Holcombe, and we only wish there were more among your educational colleagues who would express themselves as fairly and as temperately and as constructively as you did!

#### "Voo-Dew"

AN IMPORTANT principle of patent law has been laid down by the U./S. Court of Customs and Patent Appeals. It ruled in a commetic case that the "sound" of trade marks as well as the insignia, Must be taken into consideration in issuing registration. And it based that nuling on the importance of radio as an advertising medium.

Effective advertising of goods of this char. acter, the court held, has become "increasingly dependent upon radio facilities". Because that is so, the court held that the trade-mark "Vod" could not be registered for a depilatory, since it resembled too closely in sound to the judgment. That is up to the AP, for it is in , prior mark "Dewil, used by a deodorant man-

### The RADIO BOOK SHELF

PREPARED by the Federal Radio Workshop Project sponsored by the U. S. Office of Edit cation and published by the National Commit. tee on Education by Radio, an elaborate and profusely illustrated 42-page brochure cover. ing the activities of 25 educationally owned broadcasting stations was issued early in De. cember. One or two pages each are devoted to WBAA, Purdue U; WCAD, St. Lawrence U; WCAL, St. Olaf College; WCAT, South Dakota School of Mines; WESG, Cornell II WEW, St. Louis U; WHA, U of Wisconsin WHAZ, Reosselaer Polytecknic Institute WILL, U of Illinois; WKAR, Michigan State College: WLB, U of Minnesota; WNAD, Und Oklahoma; WOI, Iowa State College; WOSE Ohio State U; WRUF, U of Florida; WSAL Grove City College; WSUI, |U of lown: WIXAL, World Wide Broadcasting Foundation, Boston; KFDY, South Dakota State Colege; KFJM, U of North Dakota; KFKU: of Kansas; KOAC, Oregon State Agricultura College: KSAC, Kansas State College of Agri culture; KUSD, U of South Dakota; KWSC Washington State College.

THREE phases of radio are dealt with in the first (Junuary) edition of The Public Ominion Quarterly, published by the School of Public Affairs of Princeton University and edited by DeWitt Clinton Poole, Merrill Denison, formerly with CBS and NBC as a specialist in radio drama, discusses the "Editorial Policies of Broadcasting Companies". O. W. Riegel, of Washington & Lee University, discusses "Press, Radio and the Spanish Civil War" and "New Frontiers in Radio", the latter article dealing with such matters as allocations, facsimile television and superpower.

AN INSTRUCTIVE pamphlet on operation and installation of modern shortwave radio receiving sets, prepared by the Radio Manufacturers Association for the U. S. Depart ment of Commerce, was published Dec. 15 by the Bureau of Foreign and Domestic Commerce. The booklet is designed to instruct listeners in use of modern shortwave receiving sets and enable them to get the best result of; international shortwave programs. The shortwave instruction pamphlet is distributed by the Bureau at 25 cents per copy.

TECHNICAL information on design, construction and operation of all types of commercial and amateur receivers and transmit ters is provided in Jones Radio Handbook 1987 edition (Pacific Radio Pub. Co. Inc., Sal Francisco, \$1.50). Its 468 pages include 19 chapters, include discussions of cathode ray television and radio therapy Numerous charts and photographs of a technical nature are included. A supplement is to be published in a few months.

ufacturer. Both a patent office examiner and the commissioner had ruled, under the old order and old precedent, that the mark "Voo" eould be issued since the spelling and the goods were not identical.

Can there be any doubt of the effect of radio as an advertising medium when the Federal, courts recognize it, and establish new legal precedent because of it?

## We Pay Our Respects To -



LEWIS ALLEN WEISS

OUT beyond the Continental Di- an expensive ad unct of an autovide there are many oldsters who in earlier years followed Greeley's sage advice and went West. But the records do not reveal how many young men followed Greeley's suggestion twice! Lewis Allen Weiss did, and he's still far from being an oldster.

Lew Weiss, debonair, personable. and quite military, makes news today because he is returning to his first radio love after more than four years away from the West Coast. Effective Jan. 1, he resumes the general managership of Don Lee Broadcasting System, with headquarters in Los Angeles, and leaves behind pleasant recollections of a four-and-a-half-year as-sociation with W.R. Detroit, as its business manager and assistant general manager.

It was seven years ago that the late Don Lee, owner of the network bearing his name, concluded that the best approach to the respect and consideration of advertisers and agencies for his stations was to place them under the direction of a scasoned and recognized advertising executive. He engaged Lew Weiss, then director of the Mayers Co., Pacific Coast advertising agency. It was Lew's first association with radio after years in advertising, but he took to it like Mussolini took to Ethi-

Thus, it is a paradox that, after seven years, Thomas S. Lee, now owner and president of the Don Lee system, should duplicate his father's move and "reappoint" the same Lew Weiss as general manager of the Don Lee radio interests and properties. And he did it for the same reason. Last month the Don Lee units became the Pacific Coast affiliates of Mutual Broadcasting System, switching from CBS. It also is feeding its programs to five other California stations, independent of Mutual.

When Lew Weiss began in radio seven years ago he saw in it a new and potent advertising medium that fascinated him. He lost no time in successfully adapting to it the plans and policies that had worked successfully in his many Years of experience with visual media. Don Lee Broadcasting System soon was converted from mobile business into a prosperous business enterprise on its own.

Among Lew Weiss' "firsts" was the sale and production of the initial commercial networks prograin to originate on the Coast for CBS. At that ting, CBS had only a single east-west telephone lines and it required almost an hour preceding the program in order to reverse the line so that the Sun-kist program, could be fed from west to east. A similar period was required following the broadcast to reverse the line. These programs featured the then outstanding stars of filmdom, including Marie Dressler, Mary Pickford, Norma Shearer, Marlene Dietrich, Constance Bennett, Wallace Beery. George Bancroft and others.

It was in 1932 that Lew Weiss resigned to join | WJR as business manager and assistant general manager. During his tenure the station made an outstanding sales record, concluding the fortieth con-secutive month of advertising gains in December, at which time he left to return to California. As general manager of Don Lec.

he will have direct supervision over the operations of KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, and the Don Lee television station, WSXAO, in Los Angelea.

Lew Weiss was born in Chicago on May 8, 1893 After concluding grammar and night school courses, he became a member of the 1914 class of the Chicago Kent College of Law. While still a youth, he made his first migration west and enrolled at the University of Southern California where he majored in economics. His business experience has encompassed practically every phase of advertising, merchandising and marketing, both as a seller and a buyer. Several years were spent in advertising with Hearst newspapers on the coast.

As a public speaker, Lew has addressed numerous organizations on advertising and merchandising subjects. He was a guest lecturer at the University of Michigan and at Southern California. At the latter institution, he was awarded the jeweled pin and key of Alpha

#### PERSONAL NOTES

RALPH A. NORBERG, for five years sales manager of WJJD, Chicago, has been named commercial wGY, Schenegady, succeeding Stunley Spencer. Norberg at one time was on the advertising staff of the Colorado Springs Gazette, as well as office manager of the Wichi'a branch of Wm. A. Rankin Co.

JOUN L. CLARK, president Transamerican Broadensting & Television Corp., New York, arrived in Hollywood Dec. 21 for a protracted stay on the Coast in connection with transcription and live show activi-

4015 BRYANT, commercial manager of KPDN, Pampa, Tex., has taken a similar post with KGGM, Albuqueque, N. M.

BILL WILLIAMS, formerly sales and production man for KTAT, Fort Worth, has been maned sides minuged of KFDM, Beaumont, Tex.

VICTOR VAN DER LINDE, of the NRC staff, accompanied by Alex, van der Linde, sailed Deb, 15 on the Washington for a month's yearlion in Europe, Mrs. van der Linde, the former Charlotte Rains, was director of radio for Donahne & Coe Inc., New York, until her marriage Dec. ä.

WILLIAM" McCABE, formerly the film industry, and William Pack, recently from the East, in December joined the sales stuff of KFAC. Los

LEWIS S. FROST, assistant to Don E. Gilman, NBC western division vice president, has returned to his desk after an operation which con-fined him to the hospitud for 10 days.

CARLETON COVENY, sales minager of KJBS in Sun Francisco, and Miss Olive Johnson, publicity writer for the Palace Rotel, that city, will be married Jan. 9.

EUSTACE J. KNIGHT, treasurer of the Affliated Brondcasting Co., is suffering from a streptococcus infection and has been in bed for several weeks;

DON PONTIUS has joined the Munul Network office in Chicago in charge of coordinating business againstics. Virginia Smittrof the statistical department resigned as of Dre 31.

RALPH A. SAYERS, general sales manager of KYW, Philadelphia, is the father of an 8½ pound boy born ia November,

BEN S. MCGLASHAN, owner KGFJ, Los Angeles, was named president of the Southern California Broadensters Association Dec. 21, succeeding Owens Dresden, who resigned from KIIJ. The association has com-piled an "approved list of certified advertising agencies handling radio'i in Southern California.

Delta Sigma, being the fourteenth professional advertising man in the country to receive that honor.

He was a captain of cavalry in the regular army during the World War and commanded the famous "Black Horse Troop" of the 4th U. S. Cavalry, He is a member of the Detroit Athletic Club, Lochmoor Country Club, Recess Club, Adcraft Club, Admen's Post of the American Legion and Disabled American Veterans of the World

As a golfer, Lew Weiss has broken a hundred only once in his life, but that came at an opportune time for it won him the BROADCASTING Magazine Trophy in the NAB golf tournament during the Cincinnati convention in 1934. He has a charming and popular wife, and a 14-year old daughter —Patricia. Next to radio, his hobby is woodworking and he maintains a complete workshop for this form of relaxation.

BILL FORBES, detached from the sales staff of KHJ, Los Angeles, several months ago to make a contact tour of Mutual Network stations all over the country, returned in December and took up his former ducies. John F. Doyle, formerly of WFMV. Court St. Louis, and a graduate of Georgetown University, joined the KILI sales staff in December.

HOMER ROOT, salesman with KNN, Hollywood, on Dec. 20 moved to a similar spasicion at KFWB, Hollywood.

HERBERT WITHERSPOON, formerly with the Don Lee, Network and recently with Associated Cinema Studios. Hollywood, has joined KPJZ, Fort Worth, as commercial manager, Fort Worth, as commercial manager, replacing Harry Hoxworth, resigned. Roger Phillips, formerly with KRLD, Dallas, has been named program director. With Elbert Haling, formerly with WFAA, as publicity and special events director; Zach Hort, formerly of KGKO, chief announcer; Frank Parker, newsenster; Roband Schweer, formerly of KTSA, announcer.

PAUL KESTEN, CBS vice-president, left New York Dec. 19 for a ten-duy business trip to Los Angeles, presumably to confer with Douald Thornburgh, CBS West Const vice-president, on plans for the new CBS Hollywood-building and also the new CBS West Coast network.

A. N. HULT, of the Mutual Broadcasting System sales stuff in Chicago, is the father of a boy, born in De-

VIGTOR RATNER, CBS director of sales promotion, arrived in New York Dec. 18, after a week on the West Const Ining up sales promotion plans for the new CBS West Const network, s

JOHN FITZGERALD, formerty by charge of CBS special events in Chiques of the control of the contr post in Chicago.

DON ROBBINS, formerly managerof KYOS, Merced, Cal., and before that manager of the San Francisco office of Water Biddick Co., station representatives, has joined the hational sales department of the McClaichy stations, Ale will divide his time be-tween San Francisco and Los-Angeles, representing the five McClatchy sta-tions, KFBK, KMJ, KWG, KERN tions, KFE and KOH.

LAMBOYN KAY, manager of WSB, Atlenta, and Mrs. Kay celebrated their minth wedding anniversary Dec. 21.

EMILE J. GOUGH, vice president of Hearst Radio Inc., New York, was in San Francisco visiting his son over the holidays. While on the West Coast he conferred with Edward J. McCallon, manager of KYA, San Francisco, and Ford Billings, managing director of KEHE, Los Angeles, who is also representative of Hearst Radio on the Pacific Coast land heads the on the Pacific Coast and heads the

PHILIP L. HENNESSEY Jr., Wash ington attorney for NBC, and Mrs. Hennessey, became the porents of an 8 lb. 7 ounce son, Philip James, bern Dec. 16 in Washington. They call him "Mike".

ROBERT H. MOODY, salesman of WHIO, Dayton, recently announced his marriage to Miss Rosalee Smith. WILLIAM V. RAY, business mana-The strict of the strict of th Program Manager (Beverly Lathau, who resigned to become a script writer at Warner Bros! studios, Bur-

MIKE HOLLANDER, newly-appointed manager of KGGM. Albuquerque, N. M., is, not the onetime owner of WDAG, Amarillo, Tex., as reported in this column Dec. 1. BROAD-CASTING regrets the error.

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#### BEHIND THE MICROPHONE

NICHOLAS PAGLIARA program-director of WHEC, Rechester, has resigned to become program director of WCHS, Charleston, W. Va., and the near WBLK, Clarksbarg, W. Va., which is still under construction. He will work under Mortinger C. Watformer commercial; manager of WHEC, who is now general manager of the two stations—both owned by interests hended by John A. Kennedy, publisher\_of the Clarkshu y Exponent.

'EARL HARPER, sports amounter faMt. HARDER, sports aumatumer and contact man, has been signed by WNFW. Newnek, to a year's contract to handle the business tigups and au-nomeing of all sports shows, in ra-dio eight years, Harper has worked for WDSE, New Orleans; WLAY, WGAR and WHK, Cleveland, and WINS New York.

GLEN PARKER, recently of WIP. who left Philadelphia several months ago to join WMCA. New York, has been named to the announcing corps

MARVIN YOUNG, NBC producer in the Hollywood, studios, in Dec. 24 was appointed to the aboly-created post of production manager.

KEN ROBINSON, for the last seven years disculation promotion manager of the Chicago Evening American, has been appointed assistant conhas been appointed assistant con-tinuity editor of NBC's central divi-sion. Robidson has compiled and broadcast the Inverient's news pro-gram. What's the News, on WENR for five, years as part of his promo-tion duties, and is also the author of the radio social. Dan Hayding's Wife, which be will compute the rate. which be will continue to write,

RUSSELL NEFF, since 1931 with WXXZ Detroit, and for the last three years its program director, has been promoted to production manager, sucprombred to productful manager, suc-ceeding Brace Beemer, who has re-signed effective Jan. 9. My. Beemer will-go to Florida for a brief vacation but will return to Detroit

MARX LOER has joined WIP, Phil-MARA LOUST HAS pinter WIT, Find-adelphia, as assistant program direc-tor. Miss Margaret Hunley, who for merly held that post, remains on the program staff. Mes. Elizabeth Bates, of the music copyright department, bus been named to head the newly enlarged continuity department

JACKSON WHEELER, announcer of KXX, Hollywood, won out in anlitions for the Joe Penner program from Hollywood, He replaces Bill Goodwin, CBS amounter, who will be heard exclusively on the CBS Camel Cararan.

#### Mickey's Rival

MINNIE! the singing mouse. whose discovery and capture at the Chicago Industrial Home for Children in Woodstock, Ill., made front page news throughout the country, made her radio debut on the ABC Jamborce on Thursday, Dec. 17, and although she had been signed without the usual audition showed no semblance of mike fright, but performed like a veteran, giving a series of piping notes not unlike a canary's song.

BOX FORBES, unnouncer at KNX, will become chief announcer when be ctures to the station Jan. L. He was rettran to the annion rain, it let we, seriously injured in an antomobile accelent swepal weeks ago, lite succeed. Thomas Freehain Smith who is on tour as Nelson Eddy's gramameer.

AL SIMONS has been appointed publicity director of WILN, New York, succeeding Perry Charles who has been transferred to MGM's West Coast officer Mr. Simons was former-ly with Locw Theatre press depart-

EARLATOWNER, for the last two years mosicial director of Blacker. Sample-Halmmert Inc., Chicago, habeen appointed to a similar post for CES KSFO in San Francisco, Prior to going east Towner was associated with the Long Long Regularyting. with the Don Lee Brondcasting Sp. tem in San Francisco, producing sec. eral network programs GEORGE KUDST, formerly sound

officers man, at the Alliliated Broad-casting Co., has joined Columbia Phonograph Co., Chicago.

FRAN COUCHILIN of the continuing department of WGN, Chicago, and Itarold Stokes, director of the WGN dance orchestra, have collidiorated in writing a new time, I'm Wearing as Ancestor's Harmont's

RAY F. FRAZER, Los Angeles pulficity unon, bus been appointed publicity manager of KMPR, Hollywood

JAMES CRUSINBERRY, Veterni Chicago : ports writer; is writing the scripts for the Sports Huddle, sport gossin show broadcast three evening weekly on WBBM, Chicago, spoasored by Stephano Brothers, Philadelphia (Marvel cigarettes).

GLENHALL TAYLOR, for merly production unmager of KILL Los An production intringer of textor, test sur-geles, and more recently n produce for the Los Angeles office of Lord & Thomas, has joined KNX, Hallywood,

HOWARD BARNES, Idiquely of WIIN, New York, and before that with Detroit stations, has joined the announcing staff of WDR, Newark,

LEWIS TEEGARDEN, chief archunecer of KEHE, Los Angeles, was operated on for appendicitis at the Good Samaritan Hospital in Decem-

FRANCES SAWYER, traffic manager of KFWB, Hollywood, and Harry Hall, at one time chief announcer of the station, took out a marriage license in Los Angeles the middle of December and planned to be married New Year's Day.

MARK BRENEMÁN seturned in December to the announcing staff of KFAC, Los Angeles, He had resigned several months ago to amounce over KIIJ order the name of Mark Smith. He is a brother of Tom Breneman. manager of KFRC, San Francisco.

JIMMY, VANDIVEER news reader JIMMY VANDIVEZER, news reager for the Low Angeles Heratel Express for several years on KFAC, resigned in December when the newspaper switched its affiliation to its own sta-tion, KEHIE, going with KFAC to beauth, the station's long many sortic Jandle the station's own news service

WAYNE GRIFFIN, formerly a producer at KYA, San Francisco, and now in the continuity department of KHI, Los Angeles, was married Der. 12 to Elinor Warren Huntsberger. 

MEL MARSHALL, nummager of the Borger studios of KPDN, Pampa. Tox., has returned to helidonalities a program director. Bill Karn, sportcommentator, share resigned to freelance, and was succeeded by Lyman Brown, of Woodward, Okla.

EVELYN TUCKER, assistant program director of KFDM, Beamout, was married Dec. 12 to foe Stateons, of Beamout.

WRIGHT BRIGGS, studio pianist and commercial artist of WBZ, Bos-ton, is the futher of a baby girl born at Newton Centre, Muss.

at Newton Gentre, Muss, FON CASE, CBS Pacific Coast, director of public relations. Los Augeles, has been appointed a member of the publicity committee for the International Golden Gate Bridge Fiesta, to be staged in San Francisco May 6-9. JAMES E. DOYLE, abnouncer at KQW, San Jose, Cal., is in a Eugene, Orc., hospital recovering from an appendicitis operation. He drove 700 miles to Eugene so his family docted could perform the operation.

THOMAS BUILTA, formerly with WJJD, Chicago, has joined the announcing staff of CBS in Chicago. ARTHUR J. BRYAN, from ensign stations, joined the staff of KPWB, Dec. 20, as a program executive.

MANNING OSTROPF has joined the writing staff of KFWB, Holly-

woodGLENN MORRIS, Olympic decathion champion, now with the NBC special exents division, on Dec. 13 marjid his college sweetheart, Miss Charlotte Edwards, at 2 Sterling, Col. Mercontains his heiden as school treatheart. ris and his bride, a school teacher at Countain, Col., are living in New

RERT FISKE, planist of KFWB, Hollywood, for eight years, on Dec. 15 was appointed assistant music direcfor and given an orchestra of his own.

DAVID PENN, of the production staff of WIIIO, Dayton, and Miss-Jone Long were married recently,

announcing staff, of WPHIR, Peters, Jurg. Va., hus joined KGIR, Butte, Mont. FRED A. GWYNN, formerly of the

ANDREW STANTON, formerly of WIAW, Cideinanti; WCAU, Philiadel phin, and WMCA, New York, but joined the rangoneing stuff of WJ4D, Chicago.

MARY BARTON, in charge of intersation communications for the Don Lee Broadgasting System, Los Angeles, was oberated on for appendicitis at the Hollywood Hospital in Decem-

JACK STROCK, former aumonweer at KFOX, Long Beach, Cal., Ins. be-come a stall aumonucer at KFWB,

DAVE BROEKMAN, music conduc or at K11D. Los Angeles, is recover tousil udenoid operation.

PAT BISHOP, announcer of KF1-KECA, Los Appeles, has been named news reader for the combined stations.

MARCUS BARTLETT, musical di-rector of WSB. Atlanta, now taking special work at Emory U. Anas been elected to Alpha Ebsilon Upsilon, hon-ourly scholastic society.

MISS JUANUTA MASSEY has been named secretary of KFRO, Lougyiev, Tex., and Miss Joan Thompson, finan-

DUANE GAITHER, announcer of KOIL Omnha, has taken on added daties as traffic director of Central States Broadcasting System conting all programs between Omaha and Lin-

JAMES BYMAN, of the NBC anditing department, San Francisco, on Dec. 18 announced his engagement to Virginih Bower, of Berkeley, Cal.

#### Electric Institute Switches

ELECTRIC BOME INSTITUTE of Southern California, Los Angeles, through Mayers Co., on Dec. 29 revised its five-a-week afternoon quarter hour on RNX, Hollywood, In place of its former, Mary Holmes, home eqonomics talk, it inaugurated a new program called The Woman's Forum. Mrs. Harold Hodge, onctime radio department head for Fox West Coast Theatres, is commentator, while Harold Hodge, her husband, formerly managing radio programs for the Southern California Poultrymen's Cooperative Association, writes the script. Under the radio name of Martha Moore, Mrs. Hodge interviews average housewives and outstanding personalities, conducts a ouestion and answer department. and talks on hobbies.



EPHYR REMOTE-When the famous Burlington Zephur train returned to its original run between Omaha and Kansas City last month, KFEQ, St. Joseph, Mo., made it the occasion of a big broadcast, including talks by the mayor, railroad officials, train crew, etc. Here is a group photograph taken at the station; left to right are John Montgomery, KFEQ announcer; Glen Griswold, national advertising naturager; Ted Bransøn, local advertising manager; D. D. Denver, announcer, and crew of the Zephur.

Seven-Up in West SEVEN-UP BOTTLING Co., Los Angeles, started on KFWB, Hollywood, in December, with five quarter-hours a week through the V. G. Freitag Agency, Los Angeles. The sponsor is using The Texas Drifter, Hobo of the Airway, who was on NBC, Chicago, for several years as well as on Texas stations. The sponsor is using 10,000 signs in drug, grocery and restaurants to advertise the program, and offers picture of "The Texas Drifter" to

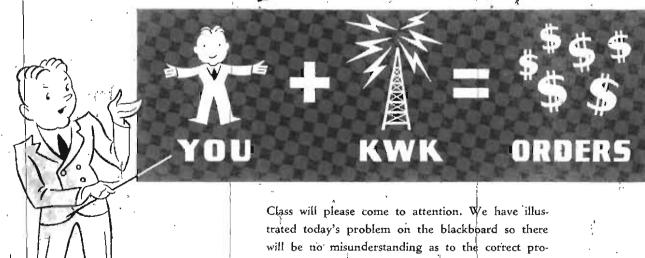
#### NEWSPAPER GROUP OPERATING WIRE

WIRE, Indianapolis, passed from the ranks of independent to newspaper-owned stations Dec. 19 when the FCC Broadcast Division reconsidered a previous action and authorized, without hearing, sale of the station to Central Newspapers Inc., for approximately \$340,000. On Dec. 15, the Division had designated the transfer for hearing, but with Commissioner Case dissenting, it granted the petition of Central Newspapers for reconsidera-

An NBC-Red outlet, WIRE was owned by W. E. Vogelback, of Chicago, and D. E. (Plug) Kendrick, well-known station executive who served as its general manager. Central Newspapers is headed by Eugene C. Pulliam, president and principal stockholder, who publishes newspapers in Indiana and Oklahoma, including the Lebanon Reporter, Huntington Herald-Press and the Micennes Sun-Commercial. The aggregate price for the station's stock, according to the application, was \$340,000. One-third of the stock, however, had been purchased by the Pulliam group for about \$165,000 prior to filing of the transfer application, and the balance due for entire control was \$175,000.

It is understood that L. L. (Jake) Jaquier, manager of WIRE, will remain in that capacity. Mr. Kendrick, however, is expected to leave and may join some other station.

## JUST SIMPLE ARITHMETIC



cedure to secure sales results. YOU contract with KWK for an advertising campaign and the result is more ORDERS. Simple, isn't it?

#### THOMAS PATRICK INCORPORATED HOTEL CHASE SAINT LOUIS

REPRESENTATIVE

PAUL H. RAYMER CO. NEW YORK CHICAGO SAN FRANCISCO

BROAD CASTING . Broadcast Adventising

## MEET The Farmer's Laughter FROM KANSAS

 Smart without being sophisticated. she leads her set in High School or University: Her needs, as well as those of her parents, are those of Broadway. of Hollywood. Main Street and R.F.D. are disappearing.

 WIBW is keenly aware of this transition period and the increasingneed for proper sales approach. Kansas is still Kansas. Its people respond best to sales messages from their own people in their own language.

• That's why you can't reach Kansas without WIBW. That's why shrewd advertisers choose WIBW to "put across" a "regional" sales program or to round out a national campaign

Remember — In Kansas It Takes WIBW

## BW-The Voice of Kansas"

1 DON SEARLE, Gen. Mgr.

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

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#### King Edward's Broadcast' Creates Audience Record

FORMER King Edward VIII's broadcast at 5 p. m. (EST) Dec. 11, set a record for daytime listening in the eastern time zone of the United States, according to the Cooperative Analysis of Broadcasting. A check of the radio audience made at 8 p. m. indicated that 46% of set-owners had their sets in operation at the time of the Ex-King's address and over 45% of the setowners reported hearing him.

During the last year the program which attained the largest audience was the broadcast of the Schmeling-Louis fight last June which was heard by approximately 58% of setowners. Edward VIII had one-third more listeners last Friday than President Roosevelt Attracted by his Jackson Day Dinner address which was the largest audience reported to have heard the President during the past year. Currently, the Jack Benny program is the most popular commereial on the networks. His latest rating is almost 75% of the ex-

#### Building New WFOY

WFOY, new 100-watt local on 1210 kc. in St. Augustine, Fla., expeets to go on the air in about 60 days, according to Walter B. Fraser, president of the station, who is also Mayor of St. Augustine. It has purchased equipment from Western Electric Co. and tower from Truscon Steel Co. The staff of the new station, which was authorized by the EOC last fall, has not yet been selected.

#### ROYALTY ROMANCE RUSHED

KECA Gets Dramatic Serial on the Air Only a Day -After King Announced Abdication

CLAIMING to be the first station in Southern California to sieze upon the program opportunities of fered by the Edward VIII abdication news-break, was KECA, Los Angeles. On a Yew hours' notice, the production staff started a 15minute, seven-day-a-week dramatic serial titled Mr. David Windsor, the first episode being broadcast the evening after Edward made his epochal speech from Windsor

casic.
The idea first came to Harrison
Holliway, manager of KFL KECA,
late in the evening of abilication
day. He telephoned Program Dictor Glean Dolberg, Production Manager Glan Heisch and Writer Forrest Barnes who immediately got their heads together to find sources, determine continuity of show and cast the players. The following morning a script was completed, cast assembled, sound eued in and program went on the air at 7:45 p. m., the first available evening spot.

