Vol. 12 • No. 8.

BROA

Foreign \$4.00 the Year



CASTING

is a primary concern of every good pilot. And the prevential influence of WHO is a vital help in reaching your pilos objective in the sich sown market.

1

WHO-Des Moines-50,000 watts

SPHINX TALKS — KLZ smacked one on the button for Denver sports fans March 11 by airing exclusive interview with Joe "Brown Bomber" Louis. When local promoters blocked scheduled studio broadcast, RLZ engineers ron a loop into the fighter's private car. The Bomber, ordinarily a man of few words, loosened up with a swell interview.

BRILLIANT NEWS BEAT Within seconds after the first flash of the New London school disaster, KLZ was long-distancing to the scene for full details. With characteristic alortness and persistence, KLZ newsmen deloured around clogged wires into Overton, Texan, 4 miles from New London, and got Jack Cox, Overton morchant, on the wire, "I can hardly talk to you," Cox said. "The bodies of 24 little bbys dnd girls are in my store new." With first hand information, KLZ's regular newscast went on the air a few minutes later cheed of all other news agencies to give KLZ listeners a full and authentic report of the nation's greetest school cattstrophe.

DENVER WONDERS . . . AND LISTENS

Action . . . movement . . . life . . . that's what gets attention. That's what KLZ is giving listeners in the Denver-Rocky Mountain region.

KLZ's alert and efficient news staff alone has smacked out enough news scoops, both local and national, to make it the talk of this area. With its wire service, its many private "pipelines" to all the important local news sources and a staff of news "bloodhounds" that can smell a story almost before it breaks, KLZ is looked-to and listened-to for news as is no other medium in this region.

KLZ bears down on the showmanship throttle every minute. No bets are overlooked to bring its audience timely, interesting special events. KLZ keeps its audience on the edge of its seat. It is the station this region listens to. It's the station that can really put your selling story over in this market. GANG BUSTERS — On March 3 the killing of Clifford McKinsick in gun battle with Denver police was dramatized during the Gang Busters program. Geo. W. Marland, Denver police chief, and James E. Childers, captain of detectives, leading characters in the episode, are shown listening to program at police headquarters. So many other Denverites listen to KLZ that dofense lawyers in sequel cases are hard put to find jurors who did not hear it.

A.W.O.L. — On March 5, two-year-old Alberta Sarver went for a walk. Mile and a half from her home in Edgewater, Colorado, she was taken in by strangers who notified the shoriff. Al shoriff's request, KLZ aired the news that later aided in the child's return.

JAI

RACKETEERS - Bruce Barnes, tormer Davis Cup star, and Ellsworth Virles, world's champion pro tennis champion, appearde in exclusive interview over KLZ on March 9. KLZ never misses a chance to build in more solidly with sports fans.

B.d

BASKETBALL CHAMPS — Week of March 15. KLZ carried broadcasts of national A. A. U basketball tournament Denver Saleways won final game before a crowd of 5500. a'victory for which Denver had been waiting five years. Presentation of medals to winners by J. T. Mahoney, national A. A. U. president, was aired exclusively by KLZ

ameticantentohistory.com

Dig into 3 big markets at low cost

H ERE is one way to make your budget for New England go further and accomplish more.

Plan to spread your appropriation to include direct local attack in 13 choice markets, where population density and the many retail outlets offer greatest possibilities for volume sales.

Over the Colonial route you can do this at low cost. Every station in the Colonial group commands dealer confidence and co-operation, because every station has created a large local audience with popular network programs and strong local features. WAAB, Boston, for example, leads all local* stations in listeners . . . covers the entire Metropolitan Boston area.

All other Colonial stations are relatively strong; and the entire network provides an all-New England audience, embracing the largest retail areas and taking in more productive territory than it is possible to reach by any other group at equally low cost.

*Local stations—not carrying full schedule of network programs.

WAAB WEAN WICC	Boston Providence Bridgeport New Haven	WLBZ WFEA WNBH WLLH	Bangor Manchester New Bedford . Lowell
WTHT WSAR WSPR	Hartford Fall River Springfield	WEDH WBRY WLNH WRDO	Waterbury Laconia Augusta

The COLONIAL NETWORK 21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS EDWARD PETRY & CO., INC., Exclusive National Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

www.americanradiohistorv.com



Advertising Support right through the Summer!

ODAY, as never before, advertisers know that dealer support must be *year-'round*. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running astraight 52 week schedule. People respond to this by the millions and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to your dealer... to your product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at *some* hours, there are *more* listeners than in winter!

...92 out of every 100 adults are at home in any one summer week all

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

National Broadcasting Company A Radio Corporation of America Service



summer long. And of those 8 out-of-

towners, 5 are in radio-equipped resi-

dences. "Radio Goes Where People

Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his an-

nual broadcasting time cost if he runs

the 52 weeks. (Over 57% of NBC's

advertisers do this-they're smart!)



ANOTHER KMBC TESTED FEATURE! — a sales manual which describes the load-building possibilities of Phenomenon; also a beautiful illustrated brochure.

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366 Madison Ave.

Murray Hill 2-8690

Tribune Tower

Superior 4473

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Russ Bldg.

Douglas 1294

General Motors Bldg.

Trinity 2-8060

*La Fendrich Anacin Alka Seltzer Cigars American Can *Feensmint Spud Cigarettes *Pursang Bayer's Aspirin *Erin Brew *Varady of Vienna Kools and Raleighs *Ovaltine Camay Soap *Essence of Life *Chipso *Bunte Candies *Carter's Pills Dr. Lyon's *Un Air Embaum *Ivory Soap *Jergen's Lotion *Dandee Pretzel's *Woodbury's Soap *Rem Pond's Cold *Rel Cream *Muller Chicory National Biscuits *Nu Enamel 20 Mule Team *Ourine Borax *Pluto Water Phillips *Smith Brothers Toothpast *Treesweet Juices Sanka Coffee *Kosmet Cosmetic *Drene *Bonne Belle *Sherwin-Williams *Ret *Cystex *Kruschen Salts *Lakeside Biscuit *Gall-Flo Company *Rubine *N R G Rolls *Eve-Gene *Baby Ruth *Jungs Products Candy *B C Headache *Pronbylactic Remedy Toothbrushes *National Dairies *Minit-Rub *Cal Aspirin *Lamp's Rug *San Felice Cigars Cleaner *Direct

Now advertised regularly over Cleveland's Friendly Station

Of three large drug chains in Northern Ohio, one spends 80, another 100 percent of their radio dollars with WGAR. We know, sell to and sell for the druggist

W·G·A·R

CLEVELAND'S FRIENDLY STATION John F. Patt, Vice-President and General Manager Edward Petry & Company, National Representatives Two New Important Markets for NBC...

*

010

WDEL WILMINGTON, DELAWARE

Is Pleased to Announce Its Affiliation with the

* NATIONAL BROADCASTING COMPANY

As a Basic Outlet of the RED NETWORK Effective April 15, 1937

Wilmington • Delaware

YORK, PENNSYLVANIA Is Pleased to Announce Its Affiliation with the NATIONAL BROADCASTING COMPANY As an Outlet of the RED and BLUE

NETWORKS Effective April 15, 1937

WORK York • Pennsylvania

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aistory com

www.amer



"Odzooks!-9 forgot <u>time</u> <u>schedules!</u>"

F you are tired of countless detailstired of working up analytical and statistical data and the other "preliminaries" of your campaigns, we'll do it for you!

We'll compile coverage figures with population, radio homes, retail outlets, available time schedules and campaign costs,

including talent-leave you free to work up your important creative end of the job.

In addition, we can help line up your merchandising cooperation and tie-ins - do most of the things that take your time and dissipate your profits $\cdot_{\mathcal{M}}$. Let's talk it over -at your office, or at any of ours, below.

FREE & PETERS, INC. (and FREE, JOHNS & FIELD, INC.)

WHO Des Moines WGR-WKBW Buffalo WHK-WJAY Cleveland WHKC Columbus KMBC Kansas City WAVE Louisville WTCNMinneapolis-St. Paul KOIL Omaha	RA NEW 110-East	Cadio Station Presentative YORK CHIC, 180 N. A 2-0600 Freduc	25 AGO Aichigán	WIS Columbia WOC Davenport WDAY Fargo KTAT Fort Worth WDRC Hartford WNOX Knoxville KFAB Omaha-Lincoln
KOIN-KALE Portland; KSD St. Louis WFBL Syracuse KOL Seattle WKBN Youngstown	DETROIT New Center Bidg		LOS ANGELES C. of C. Bidg. Rithmond 6184	WMBD Peoria WPTF Raleigh KVI Tacoma KTUL Tulsa

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BROADCASTING

Broadcast Advertising

Vol. 12 No. 8

WASHINGTON, D. C., APRIL 15, 1937

\$3.00 A YEAR - 15c A COPY

NAB Convention in Chicago June 20-23 B_y SOL TAISHOFF

ASCAP.

vention headquarters. The selection was made, as were the specific dates, by the NAB executive com-mittee, comprising President C. W. Myers, Treasurer Harold Hough and Managing Director James W. Baldwin. In designating Chicago as the convention city, the board at first found itself unable to pick the specific four-day period be-cause of other conventions. The June 20-22 dates were finally clear. June 20-23 dates were finally clear-ed April 13 by Mr. Baldwin.

ed April 13 by Mr. Baldwin. At its morning session April 7, the board tentatively selected June 13-16, only to rescind it in the afternoon following word that the Pacific Advertising Clubs Associa-tion had scheduled a convention in Salt Lake City at the same time. The Advertising Federation of America holds its convention in New York June 20-23 but this New York June 20-23, but this conflict was viewed as unavoidable. The Braddock-Lewis championship fight occurs in Chicago, June 22.

May Be Permanent Chicago won as convention city because of its central location and because of its central location and because last year's convention drew the biggest attendance in NAB history, with a gross enroll-ment of 816 and a delegate regis-tration of 258. The NAB has ap-proximately 400 station members. With this new precedent in select-ing the same city twice in succes-sion, it is not unlikely that Chicago will become the convention city on a permanent hasis \$275,000. This transaction, in which Mr. Bulova, CBS officials and the Paul-ist figured, will make possible com-pletion of the Bulova plan for an a permanent basis. The only definite action taken by

the board, after discussion of a the board, after discussion of a wide range of subjects, had to do with copyright, as follows: 1. Gave Managing Director Bald-win, the green light on his public domain transcription library pro-ject, to be sold stations through a separate corporation in-which NAB officers would be the stockholders. Ten hours of this library already have been recorded, with 25 hours

have been recorded, with 25 hours have been recorded, with 25 hours promised for delivery to stations at a rate yet to be established prior to the June convention. 2. Gave unqualified endorsement to the state convention for the form to the state copyright laws of Montana and Washington State, enact-ed in March, which strike at the

in defense of both the Montana and Washington measures, now under attack in the courts by

5. Voted to support the Duffy Bill (S-7) reintroduced this year after having fallen the victim at the last session of violent ASCAP opposition in the House. This bill 4. Voted the association's sup-port of the bill proposed by Ed Craney, hard-hitting manager of KGIR, Butte, to amend the Federal copyright laws by striking out the innocent infringement clause of \$250 minimum damages and leav-ing judgment to the court; and by requiring networks to assume full

March 29, it was introduced in the Senate by Senator Sheppard (D.-Tex) and referred to the Commit-tee on Patents.

similarly would eliminate the present minimum statutory damage provision and serve to check the onslaughts of copyright combines in other ways.

Bulova Plans Atlantic Chain Following Purchase of WLWL

Bitter Controversy Closed by Sale; New Network Would Extend From Philadelphia to Boston

AMICABLE settlement of the long-standing Paulist-CBS-Bulova controversy, which resulted in more radio intrigue than any other recent agitation, has been effected with the outright sale of WLWL, New York station owned by the Paulist Fathers, to Arde Bulova, watch manufacturer and broadnel. Whereas the CBS proposition, worked out more than a year ago, would have provided for acquisi-tion by that network of the station either on a lease or sale basis with a certain amount of guaranteed time to the Paulists, the Bulova transaction involves an outright sale and with no guarantee of time to the Paulists. watch manufacturer and broad-caster, for a reported figure of

Forming a Network

It is reported that the sale to the Bulova interests resulted from a three-way transaction in which a three-way transaction in which CBS, and more particularly its executive vice - president, Edward Klauber, used its good offices. " With the anticipated approval of the transaction by the FCC Broad-cast Division, plans of Mr. Bulova to proceed with his network prob-ably will go forward at once. Har-old A. Lafount, former FCC com-missioner and in effect general pletion of the Billova plan for an upper Eastern Seaboard network extending from P hiladelphia through New York to New Eng-land with a half-dozen or more stations, practically all of which are Bulova-owned or controlled. FCC approval of the sales transac-tion of course is essential and is tion, of course, is essential and is expected. Mr. Bulova and James P. Kiermissioner and in effect general nan, commercial manager of manager of Bulova broadcasting WLWL and a central figure in its six-year quest for full time, visited the FCC April 8, at which time they explained the transaction. The enterprises, has laid out the network plans. Mr. Lafount also has interest in several other Bulova stations.

plan, it is understood, follows This network, as the present sitblan, it is understood, follows closely that originally worked out by CBS with the Paulists whereby WLWL would become a full-time station in New York, operating with high power of possibly 10,000 watts on the 1100 kc. clear chanuation stands, is expected to in-clude the new full-time WLWL as the key station. Other affiliates would be WPEN-WRAX, Philadelphia regional now operated by Mr. (Continued on page 70)

Sherman Hotel Is Headquarters; Board Approves Public and committee of three to investigate and formulate plans whereby stations might seek to procure re-tions of the music copyright groups by requiring listing of all numbers, clearance of music at the all of the music copyright groups by requiring listing of all numbers, clearance of networks and introduction of a gramment. April 7 dug its collective teeth into and authorized sweeping actions on several fronts. The Sherman Hotel will be converted for the selection was made, as were the specific was made was were the sp committee named comprises Joseph O. Maland, vice-president of WHO, Des Moines; John Elmer, NAB first vice-president and head of WCBM, Baltimore, and John J. Gillin, Jr., manager, WOW, Omaha.