#### Casting a Problem

GREATEST difficulty was in casting actors. Hollywood was combed for players of British birth, particularly youngsters who could do a convincing and authentic job of the royal children. Odd circumstance was that the best juvenile to play Edward as a 5-year-old and later Albert as a 10-year-old, was Barbara Wong, a chinese child whose Mayfair accent far excelled that of sprouts from that native heath.

Archdale Jones, a former British gob new an actor, was chosen to play the mature Edward after close comparison of his voice with transcriptions of the King. Barbara Denny, daughter of Reginald was picked to play Princess Mary, the feminine lead until serip leaches the point where Mrs. Simpson enters the picture.

Fearing lack of authentic material at first, KECA staff had been embarrassed by wealth of volun-teer informants "who knew Ed well", and by biographical material largely apocryphal. Audience leaction was favorable even from sensitive members of the large British colony in KECA's service area, who are noted for their resentment of even implied disrespect toward reigning house.

ACCEDING to the formal request of the British Broadcasting Corp. stations do not make transcriptions of former King Edward's farewell address of Dec. 12, the major net works instead repeated the text of the 5 p. m. rebroadcast later in the evening verbatim. While NBC and CBS stated they would not have rebroadcast from transcriptions anyhow, Inter-City System at first, planned to do so. The formal re-quest that no transcription be-

WIXBS, THE REPUBLICAN & AMERICAN STATION WITH STUDIOS

IN WATERBURY AND NEW HAVEN, CONNECTICUT ANNOUNCES

AUTHORITY, EFFECTIVE DEC. 15, 1936, TO CHANGE CALL LETTERS TO

THIS PIONEER HIGH FIDELITY BROADCASTING STATION WITH COLONIAL

AND MUTUAL NETWORK PROGRAMS AND RATED FIRST FOR SHOW-

MANSHIP IN THIS TERRITORY HAS 1000 WATTS, FULL TIME, 1530 KC.

made was made by Felix Greene, BBG representative in New York upon orders from London,

Only one rebroadcast of the speech was garried, and it was on the British Empire shortwave sye tem itself about four hours after he was heard in the United States, Radio observers estimate that the largest audience in the history of he world heard the farewell ad-

Recording companies took the speech off the line and have been selling the discs by the thousands

#### KFWB Plans Dedication Of New Plant on Jan. 15

KFWB, Hollywood, which went on the air with its new 5,000 wall transmitter in December, has see Jan. 15 as, the tentative date for the official dedication of both the new transmitter in Baldwin Hills and the new KCWB studios in Hol-lywood. A feature of the new stadies will be a 600-seat auditorium There will be five other studios on Warners lot solely for radio pur-

Martin Gosch, in charge of ra-dio in New York for the Warners organization, on Dec. 15 completed his study of the KFWB fucilities and moved over to Warners film plant in Burhank to work on Transamerican shows. On that day three announcers, seven production men, and increased its sales stall

THE Communist Party spent \$31.55 for broadcast time during the recommanding according to its report to the Clerk of the House of Represent

#### Leading Educators Reveal Preference For Private Control of Radio System

WITH THE concensus preponder- ' ently against government ownership or operation of radio, nearly a dozen leading educators participated Jan. 18 in a forum discussion over WEVD, New York, on the question "Is Radio Living Up to Its Promise?" The program commendrated the fifth inauguration of the WEVD University of

Hendrik Willem Van Loon, historian and author, who led the discussion, compared American radio to that in his native Holland. Asserting that of the five stations in his homeland, four are sectarian, supported by contributions, Dr. Van Loop said the fifth is supported by the people who get tired of hearing the sort of programs breadcast by the others all day and want something almost as good as a "scratchy American phonograph record".

George H. Payne, member of the FCC telegranh division, continued his attack on what he described as the "radio lobby" in Washington, which he declared "has filled the radio 'industry' with the novel idea that they control the government." He said this "lobby" has endeuvored to "lictate the actions" of the On the question whether

broadcasting is living up to its promise, he said his own opinion was that it is not "but I feel I would be unfair if I did not qualify that statement by saying that elements, mainly political and some

economic, have been us much to blame as the broadcasting indus-

#### American Superiority

LEVERING TYSON, director of the National Advisory Council on Radio in Education, declared himself thoroughly against govern-ment jurisdiction of the material put on the air and cited as examples Germany and even England, where many things cannot be voiced because the government is opposed. He said he definitely nev-

or wants to see systems of that sort effective in the United States. Dr. Frank Kingdom, president, University of Newark, declared that radio has changed the attitudes of people, and make a different home life. It also has brought government closer to the people, he asserted.

Radio 'never made any promise', said Prof. Robert Morss Lovett, head of the English Department of the University of Chicago "and if it did, it has more than fulfilled it". He added that he can be classified as a convert to the concept that broadcasting in this country should be privately owned. Declaring he eventually hopes for government ownership of all big business, he added that until such action can be advantageously made he heartily favors private ownership of radio as it exists today.

S. Howard Evans, secretary of National Committee on Education by Radio, said he wished to testify to the "marvelous virility of rudio which has enabled it to develop continuously in spite of all the mismanagement and abuse to which it has been subjected". He continued:

"From the beginning there have been efforts to dominate radio with patent control which wild not have failed to retard its growth. The policy of the federal

government has been uncertain and more or less ineffective. Almost every aspect of the radio transmission of ideas has been shot through with charges of monopoly. But in spite of all these barriers radio has had such inherent stength that it has been triumphant and stands today as one of the greatest forces

in our civilization. Among others who participated were Dr. John W. Studebaker, U. S. Commissioner of Education;

Dean Ned H. Dearborn, of New York University; Mark Eiswer, chairman, New York Board of Higher Education; Prof. Henry Pratt Fairchild, New York University, and Dr. Sandor Lorand, chief of Mental-Health Clinic, Mt. Sinai Hospital.

FDUCATIONAL programs a counted for approximately 25% of NBCs full schedule during 4936, according to the network's year-end breakdown. Six new series of educational broadcasts were inaugurated during the year and programs of an instructive nature reached an estimated total of 4360 hours, or 6.5% higher than the pre-ceding year.

#### Owl Drug Regional

OWL DRUG Co., San Francisco (chain drug stores), once an extensive user of network radio, will launch an unannounced series on 5 NBC-Pacific Red stations begin-ning Feb. 7, Sundays, 8:15-8:30 p. m. (PST). Series will run 13 weeks and was placed through D'Evelyn & Wadsworth Inc., 'San

PICKUPS from 38 foreign countries brought the total of NBC international programs in 10 months of 1936 to 342, exceeding the entire 1935, figure.



2 STATIONS .... WIS—WPTF! 2 STATES ...... N.C.—S.C.

Mix Stations and States into a Carolina Combination and take at one low rate all during 1937 . . . It's sure to get results.

CAROLINA COMBINATION

Raleigh, N. C. 5000 WATTS N. B. C.

Represented by Free, Johns and Field

Columbia, S. C. 5000 WATTS N. B. C.

Page 48 • January 1, 1937

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

F are situated in the heart of a rich Northwest Market covering Nebraska, Iowa, Minnesota, North Dakota, South Dakota.

umber of Counties 157, with a total population of 2,041,276, serving 292,670 radio homes, 26,910 retail outlets.

Full eighteen hour day, featuring live talent shows, news, sports, markets and educational programs, maintaining a policy to please both city and rural folks

tra service for your account, large or small, contacting jobbers and distributors puts your account on a paying basis.

WE ASK YOU TO TRY WWAX

1000 WATTS NIGHT

570 KILOCYCLES

YANKTON, SO. DAK.

REPRESENTATIVES

WILSON - DALTON - ROBERTSON

#### Text of Supreme Court Decision

(Continued from page 22)

batim and sometimes a rearrangement of the wording. The copies of the three newspapers do not reach their salisgrifiers for some time (in some cases as mugh as twenty-four-hours) after publication; whereas petitioner, promptly obtaining the papers, is able to visual and bisancleast fluir contents. to pirate and broadcast their contents and to anticipate the receipt of the news by the newspapers' subscribers.
This practice constitutes unfair competition with the respondent; wrong-fully deprives the respondent of the just benefits of its labors and expenditures; similarly injures respondent's members; and prejudices the respondent with its members.

The petitioner, though repeatedly requested to desist from the practice, has refused so to do, although neither the mageintion nor my member had granted greenisation to pinke use of the news galbered by them; and the con-tinguing by the petitioner of its pene tice (will increasingly cause irrepar-able, injury and damage to the respondent because the effort and ex-penditures to gather and obtain news will be rendered largely without reward or value so for as conceins the territory served by petitioner's sta-

#### Lower Court's Findings

PRIOR to the return day of the order to show cause why a temporary injunction should not issue, the peti-lioner filed—a motion to dismiss, assigning the following grounds, amougs others: the bill fails to recig facts on others: the bill fulls to rests facts on tilling the plaintiff to the retief prayed and is without equity; there is a non-joiner of parties plaintiff since the bill discloses that the Rellingham Herald, Seattle Post Intelligencer, and Seattle Daily Times are necessary pur-ties; the court is without jurisdiction because the matter in controversy does not exceed three thousand dollars, exclusive of interest and costs, and an inspection of the allegations of the complaint shows the complainant cannot receiver any amount in excess of three thousand dollars or any other amount and the sum named in the ad-dimum clause of the complaint is not a true statement of complainant's damages and is not alleged in good faith, the facts being that the amount paid to the complainant for furnishing the Associated Press news in the cise of Bellingbing to any of its members, is fixed afid determined by the size of the city's population, and is not affected by any other condition and complainant has not lost any amount and upver will lose any amount by reason of this controversy, and defendant is not a competitor of complainant in any schice of the word; the Bellingham Herald is the real party in interest and the Associated ress has no interest in the cause.

Affidavits were presented in sup-out of and in opposition to the grant ng of an injunction, and consisel were eard upon the prayer for preliminary bianction and mon the motion to lismiss. The court found the jillega ions as to citizenship of the parties yere (rue; found "the amount in conroversy herein, by reason of defend but's motion to dismiss, must be construed to be in excess of \$3,000, exclusive of interest and costs"; found Plusive of interest and costs; found the facts as to the business and con-duct of the parties substantially as alleged in the complaint; but found that the notitioner had not interfered with the normal operation of respond

with the normal operation of respondents biginess or diverted any of expandents, profit is a chickwork of law the court held that it had jurisdiction of the farries and the subject matter "since defendant's motion to dismiss admits for the purpose of pleading all facts well pleaded in the bill of complaint and mattendary the necessary diverse. and particularly the necessary diverse citizenship between complainant and defendant and the allegation that there is involved in the controversy herein inore than \$3,000, exclusive of infer-

plainant is a proper party to plainant is a proper party to prosecute this action on its own behalf and on behalf of its members." Bass upon certain of the findings of lag the court concluded the acts of the petitioner did not amount to unfur competition with respondent or any of its members and did not violate their property rights; held, therefore, that he complaint Iniled to state facts sufficient to constitute a cause of action varated the temporary restraining of der, refused a preliminary injunction and granted the petitioner's motion

to dismiss with prejudice. The Circuit Court of Appeals to versed and ordered that a preliminary minuction issue restraining the pot tioner from appropriating and broad custing any of the news gathered by the respondent for the period following publication to respondent's accompance during which the broadcasting of the pirated news to pelitioner's most more auditors may dumage the hos-ness of respondent's papers in progr-ing and unintuining their subscriptions and advertising. On the merils the court thought the case controlled by International News Service v. Is sociated Press, 248 U. S. 215, Dealing with the petitioner's insistence that the amount in controversy was not shown to exceed three thousand dalbers the court held that the falce national News Service clise required the conclusion that the responden wa in competition with the petitioner he cause the decision in that case indi-cated that the profit secking business of the constituent dewagapers is an integral part of the corporate purpose of the respondent; and that "The sec eral millions of dollars here alleged to be invested in the Association's basiness (the bill contains no such allenares (the bill continue no such allegation) may well be damaged to the extent of \$3,000 by the pirating practices described." After referring to the character and stope of the respondent's activities the court states.

"It is blivious, that the business of gathering and distributing to members, before prolitable publication, could conceivably be damaged to the extent of \$3,000 by the misappropriation and pregnature publication of the news macrial. To hold otherwise would warrant the inference that no corporation could be dampaged by a wrongful attack on its business, when that hasi-ness happened to be can at no profit or at a loss. Also, we are mable to hold irrational the claims that the pirmey caused a \$3.000 damage to the Association's quasi property right in

#### Lack of Jurisdiction

ALTHOUGH the decision with respect to the amount in controversy vas assigned as error in this court, the parties have in the main directed their arguments to the merits, the respondent insisting that International Veres Service v. Associated Press tally sustains the decree below, the pettioner contending this cause may be distinguished from the one there adjudicated; or, if not that decision should be modified. We have no occasion to consider the soundness of these conflicting contentions, for we hold that in the gircumstances the respondent had the burden of showing that the case was within the District Court's jurisdiction, and failed w

The bill seeks redress for damage to the respondent's business and for damage to the business of some or all of its members. The right for which the suit seeks protection is, therefore, the rights to conduct those enterprises free of the alleged unlawful interference by the petitioner. No facts are pleaded which tend to show the value of that right. The complaint contains nothing to the purpose save the general statement that the dumage, to which the respondent is being sub-

lected is it excess of three thousand. dollars and the amount involved is in

excess of that sum.
Such a formal allegation is suffi-Such a permit anegation is suffi-cient, unless the bill contains others which qualify or detract from it in-such measure that when all air con-sidered together it, cannot fairly be sidered togramer it gammer thry he said that i prisidection appears on the face of the complaints in which ease the smit should be dismissed by the court nua aboute or quon the defendant's motion. In this case the formula allegation is not reenforced or strength-ened by other portions of the complaint; neither is it neutralized or weakened by qualifying or detracting

gligations.

In effect it stands alone. Therefore the court would not have been bound the court would not have been bound. on alleged insufficient pleading of the might, of ts own motion, have en-tered upon un inquiry to ascertain whether the enuse was one over which it had jurisdiction. But where the degations as to the amount in cos degenerate the childrengest by the defendant is an appropriate manner, the plaintiff must support their by competent proof. The petitioner's metion was in appropriate method of tions of the complaint. It did not merate merely as a democrer, for it did not assume the truth of the bill's averments and assert that in spite of their truth the complaint failed to state a case within the court's juris-

#### Burden of Proof

ON TIME CONTRARY the motion traversed he (rath of the allegations as to amount in controversy and in support of the denial recited facts delors the complaint. This could have been done by answer but the time for answer had not arrived when the rule to show cause was issued and petitioner was faced with the possibility of an injunction. The motion required the trial court to inquire as to its jurisdiction before considering the merits of the prayer for preliminary injunction. And in such inquiry complainant bad the burden of proof. The only strempt to meet that burden is a reply affidavit filed on behalf of respondent, wherein it is deposed "that the payments made by news pajers for said news sold to them by complainant in the territory served by said radio station is upwards of \$2,000 per montl, which is being imperified and jeopardized by the acts of de-Cendant . . . by its unlawful and wrongful appropriation of complainshi's news, and said sum greatly ex-ceeds the sum of Three Thousand Pollurs, exclusive of interest and osts, and complainant is in danger of losing said memberships and payments if defendant's practices in respect to pirating said news is not enjoined."

This deposition must be read in con-

nection with the statement in the bill that the respondent makes no profit from furnishing news to its members but equitably divides the expense smongst them. The association cannot therefore lose the \$8,000 in ques-tion. If the three newspapers in the affected territory cease to pay the sum, they will save it, not lose it, and, as to any other damage they may suffer from petitioner's competition. the affinn is silent.

Assuming, without deciding, that in he circumstances disclosed the respendent has standing to maintain a mil to redress or prevent daminge tunsed its members by petitioner's conduct, the allegation of possible damage to them is wholly inadequate. because the asserted danger of loss of members is a mere conclusion unsupported by even a suggestion that with-drawal has been threatened by any newspaper, and no intimation is given of the character or extent of the dam-age they would suffer by such withdrawal. The respondent having failed to support the allegations as to

mount in controversy the District The suggestion is made in the respondent's argument, and in the

opinion below, that, as the allegations in the International News Service case, sapra, were substantially like those of the bill now before us, this court must have been of opinion that the District Court had jurisdiction in the International case or it would not have considered the merits. But in that case the unswer did not challenge that case the answer and not contended the jurisdiction, there was no assign-ment of lerror raising the question and no pregulated on the subject was pre-sented 40 this court. "The most that can be said is that the point was in the case if anyone had seen fit to raise it. Questions which merely lark in the record, neither brought to the attention of the pourt nor ruled upon,

are not to be considered as having been so decided a to constitute prece-dents." Webster v. Full, 266 U. S. 507, 511.
The Circuit Court of Appleals susained the District Court's jurisdic tion on the ground that the finding upon that point was not without sup-nort, and the appellate tribunal could not sny it was wrong, in view of the magnitude, of the respondent's opera-tions and expenditures. As pointed nit in McAult v. General Motors &c. Corporation, sup a, at pages 180 and 181, these factors are irrelevant upon the issue of the value of the right for which protection is here sought.

Since the alleration as to amount in controversy was challenged in ap-

propriate manner, and no sufficient evidence was offered in support there-of, the bill should have been dismissed. McNutt v. General Motors &c. Corp., supra, p. 190. The Circuit Court of Appends had jurisdiction of the np-pend and as the District Court lucked risdiction its decree dismissing the bill should have been affirmed on that ground.

The decree of the Gircuit Court of

Appends is reversed and the cause is remanded to the District Court with directions to dismiss the bill of complaint for want of inrisdiction.

19 F. Supp. 279.

280 F. (2d) 575.

Manisfeld, C. & I., M. Ry, v. Swam.
111 U. S. 379, 382, 383; Bucyrus Co. v.
McArthur. 219 Fed. 26.

Coal Co. v. Blatchford, 11 Wall. 172;
Luleno v. Tennessec Copper Co., 179 Fed.
245; alfrened 218 U. S. 367.

Act of March 3, 1876, § 5, v. 137, 18
Stal. 470, 472; Jud. Code, § 37, 28 U. S. C.
§ 39; McNutt v. General Motors &c. Corp.,
298 U. S. 178, 182, 183.

McNutt v. General Maters &c. Corp.,
appra, p. 189.

McNutt v. General Maters &c. Corp.,
appra, p. 189.

пирта, р. 139.

WBRY are the new call letters; assigned by the FCC to the former WIXBS, high-fidelity broadcasting station on 1330 kc. operated by the Waterbury (Coun.) Republican and Big Week on CKLW

be the largest and most intensive campalgn of radio advertising ever used in one was announced Dec. 21 by Jerry Du Mahaut, reeently appointed commercial man-

Mr. DuMahaut

ager of CKLW. Sponsored by Philco Dealers of Michigan, the contract covered every available spot announcement on the station, two special orchestra broadcasts, and one-hour Christmas program on Dec. 22, all coming within the week before Christmas. The one hour program was planned to climax Phileo of Michigan's campaign for a radio gift for the Yuletide, tying into Phileo's na-tional campaign. With special publisher's permission, Mr. DuMahaut and the production staff of the station ar anged a modern dramatization of Charles Dickens' Christmas Carol, using 25 characters, a 16-voice chorus, and special music.

### WPRO "Thumb-Nail" **SKETCHES**

fast, have just completed new studio and office facilities.

What a signal! Increased power used on Docember 22nd, 1000 watts daytime — 500 at night, At 630 kilo-

Everything is set for the arrival of the Columbia Broadcasting System on January 1st. Entire program schedule

NBC Thesaurus making a hit. Local programming of quality possible by sidetracking phonograph records.

"TNT Review"—6 A. M. to 8 A. M. morning program, started on with a bang. Policy: Time overy 5 minutes, News, overy 30 minutes, Temperature every 15 minutes. Public interest and service announcements too.

"The Man on the Street"—the first "sidewalk interview" program for Providence, coming up.

Wish you were here in Provi-dence. The public, the listeners, the local advertisers; have caught the fover, "WPRO is on the go!" That's

WPRO

CHERRY & WEBB BROADCASTING COMPANY PROVIDENCE, R. J.

1000 Watts LS 500 W. Nicht

ADVERTISERS lead the way. SPOT advertisers are alert to the changing con-

ditions in PROVIDENCE

> NATIONAL REPRESENTATIVE PAUL H. RAYMER CO. New York · Chicago · San Francisco

Page 50 • January 1, 1937

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

www.americanradiohistory.com

### Radio Advertising Measuring Service Placed in Operation by Media Records



ORDS Inc., already measuring space used by individual advertisers in the nation's newspapers, an-nounced Dec. 23 that it will start Jan. 1 to expand the service to include complete

reports on radio advertising as well as general magazines, farm papers and trade publications.

C. E. Rock, president of Media Records, and formerly with Gillette Safety Razor Co., Boston, be-fore he organized Media Records in 1927, asked stations to submit data on their accounts, stating that, the service "will supply a great deal of vital information about radio to the station owners

MEDIA REC. and those charged with the responsibility of the sale of radio adver-tising." He said he has received assurance from leaders in the in-dustry that the information will be forthcoming from stations.

#### Data on All Media

THE SERVICE for radio and other media, Mr. Rock declared, will mean that advertisers' interests are not confined to metropolitan markets. "Their expenditures," he added, "are not limited to metropolitan newspapers, to the dozen or more magazines of large cir-culation, or to the national networks of radio. It is for this reason that our measurements of newspapers include every city of over 10,000; that our service on farm journals include, not only national but sectional farm journals as well, that our service on business papers will include all 650

Melody Treasure

UNIVERSAL Pictures has acquired title rights to screen Melody Treasury Hunt, MBS program keyed from WOR featuring songs written by amateurs and performed by professionals. A series of annual musical screen produc-tions is contemplated. Transaction was handled by Norman White, manager of Pat Ballard, who is coproducer of the radio series with Charles Wolcott.

publications and that our service on radio plans for a record of the lvertising done on every broad asting station."

Advertisers and agents are in-crested in every media group and in every meth group and in every unit of every media group, Mri Rock explained. On the other hand, he said, the sellers of advertising cannot be indifferent to the

, 1,615,927 persons

287,000 radio homes.

Westinghouse Radio Stations, Inc. , For Wayne, and , 10,000 Walls . CBS . 1,160 Kc.

activities of all advertising media, As advertising is better bought and better sold, appropriations will be larger, will be more successfully spent, and advertising will, as a result, make its own converts, he IMr. Sarnoff Tells Superiority

The program of radio service as laid out by Media Records contemplates a detailed tabulation which THE technique of the broadcaster and the knowledge of the educator will be set up in various forms fo and the knowledge of the educator must be combined to reach the vast audiences that the American system of broadcasting has created, pavid Sarnoff, president of RCA, stated at the mid-December session the First National Conference Religious and Conference Religious and Conference Religious Conference Throatenal Resident Resid meet the needs of all students of advertising. First, a detailed record of the time ased and money spent for time on radio by each individual advertiser on each nelwork and independent station will be kept. For the radio stations, a nonthly report by states will be issued. Each such state report will show the time used and money spent in each radio station within that state by each advertiser buy-ing time on any of these stations. For the radio station as well as

the advertiser and agency, quarterly reports will be liqued in bond volumes. Each quarterly book will eonsist of two sections, of the amount of time used and amoney spent on each station by each classification of advertiser and a record of the time used and money spent by each advertiser on all stations.

Second, a system that we then the people of the United the to equip themselves with the stations.

Second, a system that the two people of the United the two equip themselves with the economy made possessions.

Monthly Report

WHEREAS the monthly report will

each individual account by station

and complete a system which provides are and first programs than are each individual account by station

and complete a system which provides are and first programs than are each individual account by station

and complete a system which provides a read first programs than are each individual account by station. within a state, the quarterly book with. will be a record of each advertiswill be a record of each adverts. Consequing trangers er's expenditure on all stations in IRSE achievements of the the country. Each quarterly book merican radio industry have; I the country. Each quarterly book well an accumulative record for leve, served the 'public interest, three, six, nine and twelve month, respectively. For each state an annual report, will be issued. The annual report, will take the same form as the monthly report except of a magnitude undreamed form as the monthly report except of a magnitude undreamed form as the involve of the country of the state of the country of that it will be an accumulate or education and the educator that it will be an accumulate of eugeation and the educator twelve months' record of the time used and money spent on each station, in each state, by each advertiser.

"In my view, the maintenance of

For advertisers, eports will be available showing the activity of any competing group of advertisers. This will give a nation-wide picture of the time used and money of the air; free speech on the competing group of the time used and money of the air; free speech on the competing and the competing the air; free speech on the competing t spent hy each advertiser within a blic issues; an opportunity for spent hy each advertiser within a bic issues; an opportunity for classification, on all stations in the country. Any advertiser will always be able to study his expenditure and the distributions of his radio effort in relation to the effect of every other manufacturer within his own product group.

All reports of Media Records are standardized under a single system of classification groupings. The classification breakdown of Media Records is the result of years of study and research, seeking the

Records is the result of years of the solution of the I heard radio used to demost serviceable grouping of edge, not to elevate, the cultural vertising standardized to enable the student of advertising to study. Broadcasting can be neither reports that were not merely account a nor democratic, where eensorate hut comparable as well.

mete hut comparable as well.

Media Records is said to be serving as subscribers practically every large advertising agency in the country and scores of the larger advertisers. Over 95% of all the newspaper publishers in the land a vital interest in preserving the larger as the cities in the campry at American system of breadcast. leading cities in the country an American system of hroadcastleading cities in the country at a leading cities in the country at a leading cities in the regular subscriber and a leading cities in the regular subscriber and a solution of the problems un-

#### Fox Theatres in West

Los Angeles, on Jan, 5 will maug-E. KATZ SPECTAL ADVERTISING AGENCY Lee stations in California.

American System Wm. L. Hoppes Named Offers Educators By WBS to Take Charge Of Station Relations Post Maximum Service



Over European Broadcasting

Educational Broadcasting.

The American system of providniversal broadcasting service universal broadcasting service but cost to the listofier rests private commercial support, he alled, and said that it has made

First, nation wide facilities ble of delivering programs to

selically every mun, woman and

d in the United States, cover-

Censership Dangers

THE appointment of William L. Hoppes, manager of the broadcasting department of Electrical Research Products Inc., as station relations manager of World Broadcasting Sys-tem, succeeding

Stephen R. Rintoul, was announced Dec. 21 by Percy L. Deutsch, WBS president. Mr. Hoppes assumes his new post Jan. 1, at which time Mr. Rintoul plans to enter a new phase of broadonsting activity in New

Simultaneously Mr. Deutsch na-nounced that Charles Lauda, WBS production executive and associated with the organization since its inreption in 1928, had been elected to the WBS board. A pioneer in electrical recording, Mr. Lauda is at present in charge of all studio and recording activity at WBS headquarters and was associated with Mr. Deutsch in the Branswick company before the advent of tran-

ompany before the autentics.

Mr. Hoppes has been with Western Electric and ERPI since 1928 both in Europe and in this country. He pioneered in the development of talking pictures in several European countries. During the last three-and-a-half years, Mr. Hoppes work as manager of the ERPI broadcasting department has thrown him in Liequent contact with broadcasters. He was born in New Jersey May 8, 1905, and was graduated from West Point in

#### Fight Champ Dropped & From Tastyeast Program

JUST three weeks after the thriceweekly Tastyeast series with James J. Braddock made its initial how on NBC-Blue network, James J. Braddock was written out of the program and the title changed from My Battle with Life to Unsuna Champions.