NAB Disc Library

Much interest centered about the auditioning of the public do-main library samples. With a turntable set up in an outside office, the board, seated before a remote speaker in Mr. Baldwin's office, listened to a cross-section of the 10-hours of transcribed discs he had available. These covered the customary musical ensembles, vo-cals and other items adapted for 'transcriptions, all using numbers selected from the public domain files of the Library of Congress, and arranged by the NAB Copy-right Bureau staff of a half-dozen headed by Edward Fitzgerald, NAB copyright director. These constitute the first seg-ment of a projected library of a minimum of 100 hours planned by Mr. Baldwin and authorized by the Board of Directors just a year ago. All told, he estimates that some 1,700 separate public domain comistened to a cross-section of the

All told, he estimates that some 1,700 separate public domain com-positions will be required for the 100-hour library. The production schedule calls for 25 hours, or some 400 to 500 public domain numbers, be available for delivery with-

to be available for delivery with-in the next month or six weeks. The discs will not be offered stations until the new NAB copy-right corporation, which will be largely an incorporation of the existing Bureau of Copyrights, is formed and prepared to do busiformed and prepared to do Dusl-ness as a corporate entity, which the NAB cannot. [See BROADCAST-ING, April 1]. Following the audi-tions, the board agreed that the NAB officers should proceed with the organization of the corpora-tion, with the executive committee to approve the structure before it ortholic approves in business. It actually engages in business. It agreed, too, that at the next meet-ing of the board, probably during the convention in June, the cor-poration should submit a report covering plans for the ensuing year. The actual basis on which the

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library service will be offered stations will be decided by the corporation officers. There was some speculative discussion of this by the board, however, with the tentative understanding that the library would be offered to NAB members on a flat rate basis, per hour of recording, irrespective of station size or earning capacity. A round figure discussed was \$10 per hour per station. Employing this as a base, if 400 stations subscribed for the entire projected library of 100 hours, the aggregate income figure would be \$400,000.

Emergency Supply

As originally outlined by Mr. Baldwin, and as approved by the board and the membership at the last convention, the public domain library is designed as a reservoir of industry-owned music which would be available in the event another emergency, such as that which developed when Warner pulled out of ASCAP last year, should befall the industry. Moreover, by having available such a supply, it is held, the industry would be placed in a better bargaining position on music performing rights, without being forced to assent to arbitrary demands of such groups as ASCAP.

The public domain transcriptions are lateral cut, on an acetate base, and are being produced in New York according to specifications prescribed by Mr. Baldwin. The process employed, he declared, is one evolved by the NAB after a thorough study of the entire field, and no imprint other than that of the trade association appears on the discs.

Following the audition of the library, according to the NAB minutes, the board members "unanimously voted that the managing director and his staff be highly commended for the work thus far accomplished in the building of a music library for radio stations.' In agreeing upon retention of counsel to assist in the state copyright litigation, the board specified that such counsel also advise other state broadcasters on appropriate legislation of a similar character. It is felt that the Washington and Montana bills legally will withstand court attack.

Actual drafting of these measures, in the rough, is attributed to Kenneth Davis, Seattle attorney, managing director of the Washington State Association of Broadcasters, who undertook the task largely at the behest of Mr. Craney and of T. W. Symons Jr., president of KFPY, and associated with Mr. Craney in KGIR. Mr. Symons is a member of the NAB

Reviews Disc Plan

Mr. Baldwin informed the board of directors that approximately \$25,000 had been expended thus far for the public domain library. In his report to the membership on the meeting he asserted that the cross-section of the 10 hours recorded covered 180 selections. He added that the present schedule of the Bureau calls for 25 hours of recording or approxi-mately 500 selections, by June 1. He continued:

Just one year ago this month the Board of Directors at a meeting in Chicago approved a plan submitted (Continued on page 66)

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NAB BOARD—In between sessions of the special NAB board meeting held in Washington April 7 this photograph was made. Left to right, seated, are: Harold Hough, WBAP, Fort Worth, treasurer; C. W. Myers, KOIN-KALE, Portland, Ore., president; James W. Baldwin, managing director; John Elme, WCBM, Baltimore, first vice-president; John J. Gillin Jr., WOW, Omaha; T. W. Symons Jr., KFPY, Spokane; Gene O'Fallon, KFEL, Denver. Standing, Edwin W. Craig, WSM, Nashville; Edward A. Allen, WLVA, Lynchburg; Gardner Cowles Jr., KSO-KRNT, Des Mo nes; F. M. Russell, NBC Washington vice-president; Arthur B. Church, KMBC, Kansas City: Joseph O. Maland, WHO, Des Moines and John Patt, WCAB, Oke Lynchourg; Gardner Cowles Jr., RSO-KKNT, Des Mo nes; F. M. Kussen, NBC wasnington vice-president; Arthur B. Church, KMBC, Kansas City; Joseph O. Maland, WHO, Des Moines and John Patt, WGAR, Cleve-land. Missing from the photograph, but present in Washington were Harry C. Butcher, CBS Washington vice-president, and Gordon Persons, WSFA, Montgomery. Absent directors were Alfred J. McCosker, WOR, Newark; L. B. Wilson, WCKY, Cincinnati; W. W. Gedge, WMBC, Detroit, and Ralph R. Brunton, KJBS, San Francisco.

cussing these other issues.

establishment of a radio title clear-

involves an appropriation of \$10,-

The Joint Committee situation

ing house.

Other **Convention Dates**

20-23.

American Newspaper 'Publishers Association-Wal-

dorf Astoria Hotel, New York, April 21-23. Association of National Advertisers - Hot Springs, Va., April 25-28. American Association of Advertising Agencies-Green-brier, White Sulphur Springs, W. Va., April 29, 30 and May 1. Radio Manufacturers Asso

ciation-Hotel Stevens, Chicago, June 8-9. Pacific Coast Advertising Clubs Association — Salt Lake City, June 13-17. Advertising Federation of America - Pennsylvan i a Hotel, New York, June

CEREMONY PLANNED

FOR KLZ AND KVOR A CELEBRATION marking completion of new facilities for KLZ, Denver, and KVOR, Colorado Springs, has been arranged tenta-tively for June 19-27 by the Oklahoma Publishing Co., operating the stations, along with WKY, Oklahoma City. Spot buyers from Chicago advertising agencies, along with other figures in the industry, have been invited. Because of possible conflict with

the NAB convention, now scheduled for the latter half of June, the dates may be changed.