Along with the change in the program the account was shifted from J. P. Muller & Co., New York to Peck Ady. Agency Inc., of the same city. Braddock has a 13-week contract with the sponsor salling for a weekly stipend of \$1,200. Why he was dropped Dec. 24 has not been announced, the program having received good nolices from the press and good listener ratings, it is understood. The agency shift, is declared was due to the disagreement between the original agency and the sponsor over changes in the program itself and the length of the commercials.

BRFAKING all previous records, some 250 hours were devoted to broadensts of religious activities over XBC during 1936, according to its year-end breakdown. On a weekly basis, they made up almost five hours per week of religious discussions, husic and services. sic and services.

a free democracy are inseparable; that we cannot have a controlled radio and retain a democracy; that when a free radio goes, so also goes free speech, free press, freedom of worship, and freedom of education."



## **OUR TIME IS YOUR TIME** Have a Selling VOICE in this 17th Wholesale Market of the U.S.

YES ... we say, "Happy" Memphis and Happy Mid-South I Memphis is leading nearly every other city of the United States of similar size as a Wholesale and Distributing center, surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul, also New Orleans, Houston, Atlanta and Birmingham.

PROSPERITY I With a 100-Million-Dollar cotton crop, farmers are spending money... city people are prosperous. Wholesale and retail sales are excellent. WREC is carrying the biggest schedule of Columbia Chain, national spot and local business in its history • It's January first! Make a new black-ink entry in your sales ledger. Put the "Voice of Memphis" to work for you in this = Billion-Dollar Wholesale Market, the Seventeenth Market of the United States.

#### WREC LISTENER POPULARITY

Authoritative Survey Made during September and October. 1936. Sworn"copy upon request

WREC ... , . 64.60% WMC ..... 32.57% WNBR . .... 1.99% 

DURING NTHE VOYCE CHOOSE WREC as a "Hi" Spot for Your Test Campaigns. If They Won't Work Over WREC - In The Responsive Mid. South Market-They Won t Work in Any Micket

BROADCASTING POWLE 5,000 WATTS

Children Daylan Co. PAUL II BARMEL - CARLAS Friday C. Was MW MAKELIN A COSMINAS

consideration is to be obtained did foundation is necessary. thin the framework of the FOX Theatres in West rican system of broadcasting, re can be no real disagreement

ween educators and broadcast-

\$295,581,000 annual larger than Pittsburgh, retail sales or Baltimore or Denver MEDIUM

Page 52 • January 1, 1937

BROADCASTING . Broadcast Advertising ROADCASTING . Broadcast Advertising

#### Speculation on Proposed Federal Shifts Fails to Include Absorption of the FCC

ANY PLAN for realignment of independent agencies and quasijudicial commissions in the federal establishment, currently under consideration by the administra-tion, is not expected at this time to include the FCC.

Disclosure by President Roosevelt at a press conference Dec. 22 that his plan for reorganization of the federal establishment would include reduction in the number of independent agencies did not, however, throw any definite light, on which agencies would be involved. In informed Washington circles,' the view has been that such agencies as the Interstate Commerce Commission, Federal Trade Commission and FCC would not be affected by the contemplated changes. The functions of these agencies, it has been pointed out, would not adapt themselves to departmental handling as would some of the smaller and less significant com-missions and bodies.

As expressed by the President, the plan would not be primarily one of economizing in government operations but more along the lines of an effort to make the units function with greater efficiency, Wherever possible these agencies

WJBY Produces Results In Alabama's Second Industrial Market WJBY Gadsden, Atabama

equipped homes.

HOLLYWOOD OFFICE

1509 N. Vine Street

Page 54 • January 1, 1937

organization recognized for quality.

RADIO TRANSCRIPTION

What About Your

Programs for 1937?

Will your station continue to enjoy an ever increasing

popularity with the listening public during the year just

This depends entirely on the type of programs you offer

as entertainment in the rapidly growing group of radio

Our business is the building of feature length major produc-

tions, high in entertainment values, in step with the modern

trend in program standards, conceived and executed hy an

There is a Transco feature available for the most critical

spot on your program schedule. Complete additions will be

'OF AMERICA, LTD.

made by our field managers at your convenience.

would be absorbed by various de-partments and function under the cabinet officers.

#### Combined Functions

IN THE case of the FCC, it came into being in 1934 as the successor of the former Radio Commission. In addition to absorbing all of the Radio Commission duties, it also took over regulation of telephone and telegraph aspects of communi-cations which theretofore had been assigned to the ICC. From the State Department it took over regulations of international cables, already having had licensing power over international as well as national radio assignments.

The Byrd committee in the course of its functions submitted to the FCC a questionnaire relating to its functions but did not pursue its study beyond that reply, it was learned. Thus, it was concluded that the ECC was not one of those agencies in which the Byrd committee took particular interest insofar as absorption of its functions is concerned.

While at this time anything relating to possible changing of the mode of communications regulation is in the purely, speculative category, there nevertheless has been some thought as to what course, in the extreme, such a reorganization might take. This trend of speculation is that the administration might decide to transfer the executive functions of the FCC to a regular department such as Commerce or Postoffice.

/In such a contingency, more than

COMPANY

666 Lake Shore Drive CHICAGO OFFICE



DOLL'S HOUSE-This attractive doll's house was crected on a Willard Hotel corner in Washington Gordon ' Hittenmark's WRC-WMAL campaign to help the needy children of the capital. His campaign netted some 5,000 dolls and \$500 in cash. He conducted his regular 6:20-9:30 a.m. brondcasts from the doll's house, also his semi-weekly man-in-the-arrect broadcasts. Washington oolice were cosponsors of the charity campaign.

likely the executive functions of engineering, legal, licensing and accounting of broadcasting and communications probably would be assigned to a hurean within the department under one-man control. The Commission itself might be continued to act as an appellate body passing upon decisions rendered by the Burean, or under the original conception of the Itadio Commission when it was created in 1927. The Internal Revenue Bureau-a hranch of the Treasury -functions in that way, with the Board of Tax Appeals as the appellate body.

Yet another thought on reorganization is that precipitated by the American Bar Association last year in recommending the creation of an Administrative Court as a catch-all agency for government commissions and bureaus not within departments. Senator Logan (D-Ky.) has announced his plan to introduce such a bill at the next session. Independent agencies and session. Independent agencies and commissions having quasi-judicial powers total some 75, of which the FCC is one. The bar association held that these act both as judges and prosecutors and that the pro-posed court would separate these powers and become the appellate

When created in 1927, the Radio Commission was set up purely as a temporary agency to function for one year with regulatory powers. Then it was to become a sort



Or HAFFER-BRENNAN CO.
Thanks, Ray, far all the sood business through year agency during the sail two years. You already know of sail two years. You already know of the control of the con

MEMBER CBS NETWORK

of quasi-judicial body with no resulatory powers. The Department of Commerce, which had jurisd. tion over radio licensing before Commission's advent, was to require that power with appeals the quasi-judicial body. This, he ever, did not develop because the growing importance of brown casting. Instead, the Commission continued on a temporar basis from year to year until 19 when Congress set up the agenas a permanent body.

Three separate studies for retrative Management working conjunction with the Byrd comm assisted by the expert of Brookings Institution, a private endowed fessearch organization Washington. A report to the Prident is expected shortly and probably will serve as the basis. an omnibus reorganization bill be presented to the next Congres

The FCC functions both as regulatory and quasi-judicial bod proposed legislation provide mission's functions would be defined as a judicial body, this easy to understand the deseparating the regulatory and the part of every broudadministration leaders would loath to cut down the functions nel, both executive and in the mil

#### Dill's Best Renews

for another year on 45 CBS tions, Mondays, 8 30-9 p. m. 7 repeat 11:30 p. m. to 12 midsign The present talent contracts do a series and the contracts do a s expire until March 1, 1937. h gram has been on CBS since In 1935. Arthur Kudner Inc., M York, has the account.

Takes Air in February THE new KHUB, Watson Cal., a 250-watt daytime stat on 1310 kc. recently authorized the FCC, will go on the air in ter February, according to F. Atkinson, publisher of the Wales ville Register and Evening Pa ronian, the licensee. Mr. Atkin stated that personnel of the tion has not yet been selected, that an RCA transmitter with sociated RCA speech input eqment is being installed.

WFIL 560 Kc. PHILADELPHIA'S MOST POPULAR STATION NBC BLUE - MUTUA

The Other Fellow's Viewpoint . . .

#### Thank You!

DITOR BROADCASTING: CONGRATULATIONS ON. DECEMBER FIFTEEN ING LONG TIME STOP LET'S MAVE YET MORE PICTURES ganization of the federal estable N THIRTY-SEVEN STOP IT'S ganization of the federal estable of THICL'S VEN STOP ITS ment are now going forward of BELIFUL TO KNOW WHAT is being conducted by the Production of the CHAP YOU'RE DOING USINESS WITH LOOKS LIKE TAILY MANAGEMENT WORKING TOP ACAIN CONGRATULA-conjunction with the Byrd community UPON A SWELL JOB tee of the Senate and the Bu. 18 THE ORGAN OF AN IManan Committee of the House ... ORTANT INDUSTRY AND OR VERY BEST WISHES FOR

HE NEW YEAR. MERTENS & PRICE Inc., Los Angeles

#### Dissenting Opinion

EDITOR BROADCASTING:

After reading the prependerance material in favor of horizontal under the existing law. Should were increases for broadcast stains that has been carried in raabsorption of the regulatory fu do publications recently 1 offer a tions by one of the existing outrary view, to wit: That this partments (the Commerce Departments (the Commerce Departments) ment would be the logical ages the part of the broadcasters will then it might mean that the Community prove unhealthy for the

dicial functions along the lines a caster to have a "dominant signal" vocated by the administration in his territory, but after all, these Such a development is not be wealled "dominant signals" are seen, however, because of the so only relative when you consider are of the FCC in affairs of the sensitivity of the modern day nation and also because it has receiver. The broadcaster can income an important patronage by crease his signal by any of the from the political standpoint, many means—vertical antennas, by other words, it is presumed buttaining permission to use more shtaining permission to use more power from the FCC - but sight should not be lost of the fact that the Commission so that its per whatever facilities are at hand for one broadcaster are also at hand and file would have to be reductor every other broadcaster to n thereby eliminating important varying degree, therefore, mathetronage posts. the inescapable conclusion that if U. S. TOBACCO Co., New the same procedure in an attempt (Dill's Best & Model Smoking to better himself individually and obtain that "dominant signal" he was to be the same procedure in an attempt to better himself individually and obtain that "dominant signal" he tach broadcaster follows exactly ny Krueger's orchestra and Free will find himself in exactly the MacMahon, the program's direct time relative position that he occupies at the present time, except hat he will have increased his inrestment considerably through purchase of trick antennas, more powerful equipment, etc., and he will have caused a considerable increase in objectionable interference, to listeners in his secondary overage.

In recent months the listeners have not been heard from, neither have they been taken into considration by the broadcasting industry in this last power scramble, but it is inevitable that they will be heard from if the trend towards increased power is carried out with resultant interference. When this occurs, which is inevitable, the listener will be heard from by Congress and Senate to the detriment of the best interests of the broadensting industry as the listener will insist upon more gov-

THE SOBY YARDSTICK OF AUDIENCE VALUE impartial and comparable data about the size and location of the audience of radio programs and stations. Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

ernment regulation and control of the industry.

At present it appears that each broadcaster is firmlin his determination to get what he can for him-self "and the devil take the hindmost". The whole power grabbing program is, in my opinion, unnecessary in the public interest and will only temporarily satisfy a few wealthy broadcaster interests.

Any trend toward granting of super power is just a step toward monopoly of the radio audience and is bound to prove detrimental in the long run to the listener inasmuch as he will not have a con-tinuance of the local service which is now being maintained to such a high degree by regional stations, as well as local stations.

Perhaps this anti-view of the power inflation agitation will be interesting to you, as well as your renders.

F. W. BORTON. President, WQAM, Miami, Fla.

#### w. Are Chicks News?

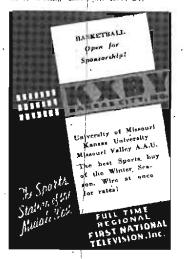
EDITOR BROADCASTING:
"That's an interesting little story in your current issue about the chicken people that are going to broadcast over a station 50 miles awny down in Kansas.

But, really it's not so unusual is it? Four months ago the Famous Poultry Farms of Shenandoah, Ia., signed a contract for two quarter hours daily on WAAW to start Jan. 4. And the programs will originate right in the room where those big hatching machines disgorge their hundreds of thousands Famous chix. If you tune in, you'll hear the first feeble peeps of the new-born chix as well as the well-known voice of General Manfiger Ross Salmon, one of the most popular radio-poultrymen in the midwest.

And Shenandoah is 65 miles. from Omaha and WAAW, And we didn't think that was unusual enough to make a news story out ADAM REINEMUND,

Commercial Manager, WAAW

ALL employees who had been with CBS over a year received a Christmas homes of one week's salary along with their weekly cheek on Dec. 24.



#### Covering Radio

EDITOR BROADCASTING:

I think the job you are doing is simply superb. The Oct. 1 issue was grand and the two succeeding issues have been just as good. The news coverage of all angles of the industry and the method of presentation strike me as just right. don't know how many fan letters you are getting these days but the industry is certainly most fortunate in having such an excellent trade publication for itself..

THEODORE C. STREIBERT Vice President WOR, New York

#### Union Oil to Return

UNION OIL Co. of California, Los Angeles, through the Los Angeles office of Lord & Thomas, on Jan. 27 will return to the air with a weekly hulf-hour program from the NBC Hollywood studios to the Red network, plus the four Mc-Clatchy stations and KTAR, Phocnix. The time will be 6:30 p. m. (PST) Wednesdays. Program will be titled Thrills, with dramatizations of mysteries, current events, historical sequences and others of that type. F. C. Dahlquist, president of American Radio Features, Los Angeles transcription firm, will write the scripts. David Brockman's orchestra will he used,

NQ MORE gongs will be sounded on Mai. Bowes Amateur How for Chrys. ler after the Dec. 31 broudenst. The nution has decided the going is obt-moded with the arrival of 1937.

YOUR LOAN **ACCOUNTS** WANT

**MORE BUSINESS** NOW!

LOAN RADIOAIDS WILL **SELL LOANS?** 

Wire or write

TIME IS MONEY HER. U. B. PAT. OFFICE INC.

1585 Cross-Roads of the World Hollywood, Calif.

also available Laundry Ice Cream

Furniture Bread Jewelry Used Car RADIOAIDS

IN ST.LOUIS SERVED MORE **ADVERTISERS DURING 1936** ---and did more-business than in any other year in its history. It was, indeed, a wonderful year for both listeners and sponsors on

> LOOKING FORWARD IN 1937

KSD hopes it may be of greater service to a greater number during the coming

Station KSD—St. Louis Post-Dispatch

POST DISPATCH BUILDING ST LOUIS MO

FREE & PETERS, Inc., National Advertising Representative New York Chicago Detroit San Francisco Los Angeles

BROADCASTING . Broadcast Advertisi

BROADCASTING . Broadcast Advertising

### Radio's Importance in Politics

(Continued from page 13)

date may be among the radio au- . defective from the viewpoint of dience, it is necessary to address the speech to the common quality of the audience. This can not be any one of the political emotions, but can only be the faculty of reason. Hence the more rational tone of political controversy over the radio and the subordination of impetuous appeals to passion and prejudice in the interest of sobriety of thought and argumentation.

"The press was a conspicuous figure in the campaign, but it tended to play a new role. No longer regarded as highly imporstant for its report of the speeches always with rare exceptions very

⊕ ° •

YOU Pay Less To Get the Best Results in ATLANTA By Airing Your Sales Message over WATL

the candidates, the newspapers have come to be employed particularly for the purpose of advertis-ing the broadcasts and the meetings which serve as the pretexts for broadcasts. The influence of the editorial page is manifestly waning. The most influential newspaper editors, like the most influential radio news commentators, were those who enjoyed the great-est reputation for the independence

of their opinions.
"The full benefit of the improvement in the technique of popular government, which has been made possible by the development of the radio, depends upon the preservation of the freedom of the air. Every American agrees that the air should be free, but grave dif-ferences of opinion have emerged concerning the ways and means of securing the blessings of that, freedom. At first thought it may seem that the problem of free speech over the radio is not essentially different from that of freedom of speech at ordinary public meetings or freedom of expres-

sion in the newspapers. "The speaker before the microphone at a broadcasting station, like the platform speaker and the newspaper writer, supposedly has a constitutional right to express his opinions without obtaining the previous approval of any censor. He is, of course, responsible for what he says, like any other pub-lic speaker, and may be required to defend himself in a court of justice against a charge of libel,



EDUCATOR - Instructor Richard Marvin points out the text to Guest Speaker Sheila Barrett at a recent session of his Tuesday evening radio class at Northwest-ern University, Outside of school hours Marvin heads the radio department of J. Walter Thompson Co., Chicago, handling production on the Elgin Football Review, Bowman Fireside Theatre and the Northerners: Miss Barrett is a versatile monologist who has recently entered the realm of radio after a successful career in night

he abuses , his freedom. But here is theoretically no censor-hip. The Communications Act of 1934 explicitly provides that the proprietors of licensed broadcasting stations shall have no power censorship over the material

#### License Limitations

BUT THERE is an important difference between radio broadcasting and public speaking in a hall or publishing one's views in the newspapers. The number of broadcasting channels is limited, and he practical, capacity to express me's views over the air is conditioned upon the willingness of the proprietors of licensed stations to give or sell time at the microphone. Anybody with the price can hire a hall or start a newspaper, but not everybody with the price can obtain a license to operate a broadcasting station.

"Certain questions of principle remain to be considered. Is it compatible with a proper freedom of the air for the managements of the great broadcasting chains (1) to refuse to sell time to political comnittees except | during the period between the national conventions and the day of election; (2) to

MARKS THE

SPOT

FOR YOUR SPOT

**CAMPAIGN** 

IT'S

WSOC Charlotte, N. C. NBC Affiliate

refuse to permit the broadcasting of dramatic political sketches a any time; (3) to insist upon allo cating free time for the discussion of controversial issues according to their own editorial judgment respecting the requirements of the various interests of the parties to the discussion and of the public and (4) to exercise the power of shutting off from the air at any time any portion of a political speech which seems to themselves to be prejudicial to the hest interests of the public? "Some considerations affecting

these questions are clear. It is obvious that, as long as radio broadcasting facilities are not in fact available at a reasonable price for all who may wish to us them, the freedom of the fir ca not possess the same meaning a the freedom/of speech in general or that of the pressa it is obvious also, that while the volume of broadcasting continues to be limited by the dearth of wave-lengths, somebody will necessarily exercise kind of censorship over radio programs, including political

speeches.

"This censorship will almost certainly appear to the speakers whose broadcasts are affected by such censorship to be arbitrary and oppressive. The real question to be determined, however, is not whether discretionary power (allocate time and cedit speeche sitall be lodged somewhere, but rather in whose hands shall the power be lodgett. The practical choice lies between the chain man. agements and proprietors of bread. casting stations, on the one hand, and on the other, the Federal Gov. ernment, or some agency estab-lished by it for the purpose.

#### Good Judgment

"UP TO NOW, the managements of the great chains have renerally shown a sound discretion in the exercise of their editorial judge." ment concerning broadcasting ma-terial. They have recognized that they are in a sense trustees for the public, and not merely the managers of private profit-seeking businesses. The same unfortunately can not always be said for the proprietors of local stations. But the leaders of the broadcasting industry have not been unmindful of their public obligations. They have fairly won the opportunity to continue in the management of the industry.

"Another problem growing, out of the use of the rad o in political campaigns is that of the freedom of speech for radio news reporters and news commentators, It might be supposed that no problem would arise in connection with the men reporting of news on the air, if the reporter is furnished with a supply of accurate news and careful to avoid the expression of opinions along with the news. But news broadcasting is not so simple as it seems.

"The news broadcast is likely to be part of a commercial program, and there is always the possibility that the selection of news, if not its editing for broadcasting par-poses, is influenced by the inter-

CBS Amliate

A Happy New Year in Prosperous Western Montana is a Cinch, Cash in on it thru, 1000 watts KGVO Missoula, 1260 kc. Montana

Keeping Speech Free

est or the prejudices of the pro-

gram's sponsor. The practice of

editing political news published in

a regular newspaper to suit the

interest or the prejudices of the publisher, though objectionable, may be checked by the loss of

readers to a competing paper.

Similar treatment of news broad-

casts, however, is more insidious

since there is no permanent record

of the broadcast at the receiving

set. Moreover, news broadcasters

are much more dependent upon

the sponsors of the programs in

which they appear than news-

paper reporters or even publish-

ers upon the advertisers in the

"The situation of the radio news

commentator is much more diffi-cult. An independent and fearless

commentator, like a newspaper col-

pmnist, may exert a great influ

ence in a political campaign. He is no less likely to tread on the

toes of powerful individuals and

must look for protection, not to

station proprietors as the col-umnist looks to newspaper pub-

lishers, but to the manufacturer of

some article of commerce. The dependence of the radio news com-

mentator upon the advertiser af-

fords a precarious security against

improper influences. Under the

circumstances the character and

achievements of the outstanding

radio commentators reflect much credit upon the public spirit of

their financial sponsors, but since

news interpretation is, or should

be, a kind of public institution, the commentator's freedom of speech can not be regarded as

satisfactorily secured.

"GREATER safeguards for the freedom of the air are desirable. No abuses have developed which would justify an effort at this time to take control of the hroadcasting business out of the hands of the broadcasting companies and statioo licensees, but arrangements should be devised by means of which the radio listeners of the country may be better protected against unwise use of the power of editorial supervision by the managers of the great chain and the proprietors of local stations. There has been much discussion of schemes for the establishment of an official or semi-official board of anneals and review to serve as a kind of supreme court in the radio industry. If controversies such as that between the Republican National Committee and the broadcasting companies at the beginning of the campaign a year ago should become frequent, doubtless some such expedient would become nec-

"But any scheme which involves the establishment of what would he in effect a semi-official or official censorship can only be a reluctant choice among evils. Better at this stage in the development of radio communication would be an attempt on the part of the broadcasting companies themselves to frame a voluntary code of fair practices for the guidance of members of the industry. It might he well also to provide for the





WJIM AIDS POOR-Lansing needy were aided to the extent of \$3,700 as a result of a campaign staged during the holiday season by WJIM, the fund going to 300 families who received food, toys and clothing. Outside quarters were rented as headquarters for the fund. In one case an impromptu businessmen's band got \$100 for the fund from a listener for playing a number, and another \$50 to get off the air.

#### New Kansas Local

THE NEW KGVB, Great Bend, Kan., 100 watter on 1370 kc., recently authorized by the FCC, will go into operation about March 1, according to advices from E. E. Reuhlen, local merchant, who is the licensee and who will manage the station. Jere W. Murphy Jr. formerly in theatrical work, and C. L. Gallon, formerly with KGNO, Dodge City, and KWBG, Hutchinson, will act dually as program directors. Carl Hall, spraduate of First National Television's school at Kansas City, will be chief engineer. Entire equipment is being built by Collins Radio Co.

A REMOTE from Havana, with Ited A REMOTE from Havana, with Ited Barber of WLW lat the microphone, was to be featured on the Mutual Network New Year's afterneon, featuring the Villanova-Aubura featball game played as part of Cuba's National Sports Festival. A special crew of engineers under G. W. Johnstone, WOR public relations director, went to Huvana.

participation of representatives of the public in the framing of the code. A code authority for the broadcasting industry would com-mand the greatest confidence on the part of the public, if it were a partnership between the government and the industry, not a partnership in the profits, for the government ought not to make a profit from radio broadcasting, but a partnership in determining the conditions upon which the freedom of the air shall acquire practical significance."

Employment in the Hartford area is exceptionally stable . . . yearly incomes are higher than the country's average . . . sav-ings deposits average \$766.00 per capita . . people have money, and SPEND it. It's a profitable market the year

Basic Network Station of the Columbia Broadcasting System

#### Joint Chain Store Series Is Shifted in California,

CALIFORNIA'S HOUR, weekly from KHJ, Los Angeles, to the Don Lee-CBS network for the last nine months, on Jan. 3 will switch to NBC-Blue network, plus the four McClatchy Californial stations on Sundays at 7:15 p. m. (PST) for an hour. Lord & Thomas, Los Angeles, is agency.

The program will continue to guse Conrad Nagel, film star, as master of ccremonies and Dave Brockman's Orchestra. The new scries will also include Connie Boswell, and will continue the collegiate atmosphere with a salute to coast colleges, using talent from various colleges.

California's Hour, sponsored by the California Chain Stores Assn., previous to the November elections was used to awaken public interest in killing projected state legislation to tax chain stores, and the defeat of the measure was attributed largely to the broadcast series. Since the election, the program has been continued as a good-will medium for the state's chain stores.

OF THE 250,000 radios estimated in Mexico, 120,000 are in the Federal district of Mexico City, reports the Department of Commerce, which also states that 90% of Mexico's radios are imported from the United States,

MORTON DOWNEY, during his recent trip abroad, reports encountering an announcer on a Dublin radio station named Samuel Collen who intro-duced artists with an Irish brogne,



It's great to be in the best business in the world . . . It's glorious to live in this favored region . . . It's wonderful to have served so many fine friends

to you we send our heartiest

Greetings and all good wishes for the New Year!

We offer an intelligent merchandising service to both network and spot ad-

## in Greensboro, N.C.

DAY .....1,000..... NIGHT unlimited time

## WGBI

5000 WATTS THE CENTER OF THE DIAL

DOMINATES

NORTHEASTERN PENNSYLVANIA

- V To sell Northeastern Pennsylvania; you must use a Northeastern Pennsylvania station and WGBI is first because of power. (WGBI is the most powerful station in this
- √ WGBI is first choice with the listeners of this densely populated area because it delivers the strongest signal obtainable.
- √ WGBI is first choice because of its pro-grams which include not only outstanding national features but many of exceptional local and regional interest.
- WGBI is first because of complete Transradio News service, N.B.C. Thesaurus and World Broadcasting System Library:
- √ WGBL is in the 3rd largest city in the state and in the center of the 17th largest metropolitan area of the United States. These are a few of the reasons.

Write for your copy of "HERE'S PROOF".

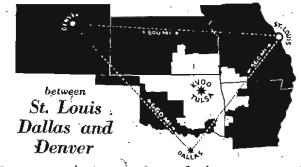
SCRANTON BROADCASTERS, Inc.

FRANK MEGARGEE, President

Scranton

Pennsylvania

## THE MOST OWERFU STATION



## Covers the Heart of the Triangle

More population, more radio sets and

more spendable income than any other

NATIONALLY

COMPLETE NBC

Page 56 • January 1, 1937

Oklahoma station, with extensive cover-CLEARED CHANNEL age in Kansas, Missouri and Arkansas, EDWARD PETRY & CO., Nat'l Representatives New York Chicago Detroit San Francisco

VOICE OF OKLAHOMA" - TULSA

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

## The Business of Broadcasting

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

#### KDKA. Pittsburgh

Wilhard Storage Battery Co., Cleve-land, 42 sa, thru Meldrum & Few-smith Inc., Cleveland. American Pop Corn Co., Sioux City. Ia., 13 sp, thris Coolidge Adv. Co.,

Dec Moines: Allegheny Steel Co., Pittsburgh, 260 la, thru Walker & Downing, Pitts-

Chicago Mail Order Co., Chicago, 36 sp. thru Mutteson - Poguety - Jordan Inc., Chiengo.