Both of the Colorado stations, purchased within the last two thought advisable. years, have been completely rebuilt and have been "rededicated to the service of the areas they serve in accordance with the policies of the Oklahoma Publishing Co.," said in New England and in Kansas Edgar T. Bell, business manager City. While no statement was of the latter company, in announcing the celebration. The trip includes a visit to the Colorado Springs and Pikes Peak region and Estes Park. The invitations have been issued by E. K. Gavlord, president of the Oklahoma Publishing Co., and Mr. Bell.

DEPARTING from usual proce-dure, the NAB board meeting in Washington April 7 failed to disactually under way, are somewhat premature, although probably desirable.

Arthur B. Church, chairman of cuss or act upon current industry the NAB Committee, objected to issues involving station time, rates the Kansas City rural survey on and related data. The docket was jammed with basic industrial probthe ground that the matter night lems, notably copyright, with the result that the meeting adjourned be misconstrued by virtue of his long association with the Joint at a late hour without even dis-Committee's work and the effort to set up a cooperative radio cov-erage bureau. He thought some other city should be selected so One of the questions in which the industry generally has been intensely interested is the work of there can be no criticism of the

the Joint Committee on Radio Redesignation of Kansas City. search, representing equally the Expenditures made up to this NAB, Association of National Adtime on the survey work have been vertisers and American Association from funds advanced by the netof Advertising Agencies. Another works. The New England listening is station break spot announcehabit and coverage study probabl ments-an issue provoked by sevwill be completed shortly. Whetheral large advertisers and agencies er the Kansas City study finally and which was placed on the door-step of the NAB by Young & Rubiwill be undertaken depends upon the result of a vote now being cam in a letter from William R. Stuhler, its radio director [BROAD-CASTING, April 1]. A third was the question raised by WBNX, New sought by John Benson, AAAA president. NAB members have suggested another Joint Committee meeting before final decision is York, over purported duplication reached on that survey. of program titles and suggesting

A meeting of the technical committee of the Joint Committee has been called in New York by L. D. H. Weld, chairman for April 17.

Maca Yeast to Place

000 by the NAB which has never been advanced to the Committee. NORTHWESTERN YEAST Co., NBC and CBS have advanced \$20,-Chicago, currently sponsoring Vir-ginia Lee & Sunbeam on WLS, 000 and \$10,000 respectively to the fund. The NAB board last July ap-Chicago, for its new product, Maca, proved the \$10,000 appropriation quick-raising yeast, will have tranfor the industry and authorized its scriptions made of the program and place it nationally as soon as distribution is secured. Sales at present are confined to Illinois, Wisconsin, Indiana and Michigan. There is a possibility, too, that Virginia Lee & Sunbeam will go on the networks this fall when national distribution is anticipated. Hays MacFarland & Co., Chicago, is the agency.

view has been that the Joint Com-DELCO - FRIGIDAIRE Division General Motors Corp., Dayton (air conditioning), is planning the largest mittee should first set up a basis for auditing station coverage, rathudvertising campaign in its history er than indulge in surveys at this Radio is being discussed in a numbe stage of the procedure. It feels of forms, both spot and network. Lord & Thomas, New York, is the the projected Kansas City survey and the New England survey, now ageney



SPONSOR-AGENCY EXECUTIVES-Candid glances at the speaker's desk during the baseball announcers session in Chicago. Left to right in the photos are: Left photo-John H. Sarles, vice-president, Wayne Hunt, president, of Knox-Reeves; Henry A. Bellows, General Mills radio consultant. Center Photo-Samuel C. Gale, General Mills director of advertising; William S. Hedges, vice-president, WLW; Luther Wood, account

executive, Ruthrauff & Ryan; F. T. Tucker, Goodrich advertising man-ager. Right photo-George N. Walker, advertising manager, Socony-Vacuum; F. R. Griffin, account executive, J. Stirling Getchell; C. E. Sears, Socony-Vacuum White Star Division, Detroit; F. H. Casey, Wadhams Oil Division, Milwaukee; Roy B. Dill, Lubrite Division, St. Louis. Back of the speaker's table was a sponsor map.

executives entertained a real ap-

preciation of the importance of broadcasting. Whether the broad-

casting of games was thought to be beneficial or harmful to the

gate, there still remains the fact

that radio has suddenly jumped in-

to a most prominent and influen-

tial position among methods of

broadcasting is here to stay and to

improve, and if the benefits of a

good broadcast were not so appar-

ent to some, at least they realized

that' a poor broadcast could be most harmful."

Explaining that interests of club.

sponsor and station are common,

he said that a uniform policy di-

rected by a single department was sought, created "in the spirit of cooperation and helpfulness, and

Mr. McEvoy continued, "we of the

if its conduct is directed beneficial-

ly, can baseball broadcasting en-

(Continued on page 72)

COLONIAL NETWORK (WAAB, Bos

ire and preserve to our sponsors

To safeguard ideals of baseball,

with no other objective."

that radic

news dissemination,

General Mills Spends Million on Baseball

Announcers Given Coaching at

tires in commercials. Coca-Cola of Dallas will share sponsorship of games on WRR. Chicago The complete list of stations, sponsors and announcers being used in this baseball sponsorship

is carried elsewhere on this page However, a few changes will be made in the sponsorship setup later, with General Mills probably sharing some games now in the ex-clusive list with another advertiser. A few stations may also be added later. At the Laseball announcers'

conference which was held under the auspices of Knox-Reeves, most of the announcers with the exception of those from the West Coast who will broadcast ball games for General Mills, were in attendance. In addition to the 62 announcers present and the Knox-Reeves men. there were representatives from General Mills, Socony-Vacuum, Goodrich, J. Sterling Getchell, Ruthrauff & Ryan, and Rawson-Morrill Inc.

The conference was held to acquaint the announcers with the general policies to follow in their broadcasts. However it was emphatically brought out that the meeting was not held for the pur-pose of standardizing the broadcasts or to have the announcers conform to any uniform technique. Instead the main theme of the

General Mills Exclusive

sor games on KTSA, San Antonio, and KTUL, Tulsa, and will stress meeting was to discuss fully the casting than we ever had in the whole conception of modern basehistory of radio". Nor is the office ball broadcasting, exchange ideas a censorship bureau designed "to and discuss mutual problems so impose a gag rule on announcers.' "For some years," he went on, "I believe that a few baseball that better broadcasts of the games would result.

Agency Men Speak

Wayne Hunt, president of Knox-Reeves, opened the two-day conference by welcoming the visitors and speaking briefly on the purposes of the conference. In his talk, Mr. Hunt pointed out that there is a growing understanding that baseball broadcasting is a cooperative operation, with a mutuality of interests among the three "part-ners"---baseball clubs, radio stations and sponsors.

Most of the agency men and sponsors' representatives present ascended the podium at one time or another and discussed different angles of baseball broadcasting. Lloyd Griffin presented transcriptions showing both desirable and undesirable ways of announcing games. Brad Robinson showed newsreels demonstrating the incorrect way of broadcasting a ball game.

American League feel that we are L. C. McEvoy, radio director of the American League, endeavored to dispel belief that his department but furthering the best interests of the sponsors and the radio stations, for only if broadcasting promotes the good of the game, only was created "to throttle, handicap baseball broadcasting and ultimate to eliminate it", by explaining that in 1937 "we are going to have more baseball broad-

Sponsors, Stations, Announcers on Baseball Schedules...

WLAC, Nashville-Nashville, away; Her-

COLONIAL NETWORK (WAAB. Boston; WSAR, Fall River; WSPR. Spring-field; WLBZ. Bangor; WFEA. Maachester; WTHT, Hartford; WNBH. New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WEAN, Providence; WKC, Bridgeport)-Boston Bees and Red Sox, home: Fred Hocy.
WSAI, Cincinnati-Reds, home and away; Red Barber.
WHIO, Dayton (line from WSAI)-Reds, home and away; Red Barber.
WCPO, Cincinnati - Reds, home and away; Harry Hartman.
WHK, Cleveland - Indians, home and away; Jack Graney. WLAC, Nashville-Nashville, away; Herman Crizzard.
WDSU, New Orleans - New Orleans, away; Earl Smith.
WINS. New York-Dugout interviews of Yankees and Giants and evening dramatizations (may be cosponsored); Jack Ingersoll, Pat Barnes and Dan Dunphy.
KFXR, Oklahoma City-Oklahoma City, away; Ed Shelton and Bob Elliston.
WJAS, Pittsburgh-Pirates, away; A. K.

Roswell WTOC, Savannah-Savannah, away: Wel-

WTOC, Savannan-Savannan, don Herrin. KWKH, Shreveport-St. Louis Cardinals and other National League games by wire; Ted Andrews. WJSV, Washington-Senators, away; Arch

away; Jack Graney. WBNS, Columbus -- Columbus, ' home and away, William McKinnon and James Verian. WWJ, Detroit-Tigers, home and away;

WJSV. Washington-Senators, away; Arch McDonald. KFAC, Los Angeles-Los Angeles, home and away (tentative): Art Gleason. KROW, Oakland — Oakland, home and away (tentative). KEX, Portland-Portland, home and away (tentative): Rollie Truitt. KYA, San Francisco-San Francisco, home and away (tentative): Ernis Ernith

ATA, San Philesco-san Philesco, hole and away (tentative); Ernie Smith KIRO, Seattle—Seattle, home and away (tentative); Leo Lassen.

General Mills-Socony WJW, Akron-Akron, home and away;

Grand Lapids, "Horn, Lay Grand away; Lansing) — Tigers, home and away; Marry Heilmann. WIRE, Indianapolis — Indianapolis, home and away; Norman Perry Jr. and Morris Hicks. WCCO and WMIN, Minneapolis-Minne-

WJW, Akron-Akron, nome and away; Bill Griffiths. WOKO and WABY, Albany-Albany, home and away; Royden N. Rand. WBBM, Chicago-Cubs and Sox, home and away; Pat. Flanagan, George Suther-land. web apolis, home and away; Byrum Saam. WHN, New York-Jersey City, home and away; Joseph R. Bolton. (Continued on Page 71)

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Tý Tyson. MICHIGAN RADIO NETWORK (except

WXYZ but including WELL. Battle Creek; WIBM, Jackson; WKZO. Kala-mazoo; WFDF, Flint; WOOD-WAŞH, Grand Rapids; WBCM, Bay City; WJIM,

Committee on Radio Research to contribute the funds when it It has developed that the NAB Committee is not in full sympathy with plans of the agency and advertiser members of the Joint Committee for popularity surveys

forthcoming from the NAB, the

By HAL TATE MORE than doubling the number of stations it used last year in sponsoring pro baseball broadcasts, Status of NAB Grant to Joint Group For Radio Coverage Study Undecided General Mills Inc., Minneapolis, on behalf of Wheaties this season will sponsor games on 80 stations either alone or in collaboration with some other advertiser. Repre-

senting the most extensive baseball sponsorship in the history of radio, General Mills will spend more than \$1,000,000 in the exclusive or shared sponsorships. General Mills, it was disclosed at a conference of its executives,

meeting in Chicago with agency men and announcers signed for the games April 11 and 12, will foot the total bill on 31 stations, will share the sponsorship with Socony-Vacuum Oil Co. on 46 stations. will share with B. F. Goodrich Co. on two stations and will share with the Coca Cola distributor of Dallas

on one station. Promotional Campaign

In addition to the tremendous expenditures involved in the rights to and sponsorship of the games, General Mills will launch a huge promotional campaign through its agency, Knox-Reeves Advertising Inc., Minneapolis. Opening guns on the campaign were fired at a

baseball announcers conference held in Chicago April 11 and 12. A new magazine Ad Liberties will be published and will contain news of baseball broadcasting. It will be sent to the announcers and stations broadcasting the games to ball clubs and to others. Three "field men" from Knox-Reeves will spend their time solely in contacting the announcers and will aid them in every way to

make their broadcasts more effective to the baseball club, the sta-tion and the sponsor. They are Brad Robinson, sports broadcast executive for Knox-Reeves, who will cover the eastern section; James Kelley, former space salesman for Barron G. Collier Inc., who will cover the central section, and Lloyd Griffin, former sports an-nouncer for WLW and WBBM, who will cover the west and southwest division.

Socony-Vacuum cosponsoring the games on 46 stations will promote Mobilgas, Mobiloil and Bugaboo, an insecticide, during its broadcasts. Goodrich will cospon-

WGST, Atlanta-Atlanta, home and away; John Fulton. WDRW, Augusta—Augusta, away; Lew (Flash) Bristol. WCBM, Baltimore – Orioles, home and away; Lee Davis. WBRC, Birmingham Birmingham, away;

Eugene Connor. WGR and WKBW, Buffalo-Bisons, home and away (three days only); Roger Baker. WIS, Columbia, S. C.—Columbia, away;

Victor Lund.

Victor Lund. KSO, Des Moines – Des Moines, away; Gone Shumate. WHO, Des Moines-Chicago major league games with dramatizations after games, home and away; Dutch Regan. KFJZ, Fort Worth-Fort Worth, home; Zack Hurt, Gene Cagle and Bill Field. WJAX, Jacksonville-Jacksonville, away; Jack Rathburn. KBTM, Jonesboro, Ark.-St. Louis Cardi-nals. home: Dick Altman.

KBTM, Jonesboro, Ark .- St. nals, home; Dick Altman.