 Inc., Chiengo.
 RCA Mig. £o., Camden, N. J., 15 so., thru Lord & Thomas, N. X.
 Bristol-Myers Co., New York, 208 sp., thru Young & Rubicam Luc., N. Y. Reid-Murdoch Co., Chicago (food), 364 so, thru Rogers & Smith, Chi-

364 so, thru Rogers & Smith, Chicago.
Union Savings Bank of Pittsburgh, Pittsburgh, Pa., 25 sa, thru Edward M. Power Co., Pittsburgh.
Commercial Milling Co., Detroit, 65 sp, thru Karl G. Behr, Detroit, Freedom Oil Works Co., Freedom, Pa., 100 sp, thru Albert P. Hill Co., Pittsburgh

Pittsburgh.

Preedom Oil Works Co., Freedom, Pa., 96 t, (hru Albert P. Hill Co., Pittsburgh.

Pittsburgh.
Lancaster County Seed Co., Paradise,
Pn., 8 t, thru C. F. Kern Adv.
Agency, Philadelphia.
Scott Paper Co., Chester, Pa., 78 sp,
thru J. Walter Thompson Co.,

#### KSFO, San Francisco.

Olson Rug Co., Chicago (rugs), 6 weekly sa, thru Presbn, Fellers & Presba Inc., Chicago. Compagnie Parisienne Inc., San An-tonio (perlume), 4 weekly ta, thru Northwest Radio Adv. Co. Inc., Santrie

Northwest Radio Adv. Co. Inc., Seattle.
John C. Michael Co., Chiengo (quilts), 6 weekly sa, thru Northwest Radio Adv. Co., Seattle.
General Mills Inc., Minneapolis (cere-al). 3 weekly t, thru Westeo Adv., Agency., San Francisco.

#### WAAB, Boston

George E. Warren Corp., Boston (Cleercoal), 4 sp., thru Harry M., Frost Co. Inc., Boston, Lyric Corp., Boston, 26 sa, thru Harry M. Frost Co. Inc., Boston, New England Telephone & Telegraph Co., Boston, sa, thru Doremus & Co., Boston. S. Pierce Co., Boston (grocery chain), sa, thru Hurold Cabot & Co. Inc., Boston

#### WMAQ, Chicago

Shopping News Inc., Chicago (Downtown Shopping News), 100 sa, thru Aubrey, Moore & Walface Inc.,

Aubrey, moore c. Chicago (Sport Eye, magazine), 2 weekly sp, direct. Larus & Bro. Co., Richmond (Edgeworth tobacco), 13 t, thru Marschalk & Pratt Inc., N. Y.

#### WEAN, Providence

Clear Weave Hosiery Stores Inc., Providence, 8a, direct.
Rhode Island Ice Co., Providence, 6
8a, thru, John Danielson, Provi-

sa, Gru John Danielson, Providence, Rockwood & Co., Providence, 12 sa, thru Linchea & Horten, Providence. Weybosset Pure Food Market, Providence, 3 sa, thru John Danielson, Providence Providence.

#### KMPC, Los Angeles

John C. Michael Co., Chicago (Quilts), daily sa, thro Northwest Radio Adv. Co. Inc., Seattle. Compagnie Parisienne Inc., San Antonio (perfume), daily sa, thru Northweat Radio Adv. Co. Inc., Seattle.

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#### WBT. Charlofte.

General Mills Inc., Minucapolis (Red Band flour), 6 weekly sa. thru Blackett - Sample - Hummert Inc.,

Chicago.
American Popcora Co., Sioux City, Ia.

(Jolly Time popcora), weekly sp.,
thra Coolidge Adv. Agency, Des
Moines.

Moines.
Scott Paper Co., Chester, Pn. (Iowels), 3 weekly sp. thru J. Walter Thompson Co., N. Y.
Westinghouse Elec. Supply Corp., Cleveland, 2 weekly sp. thru Fuller
& Smith & Ross Inc., Cleveland, Camet Rice, Co., New York, 2 weekly sp, then Tency-Locke-Dawson Inc., N. Y.

Bunte Bros., Chicago (enudy), 3 weekly ta, thru Fred A. Robbins, Chicago.

Chicago.

Benjamin Moore Paint Cu., New York, weekly sp. direct.

Musterole Co., Cleveland (proprietary), 7 weekly sp. thru Erwin Wusey & Co. Inc., N. Y.

Webster Eisenlohr Inc., New York (Cinco eigurs), 7 weekly sp. thro N. W. Ayer & Son Inc., N. Y.

Olson Rug Co., Chicago, 3 weekly sp. then Presson, Fellers & Presson Inc., Chicago.

#### WGN. Chicago

Consolidated Drug Trade Products, Chicago (Melba skin cleanser), 3 weekly ap, thru Benson & Dall Inc., Chicago.
Miles Laboratories Inc., Elkhart, Ind.,
(Alka Seltzer), 3 weekly sp, thru

#### WICC, Bridgeport-New Haven

Wade Adv. Agency, Chicago.

Senrs, Rochuck & Co., 26 f, their Harry Goodman, N. Y. G. W. Van Slyke & Norton Inc., Albuny (Peter Schuyler cigars), 6 ap, thru Moser & Cotins, N. Y.

#### WBZ-WBZA, Baston-Springfield

Doyle Packing Co., Newark (Strong-heart Dog Food), 26 see placed di-

i rect.
D'Otlando & Co. Inc., Boston
(candy), 78 t, thru Hurold F.
Lewis Inc., Boston,
Puline, Webber & Alo., Boston
(broker), 116 sp., thru Doremus &
Co. Baston

Co., Boston.
Scott Furriers Inc., Boston, 52 sp.,
thru Continental Agency, Boston.
Musanchanette Cooperative Banks
Lengue, Boston, 13 sp., thru Advertisting Management Association. Boston, Spital City Products Co., Columbus

Capitol City Products Co., Columbns (Dixie Murgarin), 52 sa, thry J. Horace Lytle Company, Columbns. American Pop Corn Co., Siotx City, Ia. (pop corn), 26 sp, thru Coolidge Adv. Co., Des Moines, Iowa.

Scott Paper Co., Chester, Pa. (Scott toxels), 78 sp, thru J. Walter Thompson Co., N. Y.

#### WGY, Schenectady

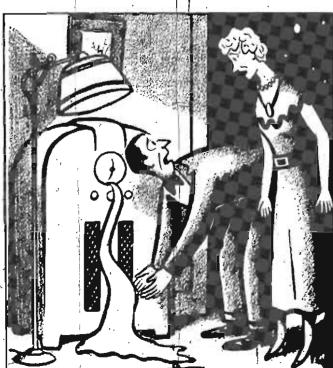
New York State Dept. of Publicity, Alland (winter sports), 25 sp, thru Butten, Burton, Darstine & Osboru Inc., N. Y. Dison Jug Co., Chiengo, 3 weekly t, thru Presbu, Fellers & Presbu Inc.,

Chicago. Sencificial Management Corp., Newark (loans), 23 |so, thru Bermingham, Castleman & Pierce Inc., N. Y. 3. E. Reardon Co., Albany (furni-ture), 10 sp, direct.

#### KFRC. San Francisco

merican Pop Corn Co., Sioux City, In., (Jolly Time popcorn), weekly  $sp_h$  thru Coolidge Adv. Co., Des

sp, thru Coolidge Adv. Co., Des Moines. ae Bros., San Francisco (department store), weekly ap, thru Frunk Wright & Associates, San Fran-



From San Francisco Examiner "As near as I can make out-it's toothpaste!"

RADIO ADVERTISERS Stephano, Bros., Philadelphia (Marrel

cigarettes), 3 weekly sp, thru Ait-kin-Kynett Co., Philadelphia, Justrite Co., Milwaukee (bird seed), 52 sp, thru Hoffman & York, Milwankee. Vick Chemical Co., New York (cold

WBBM, Chicago

Vick Chemical Co., New York (cold remedies), 1 sa, direct.
Excel Laboratory, Chicago (fertilizer), 33 sa, thru Campbell-Sanford Adv. Co., Cheveland.
Reid, Murdoch & Co., Chicago (Moniurch foods), 62 sa, thru Rogers & Smith Adv. Agency, Chicago.
Bulova Watch Co., New York, 49 sa, thru Biow Co., Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spryt, 23 sa, weekly, thru J.
Wulter Thompson (fo., New York, Krotev Green, & Baking Co., Cis.

Kroger Grocery & Baking Co., Ciacinati (grocers), 26 weekly 49, thru Rulph 11. Jones Co., Cincin

nati.
Cartiss Candy Co., Chicago (Baby Rath enndy bars) 50 weekly la, thru Medrakin Adv. Co., Chicago.
Anora Laboratories, Chicago (Cleas-Again), 26 l, thru Anlwey. Moore & Wallace Inc., Chicago.

#### WOR, Newark

Colgate Palmolive Peet Co., Jersey City (Pulmolive, Super Suds), 5 weekly t, thru Benton & Bowles Inc., N. Y.

Inc., N. Y.
Tide Water Associated Oil Co., New
York, 3 weekly sp., thru Lennen &
Mitchell Juc., N. Y.
New Jerney Bell Telephone Co.,
Newark, J. sp., direct.
North American Accident Insurance

Gorn American Accesses Anathree Co., Newark, weekly sp. Orn Franklin Bruck Adv. Corp., N. Y. Vusey Products Inc., New York, 3 weekly sp. thru Erwin Wascy & Co.

Inc., N. Y.
Colgate - Palmolive - Peet Co., Jersey
City (Super Suds). 5 weekly thru Benton & Bowles Inc., N. Y.

#### WIP. Philadelphia

delphia.

Stetson Hat Co., Philadelphia, 10 weekly sa, thru Kenyon & Eckhardt Inc., N. Y.

American Writing Machine Co., New

York, 4 weekly sq., thru Erwin Wasex & Co. Inc., N. Y.

#### KDYL. Salt Lake City

Union Pacific Stages, Omaha, 5 weekly sp, thru Beaumont & Hohman

he., Omaha.

Miton Bradley Co., Sgringfield, Mass. (gunes), 13 so, thru Blackstone Co., N. Y.

Brown & Williamson Tobacco Co., Louisville, 26 t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Coca Cola Bottling Co., Atlanta, 130 t, thru D'Arcy Adv. Co., Scattle, 28 t, thru Erwin Wascy & Co., Scattle, 26 t, thru Erwin Wascy & Co., Scattle,

#### KGO, San Francisco

E. Fougera & Co., New York (Va-roex), 3 weekly to, thru Small, Kleppner & Seiffer Inc., N. Y. Rieppiier & Schief Inc., N. X. J. Breitenbach Go., New York (Popio Mangan), 3 weekly la, thru Brooke, Smith & Franch Inc., N. X.

#### WEEI, Boston

Joseph Breck & Son Corp., Boston Isosoph Breck & Son Corp., Boston (seeds), indefinite series sp, thru Huber & Creeden Inc., Boston. New York, New Haven & Hartfor Railrond, Boston, 312 sp, Dowd & Ostreicher Inc., Boston.

#### WNAC, Boston

E. Fougera & Co., New York (Vapex), 9 t, thru Small, Kleppner Sciffer Inc., N. Y.
Benrus Watch Co., New York, 36
80, thru Brown & Tarcher 12

THE Chiengo office of Rozell & Ja-Inc. announces appointment as artising agency for Mutschler others (Co., Nappanee, Ind., (Portatities) (Sep. 'D., Rockford, Hi! (gas Corp., Rockford, Ill (gas William A. Bacher Organings); Willium A. Bachr Organion, Chicago (manugement compy for North Shore Gas Co., Wausan, III); Great Northern Gas Co., alte Ste. Maric, Ont.; Great Falls, Co., Great Falls, Mont.; Denver Lee Cold Storage Co., Denver; Capiter Refrigerating Co., Indianapos Southern Arizona Public Service on Benson, Ariz.; Grent Northern rainies Co., Shelby, Mont.; New Jesico Public Service Co., and High-Utifities Co.

AVFLOWEIT HOTEL, Washington. armacribing at U. S. Recording Co., shington, a script of 13 five-infinite macriptions using Sydney's orchestas then!. The hotel is materatood be planning placement of the disest 50 to 70 stations.

WCKEYE SODA Co., Painesville. D, is planning a test campaign in the locky Mountain area du Bikarb bak-

SING'S BREWERY Inc., Brooklyn, is placed its account with L. II.

IMPLOMAT PRODUCTS Inc., New Fork (food), has appointed R. B. [s-Quatte Inc., New York, as adver-ing counsel.

TOWNES BROS. & Co., New York gloves) is advertising through Ster-leg Adv. Agency, New York.

A. H. POND Co. Inc., Syracuse dia. . and and watch importers, radio user, placing through John B. Flack Adr. Agency, Syrncusc.

Ceorge D. Wetherill Co., Philadelphia (paint), 6 weekly sp, direct.
Spatola Importing Cb., Philadelphia (wine), 5 weekly sq, direct.
Bell Telephone Co. of Penna., Philadelphia, 9 weekly sq, thru Horace L. Gross Agency, Philadelphia.
Penusylvania Finance Co., Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia, ecount to U. S. Adv. Corp., New York, 1 from the penusylvania Finance Co., Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia, ecount to U. S. Adv. Corp., New York, 1 from the penusylvania Finance Co., Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Thiladelphia (loans), 6 weekly sp, thru Horace f., Thiladelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Thiladelphia (loans), 6 weekly sp, thru Horace f., Gross Agency, Philadelphia (loans), 6 weekly sp, thru Horace f., Thiladelphia (loans), 6 weekly sp, thru f ISNERAL SHOP Corp., Nashville, fem. (Jarram Friendly and Custom less has appointed Tracy-Lacke-basson Inc., New York, to handle is account, No radio is included in advertiser's 1937 advertising bud-

AL-ASPIRIN Corp., Cincinnati proprietary), has named Thompson-sch Co., Cincinnati, as agency.

OWARD SHOE Inc., New York, a shifted its advertising to Pettin-Al-Penton Agency, New York.

AWCETT PUBLICATIONS Inc., For York, has appointed J. M. lathes Inc., New, York, to service its ertising.

EIX LABORATORIES, Chiengo, plucing advertising direct.

DISON ELECTRIC HAUMINAT-NG Co., Boston (ntility), has placed advertising account with Batten, bron, Darstine & Osborn Ind.

ONITE PRODUCTS Corp.. New Jork (Zonite antiseptic, Zonitors)
appointed Cownn & Dengler Inc., Yew York, to service its account.

APOLIN Co., New York (paint), a appointed E. T. Howard Co., New 17k, to handle its account.

TTY NATIONAL BANK, Evans-ille, Ind., Inns taken 26 half-hour suday Players transcribed programs oun Mertens & Price Inc., Los Ange-r, for placement on WIOOA.



RALSTON PURINA Co., St. Louis (cereal), brought the entire cast of its NBC serial program, the Tom Mix-Ralston Straight-shooters, from Chicago to St. Louis Dec. 24 for a company Christmas party of the company's sales stliff. Following the party the cast put on their regular brondeast from the studios of KSD and then returned to Chicago by chartered plane.

#### Talent Bureau in Radio

ARMAND & L'ESTELLE Associated Entertainments, a talent bureau offering script and program building services as well as a varitists, has opened offices in the Fine Arts Building in Chicago. Principals are Armand H. Buisscret, musical director and concer violinist, who for many years was asso-ciated with WGN and who more recently served as musical director of the ABC network, and Estelle A. Lutz, playwright and bosiness woman who was formerly an executive of the Chicago Musical Colle 'e and the Gunr School of Music.



WHILE STROLLING - Down Broadway one day we find Loren Watson (better known as Watso), sales manager of Associated Music Publishers Inc., engrossed in conversation with Manrice C. Coleman. newly-appointed manager of WATL, Atlanta. Candid shot was made by a very candid sidewalk cameraman for a half-buck, according to Mr. Coleman.

A SUPPLEMENTAL petition for rehearing before the full FCC, rather than the Broadcast Division, on the application of WOL. Washington, for regional station facilities in lieu of its present local assignment, was filed Dec. 177 by Continental Radio Co., Scripps Howard Newspapers radio affiliate which is applying for the same fa-cilities. Last Oct. 13 the FCC Broadcast Division granted the WOL application over several competitive requests, and Continental filed a motion for rehearing, contending that since then the FCC has published its opinion in the case, which it held was "erroncous"

Asks Rehearing on WOL



## QUARTER HOURS TAX-FREE MUSIC

AVAILABLE FEBRUARY 1st IN RECORD-INGS AND CONTINUITY WITH NEW MONTHLY RELEASES THEREAFTER

Dance, Concert, Salon, and Hawaiian orchestras . . . Vocal trios. Quartettes, Choruses . . . Character Singers . . . Accordion, Xylophone; Balalaika and other instrumental novelties . . . Finest artists available . . . recorded by R.C.A. Victor.

LANG-WORTH FEATURE PROGRAMS, Inc. ORIGINATORS OF TAX-FREE TRANSCRIPTIONS

420 Madison Avenue · New York

J. B. CHANDLER & CO., BRISBANE, AUSTRALIA

#### NETWORK ACCOUNTS (All times EST unless otherwise specified)

#### New Business

FORD MOTOR Co. Dealers, Dearborn, Mich., on Jan. 5 starts Ai Pearce & His Gang with Larry Marsh's orchestra on CBS, Tues, 9-2:30 p. m., with repeat at 12 midnight.

FORD MOTOR Co. Dealers, Dear rORD MOTOR Co. Dealers, Degretorn, Mich., on Jan. 1 starts Rer Chandler's 43-piece orchestra in its NBC Blue network period, Fri., 9-9-30 p. m., with repeat 11-11-30 p. m., Agency: N. W. Ayer & Son Inc., N. X.

STANDARD BRANDS Inc., New NANDARD BRANDS Inc., New York (Chuse & Sunborn coffee), on Dec. 26 starts Spelling Bea on 9 In-ter-City stations, Sat., 7-8 p. m. Agency J. Watter Thompson, N. Y.

BARNSDALL REFINING Corp., BARNSDAB RIPERNING COFF., Tulsa (petroleum products) on Leer. 19 started Cyurtegus Octonols on S OBS stations (KR N'I', WO WO, WISN, WOCO, KOMA, KMOX, KTUL, KMBO) Sat., 10:30-11 p. m. Agency: Co-Operative Adv. Inc., Tulsa.

#### national foreign language broadcasting service

lt's

in one ear and . out the other when you don't speak

viola & furman 152 w 42nd st., new york

IN CHICAGO

First ... in HOURS per day Sponsored by Chicago Accounts!

First . . . in RESULTS per dollar apent by Local Accounts!

... under Personal Direction of GENET. DYER

First . . . in NUMBER of REPEAT Contracts from Local Accounts!

AFIRST ... in NUMBER of Local Chicago Accounts!

their language

COLGATE-PALMOLIVE-PEET Co. Jersey City (Super Suds) on Jan. 4 starts Myrt & Marge on 57 CBS sta-tions, Mon., thru Fri., 12:45-3 p. m. Agency: Benton & Bowkes Inc., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap) on Jan. 13 starts I'he Wife Saver-Allen Prescott on 19 CBS stations, Wed., Fri., 9:30-9:45 a. m. Agency: Peck Adv. Agency, N. Y.

COLGATE-PALMOBIVE-PEET Co., Jersey City (Palmolive sonp) on Jan. 13 starts Palmolive Beauty Box Thealre with Jessica Dragonette on 67 CBS stations, Wed., 9:30-10 p. m. Agency: Benton & Bowles-Inc., N. Y.

FERRY - MORSE SEED Co., San Francisco (vegetable & flower seeds), on Jun. 17 starts for 13 weeks Martha Phillipps Garden Class on 9 NBC-Pacific Blue stations, Sun., 9:15-9:30 a. m. (PST). Agency: Gerth-Knollin Adv. Agency, Ban Francisco.

PACIFIC GUANO Co., Berkeley, od. (fertilizer & small bait), on feeb.
storts for 13 weeks The Clarden Unida on 2 NBC-Pacific Red stations (KPO-KF1), Sun., 10:15-10:30 n.m. (PST), Agency Tomaschke - Elliott Inc., Oakland.

OWL DRUG Co., San Francisco (chain, drug stores), on Feb. 7 starts for 13 weeks, new-program on 5 NBC-Pacific Red stations, Sun., 8:15-8:30 p. m. (PST) 1 Agency: D'Evelyn & Wadsworth Inc., San Francisco.

GILMORE OIL Co., Los Angeles, on Dec. 20 started Strange As II Seems. dramatic program, on five CBS West Coast group stations, Tues., Fri., 7 :30-7:45 p. m. (PST), Agency: Raymond R. Morgan Co. Inc., Hollywood.

WILLIAM UNDERWOOD Co., Bouton (deviled ham), on Dec. 16 began 13 participations in Gretchen McMullen food broadenst, Wednesdays at 9:15 a.m., op 11 Yankee stations. Agency: Richardson, Alley & Rich-

DURKEE'S FAMOUS FOODS Inc. San Francisco (salad dressing) on Dec. 29 started Good Afternoon Neighbor on 5 CBS Pacific stations (plus KSL Fri. only), Tues., Fri., 2:45-3 p. m. Agency: Botsford. Constantine & Gardner, San Francisco.

1000 and

500 Watts

CHICAGÓ

Renewal Accounts STEWART-WARNER Corp., Chica-

go (Alemite) on Dec. 28 renewed Alamite Half-Hour on 37 CBS smitions, Mon., 8-8:30 p. m. with repeat at 12 midnight. Agency: Hays Mac-Farland & Co., Chicago,

G. KRÜEGER BREWING Co., Newark (canned beer & alc) on Dec. 28 renewed Kragger Musical Toast on 19 NBC-Red stations, Mon., 10:30-11 p. Agency: Blow Co. Inc., N. Y

SHELL, UNION OIL Corp., New York, on Jun. 2 renews Shell Chatcan on 39 NBC-Red stations. Sat., 9:30-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc. New York (Tender Lenf Ten) on Jun. renews One Man's Family on 59 NBC-Red stations, Wed., 8-5:30 ρ. m. Agency: J. Walter Thompson Co.,

STANDARD BRANDS IN NOW York (Tender Lenf (en) on Jan. 3 conows fine Man's Pamille on 5 NRC Pacific Red stations and KTAR, Son. 9:36-10 p. m. Agen Thompson Co., N. Y. Agency: J. Walter

PONTIAC MOTOR Co., Pontiac Mich or Jan 8 renews News Through Woman's Eye on 66 CBS stations Mon., Wed., Fri., 2-2:15 p. m. with repeat at 5:30 p. m. Agency; Mac-Manus, John & Adams Ing.: Detroit. STANDARD BRANDS Inc., New York (Royal Gelatin & Asnic) on Jan. 7 renews Royal Gelatin Brown on 58 NBC-Red stations, Thurs., 8-9 p. m. Agency; J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chiengo (breokfast foods), on Jun. 2 renews Kalten-mayer's Kinderparten on 24 NBC-Red stations, Sat., 5:30 - 0 p. m. Agency: Lord. & Thomas, Chicago.

HOUSEHOLD FINANCE Coto. Chiego (personal loans), on Jan. 5 renewl Edgor Guest in Welcome Volley on 19 NRC-Blue stations, Tries, 8:30-9 p. m. Agency: Butten, Borton, Durstine & Osborn Inc., Chicago.

PRINCESS PAT Ltd., Chicago (cos PRINCESS PAT Ltd. Chicago (connection), on Dec-20 renewed A Tate of Today on 10 NBCRed stations (WEAF, WIAR, WRC, WGY, WBEN, WIAR, WRQ, WOW, KOA, KDYE) with KPO, KFI to be added Jan. 3, Sun., 6:30-7 p. m. Agency: "McJunkin Adv. Co., Chicago. GENERAL FOODS Corp., New York

(Cillinger baking powder) on Jan. 3 renews We. The People on 54 NBC-Blue stations, Sun. 5-5:30 p. m. Agency: Young & Robicam Inc., N. Y.

TILLAMOOK COUNTY CREAM-ERY ASS'N, Tillamook, Ore. (dairy products), on Jan. 8 renews for 13 weeks Rennie Walker's Tillamook products), on and o remove the works Rennie Walker's Tillamook Milchen on 5 NBC-Pacific Red stations, Fri. 10-10:15 a.m. (PST). Agency: Rotsford, Constantine & Agency: Botsford, Gardner, Portland.

### WWNC ASHEVILLE, N. C.

#### Record Prices for Burley Tobacco!

And Asheville is North Carolina's biggest Burley market! Season just opened. Murry to "air" your sales messlage over WWNC-blanket Western Carolinaprofit by this strong flow of extra midewinter dollars!

CHEVROLET MOTOR Co., Detroit

COLGATE-PALMOLIVE-PEET Co COLGATE-TALAMOLITYE-PEET Co. Jersey City (Palmolive shaving cream & brushless cream), on Jan. 13 renews Gang Busters on G CBS stations, Wed., 10-10-30 p. in. Agency. Benton & Bowles Inc., N. Y.

KELLOGG Co., Battle Creek, Mich WITH AN assured minimum ros-(cerents) on Jan. 11 renews Gint ter of 114 stations for 1937, NBC Alone on 8 NBC Red stations, Mon-annaunced as the year closed that thru Fri., 12-12:15 noon. Agency. N. W. Ayer & Son Inc., N. Y.

An Actor on 60 NBC fiel states announced by President Lenox R. Sun., 8.9 p. st. Agency: J. Walss Loby, were WTCN, Minneapolis, Thompson Co., N. Y.

MODERN MAGAZINES Inc., Ner

GORDON BAKING Co., Detroit Mon. and Fri., 8;303 p. m., and Wet. selfs power of 1,000 watts. 8-8:30 p. m., for 39 weeks. Agency Placed on New Circuit

H FENDRICH Inc. Evansville In VSTP, a pionear station is owned hewed Smoke Dreams on 3 MBS stions (WLW, WGN, WGAR, WSL KWK), Sna., 1:30-2 p. m. Agenc, Ruthranff & Ryan Inc., Chicago.

RADIO CORPORATION OF AMER ICA, New York (receivers and tubes on Jan. 10 renews RCA Magic Ke on 79 NBC-Blue stations, Sun. 2 p. m. Agency: Lord & Thomas, N.)

#### Network Changes

GULF REFINING Co., Pittsburg (netroleum products) on Jan. 3 m stitutes Oscar Bradley's band on CBA Sun., 7:30-8 p. m.

LIGGETT & MYDRS TOBACE. Co., New York (Chesterfield cir-rettes) on Jun. 1 changes to lis-Kemp's orchestra, Khy Thompson, 80 Rhythm Singers on CBS:

LEVER BROS., Cambridge, Mass (Rinso), on Jan. 8 extends Big Sam program on CBS to Mon, thru Pa 1:30-11:45 a. m. with repeat at !

PACIFIC COAST BORAX Co., No. York (20 Mule Tenm borax), = Dec. 29 added KMJ, Fresno, to NBC-Pacific Red network stalls carrying Death Volley Days.

BEST FOODS Corp.. New York (mayonnaise), on Jan. 7 adds for McClatchy stations KFBK, KWK, KMJ, KERN, to NBC-Pacific Blo stations energing Dr. Rute.

#### 1000 WATTS



KSTP Shifted to Basic Red: CRS Adds Power in Year

ter of 114 stations for 1937, NBC annaunced as the year closed that it had signed 26 new stations during the preceding 12 months. Seving the preceding 12 months. Several Maxwell House coffee) on Jan. in regular affiliates during 1936 with renews Launy Ross Presents Maxwell incomes Khorehout on 59 NEC-Red sufficients, 9-10 p. m. with report at 1135 if was announced that plans were p. m. Agency: Bestion & Boules b. p. m. Agency: Beaton & Bowles lac. under way for an even greater expansion during 1937, particu-STANDARD BRANDS Inc., New larly of the Blue network in the York (Chese & Sunborn coffee) of South and West.

Jan. 3 renews 10 You Want To be Newest affiliates as of Jan. 19 Newest affiliates us of Jan. 17

and KGHE, Pueblo, Col. In adding-CAILMATION MELK SALES Co. WTCN as a Basic Blue outlet for Milwaukee (evaporated milk) on Int. the Twin Cities, KSTP, St. Paul, 4 renews Cantented Hour on 55 NBC heretofore a part of the North-Red stations, Moil., 10-10:30 p. m. western Group as supplementary western Group as supplementary and Ruse hereame the basic Red and Blue, became the basic Red outlet. WTCN is licensed to Nork (Modern Remances magazine) Red outlet. WTCN is licensed to on Jan. 6 renews Modern Romsing the Minneapolis Broadcasting on 6 NBC stations (WAZ, WILL) Corp., which is owned jointly by WBZA, KDKA, WTAM, WMAQII the Minneapolis Tribune and the Wed., 2-2:30 p. m. Agency: Leme St. Paul Dispatch-Pioneer Press. & Mitchell Inc., N. Y.

The station's offices and studios are in the Wesley Temple Bldg., GOLDON BANKING Co., Deta and it operates on 1270 ke, with onewed The fone, Ranger, on MB day power of 5,000 watts and

(Chas. Denby Cigur) on Dec. 27 by the National Battery Broadcast-newed Smoke Dreams on 5 MBS string Co. and has been on NBC since 1928. It is managed by Stanley E. Hubbard, president, and operates on 1460 kc. with day power of 25,000 watts and night power of 10,000 watts. The nctwork rate for KSTP remains the same while a rate of \$180 per hour was placed on WTCN. In making the stations basic, Mr. Lohr explained, the Twin Cities will be placed on the same circuits that supply programs to New York, Pittsburgh, Cleveland, Chicago, Kansas City and St. Louis, instead on a supplementary circuit.

KGHF joined the Blue Network as an optional member of the Blue Mountain Group, Owned by Curtis P. Mitchell, it operates with 500 watts on 1320 kc. It was given a rate of \$120 per hour.

A recapitulation of NBC outlets disclosed that as of Dec. 31, 1936, there were 105 stations on the two networks from coast to coast and in Hawaii and Canada. On Jan. I the stations added in addition to WTCN and KGHF were WEAN, Providence; WICC, Bridgeport; KGNC, Amarillo; KARK, Little Rock The three stations to be added later and definitely signed are WFEA, Manchester, joining on March 1; WOWO, Fort Wayne, oining on May 1, and WSPD, Toledo, joining May 2.

Stations that have joined NBC ince September, 1936, are KGBX, bus; KVOD, Denver; WGL, Fortware; KFBK, Sacramento; WG, Stockton; KMJ; Fresno; KERN, Bakersfield. The California stions joined the network Dec.

Additions made earlier in 1936, were KGA, Spokanc; KJR, Seat-le; KEX, Portland; KECA, Los Angeles; WCSC, Charleston, S. C.; WFBC, Greenville, S. C.; KLO,

### on Jan. 10 renews Rubing on Stations, Sun., 6:30-7 pm Stations, Sun., In Planned by NBC; Collides With Methods of the Pedagog

"double conflict between commer-cial and educational interests and hetween the chains and their individual stations", and use of transcriptions to be spotted on stations, irrespective of network affiliation, was recommended by the committee on civic education by radio of the National Advisory Counsel on Radio in Education in a preprint from the publication Rudio and Education, 1936 made public Dec. 28.

In a 78-page namphlet recounting its experiences in over four years with the sedies You and Your Government over NBC, which was discontinued last June, the com-mittee, in unvarnished terms, contended that the network was unable to provide the type of cooperation necessary for coordinated development of education by rudio.

Before recommending use of transcriptions, which would be sold to independent stations, the committee recounted its experiences with NBC, confending that the You and Your Government series was buffeted about from time to time, cut from a half-hour to a 15-minute program and finally dropped by the network. Exchanges of correspondence, primarily be-tween Levering Tyson, secretary of NACITE, and NBC officials, purporting to bear out the conment was undestrable, are quoted at length.

The committee said: "Our experience has demonstrated a confliet between the commercial interests of the broadcasting company and the educational uses of the radio which threatens to become almost fatal to the latter. Educational broadcasting has become the poor relation of commercial broadcasting, and the pauperization of the latter has increased in direct proportion to the grow-ing affluence of the former." The report claimed that NBC's educational department "is weak and is dominated by the business depart-

In its concluding chapter, titled "The Next Step", the committee said that its experience with NBC led to the conclusions, arrived at without rancor, that "in view of the double conflict between commercial and educational interests and between the chains and their individual stations, it is useless at this time to attempt systematic education by national network broadcasting at hours when it will be available to large adult audi-

While CBS has provided a much larger list of stations for the pro-

Ogiten, Utah; WABY, Albany; WEBR. Buffalo

CBS ended 1936 with 97 outlets, two less than when the year began but with some 50,000 watts additional power for the network as a whole. While it lost seven markets, it gained five new cities and claimed improved facilities in each.

FRANK E. MASON, NBC vice-president in charge of station relations, who has just recovered from influence, left New York with Mrs. Mason for Florida Dec. 28 and was

WTCN, KGHF Join ABANDONMENT of network educational programs because of a auspices, that network's policy of booting an educational series for booking an educational series for a very limited number of weeks limited number of weeks only "would preclude the possi-bility of extending the educational effort or in its facilities," it is stated

While emphasizing that the booking of electrically transcribed programs with individual stations would be a "laborious task", the committee said it felt it could be accomplished without difficulty. It stated that the actual cost of recording would run about \$125 per 39-minute broadcast, including 50 copies. It stated its orinion was that stations could be induced to subscribe to such an oducational service at from \$50 to \$100 per series of sixteen 30-minute broadcasts. The preliminary work in preparing a series of such educational broadcasts and making the necessary arrangements would take about six months. It estimated that the first such series might be developed by the fall of 1937.

#### Klèin Joins BBDO'

HENRY KLEIN has resigned as radio director of the Charles Daniel Frey Co. to move to a similar position in the Chicago office of Batten, Barton, Durstine & Osborn Inc., as of Jan. 1. Klein's move is entirely unexpected, as it coincides with the transfer of the advertising account of the Household Finance Corp., Chicago, on which Klein has been lapending most of his time, from Frey to

#### Radio Events Reorganizes

JOSEPH M. KOEHLER, formerly vice-president and general manager of Radio Events Inc., was elected president of the brganization and Georgia Backus, former-ly president, was elected chairman the board at the annual stockolders meeting in New York, Dec. 23. Frank Conklin was reelected secretary and treasurer. Miss Backus will continue in charge of Radio Events' network productions and Mr. Koehler will have charge of the business end and the commercial side of script production Plans for a Chicago and Hollywood office were laid at the meeting and negotiations for additional space the New York office at 585 Fifth Ave. was authorized.

#### Fels to Go Net

FELS & Go., Philadelphia (Fels-Naptha soap, chips), is planning to launch a network radio series on CBS. Negotiations were not complete as Broadcasting went to press, but it is understood that a number of the stations now on the Fels spot schedule will continue to be used after the network series starts. Young & Rubicam New York, is the agency.

#### New Colgate Campaign

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate dental powder, shaving cream) on Jan. 7 will start a new series on 58 CBS stations, Thursdays, 10-10:30 p. m., with Floyd Gibbons dramatizing listeners' letters describing thrilling experiences. Benton & Bowles Inc., New York, is agency.

#### Olson Rug Spot Drive To Include 50 Stations:

OLSON RUG Co., Chicago, on Jan. 4 will start a spot campaign on some 60 stations, using announce-ments and a variety of live talent shows of proven local popularity, chiefly daytime. On WLS, Chicago. a minstrel show is sponsored three times a week, and a variety show the other three days. On WBNX, New York, the sponsor is using daily announcements in German placed through Roesler & Howard Inc. Campaign, which is to run 13 weeks, is directed by Presba, Fel-lers & Presba Inc., Chicago. In addition to the spot programs, Olsonis sponsoring a series of musical programs on three MBS stations (WGN, WLW, WOR), Sunday,

(WGN, WLW, 3:30-3:45 p.m.
Stations used in the Olson Esmpaign include: WIS. WJR. WHAM, WCCO. WHB.
WWVA. WPTF. WGY. KDKA, KMOX.
WTMI, KOA. WIRE. WBT. WIBW, KNX.
KMA, KFNF. KFBI, KFEQ, KFBB, KMJ.
KSJ., KBFO, WNAX, WGBT, WMT, KFRU.
KFAII, WKY, KWTO, WJAY, WKDBI,
KMMJ, KFYI, WJAX, WDNX, WFAA.
WTIC, KFEQ, KERO, WBAL, WJZ, WAAW.

#### Ford's New Programs

FORD MOTOR Co. Dealers, Dears, born, Mich., has selected Al Pearce and His Gang to take over its CBS period, Tuesdays, 9-9:30 p. m., beginning Jan. 5. The program will be known as Watch the Fun. Go By. Larry Marsh's orchestra will furnish the musical support. For NBC program, Wednesdays, 9-9:30 p. m., a new musical series, Universal Rhythm, begins with Rex Chandler (Chandler Goldthwaite) and his 43-piece orchestra and a mixed chorus of seven voices. The Caroleers, noveltv group, and Frank Baker will take the air Jan. 1. The programs replace Fred Waring and His Pennsylvanians whose contract with Ford expired Dec. 31. N. W. Ayer & Son Inc., New York, has the account.

#### Kellogg Renews

KELLOGG Go., Battle Creek, Mich. (cereals) on Jan. 8 starts Bill Cunningham, sports commentafor on the Yankee Network, Fridays, 7:16-7:30 p. m., for a 52-week run. On Jan. 1, it also begins a new series on KNX, Los Angeles, with Rush Hughes as the commentator. On Jan. 1 the cereal divertiser renews Gene & Glenn for a year on the Corn Belt Wireless Network plus a separate program on WCCO, Minneapolis, but programs will run a quarter-hour, six times weekly, instead of a halfhour. Effective Jan. 1 the sponsor's Texas Rangers on the Texas. Quality Group will be renewed for 52 weeks. N. W. Ayer & Son Inc., New York, has the account.

#### Kools Adding

BROWN & WILLIAMSON TO-BACCO Co., Louisville (Kool cigarettes) on Jan. 4 will add WEAN and WICC to its NAC-Blue program featuring Jack Pearl, Mon-days, 9:30-10 p. m. KGU, Hono-lulu, and WDAF, Kansas City, have been added to the list of sta-tions broadcasting Kool's RCA-Victor transcription series.

HIBBARD AYER, New York station representative, on Dec. 29 moved to larger guarters at 350 Madison Ave. and added Horace Hagedorn to his staff. Mr. Hagedorn will continue to represent the Virginia Broadcasting System, in addition to his new activi-

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Oak Leaves

Broadcasting Station In

BROADCASTING . Broadcast Advertising

BROADCASTING . Broadcast Advertising

#### James A. Tedford

JAMES A. TEDFORD, former account executive of Ruthrauff & Ryan Inc., New York, died Dec. 18 in Charlottesville, Va. page 80. Mr. Tedford was with the Ellis F. Draper Adv. Agency until he formed James A. Tedford Agency and then later joined Ruthrauff & Ryan from which firm he retired

J. A. FOLGER & Co., San Francisco (coffee), on Dec. 29 changed its Don Lee-CBS serial Drums from a weekly feature to five quarter-hours a week, on the Don Lee Golden Group of nine, stations. Folger, however, will sponsor the serial only two evenings a week, the other three being on a sustaining basis. Raymond R. Morgan Co., Hollywood, handles production of



#### AGENCIES AND REPRESENTATIVES

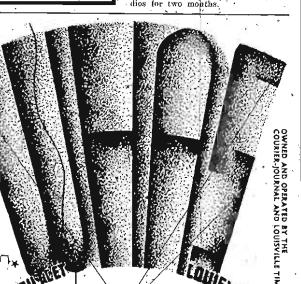
JACK HASTY, radio producer in the New York office of McCann-Brickson Inc., has temporarily been assigned to Hollywood to launch the National Biscuit Co. program which originates from the NBC Hollywood studies Jan. 1 at 6:30 p.m. (PST), Priday nights for a half-hour, 26 weeks. The program has been originating from New York/ under the title of Twin Stars. The Coast presentation will be called 1936 Edition of Twin Stars. Helen Broderick and Victor Moore will star on the show, with Buddy Rogers' Orchestra.

J. J. DEVINE & ASSOCIATES Inc., Chicago, is the latest firm of news-paper representatives to enter the rudio field, luaving been appointed representatives of WBBO, Marquette, Mich., owned by the Marquette Mining Journal which is also represented by Device, John Toothill has been placed in charge of the firm's radio activi-

BRYANT-GRIFFITH & BRUNSON Inc., newspaper representatives who recently announced their intention of entering the radio representation field, announce that they will represent KLO, Ogden, Utah, and WFBG, Greenville, S. O., newspaper-owned stations, effective Jnn. 1.

ROESLER & HOWARD Inc., station representatives apecializing in foreign language programs, have been authorized to place national advertising in languages other than English on WEMV. East St. Louis; KLS, Onli-land; WCBM, Baltimore.

BEANNE BUTCHER, of Lennen & Mitchell Inc., New York agency, arrived in Hollywood in December to produce the Walter Winchell programs from the Hollywood NBC studies for the medical for the product. dies for two months



THANKS TO THE AGENCIES AND PROGRAM SPONSORS OF AMERICA FOR THE BIGGER-VOLUME BUSINESS IN 1936-AND HEIGH-HO EVERY-BODY, HEIGH-HO FOR 1937.

\* AN APPLICATION FOR 500,000 WATTS NOW IS PENDING BEFORE THE F. F. C.)

EDWARD PETRY & CO. REPRESENTED BY

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CARYL COLE-MAN, NBC pro-ducer of the Voman's Magazine of the Air and other western programs, on Dec. 18 resigned rom the network to head the radio production department of Bots-

ford, Constantine & Gardner in Hollywood. One of the youngest radio producers to achieve prominence in the West, Coleman was already well known as a playwright and juvenile actor when he joined NBC in 1927. Besides heading the agency's production department, be will also produce several of its most important programs. His successor at NRC has not as yet been named.

Mr. Coleman

tion department.

is original name. H. K

LOS ANGIELES office of Ruthrauf

& Ryan Tue,, on Dec. 15 was moved to the Taft Bldg., Hollywood, W. B.

Ruthrnoff, president, urrived at the Hollywood office Dec. 14 to stay and the first of the years

New Paris, Tex., Station

Has Large Sponsor List

WITH a large list of local adver-

tisers and with Vice President Jack

Garner and other national nota-

bles sending their congratulations,

KPLT, new 100-watt station in

Paris, Tex., associated with the

Paris News, went on the air Det.

15 under the management of I.

Bert Mitchell, Jr., formerly with KWTO-KGBX, Springfield, Mo.; KOMA, Oklahoma City; KFDM, Beaumont, Tex.; KFYO, Lubbock, Tex., and KTAT, Flort Worth.

A. G. Mayse, publisher of the

Paris News, is president of the li-

censee corporation, with 50.1% of

the stock; M. B. Hanks and Hous.

ton Harte, prominent Texas pub-

lishers, each owns 24.9%. The sta-

tion was installed by W. W. Robert-

son, now building KBST, Big Spring, and who built KBRC, Abi-

lene, both new locals under inter-

Hopkins, formerly of KTAT, program director; Weldon Jeffus, formerly of KBRC, chief engineer;

Clark Fulks, salesman; Mary Jo

Mayse, secretary; Mrs. Walter

Bassano, staff pianist; Herbert

Wiley, formerly at KCKO, and

King Ramsey, formerly with

Bell Laboratories Medal

BELL TELEPHONE Laboratories

have been awarded a gold medal

by the American Institute of the

City of New York "for researches

in electrical science which, applied

to communication, have promoted

understanding, security and commerce among peoples by transmit-

ting human thought instantly throughout the world." Among

Bell contributions, have been those

in the field of the vacuum, high-

fidelity sound systems and broad-

canting, the Institute said, as well

as development of a nation-wide

network of telephoto stations and

pioneer work in television by wire

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES-STATTLE-SAN FRANCISC

and radio.

KTAW, relief operators.

The staff of KPLT includes John

locking ownership.

Coleman to Agency

JAMES BLEVEN, formerly a junior executive in N. W. Ayer & Son's Philadelphia office, has been transferred to the agency's radio depart-ment in New York.

CALVIN AUSTIN, formerly of the sules staffs of NBC and ABC in Chicago and, mare recently connected with the Reuben II. Donnelley Corp.'s distribution division, has joined Phelps-Engel-Phelps Inc., Chiengo, as dec president.

N. W. AVISIL & SON Inc. amounce the reelection of Adom Resider in as a member of the bound of directors. Mr. Kessler, who has been continuous ly with the Ayer organization for 35 years, for the past two in an advisory capacity, will resume active participation in the first in the second on in its affairs.

F. BARRY RYAN Ir, has been made vice president and director of Ruth-rauff & Ryan Inc., New York.

JAY CLARK and Lawson Paynter have been added to the cadio depart-ment of Lennen & Mitchell Inc., New York, Mr. Paynter has been doing Tidewater Oil scripts on a free hapee basis and comes into the agency to take over some of the work of Blayne Rutcher, now in Hollywood supervising production of the Winchell program, Jay Clark succeeds Carol Irwin who resigned to join the radio produc-tion staff of Young & Rubicam Inc.,

WABI, Bangor, Me., has appointed Niles, Field & Associates, New York, as station representatives.

FERGASON & ASTON, national station representatives, has announced the addition of KICYR, Bismarck, N. D., to its list.

WEED & Co., New York, has shifted In Boston representation from WHDH to WCOP,

#### RESOLVED · ·

To reach more homes with my Advertising Dollar in

1937 By Using

## WTOC

SAVANNAH, GA. 1260 K. C.

National Representatives PAUL H. RAYMER CO.

#### West Coast Changes (Continued from page 14)

WILLIAM THOMAS, for seven years a member of the NBC press department, New York, has resigned to join ment, New York, has resigned to job Young & Rubicam Inc., New York, as of Jan. 1. Mr. Thomas will do-rudio publicity work under Fred Wile. Young & Rubicaro's radio publicity affected by this change include Lum & Abner (Horlick's Malted Milk Corp.); Robert L. Ripley (Standard Brands Inc.); Waring's director. Bill Stewart of the same de-partment will leave for Hollywood Jan. I to handle publicity on the Pennsylvanians (Ford); Easy agency's programs emanating from the movie center. He succeeds Everan Mende, promoted to the radio produc-Aces (American Home Products Corp.), and Ben Bernie (American Can Corp.), which all move from the Red to Blue on the Pacific H. K. CONOVER has purchased the interest of Robert W. Serviss in the Coast. Uncle Ezra's Radio Station E-Z-R-A (Miles Laboratories Conover-Servius Co., Chicago firm of station representatives, which will re-Inc.), switches from the Blue to

#### Mutual Expansion

MUTUAL began its service transcontinentally Dec. 29, offering a list of 38 stations from New York to Los Angeles, picking up some two-dozen outlets not heretofore available. Providing time is available, it announced, sponsors can choose as few as two or as many as the entire roster. Chalrman Proll of the FCC dedicated the network by reading a message from President Roosevelt from Wash-ington, and then personally welcomed the network. Key stations of Mutual saluted the new affiliates on the opening night, and Don Lee and other new outlets in turn on Dec. 30 reciprocated with their portions of the celebration.

As announced by Mutual, the complete roster of stations is as follows: WOR, WGN, WLW, WSM, CKLW, KWK, W WSAI, WFIL, WBAL, WRVA, WIB, WSAI, WFIL, WBAL, WRVA, WCAR, KIII, KFRC, KGB, KDB, KFXM, KPMC, KDON, KGDM, KVOE, WAAB, WEAN, WICC, WTHT, WEAN, WEAN, WERN, WEAN, WERN, WEAN, WEND, WANDING, WANDIN WFEA, WLLH. WSAR, WSPR, WNBH, WBRY, KSO, WMT, KOIL, KFOR and KFEL.

President Lenox R. Lohr of NBC announced plans for expansion of NBC's Pacific Coast activities. "In order to meet the present high demand for more programs originat-ing on the Pacific Coast," he said, "we are surveying the situation in San Francisco and Hollywood. The aim of the survey will be a readjustment of personnel and artist staffs in these cities, to balance the situation between them."

Don E. Gilman, vice president in charge of the Western Division of NBC, will maintain offices in both cities. The rapidly increasing number of programs originating on the coast for transcontinental release, Mr. Lohr asserted, and the evergrowing hold of Hollywood on the public's interest as a source of talent, was one of the factors respon-

Declaring that both Hollywood studio fucilities and staffs will be doubled, Mr. Lohr stated that conruction plans now are being drawn by O. B. Hanson, network chief engineer. Complete rear-rangement of the present Holly-wood quarters, built only a year ago, is planned. There, will be eight studios, instead of the present four, including two additional stage studios, each with an audience capacity of 250. A master control leard, similar to those in NBC adquarters in New York and Chicago will be installed, along

WASHINGTON, D. C. has an Annual Payroll of \$360,000,000 Reach it with WOL Washington, D. C.



EASY FOOTBALL-Chadwick M. Baker Jr. engineer of WBRC, Bir-mingham, designed this electric board for football announcing. The center panel contains names of players, downs and yards to go. Other details are supplied on the side panels. The board may be operated by battery.

with the Intest systems of diffused lighting, minimizing heat radiation, and the entire building at 5515 Melrose Ave. will be air-conditioned. The hope is to have the revised setup ready for operation Sept. 1, 1937. CBS announced that the "grent-

est array of talent ever to participate in a single broadcast" will contribute to the gala welcoming program for KNX and KSFO on Jan. 2. Actually, however, the switchover was made Dec. 29. William S. Paley, CBS president, was to do the official welcoming, with Maj. Edward Bowes as master-ofceremonies presenting 40 famous stars representing most of the prograins on the CBS network.

#### New CBS Layout

CBS also has let the contract for construction of new Hollywood tudios at an estimated cost of \$1,000,000. The William Simpson Construction Co. of Los Angeles. was selected. The studios and offices will be erected on Blvd. between Gower and El Centro streets. Actual construction will begin in February, with completion expected in June. The Simpson company built the pres-ent KNX studios. William Leseaze, in association with Earl Heitschnidt, is architect.

The plans provide for a fivestory building, a studio building two stories in height and a music hall to accommodate 1,000 persons. A master control will be located on the ground floor, visible to guests. There will be an elaborate experimental television laboratory.

Numerous network officials were in Hollywood for the event. These included program, sales and promo-



#### Don Lee Network Taking Transradio News Reports

TRANSRADIO Press Service, the radio press association, began serving stations of the Don Lee Broadcasting System in California on Dec. 29, expanding its leased tele-type circuits 16 hours a day KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. In addition, the service goes to affiliated stations KVOE, Santa Ana; KXO, El Centro; KPMC, Bakersfield, and KDON, Monterey.

The TP San Francisco bureau, in the Chronicle Bldg., will also co-operate in delivering news to the Don Lee stations in conjunction with Washington and Oregon circuits. The new Los Angeles quarters of Transradio will be in the Black Bldg., 357 So. Hill St., with the office manned and equipped to deliver 24-hour service. Les Maw-hinney, obetime KILI news editor, but the last few years in charge of KNX news activities, will be manager.

tion executives. Ben Paley, cousin of CBS President Paley, last month joined the KNX production department. He was formerly with the CBS program department in Chicago. Victor Ratner, CBS sales promotion manager, arrived in Hollywood the middle of December to remain until after the first nf the year in connection with the network switch. Other CBS executives who went to the coast in-cluded Hugh Cowham, traffic manager; Bill Lewis, manager of broadcasting, and Larry: White, of the program department. Expected to be on hand for the

WICHITA

K, ANSAS

Mutual opening was Fred Weber, general manager, who planned to.
fly there in time to introduce Mr. e to the audience on Dec. 30.

The Hearst - McClatchy system also put on a statewide broadcast arranged by Ford Billings, Hearst radio representative on the Coast and general manager of the new network. Emile J. Gough, Hearst Radio vice president, was on the Coast for the occasion

KYCA will be the call letters of the new 100-watt station on 1500 kc., which the FCC on Dec. 1 authorized, for Phoenix. Ariz. [Baoadcastino, Dec. 15).

AN INCREASE in day power from 2.500 to 5.000 watts for KLRA, Little Rock, Ark., was authorized Dec. h. by the FCC Broadcast Division. The station uses 1,000 watts at night.

Represents The Most Powerful Influence In Building Sales In The Rich

WNOX-KNOXVILLE MARKET

KNOXVILLE, TENÑ.



BROADCASTING . Broadcast Advertising BROADCASTING • Broadcast Advertising

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EDWARD PETRY & CO.

www.america

#### STUDIO AND PROGRAM NOTES

WTMJ, Milwaukee, again demonstrated the power of radio by break-ing all records with its fourth antural "Reine's" Benefit Christmas party for 20,000 Milwaukee poor children. More than 17,500 people jammed'the Milwaukee Anditorium Dec. 12 for the magnatus poorest dure and burthe maminoth concert, dance and benefit auction featuring Heinic and His Grenadiers, WTMJ staff artists, as chief attraction. All of the station's, headline acts, bowever, had a share in the entertainment. Not proceeds of about \$5,500 were turned over to the Goodfellow Fund to buy a Christmas gift for every needy child in Mil-

KFWB, Hollywood, on Jan. I will raise its rates approximately 33:4/3% as a result of increasing its power to 5,000 wards.



THE PIBNEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis

to broadcast wrestling direct from the ringside.

JAMES R. CURTIS, president of KFRO, Longview, Tex., announces affiliation with the Longview Daily affiliation with the Longview Daty News & Journal for news service and publicity. The newspaper furnishes KFRO full 24-hour news. The station is given four inches daily of news items and also ten inches daily for program publication. Newspaper, is running. KFRO programs alread of ull others. The newspaper receives citic others. The newspaper receives eight five-minute news broadensts daily. Agreement was reached when loom citizens began a "Loyalty" to Longview" movement. KFRO and the newspaper got together to lead loy-alty movement. Previously newspaper bad not allowed any mention of the

AS A good-will measure to shoppers W()Y, Schenectedy, brondenst twice-daily 15-minute Charlstmas enrol periods. The enrols were carried to periods. The enrols were carried to the main Schenectudy shopping street by a lattery of six questions intalled on an overhead bridge. The idea was conceived by Ruthi A. Nordberg, W(4Y's new sales manager. The pro-gram was arranged in cooperation with the business men's bureau of the Schenectady Chamber of Commerce to stimulate the Christmas spirit.

WRAK, Williamsport, Pa., staged a special program to aid the Kiwanis Special program to an ambu-lance. A fleet of 26 autos was sent out by WRAK, all radio equipped, and contributions were collected by and contributions were collected by the autos when aunouncement of pledges was made by the station. Some \$700 was colond to form \$700 was raised in four hours, mostly in \$1 donations.