KOIL, Omaha, and KFAB, Lincoln-Ma-

away. and KGHI. Little Rock - Little KLRA Rock, away; Benhie Craig. WALA, Mobile—Mobile, away; Joseph H.

Montgomery-Montgomery, away;

WNOX, Knoxville-Knoxville, away; Low-ell Blanchard.

jor league broadcast; Harry Johnson. WHAS, Louisville Louisville, home and

WSFA, Montgon J. R. Bozeman

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Organized Labor Movements | Make First Inroads on Radio

Guild Formed in CBS Announcing and Production Departments; Unions Hit Electrical Firms



April 5 and 12 Mr. Langham when it was disclosed that the oft-rumored announcers' union in New York had come into being with the formation of the American Guild of Radio Announcers and Producers in the announcing-production departments of CBS.

front page atten

tion throughout

the nation made

their first inroads

upon the broad-

casting industry

the weeks of

Headed by Roy S. Langham, a CBS production man, this group has convinced Edward Klauber, CBS executive vice-president, that it represents a majority of the network's production staff and that its committee is authorized to speak for the producers-announcers. Mr. Klauber in turn has appointed a committee to represent the com-

pany in bargaining with these employes. The committee met April 9 and had a second meeting sched-

uled for April 14. Representing CBS is a committee composed of M. R. Runvon and L. W. Lowman, vice - presidents, and Douglas Coulter, assistant director of broadcasts. The employe committee consists of Mr. Langham, Karl Schullinger, production man, and Bill Perry (Perry King), announcer.

Four basic demands have been made of CBS by the AGRAP: recognition of the organization as bargaining agent for CBS announcers and directors, maximum hours of work, minimum salaries and miscellaneous incidents and conditions of employment.

No Outside Connection

While not committing himself as to future plans of the Guild, Mr. Langham told BROADCASTING that at present the organization KFRU, Columbia, Mo. is entirely free of affiliation with any outside labor organization-Joins Corn Belt Network that is, the Committee for Indus-trial Organization (CIO) or the American Federation of Labor. FEATURING the 13th birthday celebration of WHO, Des Moines, April 10, the Corn Belt Wireless

Mr. Langham asserted further that the Guild is not connected in any way with similar groups in other networks or independent stations. He was emphatic in asserting that the Guild is not in any

Close inquiry by BROADCASTING failed to disclose that any similar groups have approached officials of NBC, and so far as known its production staff is not contemplating any group action at the present time. Mutual Network being a cooperative venture, owned entirely by WOR and WGN, reported that it has had no intimation of any organized labor movement from any of its network or station men. Mr. Langham did say, however, that various individuals in radio have asked him about the progress. of his group, and it is certain that this progress is being closely watched by both employes and executives of all broadcasting companies in New York. At present

ORTGANIZED the Guild's membership is confined abor movements now occupying staff, but Mr. Langham stated there is nothing in its organization setup to prevent it taking in members of CBS offices and sta-

tions in other cities. That the labor organizing move ment may close in on the broad-casting industry shortly was indicated during the last fortnight by

the activities of the United Electrical and Radio Workers Union, an affiliate of CIO headed by James B. Carey as president. This group announced April 10 that it was ready to organize the 270,000 employes of the A. T. & T. Co. and its affiliated Bell Laboratories and Western Electric Co. It has also called a convention in East Pittsburgh April 24 and 25 to draft

demands for company recognition as the sole collective bargaining agency in the Westinghouse manufacturing plants. It began in March to negotiate with General Electric. Closed Shop System

The CIO leaders, working against the craft union idea represented the International Brotherhood of Electrical Workers, an affiliate of the A. F. of L., is ridiculing the latter union's alleged inability to organize the electrical industry on an industrial basis. The IBEW has closed shop agreements in a number of broadcasting stations, but never has been able to organize radio operators on a national

scale. From Los Angeles it was reported to BROADCASTING that West Coast headquarters of the United Radio & Electrical Workers was to be established April 12 at 332 San Fernando Bldg. This group, it was stated, plans a drive to enlist the radio announcers, technicians and others into an industry union.

Network, an off-the-air rebroad-

cast hookup of Midwestern stations

Mo., as a new member. Other sta-

C. H. Jordan heads the recruiting forces. William Dalrymple is the Los Angeles CIO representative.

taking sponsored and sustaining programs from the 50,000-watt WHO, welcomed KFRU, Columbia, sense a company union.

tions in the group, which is sold at the combination spot broadcasting rates of the stations withoutline charges, are KMBC, Kansas City; WOW, Omaha; WOC, Davenport; WIBW, Topeka, and other local stations added for particular accounts. KFRU, owned by the St. Louis Star-Times, also dedicated its new office and studio equipment, with Publisher Elzey Roberts and Gov. Stark of Missouri speaking from Columbia and Col. B. J. Palmer, president of WHO, speaking from Des Moines. Most of the evening's ogram was devoted to a parade

RADIO AND LABOR WROK and Local Union -Cooperating— AN EXAMPLE of the cooperative

relationship which can exist between radio stations and labor unions is given in the arrangement between WROK and the Central

Labor Union of Rockford, Ill. Early last fall WROK established a program titled Builders Program, during which the station donates half-hour period each Monday for use of the union. The program is in the form of

musical entertainment donated by the various union bands and musical groups of the city, with an interlude of talks and occasionally dramatic skits. Individual programs are dedicated to each of the 28 unions affiliated with the central body and the program copy is designed to acquaint listeners with the activities and purpose of the various locals. Copy and program material is prepared by the union. Satisfaction of the unions with the program is expressed in the letter sent to WROK by Cap

Brady, secretary of the central union, in which he expressed the 'sincere appreciation of organized labor in the city of Rockford for your kindness in allowing us the facilities of your station."

Wincharger Names Duff;

Placing on 100 Stations WITH 100 stations in farm territories already carrying its adver-tising, Wincharger Corp., Sioux City, Ia., manufacturers of winddriven generating equipment for farm needs, including the powering of radio sets, on April 9 anndunced the appointment of Mort Duff as advertising manager. He will immediately take charge of a new dealer merchandising campaign, including a \$100,000 national advertising program to promote

the sale of farm radios. Mr. Duff comes from the Bagley, Horton & Hoyt advertising agency in Chicago, where he handled the radio campaigns for the Pinex Co., Fort Wayne, and W. A. Sheaffer Penn Co., Fort Madison, Ia. A University of Iowa graduate, he

formerly was with the Iowa Broadcasting Co., Des Moines Register & Tribune and Battenfield & Ball Adv. Agency.

Wincharger started a 13-week series of disc announcements March 8, placed by Hays McFar-land & Co., Chicago [BROADCAST-ING, March 1].

La Rosa Adds Group

V. LA ROSA, Brooklyn (La Rosa Grade A Macaroni), whose daily half-hour dramatic and musical program, broadcast in Italian, has heard seven days a week 12:30 - 1 p. m. for five years on WOV, New York—and more re-cently on WRAX, Philadelphia, cently WICC, Bridgeport, WEAN, Provi-dence, and WAAB, Boston-on April 4 added the six-station New Work State Broadcasting System (WINS, WABY, WIBX, WMBO, WSYA, WBNY) to its schedule, giving it 11 outlets. This is said to be the largest network ever to carry a foreign language program. The LaRosa broadcasts, which are placed direct, originate at WOV.

Connery Measure Plan for Radio Investigation

Continues on the Shelf

ing in 1935, the mammy

singers, hie-de-ho swing-

sters and slap-stick co-

medians awoke to find a strange type of neighbor in their midst on

the network. So far as the radio

family was concerned, this extraor-

dinary newcomer was neither

"vegetable, mineral nor animal"

and speculation was rife as to what

this unique personality held in

store for the sensitive broadcast-

point. What would the first script

release? Would it be a Jack-in-

the-box upset, a Pandora's Box of amazing revelations, just another

one of those flash-in-the-pan inno-

vations that look like "hot stuff"

for a while and turn out to be

nothing more potent than heat

"Educational," was the way that

tute of America, its sponsors, who were staking their time and money

against the interest of the go-get-

ting American public in effective

speech as a dominant success es-

The initial series of Your Eng-

lish quarter-hour programs was inaugurated unostentatiously at

11:45 a. m. (EST) on Jan. 27,

1935, over five NBC-Blue stations.

With these episodes the Institute

ingeniously introduced · a kindly

central character under the cog-

nomen of Dr. Speaks, who in pri-

vate life is one of America's out-

standing English authorities. Through this stroke of delicately

shaded showmanship, the correc-

tion of everyday speech faults, ad-

vice concerning pronunciation and

enunciation, and the exposition of

grammar rules were capsuled in

easily assimilated, intensely inter-

esting dramatic form. A dash of stringed music and inspiration

completed a new technique in edu-

NEALE V. DUNBAR

President Better Speech Institute of America

Dr. Speaks Prescribes

lightning-or what?

Curiosity was at the itching

ing system.

sential.

THE fate of the Connery resolu-tion (H Res-92) was still undetermined as this issue of BROADCAST. ING went to press, despite persis-tent statements by its sponsor that it will go through. The resolu tion proposes a widespread invest. gation by a select Congressions Committee of alleged monopolisti practices of the networks and in. vades such questions as purported trafficking in station licenses through sales at what are describ-ed as inordinately high figures, Even should the resolution, pend. ing practically since Congress con. vened last January, be reported favorably by the House Rules Committee before which it is pending, there is considerable doubt as the whether the House will actually pass it. In the last fortnight two resolutions favorably reported by the Rules Committee have been rejected by the House. There i known to be considerable opposition on the resolution among administrative leaders in the House One unconfirmed report is that word has seeped down from "high-est quarters" against such an investigation on the ground that it is unwarranted and unnecessary.

Delays Encountered

Practically since the session began, Rep. Connery (D-Mass.) and Rep. Wigglesworth (R-Mass.) have predicted a sweeping radio investigation. Reverberations also have been heard on the Senate side where Senator White just a month ago advocated such an investigation on a fact finding basis. Chair-man O'Connor (D-N. Y.) of the Rules Committee also has predicted favorable action in connection with an investigation.

Pressure of other legislative business, notably the Supreme Court issue, has tended to block immediate consideration of a variety of proposals having to do with radio. More particularly it has prevented Senator Wheeler (D-Mont.) sponsor of a legislative plan to bring about separation of newspapers from station ownership, from following through. He has in dicated that he may forego this legislation until the end of the sea sion or next session, if necessary, His plan was to introduce a measure as a basis of discussion and then have full hearings before a subcommittee of the Senate Inter-state Commerce Commission of which he is chairman.

New C & S Show

STANDARD BRANDS Inc., New York, on May 9 will turn its Chase & Sanborn coffee program, broad-cast for an hour Sunday evenings on a nationwide NBC Red hookup, into an all-star variety show. The new program, not yet named, will feature Eddie Bergen, ventriloquist, Don Ameche, romantic actor, and Werner Janssen, symphonic conductor, as permanent artists, and will present guest stars each week. The new series replaces Do You Want To Be An Actor?, which replaced the Good Will Court, which succeeded the Major Bowes' Amateur Hour, on the same period. J. Walter Thompson Co., N. Y., is the agency.

Encounters Delay A Market for Words Is Developed by Radio NE FINE Sabbath morn-

By IRVING D. AUSPITZ President, Auspitz & Lee Advertising Agency Better Speech Institute of America Goes Radio and Starts the Whole Country Talking--Correctly

ment. and enrollments from their

memberships spread the influence

of the network broadcasts far and

Executives in far-flung indus-tries listened with interest each

Sunday, and representatives of the

Institute found doors of hundreds

for them in the interest of the per-

sonnel of some of the country's

foremost corporations. The import-

ance of correct. fluent, effective

speech had been visualized by

means of radio to the profit of

both the sponsor and the public at

large. The NBC audience recog-

nized in the helpful, instructive

broadcasts an easy, interesting way to develop greater poise, stim-

ulate self-confidence and to become

more successful in making words

Tempting Responses

stitute in response to the Your

English series contained \$3.75, the

full price of the course. Most of

the envelopes, however, contained 25 cents, which entitled the send-

ers to the first lesson of the course,

a 32-page brochure. In this way the recipient of this first lesson

was accorded the privilege of

proving before enrolling the value

the course held for him. If, within

ten days, he decided to enroll for the complete course, the Institute

agreed to apply the 25 cents to

words frequently mispronounced was offered to test listener interest.

receipt of ten cents. Included was

The Better Speech Test entitled

"Your Speech! Is it Excellent, Good, Fair or Poor?" From reports

that followed the introduction of

this feature, the Institute inaugu-

rated a "Question and Answer" de

partment to the regular Sunday

programs, and this innovation like

many others that were incorpor-

ated from time to time, bolstered

interest in these unique radio pres-

entations; made them the court of

last resort for many wagers con-

tute condoned the use of "Xmas"

for Christmas, newspapers and

trade papers took up the issue and

kept it alive for months. Proof

On one occasion when the Insti

cerning words and grammar.

Early in the series, a list of 500

Many letters received by the In-

pay dividends.

ward the cost.

sanctum sanctorums open wide

Better English and lots of it is the product dispensed by the Better Speech Institute of America. And who ever would think of peddling word culture by radio! The Institute thought of it, so Auspitz & Lee was called to lend counsel. Soon a network program was born-with considerable doubt as to its expectancy. Their worst fears were unrealized, so the Institute now is a confirmed radio user. Next on the program is a still wider radio campaign. The Institute has a word for it-Success.

wide

NBC labeled this new-type show; cational broadcasting that editorial and if others were apprehensive about how it would be received by critics of the air-lanes pronounced radio dialers, that was nothing as being a forward step in dignified and restrained commercial compared to the check-book goosepimples experienced by the principresentation. pals of The Better Speech Insti-

The test tubes of radio usually are left to boil for at least 13 weeks before they are touched, but in less than two months after the first Your English program made its bow on five stations, the Institute's business perked up to a point that justified the addition of five more stations. The campaign in the interest of effective speech throughout the nation was beginning to catch on.