WIHO, Dayton, has relieved its space problem by remodeling the fifth floor of its studio building to allow for five additional offices.

additional offices.

KFAC, Los Angeles, in December started a novel remote series three nights a week with broadcasts of motor car auctions from the Finance & Insurance Auction Warehouse, with Henry Jacoby at the microphone.

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

A-Trial Will

Convince You

Of Its Popularity

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CHRISTMAS PARTY-Some 400 youngsters from underprivileged nomes were guests Dec. 21 of the Carnation Contented broadcast on NBC-Red. Conferring on plans are Niles Trammell (left, seated), NBC vice president, central divi-sion, Stanley D. Roberts, Çarna-tion advertising manager (seated, right) and Morgan Eastman, standing, upper left). Mr. Eastman will travel and rest for several months, Frank Black assuming the Carnation podium Jan. 4.

#### Perfect Timing

A M IA M I minister was preaching a seasonal sermon over the ether waves Sunday anent, the birth of Christ. "A lot of people," he said in the course of his remarks, "are complaining about it being hot down here. It also was warm where Jesus Christ was born," Continuing he asked the figurative question, "and where was Christ born?" whereupon the station identification announcer broke in with: "WQAM, Miaml, Florida."—From the Miami Daily

NBC, CBS and MBS will all bave nicrophones with their announcers and mentators on band for the opening of Congress Jan. 5, and on Jan. 6 hey will also broadcast President osevelt's messure to the two houses Congress sitting in joint session.

CONTROL of KSUN, Lowell Ariz. passes into the hands of Carleton W. Morse, station manager, with 473 out Morse, station manager, with 463 onto 608 shores of stock, as a result of a deal with James S. Maffeo, Bisbee, and L. R. Jackson, former controlling stockholders, which the FCC has been asked to authorize.

MRS. M. H. AYLISWORTH, wife of the chairman of the board of BKO and former president of NBC, has been seriously ill at St. Lake's Hostital, New York, since Dec. 19. She showed some improvement Dec. 29.

THE Cincinnati Times-Star on Dec. 28 applied to the FCC for authority to eject, a new 5,000-watt full-time broadcasting station on 1050 kc., the channel occupied by the 59,000-with KNX, Hollywood and the 1,000-wast KRCK, Quebec City.



#### **EXCITEMENT HELPS** Psychologist Sees Benefits -In Child Programs-

A NOTE of excitement in juvenile programs may be heneficial to young listeners, in the opinion of Dr. J. B. Morgan, of Northwestern U, famous child psychologist and author who reviews all Little Or. phan Annie scripts for Wander Co., Chicago (Ovaltine). Dr. Mor. gan says:
"Children may learn to be cour.

of the L.H.

persist in your present attitude."

You politely incline your head in acknowledgment of all the aw-

ful things that may happen, but

such acknowledgment is met with

(Succeing anort from your self,

appointed adversary. You timidly

admit that the culing that you

have made for the common protec-

tion of all may, in this case, cost

you the business—the admission be-

ing immediately met by a wither-

ing blast of rhetoric which sets a

modern mark for Phillipics. The

machine-gun delivery of the blast

prevents you from making much

sense out of it all, but certain

words are readily distinguishable,

even expected because of past ex-

your board of directors . . . my

friend, the president of . . . we've

been placing over two million with

you . . . outrageous attitude . .

the day will come . . . my patience

is exhausted . . . only yesterday . . . your competition stands ready

All this message is delivered to

your by-this-time-rosy ears in a

deadly monotone. No rours to reach

the ears of your apprehensive sec-

retary. No screams of anguish

Nothing but an ominous stream of

wee unto ye. Every attempt to

explain your attitude is met with a

phrase from the Master Mind such

as: "I'm not concerned with your

problems," 'Every common sense

explanation that you make is

brushed aside with: "That's typi-

Who wins? Nobody. The game

ends in a tie, both sides tear up

the goal posts, and time marches

THE SUCCESSFUL BUYER ---

Time now, to turn to the great

army of successful buyers - and

they are fortunately increasing

week by week as the advertising

fraternity comes to realize that broadcasting is a merger of the advertising business and the show business combining the worst fea-

The Successful Buyer starts off

on the general premise that broad-

casting has certain rules that have

been formulated over a period of time and which find their strength

from experience in the past. True,

these rules or policies do not al-

ways appear to he fair to the in-

dividual case in point, but the Suc-

sful Buyer grants their overall

RED AND BLUE NBC

WCOL

COLUMBUS, OHIO

tures of each.

al of your whole attitude."

." and so on, far into the

perience with such harrages. "

ageous by hearing the exciting ad-ventures of those who are courageous. For example, in a coming series of episodes in the Little Orphan Annie program, Annie and Joe will attempt to find a friend of Daddy Warbucks who has been lost in the interior of Asia for many years.

They will face many difficulties. overcome many obstacles. Such situation stimulates excitement, but not the empty excitement which serves no end. Rather it stimulates the courage building type of excitement which should make listering children stronger and more

#### Power Shutdown

WHEN fire in the power system of Newark threw the city into darkness Dec. 28, WOR made courtesy announcements announcing that WIIBI would be back on the air when power service was resumed. WOR offered its facilities to Newark police and the airport hut police could not use the WOR gasoline generator because of fire laws so their radio system was silent until General Electric furnished two portable transmitters. Newspapers also were offered WOR morning facilities for announcements, the station not being affected by the power shutdown since it uses the generator in the Bamberger store, WNEW's auxiliary studios in Newark were dark but the transmitter was not affected. WHBI was of the air several hours.

#### Pope Pius' Message

BECAUSE Pope Pius XI's Christmas Eve message from his sickbed in the Vatican came through at 6:30 a. m., EST, which is 3:30 a. m., PST, KHJ, Los Angeles, recorded the shortware relay and then put it on the air at 1 o'clock that afternoon. In New York, CBS, HBC, WOR and WINS opened their Atudios earlier than usual Dec. 24 in order that they might broadcast the Christmas message of the Pope direct from Rome, via the Vatican station, HVII. An English translation was broadcast immediately after the Pontiff concluded his talk. VBC also relayed the program to South America through its short wave facilities. WMCA did not broadcast the original program but carried a reading of the text on Christmas Day.

PEDERAL PHARMACAL Co., New Fig. 1711A(MAGAL) Co., New York (masal & petroleum jelly, win-eral oil) has appointed Vox Co. of Advertising Inc., New York, to serv-ice its account. Regignal spot radio is contemplated for southern states.

wen Gives Live Local Representation In Three Prosperous Cities
With Studios and Offices

NORFOLK - PORTSMOUTE -NEWPORT NEWS

#### Care and Feeding of Sponsors

Loop-Holer, other than a fervent fairness and approaches the seller wish that Dante might rewrite his "Inferno" and supply one select with that attitude. It may well be that the problem that confronts him is one that the seller has faced circle for the exclusive occupancy before-and solved-and the S. B. is wise enough to place the whole THE OMINOUS ONE-Capt. NayaTair face up on the desk where fin Smith, who so consistently outall bands can take a good look without benefit of histrionics. thinks Sax Rohmer's Fu Manchu, never attains the ominous calm or there isn't a man in the business the Ominous One as he stalks into selling broadcast advertising your presence@with a curt "mornwho will not take off his very shirt ing!" and fixes you with a glitterto go to work for the buyer who will say: "Here's my problem. It ingly malevolent eye. His opening siwo goes something like this: seems to conflict with the policies Well. I suppose you have considof your company, but maybe you can help me lick it in some other ered the consequences if you people

Time after time, I have seen the most insurmountable problems licked to a very frazzle by the joint efforts of the buyer and the seller- and without loss of dignity th either one

Should it happen that someone else besides the editor of BROAD-CASTING and the inotype operator reads this radio blood-letting blast, sincerely trust that it will be taken in the spirit in which it was written - a little verbal fun with more than a grain of truth lurking in the background. And should some of you recognize yourselves as the inspiration for the above classifications—well, it serves you

#### General Mills Baseball

GENERAL MILLS Inc., Minneapolis (Wheaties), has signed a con-tract with WNEW, New York, for a play-by-play description of all Newark Bears' (International League) games during the 1937 baseball season. WNEW will be the only station within the New York area broadcasting actual play-by-play descriptions of a local baseball game; it is understood, in 1937, the station declaring that New York major league teams will not be allowed to sell the radio rights to 1937 games. Earl Harper will be the commentator for the General Mills broadcasts.

#### Mantle Lamp's Strike

A STRIKE at the Alexandria, Ind., plant of the Mantle Lamp Co. of America, called Dec. 10, caused this company, which is one of the largest users of spdt radio, to send cancellation orders to all stations on its list, effective Dec. 25. Although the strike was settled on Dec. 16, the company has not yet issued orders to reinstate the

### WERC

Tells Your Story In

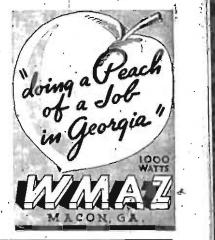
AMERICA'S SECOND PORT DULUTH & SUPERIOR

> And on the IRON RANGE IT'S WMFG

HIBBING WHLB VIRGINIA

#### General Foods Discs

GENERAL FOODS Corp., New York (Log Cabin Syrup), the week of Jan. 11 will launch a 13-week-series of RGA-Vietor transcripseries of the Agia-Vietor transcriptions on 19 stations in the South and West. The discs will be taken of the line from the regular NBC-Blue Lony Cabin Dude Ranch, featuring the Westerners: Discs will be of half-hour length and will be broadeast once weekly during a contract. broadcast once weekly during evening hours. Sponsor has not selected stations for Minneapolis, San Antonio or Richmond, but the rest of schedule includes WGST, WLAC, WBRC, WIOD, WMC, WTAR, WBT, WKY, KTÜL, KPRC, KRLD, KOA, KTAR, KTSM, KOB, KDZL. Time clearance difficulty on the NBC program makes the spot schedule pecurity. gram makes the spot schedule necessary. Benton & Bowles Inc., New York, is the agency.





## *UURNED NEAR* A SELL-OUT, BOYS & GIRLS!

Whoever it was that said time flies, he's right-time has practically flew at WDAY! A very few good mid-morning, mid-afternoon and after-10:30 periods are still available. Nothing else left .... So If you want to make your bid for this big Red River market, speak up, gents-speak up!

## WDAY, INC.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

Affiliated with the Fargo Forum

Joseph H. McGillyra, Rep

BROADCASTING · Broadcast Advertising BROADCASTING · Broadcast Advertising

#### Broadcast Advertising in '36 and '37

(Continued from page 10)

long and painstaking effort to cul-The returns, however, should be worth the time and money expended.

National non-network advertising, or national "spot" business, should join with regional networks. in being the principal portion of the medium to show marked gains in 1937. In this it will continue the 1938 trend, where a gain of about 35%\* should occur over the 1935 level: Questioning of a representative group of stations reveals an anticipated gain of 20% during the first quarter of 1937 as compared



promote and will probably require- to the corresponding period of the preceding year. This estimate is based upon present bookings.

Some interesting trends are indicated as to the use of national non-network advertising. There seems to be a tendency toward increased daytime use, similar to that found in the case of national networks. The problem of open nighttime hours and the growing recognition of the value of daytime broadcasts undoubtedly are the principal reasons.

Source of Business

ESTABLISHED national advertisern are and probably will continue to be the principal national nohnetwork sponsors for some time. Of a group of representative statheir spot business, 55% indicated that it came almost exclusively from established national advertisers, 36% mentioned both national advertisers and regional distributors, while 9% added to the two aforementioned groups, new advertisers breaking into national mar-

Contrary to/ national network trends, the established radio sponsors such as the food, automotive, accessory, drug, tobacco, soap and kitchen supply industries, have increased their non-network appropriations most 'rapidly. In many eases this has been due to a desire to secure more intensive coverage just, as newspapers and national

We take pleasure, in wishing everyone in radio a

(and prosperous)

New Vear

UNITED BROADCASTING COMPANY H. K. CARPENTER, Vice President

WHK-WJAY, CLEVELAND

H. K. CARPENTER Vice President & General Mgr.

C. A. McLAUGHLIN Sales Manager

WHKC, COLUMBUS C. M. EVERSON, General Mgr. H. H. HOESSLY, Sales Mgr.

Affiliate: WKBN; YOUNGSTOWN

"UNITED FOR SERVICE"

#### Cohens and Reillys

ITEM from WHOM publicity service: "Larry Reilly, famed veteran vaudeville trouper, starts Irish Amateur Hour over WHOM, Jer-sey City, Dec. 20, from 10-10:30 p. m. The sponsor is the Harris Cohen Furniture Company. The audience votes for the tyros by mail, and Reilly will present his amateur singers in traditional Irish camalyas and instrumentalists in concertina, bagpipe and fiddle solos."

magazines may be used for a simlar purpose in the printed field, problem of the development of the regional radio advertiser murket is the same as that mentioned with regard to regional networks Non-network advertising in 1937 probably will continue to he concentrated in the same sponsor fields as during the past year.

Trends as to the type of rendition used are of particular inter-One ventures the prediction that transcriptions will gain most apidly during 1937. After slightly nore than two years of continuous growth, national non-network live talent volume seems to be slowing in its rate of increase. The decline thus far has not been pronounced, but the gain in this field has been decidedly secondary to that in the ranscription field.

As far as can be determined at his time, transcription volume in 936 was nearly 50% greater than during the previous year. Repreentative stations queried as to rospects during the first quarter f 1937 on the basis of present pookings, estimate a further increase of between 20% and 25% over the first three months of last year. Live talent volume, it is estimated by these same stations. vill increase approximately 10%, while announcements may rise

In spite of the anticipated better howing of announcements during the first quarter of the current year, there has been a steady decline in importance of business of this type. Announcements have been a decided third, both in the national and local field, in rate of increase for some time. Display advertising has been found to pay in radio just as it has in the older rinted media.

Complexity of Rates

NUMBER of interesting trends are noticeable in the manner of the use of national non-network advertising. It seems a concensus that non-network advertising is being employed to an increasing degree

NEWS

is your best bet TRANSRADIO

KJR

KOMO SEATTLE 5000 Watts L.S. WASHINGTON NBC Red

5000 Watts NBC Blue

National Representatives - Edward Petry & Company

as the Ford and General Motors periods has been especially pronounced. A similar trend is noticeradio effort. To a lesser degree it able in other programs.

as a means of reaching particular

markets with special appeal, rather

than merely supplementing other

program which employed 395 sta-

tions and the National Association

of Manufacturers, using 200 sta-

tions. The function of supplemen-

transcriptions in as high as 40 cen

ters for various network programs

Better talent and program pro-

duction, both in the transcription and the live talent field, have been

marked during the past year and

may be expected to continue i

A number of problems still re

main to be solved before national

non-network business develops (

volume of which it is enough

complaint on the part of adverte

ers regarding seemingly useless complexity of rate structures. The

best means of program promotion

so essential in the sale of radio ad-

vertising, still has to be solved to

complete satisfaction. In spite of

this national non-network volume

should be the principal gainer in

Local broadcast advertising still

shows the slowest growth and pre-

sents, one of the greatest oppor-

surface has hardly been scratched. The immediacy of contact afforded

by radio and the possibility of local

appeal lend themselves particularly

to retail advertising. In 1935 retail sales in the United State amounted to \$32,790,000,000. Total local, radio advertising was lesthan 1/10 of 1% of that figure.

The comparative position of radio

can be gleaned from the fact that

the average retail expenditurefor

advertising and store promotion is in the neighborhood of 2%. As far

as can be determined now, local ra-dio advertising in 1936 showed an

increase of approximately 12%

over the preceding year. Querying

of representative stations reveals

an anticipated increase of between

10% and 15% during the first quarter of 1937.

As in the case of national non-network advertising the trend is

toward display and away from an

nouncements. During 1936 tran-

scriptions showed the greatest rate

of gain, rising approximately 40%.

Live talent, comprising the mon important category in dollar vol-

ume, gained in the neighborhood of

164. Local announcement volume

Institutional Campaigns

IN ADDITION to significant

trends in broadcast advertising

volume a number of other inter-

esting and important trends may

be expected during the coming

year. The fall of 1936 has marked

a return to the institutional asped

of radio advertising. Some groups

such as the American Bankers As-

sociation, have utilized radio as a

means establishing friendly coated

with the public they serve. The institutional aspects of hours such

showed comparatively little gain.

tunities facing radio today.

seems to be an increasing

during the past year.

is being used to secure the most It seems quite probable that this intense coverage possible, as in the institutional aspect will be on the case of the Chevrolet transcription increase during the coming year. Businesses are more anxious than ever to build good will with the public, their employes, labor and the average listener. Radio will tation is still important, Ford using be one of the principle means utilized to this end.

Services, as compared to commodities, will probably take increased interest in radio during the coming year. Banks, railroads, resorts and the like seem to be among the groups which are utilizing the medium to an increasing degree.

The year of 1937 should be marked with an increasing appreciation on the part of advertisers of the versatility of the medium both as to structure and use, Indications along this line already have been set forth in this article. With this trend should go a more careful study of markets, station coverage and similar related aspects. This tendency should provide added impetus to the work so well begun in 1936 by the Joint

Committee on Radio Research. One can look for further improvements in programs. Especially important is the development. of various types of programs of personal appeal. Vox pop programs, audience participation, amateur hours, and the like have capitalized upon the intense personal appeal possible in radio, It is doubtful whether these programs will last any great period of time in their present form. Increased listener familiarity and sophistication regarding them will lead to a demand for new variations. But it seems certain that? radio has left that period of formality and that the personal angle will continue to loom more important. It is in this field where the innovation referred to at the outset of this article will most probably occur.

Children's programs also have improved during the year and further improvement may be expected. Commercial copy has become shorter and more interesting. Continually more advertisers are leaving their soap boxen at home rather than taking them to the studio.

There probably will be a ten-dency toward greater diversity in morning programs since present developments have resulted in a marked grouping of script acts one after the other on most networks during the morning hours.

In all, the year of 1937 should be characterized by improvement in program and advertising techmique as much as in the more efficient utilization of the medium from the marketing, angle.

PHILIP G. LOUCKS, Washington allormey and former NAB managing director, and Richard H. Mason, manager of WPTF, Raleigh, conterred with E. Claude Mills Ind Herman Rosenberg, general manager and as-sistent sistant general manager respectively of ASCAP on Dec. 22 relative to

### JOHN BLAIR & CO.

Volunal Representatives vi Radio Stations NIN TOPP CHICAGO GETPOIT SAN FRANCISCO New Equipment Concern For Transcription and Related Service Planned

RESEARCH Corp. will be formed in Washington darly in January by Robert J. Coar, who will be president of the firm, to manufacture recording and transcription equipment, do a general transcrip-tion and recording business and operate a complete broadcast consulting service.

The new firm will take over U. S. Recording Cd., of which Mr. Coar is president, and operate it as a subsidiary. G. J. Badgley motion picture inventor and president of G. J. Badgley Co., New York of the control of the York motion picture engineers, will be vice-president of Research Corp. and Raymond Miller, Washington theatre operator, will be treasurer.

Horace Ashton, sales insulager of U. S. Recording, will occupy the same post with the new company. A three-story blant with 16,000 square feet of space has been coupped at 1212 V St. NW, Washington, for the manufacture of recording and motion picture equipment as well as the processing of records and transcriptions.
Offices are in the Rialto Theatre

The company will manufacture wax and direct recording and transcription equipment, vertical and lateral studio transcription units. portable transcription playbacks, slide film machines and related apparatus and will record on disc and film. Three studies for broadcasting and recording have been built in the Ria to Theatre Bldg. and the theatre itself is utilized as a studio, having been equipped with a control room. Another studio is maintained on Capitol Hill for use of Congressmen, with Kenneth Romney Jr., son of the Sergeant-at-Arms of the House, in charge.

The parent company plans to conduct a complete technical consulting service for broadcast sta-tions and applicants, coordinating engineering, legal, equipment, construction and similar services,

SONOTONE Corp., Chicago, gave 50 deaf children a chance to hear their first radio program at a party given Dec. 32 at the Lyague for the Hard of Hearing in Chicago, when through hearing aids supplied by Sonotone. they heard Cheerio's special children's Musical Mosaic

ATOP the 3,740 foor Brocken in the Hark mountains, Germany is erecting what is said to be the highest television transmitting station in the world. The building will be a 14-story tower shaped like a horseshoe.

#### Sound Effects (From Life)

Extensive Library-Approximately 500 effects

Custom - Buill Transcriptions Commercial Plating Duping and Pressing

Write Us Your Needs

Gennett Records (Div. of The Starr Co.) Richmond, Ind.

#### TRANSCRIPTIONS

NBC Transcription Service announces a series of 54 programs titled *Five* Minute Mysteries, recorded on nine double-faced records. The Transcription Service also announces that Mary Lewis, opera, stage and movie star, bas recorded a number of concert numbers in a series titled Concert Hall of the Air.

ItADIOAIDS Inc., Hollywood transcription firm, on Jan. 1 was to more from 1357 &. Gordon St. to 1589 Crossroads of the World, Hollywood, a new development with several blocks of office buildings.

KPDN, Pampa, Tex., has added Standard Radio Inc. program library service, sound effects, Orgon Trea-sures and Sons of Pioneers. The station also subscribes to NBC Thesau-

GEORGE WALTERS, sales mana ger of Imperial Aerograms Inc., Holly-wood transcription firm, resigned in

RADIOADIS Inc., Rollywood transcription organization, on Dec. 28 took over transcription rights of House in the Sun, 26 quarter-hour programs written by Edward Lynn and transcribed by Radio Programs Candidate Mellumet and call for the sun of Syndicate, Hollywood, and will incorporate the production in its 1937 sales

CHARLES MINTHELSON, 116 Broad St., New York, transcription agent, late in December was appointed sales representative for Earnshaw Itadio Productions for New York, New Jersey, Delinyare, Maryhaad, Virginia and the District of Columbia.

DONALD WICHYCOMB, general manager of WFIL, Philadelphia, announced Dec. 17 that the board of directors had voted a Christmas present in the form of a home equivalent to a week's salary to each employe of the

#### FTC Stipulations

THE Federal Trade Commission announces the following stipulations: Chamberlain Laboratories, Des Moines (cosmetics) will cease cleaming that it is a complete treatment containing a local of 13 imported oils, etc.; Pepsotalis Co., Morgantown, W. Va. (proprietary) will cease claiming its product, is an inteatinal antiseptic, ctc.; Enoz Chemical Co., Chieago (moth spray) will ccase claiming to be the undisputed leader in its field and the most economical and effective of moth control, etc. Plough Inc., Memphis, has been directed to cease alleged claims that its St. Joseph aspirin gives quicker relief than other aspirin, that it exceeds U. S. standards in purity and accuracy of ingredients, and similar statements.

### STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle out fitteen 15 - minute transcriptions before even of tron at surface select aspected." Original cost. 750 onch. Regiscod leadentiely, 250 such.

Harder than steel, Tougher than sapphire. Hand-tapped with dismond dust.

#### KANGERTONE, INC. ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.,



## To Reach the Women of the Southwest...

HERE'S AN established live talent script show, now sustaining, that can deliver a réady-made audience. Produced in the Southwest for Southwestern women, "Waterloo Junction" is an ideal vehicle for promoting any product they use. For costs and other details, write to:

KILO CYLES,

FORT WOMEN National Representatives, Edw. Petry & Co., Inc.

### Van Loon on "Man's Mightiest Weapon"

KIRO

SEATTLE, WASHINGTON

KIRO, reviews its first full year with

pardonable pride and eagerly looks forward toward

further proving the formula of maximum results at

NATIONAL REPRESENTATIVES

John Blair & Co.

(Continued from page 13)

called Democracy. Ours has been a government by and for and of the average man. The superman was impossible. Whenever he tried to slip through and lead a parade in brown or black or silver shirts. our comic artists caught hold of him and sent him galloping away into Limbo . " galloping on his big brown horse but moving nevertheless with uninterrupted fury towards the welcome sign marked

If we grant for the moment that ours is a government of average people, it follows as the income-tax-blank follows the first of



KIRO LOOIE says:

"The '36 figures were okeh,

but '37 looks more promising."

1000 Watts

January that it is absolutely necessary for us to raise that average as high as we can possibly do. Our forefathers, yours on Plymouth Rock and mine on the more agreeable rocks of Manhattan Island, realized that when they built a school-house on every corner of every cross-road. Now comes the question, what can radio do to extend the realm of general information and to elevate the average standard of general information of the average citizen?

A great deal. On that we are undoubtedly all of us in complete agreement. But let me warn you at the same time not to expect that the radio will succeed in doing Swhat the printing-press and the common school have failed to do. The radio, no more than they, can expect to perform miracles.

#### Both Ends of a Log

I AM NOW speaking from experience . . . an experience coverng some five years during which have been more or less engaged in this sort of work and that were preceded by several years of the usual instruction given in the oldfashioned way. I think that I now voice the opinion of practically all those who together with me have experimented with every possible sort of education . . . and that opinion summed up in as few works as possible reads as follows: There is only one way in which to give a person a real education and today, as a thousand, or ten thousand years ago, a school consists

710 KC

CHICAGO

of just two things: Of a teacher and pupil sitting—the one teach-ing, the other learning.

We have tried every form of

substitute for that old and wellworn method and they have all of them failed most lamentably. That is and was and, I fear me, must always remain the basis of a real education-two men sitting at difforent ends of the same lov-the one teaching and the other learn-

This, however, does not in any way weaken or defeat the role the radio can play in our general scheme of education. The basis of all meals is two people, the one cooking it on 'a stove and the other sitting down at a table with a spoon and a fork and a plate, ready to cat. Granted, radio will dever be an adequate substitute for that person alanding in front of the stove, but radio, by its intelligent hints about the noble art cookery, can do a lot to make the life of the person with his fork and plate a great deal happier than it was in the days of the frying-pan unaided by the advice of those culinary experts who have set out so bravely to make the radio defeat the bottle of bicarbonate of soda as an inevitable adjunct of the average American

I am a specialist and like most specialists I am somewhat restricted in my general outlook upon life. What the teachers of science are thying to do I know only by hearsay but they too . . . I am under the impression have encountered the same difficulty-the difficulty that the radio as a teaching agency can only supplement the work of the actual teacher . . . the man who sits at the other end of the

#### Only the Beginning

BUT IF we agree upon these p emises, I think that we can also upanimously agree upon the fol-lowing: That the influence of radio extending that primary education given by the living teacher is a most unlimited and has never yet begun to be either suspected or developed. Whatever we have done so far has been merely of an exploratory nature. For this, radio cannot be blamed. It started only day before yesterday, so to speak, and pedagogy is as old as the hills of Attica and God knows, pedagogy such is not yet a sweet dream of perfection, but beset by endless doubts and misgivings. Nor do I feel that I am in any

## (UP)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN **WORLD WIDE NEWS** COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

way competent to tell you how and in what manner we should supple. ment the real education given by the living voice. That is not one man's job. It will take the ingenuity of all of us and it will take the ingenuity of all of us for sev. eral generations before we shall have made a first beginning,

However, I would like to utter one word of warning. Let us be absolutely clear before we start upon any course of action what exactly it is we want to do.

Education, my friends, is not a form of entertainment. It need not be dull. With a teacher who is not dull, it never can be dull for no subject pertaining to either Nature or that part of Nature known as the human race is ever There are no dull subjects. There are only dull teachers. And there are also exceedingly dull puoils, whom all the most intelliing the most fascingting subjects in the most fascinaling way will never make anything but dull lumps of obstinate ignorance. However, radio need not worry

about them. The poor teacher has got to bear these disturbing clements in his classes but the radio need not see them at all. They will. as soon as they suspect some sort of educational intent, turn the dial and listen to entertainment better suited to their lunatic tastes and their capacities. No, the boys and girls I have in mind are the only ones that count. They are perhaps not the exceptionally brilliant ones, but they will always take care of themselves. They are struggling average ...

the average that really wants to learn . . . that wants to get ahead in this world . . . that wants to try and understand something about the world in which it lives and that is eage. to take the trouble necessary to learn. To them our education need not come merely as a form of entertainment I I realize of course that the entertainment element has entered greatly in some of our school curricula. I have fought it all my life and shall continue to fight it in the air as well as on land. 'It is not really a system of education. It is a confession of weakness. It is the confession of weakness and defeat on the part of a race of teachers who lack the natural ability to tame those young say ages entrusted to their care and who therefore follow the easiest course and come down to the level of the little darlings and hope to keep them from doing further damage by amusing them, even as the old Roman emperors kept the minds of their, subjects from their daily miseries by taking them to the Colosseum and giving them a nice party, throwing bright young Christians to the lions and tigers.

But let us above all things remember that the Holy Man does not leave the shrine. The unholy worshipper comes unto the Holy Man, and since the education of our future generation is the most sacred task entrusted to us, we should insist upon a similar procedure. For in matters of education there should be absolutely 🛰

WICH ST. PAUL AND MINNEAPOLIS FREE & PETERS, Inc. National Representatives

ompromise. It should be something people must strive after faithfully and patiently and with the absolute will to succeed. As for those that either cannot do so or will not do so, we shall just bave to leave them to the mercies of life. And you know what life will do unto them!

Then why let them spend most of their youth in an artificial atmosphere and create little playpens in which these weaklings are protected against the brutal reali-ties of life? We have already turned too many of our universities into play-pens for the rich. Our unfortunate universities could not very well help themselves. They had inherited this attitude from their predecessors. We of the air fortunately have had no predecessors. We are our own ancestors. trammeled by precedent, And so, whatever we do, let us have the courage of our responsibilities and not turn our educational efforts into another sort of aerial play-

#### Supplementary Work

AND NOW, what role can we play in the educational scheme of things? There is one thing we can do as no other agency can ever hope to do. We can do the most elaborate and useful supplementary work, that in former times had to be neglected because there was no method by which we could bring that sort of information to the attention of the vast millions of children tucked away in inaccessible little red and green and purple school-houses.

May I here give one concrete example to show you exactly what I mean? My line, as perhaps you know, is history. And I have at times tried to recreate that history into something that could be sent out by means of the air, so that all children could hear it instead of merely those whom' my voice could reach. And I have found people who said, "That is fine! that is wonderful! All kids' need do now is listen to this and they will right away know all about Magna Charta or the Declaration of Independence or the Peace Treaty of Versailles !

In which these good people were entirely mistaken. Those little radio sketches would do nothing of the sort. In and by themselves, l consider them as entirely useless or no better than any other form of entertainment. But I had not written them to be used in and by themselves. They were part of a much more elaborate scheme of things. I had planned to have the schools discuss those subjects thor-. . to make the pupils stady them as well as they could ... to discuss their Magna Charta . to write about their Declarauon of Independence . . . to de-bate the pro's and eon's of the

Treaty of Versailles, Then-and only then-and when they were familiar with all the facts, they would one day sit down and the teacher would turn on the ravio and all that which thus far had been merely a vague theory would become an absolute reality

-they would be present at those events—they would be present at mose events—they would participate in them—but they could only do this successfully if before hand they had been made as familiar with had been made as familiar with the successful to the successf all the necessary details as the men and women who hundreds of years before had actually taken part in those events.

And now one final word . . . and again I fear me it is a word of warning, for there have been many dangers within that particular field of experimentation that has made us fear for the future let us remember that within the realm of education - no matter what sort of education - there must never be any compromise in regard to quality. The second-best may do within the field of public entertainment but not within that of education. Just any old thing will do . . . is the one and only advice that should never be given when it is a question of educating our children. From listening to much that has been offered to us so far, all of us must have come to the conclusion that even there where efforts were made to go in for something educational, these efforts were at best-second best.

Whereas a sponsor, trying to impress himself upon his public, would go to endless trouble and expense to get the very best talent could lay his hands on, the educational program often seemed to have been a sort of after-thought, "Oh Lord! yes, next Tuesday there is that educational hour. Hey, you there! are you busy? No? Well, we need 13 minutes on the battle of Bunker Hill. Just give us something nice

you know the old stuff . . . Yankee Doodle and the spot where Warren fell." And then we cheerfully entrust our billion dollar youth to a \$20-a-week youngster who does the best he can, no doubt, but only those who have listened carefully and attentively to his little efforts will know what a very sad best that was, Pennies and Pounds

IT HAPPENS that I make my living writing books. And I have not infrequently met parents who comall of \$3 or \$5 and that was much too expensive and therefore they could not buy them for little Johnny and little Mary and it was my fault that little Johnny and little Mary went meducated. Those same parents would thereupon most cheerfully pay \$20 for two seats in a theatre or \$40 to see Yale beat Harvard or they would order \$20 worth of cocktails to invite the parents of friends of little Johnny and Mary, but the idea of actually paying \$3 for a book for their children was too much for them Whatever we do like us guard against thet sprt of ptroy wisdom and pound facilishess when it

comes to education in radio. Only the best and the very best should be given. Not indiscriminately or wholesale. Education, let me reit once more, is not the same public entertainment and real education can hever be made a mass-product.

Only the best and that in small

quantities and in a supplementary form to education offered by our schools and colleges. That is what we should strive after if we want to render a real service. We shall, of course, be immediately besieged by those who will try to chisel in, since ours is a chiseling age, and who will want to profit by a new slogan . . . education in the air . . . and what profit can we make out of it?

For ourselves there should be no profit. That is to say, no im-mediate financial profit, but that unlimited investment in the future of the country, which is really the only thing of lasting value. And when it comes down to those hard and definite rules which most radio stations insist anon for the conduct of their speakers, lest somebody—most of all a sponsor or one listener in Spare Fish, Wyoming—be perchance, however unwittingly, offended, then let us remember that all those of us who mean truly well by the younger generation and who wish to prepare them, not for an imaginary life in an imaginary world, but for a bright and amusing and useful and happy life in a world of facts-let us at all times be conscious that no matter what we do. we are working for two invisible sponsors—our own sense of good manners and the love we bear that country for whose greatness we shall strike the mightiest of all blows by making the future generation more worthy of its ideals than we ourselves have been.

A BABY carriage bearing the sign "Junior Mobile Unit #1" was the Christmas gift of NIG's Chicago engineering staff to bady Paul H. Luttgens, who arrived Thanksgiving at the home of Howard C. Luttgens, chief engineer of NBC's Central Division.

TURKEY HASH AND CHICKEN

BRISTLE! No sir, that's not our idea of a fancy menu—those are the names of a couple of towns not so far from Louisville! Which is almost enough, in itself, to show why smart adver-freers are spending their money with WAVE. We don't even try to reach the Trail of the Lonesome Pinc. We do have 1,132,692 potential N.B. Crype listeners, of whom 73% live in our first airea, and about 30% live virtually within sight of our tower! National Representations: FREE & PETERS, INC.



No. 4 Of A Series On The New York Market!



LITTLE ITALY is hart of New York's famous Greenwich Village. Covering an area of 1.35 sq. miles it contains a larger population than Sioux City, Ia.

"Fiesta Time in Liftle Italy"

PHROUGHOUT the metropolitan area of New York are 1,070,072 Italians—more than reside in Rome, Italy. The average per family expenditure is from \$1,700 per year in parts of Manhattan to \$5,200 in adjoining boroughs.

WBNX REACHES this vost market Intimately and intelligently with 12 programs per week in the Italian language, many of which have been on the air for fire consecutive years with established listening audieaces.

WBNX Programs Are Based Or

Full Stuff for Foreign Language Productions Available

SPEAKS THE

LANGUAGE

Population Characteristics OF YOUR OAYAND & PROSPECT

1000 WATTS DAY AND NIGHT

TAMPA . CLEARWATER . 620 KC . 5000 WATTS DAY . 1000 NIGHT - FULL TIME

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising

Page 68 • January 1, 1937

minimum cost.

NEW YORK

### **PROFESSIONAL** DIRECTORY

#### IANSKY & BAILEY

An Organization of Ounlified Radio Engineers Dedicated to the SERVICE OF BROADCASTING National Press Bldg., Wash., O. C.

There is no substitute for experience

GLENN D. GILLETT Consulting Radio Engineer

982 National Press 8ldg

#### EDGAR H. FELIX 32 ROCKLAND PLACE Telephone: New Rochelle 5474 NEW ROCHELLE, N. Y. Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON Consulting Radio Engineer Specialising in Broadcast and

Allocation Engineering Earle Building, Weshington, D. C. Talephone NAtional 7757

#### EDWARD H. LOFTIN BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT

1406 G STREET, N. W. District 4105 WASHINGTON, D. C.

#### J., M. TEMPLE

Consulting Radio Engineer 10 Rockefoller Plaza P. O. Box 181

Timer Square Station

#### JENKINS & ADAIR, Inc. Engineers

Designers and Manufacturers of Radio Transmission, Sound Film, Disc Record-ing and Communication Equipment 3333 BELMONT AVE. CHICAGO, ILL. CARLE: JENKADAIR

McNARY and CHAMBERS

Radio Engineers

National Press 8ldg. Nat. 4048 Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer Montclair, N. J. "25 years of Professional Background"

#### W. P. Hilliard Co.

Radio Gransmission Equipment 2106 Calumet Ave. **ILLINOIS** CHICAGO

#### E. C. PAGE

Consulting Radio Engineer 1311 Livings on St. Davis 2122 Evension, III.

#### FRED O. GRIMWOOD

Consulting Radio Engineer Specializing in Problems of Broadcast. Coverage Development. P. Q. Bex 742 Evansville, Ind.

#### HERBERT L. WILSON

Consulting Radle Engineer Design of Directional Antennas and Antenna Phasing Equip-ment, Field Strength Surveys, Station Location Surveys. 280 E. 161st ST. NEW YORK CITY

STILL without any broadensting sta tions, Greece has abandoned plans for a 100,000-watt station at Athens and instead is planning to order a 10,000watter from Germany for that city and a smaller station for Salonika. The Grecian station will be supported by set taxes and sponsored programs.



#### 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 SERVICE

66 BROAD STREET

NEW YORK, N. Y.

#### New Station in Iowa

IOWA'S newest broadcastine station, which the FCC recently authorized for construction in Mason City, will go on the air on or about Jan 18 under the call letters KGLO, according to Lee P.

Mr. Éighmey

Loomis, publisher of the Muson City Globe-Gazette, licensee. Using RCA equipment throughout, the operators are creeting a 290-foot Truscon vertical radiator under the supervision of Sidney S. Davis, formerly chief engineer of KFJB Marshalltown, fa., who will be chief engineer of KGLO. Manager of the station will be F. C. Eighmey, for the last four years sales manager of WHBF, Rock Island,

#### NBC Continuing Tours Of Agricultural Colleges

NBC continues its tour of prominent state agricultural colleges during 1937 to present a special program on the third Wednesday of each month direct from the campus of a different school during the National Farm and Home Hour program on NBC-Blue each noon. Programs will be presented from the following colleges and universities: January, Rutgers University; February, Ohio State University; March, Washington State College; April, North Carolina State College; May, Iowa State College; June, Pennsylvania State College; July, Purdue University; August, Alabama Polytechnie Institute; September, University of California; October, Texas A & M College; November, Association of Land Grant Colleges and Universities convention; December, University of Wiscon-

During 1936 NBC microphones relayed special broadcast programs from the land grant colleges of Illinois, New York, Colorado, Arkansas, Oregon, Massachusetts, South Dakota, Vermont, Florida, Kansas and Kentucky. The pro-grams are designed to show the many ways in which the agricultural schools serve the public and to present a picture of the outstanding achievements for which each college is noted.

> The Largest Independent Frequency Measuring Service in the Country .



Manufacturers and L'Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY 216 E. 74th St., Kansas City, Mo.

#### LOS ANGELES CLUB "A" CUT CRYSTALS HAS RAUTO SESSION (Approved by FCC)

With mounting \_\_\_ \$50.00

Hollister Crystal Co. WICHITA, KANSAS

#### CLASSIFIED ADVERTISEMENTS

Belo Wanted and Situations wanted, 7c per word. All other classifications, 12c per word. Mini-mum charge \$1.00. Payable in mum charge \$1.00. Payable in advance. Forms close 26th and 10th of month preceding issues.

#### Help Wanted

broadengt operator with on Would construct and savi-tegutral knowledge broaden tent and suggested mathematic, job not a position. Box &c. Jaemalumen

Wanted: Stockholder in local station who can qualify as Commercial Manager. Good opportunity. Box 598, BROADCASTING.

#### Situations Wanted

Operator, age thirty-three; twelve year broadcast experience; five years technical supervisor. Box 676, Broadcasting.

Young announcer-radio telephone our ator-desires actual experience with break cast station. Box 600, Broadcasting,

Experienced Operator, licensed for yours, desires position in progressive station. Can furnish heat references. Box 60.

Wanted: Position as radio announce, speaker. Eastern station. Have some radio experience. References furnished. Box 586, BROADCASTING.

Student announcer with College station wants commercial experience with south-arn station. Available in January. Box 65. Station Engineer: Excellent backgroun

Broadcast experience fourteen years. De sires connection with station contemplating expension and constructions. Address lox 692, Broadcasting.

Broadcast operator, age twenty-seven desires work in largen station. Experient includes operating and constructing transmitter equipment. Employed now. References. Box 698, Broadcasting.

Brondcast Operator, vadio telephone fint class license. Brondenst, police and ultrhigh frequency experience, or object education of the college education of the end willing to several college education. A valiable middle of January for any permission position. Additionally of the college of

#### Wanted to Buy

Will pay cash for full or part-time the

#### For Rent-Equipment

Approved equipment, RCA TMV-164 Approved equipment, RCA large-field strength measuring unit (avri-direct rending; Estiling Angus Automat Recorder for fading on distant statless CR radio frequency bridge; radio one tors, etc. Reasonable rental. Allied Re-search Laboratories, 280 East 181st Street New York City.

#### For Sale - Equipment

FOR SALE: 2 phase full wave rectified Mercury Vapor Tubes equipped protective devices deliver 2.5 Amperes at 5000 voltsize 18°4 32°W 27°D \$500.00. In marker for 14B RCA Amplifiers. Box 509, Bxxxx

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from serice due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KOFF, Shawnee, Oklahoma.

RADIO departmental meetings of the Los Angeles Advertising Club, dormant for several years, were revised Dec. 17 when a meeting was held at the Clark Hotel, with monthly gatherings scheduled through to June. Sydney Dixon, assistant coast NBC sales manager in charge of the Southern California area with headquarters in Hollywood, was appointed chairman of the group and presided.

Some 60 persons interested in radio advertising attended and Donald W. Thornburgh, vice-president in charge of the CBS western division, spoke briefly to say that the present trend in radio advertising is for a better class of broadcast accounts and a tendency to eliminate spots in fovor of programs,

Future departmental meetings will follow a set educational phase with the probability that the case history method will predominate. The regular weekly meetings of the Advertising Club this year have leaned towards broadcast more than former regimes. During the club year separate days have been given over to major local stations as well as the chain groups.

#### Attend the Gridiron-

AMONG radio notables attending the Gridiron Dinner of Washingion Newspaper correspondents Dec. 21 were Chairman Anning S. Prall and Judge E. O. Sykes, FCC: Maj. Gen. James G. Harbord and David Sarnoff, RCA; Lenox R. Lohr, Frank E. Mason, John F. Royal and Frank M. Russell, NBC; Joseph V. Connolly and Elliott Roosevelt, Hearst Radio Inc.; Hill Blackett, Blackett - Sample - Hum-mert Inc.; Louis C. Caldwell, Washington attorney; Gardner Cowles Jr., KSQ and KRMT, Des Moince; A. H. Kirkhofer, WBEN,



COMMENTATOR .

#### CONGRESS AIDE Young Leaves WBRC to Join -Rep. Luther Patrick

WILLIAM YOUNG, commercial manager of WBRC, Birmingham, for seven years, resigned Dec. 22 to become secuetary to Congressman Luther Patrick, former WBRC commentator, who was elected to the House of Representatives on a no-promise campaign. Succeeding Young is John Connolly, announ-cer. Upon leaving WBRC, Young was given a farewell banquet at which he was presented with a wrist watch by Manager K. G. Marshall.

Congressman Patrick on Jan. 4 will conduct the CBS Man on Struct program from Washington, and will ask political questions of passersby. In addition he is conducting an anonymous program in the capital. Besides being an announcer, the (longressman is the nuthor of a book Hope Yee're Livin' and Done' Well, which now is in its third edition. He built up a large following in the South during his activity with WBRC, which he did in addition to his practice as an attorney.

#### Lunch Meetings Revived By Chicago Radio Group

CHICAGO'S Radio Round Table an informal weekly luncheon meeting of station representatives and agency men first organized a couple of years ago by Nate Col-well and allowed to die out after his departure for New York, was called together again by George Roesler, and held its first meeting of the season at the Sportsman's Club Dec. 15. Strictly informal with no officers, dues, regulations, or other customary organization appurtenances, the group plans to meet for lunch every Tuesday at 12:30, and extends an invitation to any Chicago radio man to be among those present.

The first meeting was attended by Ray and Elmo Linton; Felix Morris, Capper Publications; George W. Besse, Joseph Hershey McGillvra; Gene E. Fromherz, J. Walter Thompson Co.; George E. Halley, KMBC; A. E. Joscelyn and Charles G. Burke, Free & Peters Inc.; Edward Hea-ton and Walter Preston, Hearst Radio; J. F. Timlin, Branham Co.; Thomas M. Dalton and James E Bingham, Wilson - Datton - Robert-son; H. K. Conover, Conover-Ser-viss Co.; S. M. Agton, Furgason & Aston, George Roesler was un-able to attend his own meeting due to an attack of grippe.

Record Plano Music at 33 1/2 R.P.M.

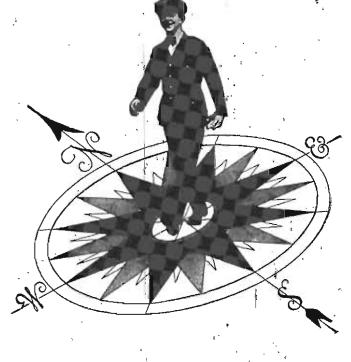


Professional Recording Machine

New, Improved design - Superlative perform-saces-Solid, bersyl-direction machined-fol-in, distortion proof trainable dise-constant speed rim drive-110-voit AC 1907; Synchronous reversible motor-trail-vidually calibrated (thaing bar provides for beth 33% and 78 r.j.m., at 96; 110 and 150 lines per in-Solid steel bar slide-The climas of four years of research and

UNIVERSAL MICROPHONE CO., LTD., 424 Watten Lane Inglewood, Calif., U.S.A.

BROADCASTING . Broadcast Advertising BROADCASTING . Broadcast Advertising



## **EVERYWHERE!**

There is no place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,\* but it maintains its own telegraph offices, attended by a trained telegraph personnel in cities between which 95% of all the telegraph traffic of the country flows. There is ho place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country bur through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

\*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

## Postal Telegraph

Commercial Cables



## FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

#### DECEMBER 14 TO DECEMBER 29, INCLUSIVE

#### Decisions . . .

#### DECEMBER 15 APPLICATIONS CRANTED.

WJBL, Decatur, III.—CP new trnns. WIP, Philadelphia—CP move trans., vert. radiator, new equip. KOY, Phoenix, Ariz.—CP move trans.,

KOY, Phoenix, Ariz.—CP move trans., vert. radiator.

KRRV, Sherman. Tex.—CP change equip., increase D 100 to 260 w.

KLRA, Little Rock, Ark.—CP change equip., increaso D 2½ to 5 kw.

WBRB, Red Bank, N. J.—CP change

equip.
WFBM. Indianapolls ~ License for CP change equip,

KFAC, Lok Angeles -- License for CP

KYAC, Los Angeles—Lucense for Cr change equin. KVCV, Redding, Cal.—License for CP new station 1200 kc 100 w unltd. KVI, Tacoma, Wash.—License for CP as mod. change trans. site, directional antenna, new equip. increase D 1 to 6 kw. KRKO, Everctt, Wash.—License CP new

trans.
WHEC, Rochester-License for CP as mod: move trans., new equip., vert. ramod move trans., new equip., vert. ra-diator. WHFC, Cicero, Ill. — License for CP

whre, cheere, iii.—License for crehange equip., vert. radiator, increace D to 250 w, change spec. to nnl.
WAWZ, Zarephath, N. J.—License for CP new trans., antenna.

KFVD, Los Angeles—License for CP

new equip.
KGHI, Little Rock, Ark.--CP move KGMI, Little ROCK, MAX.—Carrier, Cr. Cr. Colorudo Springs—CP new traos.
KCKN, Kansas City—License for CP

KCKN, Kansas City—License for CP change equip.
KSTP, St. Faul—License for CP change trans. site, yert, radiator.
KTEM, Temple, Tex.—License for CP new station 3370 kc 100 w D.
WMBF, Binghamton—License for CP.

WNBF, Binghamton License for CP-move trans, vert. radiator. WHDL, Olean, N. Y.—License for CP change equip, trans, site, 142 to 1400 kc, increase D to 250 w. WSYR, Syracuse—License for CP change

trans. site, new, equip., directional antenna, increase 260 w to 1 kw unl. w WSAU, Wauseu, Wis.—Mod. CP antenna, trans. site.

KFQD, Anchorage, Aleaka — Extension

Sicense 2 months. KRGV, Weslaco, Tex.—Temp. auth. 500

RRGV, Weslaco, Tex.—Temp. auth. 500
w pending installation new antenna.
KUOA, Siloan Springs, Ark.—License
for CP change trans., studio to John
Brown Univ., new equip., increase D 1
to 2½ kw.
WEAU, Eau Claire, Wis.—Mod. CP
trans. site, set for hearing applic. Increase
D to tid.
WSIG, Greensboro, N. C.—Mod. Ilcense
re antenna, increase N 500 w to 1 kw.
KCMO, Kanasa City.—Vol. assign. Ilcenso
to KCMO Brdcstg. Co.
WSVA, Harrisonburg, Va.—Auth. transfer control Marion K. Gilllam to Floyd
Williams.

#### APPLICATIONS DISMISSED.

NEW, Berks, Brdcatg. Co., Pottaville, Pa.—CP 580 kc 250 w D.

NEW, R. E. Ghinn, Moorhead, Mipn.—CP 1500 kc 100 w upl.

NEW, Julius Brunton & Soos Co., San Jose, Cal.—CP 370 kc 250 w D.

KQW, Sacramento—CP 1010 kc 1 kw 5 kw LS unl.

KVOD, Denver-Mod. license 630 kc 600

#### APPLICATION DENIED:

WCAX, Burilagion, Vt.—Temp. autb. 100 w spec. hours 30 days.

WOAA, Burlington, Vt.—Temp. auth.

100 w spec, hours 30 daya.

SET FOR HEARING—WFBM. Indianapolis, Increase N to 6 kw directional (before Division); WCAE. Pittsburgh, increase N to 6 kw (before Division); NEW.

Wm. W. Ottaway, Port Huron, Mich., CP.
1870 kc 250 w D: KFUO. Clayton, Mo.

CP new eoulp., directional N, increase 500

w 1 kw to 1 kw 5 kw D, from Sh.—KBD

to half time; WIBG, Glenside, Pa., CP.
new eoulp., vert radiator, increase 100

D' to 5 kw N & D itd. (before Division);
WSOC, Charlotte, N. C., CP move trans.,

new eoulp. directional N, change 1210 to
600 kc, increase 100 w 250 w D to 250 w
1 kw D unl.; KFPL, Dublin, Tex., CP.
move to Wichita Falls, new eoulp., vert
radiator, change 1310 to 1500 kc, vol.
assign. license to WFTX Inc.; NEW.
Chase S. Osborn Jr., Freeno, Cal., CP.
1440 kc 500 w unl.; NEW, George W.

Taylor Co. Inc., Williamson, W. Va., CP.
1210 kc 100 w D; KSL, Salt Lake Div.

CP. change eoulp., increase 50 to 500 kw
(before Division); NEW, Faith Brdcatg.

Co. Inc., Wichita Falls, Tex., CP 1330 kc 1 kw unl.; WABY, Albany, mod. OP increase D 100 to 250 w; WPEN, Philadelphia, auth. transfer control from Clarence H. Taubel to John Iraci, asks facilities WRAX to which licensee of WRAX has consented: WRAX, Philadelphia, auth. transfer control to John Iraci; WPEN, Philadelphia, mod. license, Sh.-WRAX to unltd.; WIRE, Indianapolis, applic transfer control from Wm. E. Vogelback and Doughay E. Kendrick to Central Newspapers fine. papers inc. ; SPECIAL AUTHORIZATIONS—KGFX.

Pierre, S. D., temp, auth, to Mrs. Dana McNell to operate station to 1-14-37 pend-MrNeil to operate atation to 1-14-37 bending action applie, invol. assign, licensor; WFIL, Philadelphia, ext. temp, auth. 560 kc. 1 kw. N Jagunry pending action on CP; KGNC, Amuellio, Tex., temp, auth. reduced power of 250 w. 4 days; WOW, Omaha, ext. temp, auth. 5 kw. N to 1-26-37; WDBO, Orlando, Fla., ext. temp. auth. auth. additional 750 w. N to 1-25-37.

37; WDBO, Orlando, Fla., ext. tompauth. additional 760 w N to 1-25-37.

RATIFICATIONS—NEW, Fred A. Baxter, Superior. Wis., granted request ornlargument on applic., but denied request for grant of applic; denied motion of Ted R. Woodward requesting Commission of strike appearance filed by Lincoln Memorial Univ. and granted him extension of time to file answer to appearance; Brooklyn Dally Eagle Brdestg. Co. Inc. granted motion for leave to file late nnswer as respondent in applic. WNBC, New Britain, Conn.; KMA, Shenandoah, gruntel auth. Intervene applic. WELL, New Haven, mod. ligenne; KROW, Onkland, Cal., denied auth. Intervene hearing applic. WELL, New Haven; Harold Thomas granted fauth. Intervence applic. Lawrence K. Miller, Pittsfield, Mass., for CP.

CP. ACTION ON EXAMINERS' REPORTS: NEW, Kidd Bros., Taft, Cal.—Benled CP 1420 kc 100 \$ D, reversing Examiner

CP 1420 kc 100 w D, reversing Examiner Hyde.

NEW, WRBC Inc., Youngstown, O.—
Denied as in default CP 890 kc 1 kw
unitd., sustaining Examiner Hyde.

NEW, J. R. Maddox & Dr. W. B. Hair,
Chattanoga—Denied CP 590 kc 1 kw
unitd., sustaining Examiner Walker.

MISCELLANEOUS — WABY, Albany,
denied grant without hearing mod. CP
increase D &p 260 w; NEW, Peninsula
Newspapers Inc., Palo Alto, Cal., granted
continuance hearing an applic. CP 1160
kc 260 w D, to March, 1937; KSLM, Salem,
Cre., wranted continuance hearing 30 days

ke 260 w D, to March, 1937; KSLM, Salem, Ore., granted continuance hearing 30 days applie. CP change 1379 to 1240 ke, increase 100 w unltd. to 260 w unltd; NEW, Harold Thomas, Pittafield, Mass., denied recon. & grant without hearing CP 1310 ke, 100 w 250 w D unltd.; NEW, U.S. Bridestg. Co., Toledo, granted appearance on applie, 1200 ke, 100 w D, additional 10 days given other parties to file answers; NEW, Birmingham News, Birmingham, Als... granted waiver requirements Rule 106.28 and accept exceptions etc. on Ex. Rep. recommending grant

applic. WKZO, Kalamazoo, change D to unltd. and increase power; NEW. Golden Empire Brdostg. Co., Maryaville, Cal., de-nied motion to consolidate and remand for further hearing applic, Golden Empire nied motion to consolidate and remand for further hearing applic, Golden Empire Brdesty. Co., Marysville-Yuba City Pub-lishers Inc. for new stations at Marys-wille and ordered further action on Marys-wille and a City Publishers Inc. be de-ferred; hearing on WMBR applic. enn-celled: WHBL. Sheboygan, Wh., granted postponement hearing Priss Pub. Co. for CP increase power pending action on WEMP case.

#### Examiners' Reports . . .

NEW, WBRC Inc., Youngdown, O.— Examiner Hydo recommended (1-329) that applie, GP 896 ke I kw milot, be doubted for failure to appear at hearing. KPPM, Greenville, Tex.— Examiner Seward recommended (1-321) that applie, renewal liceuse 1310 ke 16 w apoe, be dis-

missed.

KFPM, Greenville, Tex.—Examiner Se-ward recommended (1-322) that applic.
voluntary assignment of license be dis-

NEW, Voice of Greenville, Greenville, Tex. — Examiner Seward recommended (I-323) that applie. CP 1420 kc 100 w

(1-323) that applie. CP 1420 kc 100 w D be denied.

NEY. John S. Allen, G. W. Covington JNEY. John S. Allen, G. W. Covington JNEY. John S. Allen, Examiner Seward recommend (1-324) that applie. CP 1210 kc 100 H be granted.

NEW. Tibes Pub. Co., St. Cloud.—Examiner Walker recommended (1-325) that applie. Michael F. Murray. St. Cloud.—Examiner Walker recommended (1-325) that applie. Wind. Description of the seward state of the seward recommended (1-326) that applie. NEW, Southwest Bridesty. Co., La Junta, Col., Examiner Seward recommended (1-326) that applie. CP 1370 kc 100 w unitd. be granted.

(1-325) that applie. Or low we now we mild, be granted.

NEW, Smith, Keller & Cole, San Diese,
Examiner Seward recommended (1-327)
that applie. QP 1200 kc 100 w D be de,

that applic. Gr 1200 kc 100 w 5 acc.,

KICA, Clovis, N. M.—Examiner Seward
recommended (1-328) that applic. increase
hours be granted, changing license from
specified hours to LS.

NEW, Bayou Bridestg. Co.. Houston—
Examiner Walker recommended (4-329)
that applic. CP 1210 kc 100 w D be

granted,
NEW, Brownwood Brdestg, Co., Brownwood, Tex.—Examiner Hysic recommended
(I-330) that applie. CP 1370 kc 100 w D
be granted.

#### Applications 6. . . DECEMBER 14

KQV. Pittsburgh-CP change 500 w to kw. Shmut-D WSMK spec, N to unltd., WLW, Cincinnati—OP; change equip.
NEW, Faith Briestg: Co. Inc., Wichita

Falls, Tex.—CP 1350 kc 1 kw unlid.

KPUT, Paris, Tex.—License for CP as mod new station.

NEW Frank N. Adook, Plainview, Tex.—CP 1509 kc 100 w unlid.

WSAU, Wausau, Wis.—Mod. CP as mod. change hours D to unlid. 100 w.

KFWB, Hollywood—License for CP as KFWB, Hollywood—License for CP at mod. increase power, move trans.
KIDO, Boise, Id.—CP change equip., lecrease 1 kw 2½; kw D to 5 kw.
KGHL, Billings, Mont.—Mod. license 1 kw 5 kw D to 6 kw.
NEW, Radjotel Corp., San Bicgo—CP 920 kc 600 w unltd.

#### DECEMBER 16

WBBS. Columbus... CP new truns, b. crease power, amended, to directional H. NEW, Politsvillo Nelsos & Radio Carp, Politsville, Pa. CP 500, ke 250 w D. KGPG, Oklahoma (R.), Otla. Mod. C new equip., move truns, studio, re transitie.

Alte.

KOBH, Rapid City, S. D.—License ist CP as mod. New Station.

KEHE, Los Angeles—License for CP as mod. change equip., hours, incresse power, move trans.

#### DECEMBER 17

WTAR, Norfolk, Va.—Mod. CP change equip., asking increase from 500 w to 1 ks D to 1 kw directional N, move aux. trans, extend\_completion.

#### DECEMBER 18

WEAN Providence-License for CP at WEAN, Providence—Alcense for CP as mod, directional antichina, increase power, move trans. WBIK, Clarksburg, W. Va. -Mod. CP in mod. new station; to change trans. WCBA, Allentdwn, Pa. -Mod. CP incre.

wsan, Allentown, Pn.-Mod. CP more WRVA, Richmond—CP new tracs, il-rectional, increase 5 to 50 kw, more

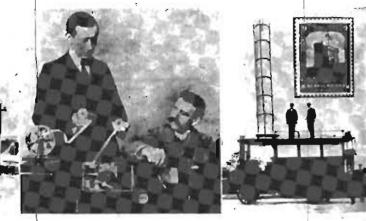
NEW, Great Lakes Brdestg, Corn. Cleveland—CP 1270 kc l kw 5 kw D unld WDBO, Orlando, Fla.—Lleense for Cr change trans., antenna, move trans. is crease power.

NEW, Beaumont Brilestg, Asan, Beaumont, Tex.—CP 1420 kc 100 w D, amendel

WTMV. E. St. Louisi Ill.—Mod. CP new WTMV, E. St. Louis, III.—Mod. CP ner trans., increase power, to change equip.
KFBB, Great Falls, Mont.—CP. Increase 1 kw 2½ kw D to 1 kw 5 kw D, change 1280 to 960 kc, move trans. locally. Ameded from 1 to 5 kw N.
NEW, Cheyenne Radio Corp., Cheyente.
Wyo.—CP 1210 kc 100 w 250 w D unkl.

DECEMBER 19

NEW, Geraldine Alberghane, Pawtucks.
R. J.—CP 720 kc i kw D.
NEW, McNary & Chambers, Coller Park, Md.—CP exp. station 1060 kc 160 s 12 midnight to 6 a. m.



35 YEARS AGO-It was Dec. 12, 1901, that Guglielmo Marconi, then 27, picked up in Newfoundland the first transatlantic wireless signal, which consisted of the letter "S" transmitted from Poldhu, England. His two assistants, G. W. Paget and G. S. Kemp, also heard the faint signals. At the left is a reconstruction of the kite aerial flown from Signal Hill, above St. Johns and the pioneering research of Marconi.

harbor. Center is a photograph of Marconi standle in front of the receiving apparatus, with Kemp scatter at the transmitter. A car with both transmitting receiving apparatus was used by Marconi in 1961. Inset shows the stamp issued by Newfoundland immortalize the Cabot Memorial Tower on Signal HL.

NEW, Lou Poller, Scranton—CP 930 kc 250 w D, amended to 1370 kc. KSCJ, Sioux City, Ia.—License for CP new trans., increase power.

NEW, Galesburg Printing & Puh. Co.,
Galesburg, Ill.—CP 1509 kc 250 w. DECEMBER 21

WIYAT. Boston-Mod. license 10 to 20 kw. WLAK, Lakelund, Fla.-Auth. transfer

WIAX, Lakeund, Fra.—Addn. chinster & sheres common from E. L. Mack to J. P. Murchant. NEW. Archie E. Everage, Andalusia, Ala.—CP 1420 kc 100 w 250 w D unitd. WIBA, Madison, Wis.—Mod. license 1 kw 5 kw D to 6 kw N & D, climinate

directional antenna.
wisn. Miwaukee—CP move trans. lo-

WISN, Milwaukee—CP move trans. lo-ally, vert. antenns.
NEW, Abraham Plotkin, Chiengo—CP 1370 kc 6 kw, amended to 1 kw unltd. KOOS, Marshfield, Ore.—Vul. assign. license to KOOS Inc. KLS, Oakland — License for Cf. new

trans.

KRNR, Reseburg, Ore.—Livenue for CP change equip., increme power, change

change equip. Intereste power, change hours.
NEW. Central Brdestg. Corp., Central Respective for the control of the control of

#### DECEMBER 28

NEW, Times-Star Co., Cincinnati --- CP 1050 ka 6 km unlid [850 ke 5 kw unltd. WSPA, Spartanburg, S. C.—CP new trans., vert. antenna, increase 1 to 5 kw, change 920 to 970 kc, amended the 880 kc. KFRU, Columbia, Mo.—Mod. license 500 w 1 kw to 1 kw.

KVCB. Great Bend, Kan.-Mod. CP re

WIRW OIKW.

KYGS, Great Bend, Kan.—Mod. CF restudio, trans. site.

WEOA, Evansville, Ind.—License for CF change, equip., increase power.

WHMA, Milwoukes—Auth. transfer control from the control

#### DECEMBER 29

WBNX; New York — Mod. license to WBNX Bricety, Co. Inc. WJEJ, Hagerstown, Md. — CP move with, Atlanta-Mod. CP move trans.

wirf, Atlanta-mod. CP move trans., studio, new equip., antenna. NEW, Amarillo Brdestg. Co., Amarillo, Tex-CP 1500 kc 100 w D, omended to

NEW, Skagit Brdestg, Assn., Beilling-ham, Wash,—CP 1426 kc 100 w unltd., amended to 1200 kc 100 w 250 w D, nska feellities KVOS.

#### DECEMBER 30

WIOD-WMBF, Mlami-Mod, license 1300 WIDD-WEDF, MIRMI-Mod. Reense 1300 to 810 ke.
KSBN. Lowell, Ariz.—Anth. tropsder could to Carleton W. Morris.
KBST, Big Spriog, Tex.—License for CP new station.

#### KLAH Ready to Go .

READY to go on the air on full schedule, the new KLAH, Carlsbad, N. M., for which the FCC recently issued a construction permit for 100 watts on 1210 kc., has applied to the FCC for regular license. Operating the station is a partnership comprising Jhck Hawkins and Barney Hubbs, who publish the Pecos (Tex.) Enterprise and its associated station KIUN; A. J. Crawford, owner, and Harold Miller, manager, of the Hotel Crawford in Carlsbad and the Hotel Crawford in Big Spring, Tex. Manager of the station is Jack Hawkins, who also manages KIUN. The transmitter is of Doolittle & Falknor manufacture, with Gates speech input equipment and General Radio mod-ulation and frequency monitors.

GATES Manufacturers af Everything in Speech - Bemate-

Laufoment GATES RADIO U SUPPLY CO. STREET STREET

Transcription and Micrephone

#### IN THE CONTROL ROOM

HERBERT L. WILSON, consulting engineer of WHNX, New York, was elected vice president in charge of engineering and a member of the board of directors of WBNX Broadcasting Co. Inc., it was amounced Dec. 16 by W. C. Alcora, vice president and general manager, Annonacement was also made of the elevation of William L. Moore, secretary and assistant com-I. Moore, secretary and assistant com-mercial manager, as a member of the

O. B. HANSON, chief engineer of NBC, New York, and William Clarke, New York nrehitect, urrived in Holly-wood in December to draw up blue prints for projected additions to the NBC Hollywood studios.

ALAN N. CORMACK, for the last six years technical director of KFRC in Sun Francisco, resigned has month to become CBS Preside Const division Traffic manager in that city, Cormack was unsomed with Krite and e-1928. Along with his duties an techni-cal director he took on the additional responsibilities, of traffic manager of the station in 1935. He his been actively engaged in radio since 1920. KPRC technical staff for six years, is

the station's new technical director.
TED DENTON technician at KHJ.
Los Angeles, his revealed that on
Nov. 20 he was married to Frances Maker of Los Angeles ARNOLD KING Jr., formerly a ma-

rine operator, has joined the technical staff of WL/PLL Brooklyn, N. V. JOHN C. MACDONALD, formerly with WLEU, Edic, Pa., is now on the operating staff of KFRO, Longview,

VINCENT VANDERHEIDEN, formerly with WHBY, Green Bay, Wis, is now with WIBA, Madison.

FRANK PARKINS, graduate of Capitol Radio Engineering Institute, Washington, has been appointed chief engineer of Atlanta Broadcasting Co., operating WATL, Atlanta; WRBL, Columbus, Ga., and WGPC, Albany,

GEORGE R. BUTLER, formerly with WINS, New York, has joined the New York engineering stuff of NEG

JOHN G. LEITCH, technical supervisor of WCAU, Philadelphia, was murried Dec. 21 and left for the South on his honeymoon.

DAVID BAIN, recently promoted to chief engineer of WTAL, Tallabussee, Fla., was married to Miss Eddie Johnstaff singer, in the studios of WTAL.

Supplied in isolantite Air-Ras helders in 550-1569 ke; band. Frausency drift curanteed to be "less than I cycles' per militon cycles per desree centigrade change in temperature.

#### EOUTPMENT

PREMIER CRYSTAL Laborafories-ine., New York City, announces Bul-letins 103 and 104A. Bulletin 193A contains detailed specifications of Premier frequency control equipment, inholders, contact holders, pressure hold-ers bar and filter holders, and drystal holder mounting base. Bulletin 104A contains complete description of Type 350-A ervstal oscillator and buffer amplifier with temperature control.

AMERICAN TRANSFORMER Co., AMERICAN TRANSFORMER Co., Newark, has issued a bulletin describ-ing its new TH-Transtat voltage tyg-ulator and is preparing a 18-page booklet describing ways in which the anits may be used. The regulator is for alternating current circuits and is said to offer the same smooth control obtained from a rheostat, plus the efficiency, regulation and flexibility of

HATTED TRANSFORMER Corp. New York, appointers a new remote amplifier kit, model 2A, bouned in a leather finished lightweight case with removable batched cover. Potal weight is less than 10 pounds. Frequency response is said to be uniform from 30 to 14,000 eveles with power output of plus 7 dh A new studio preamplifier in kit form also is announced by United. It incorporates new UTC trimake possible an extremely low bum

WCY, Schenectady, is to get a new home early next spring on a plot ad-joining the General Electric Co. office joining the General Descric Co. office building. The structure will be two stories high, of limestone finish, and two ends. Five studies will be provided, one of them two stories high with balcony and accommoduting 150 persons. Another will resemble a mod-ern electric kitchen.

ASTATIC MICROPHONE LABO-RATORY Inc., Youngstown, announces a new crystal pickup said to reduce tracking error to a notable degree. Better reproduction and a longer record life are claimed for the device, which is known as Tro-Tan Model B. base swivel with hardened steel pivot trunnion and a reversible head permits needle loading from the top. Units are to be available Jan. 1.

ALTHOUGH still in the process of negotiation, WIP, Philadelphia may soon send out its production men to Philadelphia's high school assemblies for demonstration of radio sound effect equipment and technique. It is planned to send with the production men, WIP's own public address system and three turn-table sound effect machine.

PIONEERS of 1

PIEZO ELECTRIC CRYSTALS

SCIENTIFIC RADIO SERVICE

CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy

of BETTER than .01% and are recognized the world over

for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

cientilic

RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

Since 1925

\$ 50<sup>100</sup> Two Crystals . 180 Approved by F.C.C

Approved by F.C.C.

Write to Oost, B-171

for price list.

### **Custom Built RECORDING EQUIPMENT**

#### with a Proven. Performance : Record

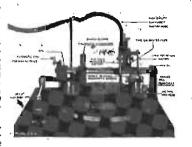
Recoraed a 30-minute programme of the El Paso Symphony Orchestra on your Portable Recording Machine . . . i found the results amazing in reproduction and fidelity of tone and here no hestency in recommending this machine for recording other orchestras.

\* (Signed) H. ARTHUR BROWN.

Director, El Paso Symphony Orchestra 

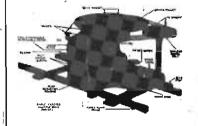
We just hintened installing the equipment and we are vary much pleased with it. We cut a lest record before we got the adjustments right and it was good enough to use for broadcast purposes. (Stoned) PHILLIP A. JACOBSEN.

Technical Adviser to the Cornish School and University of Weshington, Seattle,



#### 1937 Model Combination Wax and Acetate Recorder

The Finest Equipment that Can be Produced Precision built . Constant speed . No vibration . Records 331/3 or 78 r.p.m. . 96, 110 or 125 lines per inch Reversible cutting head . Universal type cradle with adapter for any type of cutting head . Simple to operate . Compact.



#### RECORDING EQUIPMENT MANUFACTURING CO.

6611 SUNSET BOULEVARD HOLLYWOOD, CALIFORNIA"

● Writé for Bulletin B. 12.

BROADCASTING • Broadcast Advertising

## Merchandising & Promotion

Smokes and Limericks — Turkey Talk — Free Snaps — Awards of Merit — Meet the Staff

A NEW Sunday afternoon program, How I Met My Wije (Husband), on WAAF, Chicago, is a series of blackouts dramatized from listener letters by Eddie Simmons, station's program director, who also produces the half-hour feature. This radio version of a time-honored newspaper mail-pulling feature is spnnsnred hy Monroe-Fox & Co., Chicago clothing store, which awards a watch for the best story submitted each week and a pair of silk hose or military brushes, depending on the sex of the writer, for each other letter used.

WHDL, Olean, N. Y., Gainett newspaper station, issued a second anniversary 28-page tabloid edition of the Olean Times Herald. The front cover showed the new transmitter and tower, with emanations from the tower depicting cities in the WHDL coverage area. Staff pictures, articles about the station and personnel, and numerous commercial advertisements were included in the tabloid.

COCA COLA BOTTLING Co. of Boston staged a pre-audition of the parent company's series of 129 half-hour transcriptions for the benefit of salesmen and their guests. In Boston the series is booked on WNAC. D'Arcy Adv. Co., St. Louis, is the Coca Cola agency.

EVERY person interviewed during a morning man-in-the-street series for Aren Beverage & Spring Water Co., Milwavkee, receives a letter from Neil Seadles, WISN announcer, which entitles him to three bottles of soda water. Listeners sending in best questions to be used on the programs get the same award.

a WTMJ, Milwaukee, has introduced a new twist to an effective promotion stunt which has been used by Yankee Network and others. As a Christmas remembrance, WTMJ clients received a mahogany colored, bakelite cigaret box and 50 books of WTMJ matches. Each month clients will receive a resupply of the same amount of matches. One new feature of the promotion is the printing of the client's name, in black ink against the silver background on the front flap of each book. On the back, a brief advertising message serves as a daily reminder and silont salesman for WTMJ.

A novelty of WTMJ's promotion is a limerick contest connected with it. In each mailing of the matches, a card is enclosed with the following jingle:

ing lingle:
Matches from WTMJ,
A matchless station, ad-men say,
That never falls
To strike up sales

The client who writes the best last line for the limerick receives a carton of his favorite cigarets with every month's resupply of matches. A landslide of entries is not expected from the contest, but the high percentage of returns from early mailings indicates great interest in the idea.

THE sales drive on Norbest turkeys, which aided in moving a big supply of the birds for Northwestern Turkey Growers Association prior to Thanksgiving, was resumed on WOR, Newark, during the Christmas holidays. The program offers leading chefs who give favorite turkey recipos. Turkeys were awarded listeners for best recipes and all who wrote in were presented with a recipe book

DURING the football season, Clifton Williams, Schenectady fuel dealer, offered 100 gallons of oil to the first person phoning in the score of the game broadcast which followed his pre-game program on WGY Responso was as high as 360 completed calls. Still better, listeners began to phone orders for oil over the special phones instead of the regularly listed telephone. In addition, a fine list of prospects was obtained. Leighton & Nelson, Schenectady, handled the account.

RADIO TRAILERS for the West Coast audience were launched Dec. 22 and ran through to and including Dec. 28, the day before KNX officially became the CBS coast outlet. KNX broadcast the trailers as Columbia Previews each week day at 7 p. m. with highlights of outstanding programs and excerpts from forthcoming productions.

INDEPENDENT GROCERS AL-LIANCE, Chicago, during December broadcast an offer in connection with its Ope Girl in a Million transcription brograms to give a 5x7 enlargement to any listener sending in a snapshot negative and a label from an IGA branded product.

one of the nation's oldest children's programs heard thrice weekly over the Salt Lake City station again was sponsored for the Christmas season by the W. T. Grant Co. to promote Grant's Toy)and. Though this program brings children as young as three and four years to the microphone, each show is prepared and rehearsed from script as carefully as any production pro-gram. In the case of the smaller tots, the lines are memorized and each show works the commercials right into the script. As a result Grant reports the heaviest Christmas business in history in their Salt Lake City store.

EVERY Monday morning several hundred members of Phil Salt man's Piano Club of the Air, based on a program on WEEL, Boston, receive a post card on which is minted the notes for a hot piano "brenk". The program includes a hot piano contest, with listeners guessing the names of recording artists. Prizes are theatre tickets. Club members are charged 25 cents for postage and printing.

SUN OIL Co., Philadelphia (petroleum products), through its NBC-Blue network program with Lowell Thomas, offered free copies of a Christmas book' of short stories by Mr Thomas, Listeners obtained copies by visiting the hearest Sunoco station, no copies being mailed.

KNOX GELATINE Co. Inc., Johnstown, N. Y. (gelatine dessert), is offering free gelatine dessert recipes to all listeners writing to sponsor. Program is heard on EBS, Tuesdays and Thursdays, 11:15-11:30 a m

KFRO, Longview, Tex., furnishes all advertisers with price markers labeled "As Advertised on KFRO". They are in assorted sizes, and provide space for insertion of price.

Jean

IN PIVE & TEN—Window displays like the above, tying in with the Sunday morning broadcasts on MBS, have been used by Varady of Vienna, Chicago cosmetics manufacturer, in some 50 Woolworth stores. Program, which is placed through Baggaley, Horton & Hoyt Inc., Chicago, has recently been renewed for another 13 weeks.

PILOT RADIO Corp., Long Island City, N. Y. (radio receivers), has started a regular weekly "award of merit" to the best program or artists on the air each week. The purpose of the award, a parchment scroll, said Alvin Austin, president of the agency bearing his name and handling the Pilot account, is to keep the art of broadcasting on a high plane.

CBS was awarded the first scroll Dec. 12 for its coverage of the British royalty crisis. The award was acknowledged by William S. Paley, CBS president. Jeanette Macdonald was given the second award Dec. 20 for her performance in the CBS operetta broadcast, Naughty Marietta, Sponsored by Vick Chemical Cathrough Morse International Inc, New York

The public is informed of the award through a radio column conducted by "AI Turner" and titled You. Radio Pilot. Comments on fature broadcasts are also included in the column Radio editors of all New York newspapers have been invited by the radio manufacturer to form an advisory group to assist in the selection of the weekly win-

Coming at a time when Paul White, chief of the CBS special events staff was in South America, the network nevertheless assigned all available personnel to the momentous news "story" centering around King Edward With Frederic A Willis, assistant to President Paley in charge, practically all programs were on a "standby" basis during the crisis. Assisting Mr. Willis were John G. Gude, CBS publicity director; Ed Murrow, director of talks; Axel Petersen. traffic department; Don Higgins, Luther Reid and Bob Trout.

WBIG, Greensboro, N. C., and Jefferson Standard Life Insurance Cacooperated in awarding a \$100 prize to the winner of a contest staged by the sponsor to obtain ideas for its 30th anniversary program. Entries were received from six states. The winning idea consisted of a symphony program with talks by the oldest policy holder and the oldest employe of the sponsor. Freitag Adv. Agency, Atlanta, is handling the program.

KOA, Denver, disputes the claim that the IGA sales meeting in Chicago Nov. 22, with CBS as host was the first radio sales meeting of its kind, and announces that an IGA grocers meeting was held Oct 4 in the stiflios of KOA. The station points out that radio is being recognized more and more hy retailers as a powerful sales factor.

WIP, Philadelphia, of Dec. 20 carried a full-page advertisement with pictures of its staff of 56 in the Sunday Inquirer. A small advertisement on the radio page referred readers to the full-page display. All photographs were especially posed.

IOWA Network mailed to space buyers a Christmas card consisting of a piece of sheet music titled On a Little Farm in Iowa, state theme song of the Farm Folks Hour. The front cover carried pictures of talent and a Christmas greeting.

WOR, Newark, claims an increase of 92.2% in mail restonse for the first 11 months of 1936, the total amounting to 1,658,936 as of New 28

## Happy OLD Year!

because in 1936, more and more advertisers used WLW for their radio advertising

... more and more listeners joined the ever-growing ranks of WLW's regular, daily audience

pressed its sincere appreciation of the fine programs offered by WLW and its advertising sponsors, by more and more purchases of these advertisers' products.

## RCA Research Triumphs again!

INTRODUCING THE NEW

## RCA UNI-DIRECTIONAL MICROPHONE

-ANOTHER RCA FIRST!

Type 77-A — Ingenious new type High Fidelity
Microphone... picks up sound coming only from
one direction . . . solves a problem that has
puzzled engineers for years

An achievement in the Microphone field featuring:

- 1. Uniform wide-angle response from the front.
- 2. Negligible response at ALL frequencies from the back.
- 3. Attenuates audience noises in theatres or large studios.
- 4. Can be placed closer to the wall in small studios without pick-up of reflected sound.
- 5. Can be tilted and rotated conveniently.
- Can be used with all RCA Microphone Stands, or suspended.

RCA's new Uni-Directional Microphone uses but a single ribbon. The lower half of this new microphone is operated on Velocity principles...the apper half, Pressure. Ingenious labyrinth provides proper terminating impedance.

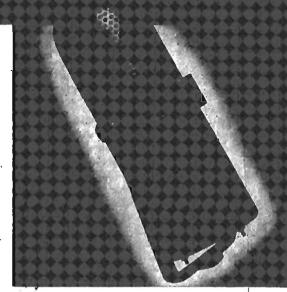
It practically kills all unwanted sounds. Wide pick-up covers entire stage or studio where broadcasters are located, thus eliminating the need for two or three ordinary microphones. Is ideal for small studio use, since it picks up a much lower percentage of reflected sound.

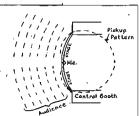
Frequency response is uniform throughout the audiof range. The Type 77-A affords reproduction as smooth and pleasant as that provided by the standard Velocity Microphone, and can be used interchangeably, or can be mixed with standard Velocity or Inductor type microphones.

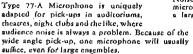
Specifications: Output impedance, 250 ohms. Output level (10 bar input), -69 db. Mountings, standard. Directional ratio, 10-to-1.

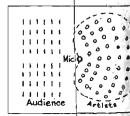
Write us for complete descriptive literature concerning this new broadcasting creation. The 77-A-RCA Uni-

Directional Microphone — is the one the experts demanded ... Here it is!



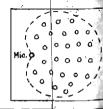






Noise-discriminating feature of microphone is similarly value a large audience is in limited a

In small studios the Type 77-A Microphone has the advantage that it can be placed close to the back wall, with much less pick-up of reflected sound from the back.





Broadcast Equipment

RCA MANUFACTURING CO., INC. CAMDEN, N. j. + A Service of the Ratho Corporation in virtual