Radio On The Spot

On April 14, 1935, the time of the Your English program was changed to 2-2:15 p.m. to secure an NBC-Blue network of 30 stations. By that time, judging from the orders and fan mail, Dr. Speaks was conducting his "Speech Clinic" for the benefit of an audience of major proportions. From this network, the Institute expanded its efforts to a string of 52 stations on the same network, completing a coast-to-chast hookup on one of the fastest-growing pay-asyou-go schedules of recent years. Can radio do a direct-selling job at an equitable ratio of advertising cost to sales? That was the pertinent question which couldn't be answered by existing precedent at the time Neal B. Dunbar, presi-dent of The Better Speech Insti-tute, and Estelle B. Hunter treasurer, first determined to add the microphone to their sales staff. The Institute's "Self Teaching Course in Practical English and Effective Speech" was priced at \$3.75. The subsequent rapid expansion of the Institute's radio activity tells its own story as to what happened so far as the bookkeeping phase of the campaign is concerned.

Each weekly broadcast brought thousands of new students from practically every stratum of society. But much more than orders and inquiries followed in the wake of each program Your English became the compulsory English assignment in many public -schools throughout the nation. Specially designed cards for school bulletin boards were mailed out in profusion. Women's clubs everywhere took up the better speech move-

MR. AUSPITZ

that American business concerns stand solidly behind the Institute's vigorous effort in behalf of effective speech is found in the imposing list of corporations that are making "Practical English and Effective Speech" available to their personnel. Among them are: J. C. Penny Co., Metropolitan Life Insurance Company, Western Union, Eastman Kodak, Illinois Bell Tele-phone, Marshall Field, and many others. Most convincing evidence of all the revelations that proved the adaptability of radio to sponsored education is the fact that those who replied to the programs received but one follow-up from the Institute. Did that work out? Here is the answer: The Institute is now contemplating an even more comprehensive coverage of the radio market.

This pamphlet was mailed upon '

ESTELLE B. HUNTER Treasurer Better Speech Institute of America

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wwwlamerica diohistory.com

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of WHO stars of the past and

present before a crowd of 4,500 in the Shrine Auditorium.

ASCAP Girds Ranks for Onslaught

Paine Leaves MPPA To Take Post as Mills Aide



Mr. Mills ing giant in the nusic licensing field, and obviously having a connection with the deluge of assaults against copyright pools in State legislatures and in Congress.

executive staff of

ASCAP, tower-

John G. Paine, chairman of the board of Music Publishers Protective Association, leaves that post May 1 to become general man-ager of ASCAP, succeeding E. Claude Mills. Mr. Mills on the same dat becomes chairman of the newly-formed executive committee of ASCAP.

The New York action came as ASCAP faced a



sustained by the Mr. Paine courts. In Congress it also has collided with a sweeping new bill (S-2031) introduced by Senator Shepard (D-Tex.) and identical with the language suggested by Craney, operator of KGIR, Butte, in an open letter to Congress three months ago.

Minnesota Legislation

This bill would eliminate the statutory minimum infringement clause of \$250 for innocent infringement and leave the damages up to the courts; prescribe that music be cleared at the source, whether originated by a network or a transcription company, and provide for clear identification of copyrighted works to enable users to determine the copyright owner. In Minnesota the Legislature had before it a bill almost identical with the Washington and Montana measures which would place ASCAP and all other copyright groups under the police powers of the state. It prescribes a definite per piece basis for payment of royalties instead of the arbitrary

percentage plus sustaining fee formula now involked by ASCAP; requires a listing of all musical compositions held by copyright groups and definitely identifies music as a commodity subject to state regulation. In Minnesota it is a race against time, since the Legislature completes its session early next mon'th

ASCAP already has begun its fight against the Montana and Washington laws and a hearing is scheduled in Helena April 23 on its plea for a preliminary injunction to restrain the state from making its law operative. (BROAD-CASTING March 1, 15). ASCAP also has made plans to

attack in the courts the Washing-ton legislation. Kenneth C. Davis, Seattle attorney, who was instrumental in drafting the bill at the

request of Mr. Craney and of the Washington State Broadcasters Association, is defending the Mon-PORTENTS of sweeping changes tana action and also probably will in the entire be the counsel in the Washington copyright situacase. The NAB board of directors at its meeting April 7 voted to retion are indicated tain counsel to assist in the defense in activities of of these cases and is expected to the last week culminating in the shifting of the act promptly.

The decision to relieve Mr, Mills of his managerial duties was reached, it was stated, to allow him more time for outside contacts and to reinstate the administrative committee which he headed prior to its abandonment in 1929. Action was taken at an ASCAP board meeting April 6, at which time it was also decided to offer the post to Mr. Paine. At the same board meeting, a quarterly dividend of \$1.250,000 was authorized, reaching a new high mark. It is esti-

mated that some 75% of this revenue is produced from radio, or in the neighborhood of \$4,000,000 for this year.

Expanding Staff

The ASCAP move, Mr. Mills told BROADCASTING, has no political significance or hidden motive but is purely a case of obtaining greatly needed help for an overworked executive staff. He pointed out the business of the Society has grown greatly in the last few years and said doubtless other executives will be added in the near future. It is expected that the move will give Mr. Mills more time to spend in the field, working with local ASCAP bodies and aiding in the

fights against anti-ASCAP legislation. In addition to Mr. Mills, the administrative committee will consist of Gene Buck, ASCAP presi-

dent; Walter Fischer, publisher; Irving G. Caesar, composer, and Louis Bernstein, publisher. Harry Greenburg was named assistant general' manager.

The following day, April 7, Mr. MPPA_board, informing them of the offer and recommending Harry Fox, now head of the organiza-

tion's transcription department, as the new MPPA chairman. Mr. Fox laid certain plans before the board, which appointed a committee to consider them. The committee was expected to deliver its report April 14.

A well-known figure in the music world, Mr. Paine had close contact with radio operations during h's tenure as head of MPPA. Closely identified with ASCAP in that it clears all compositions for transcription production purposes, Mr. Paine was initiated into the copyright situation when he was employed in the copyright office of the Library of Congress while studying law at George Washingat the source. If those contracts ton University. For many years he was associated with the copyright department of Victor Talking Machine Co., later joining the be introduced with payment at the legal department of Warner Bros. In 1929 he was elected to the chairmanship of the MPPA board and has appeared before Congressional committees on copyright during the last several years. He was also active in NRA matters in connection with music publishers code.

With state copyright laws already in effect in Montana and Washington, Minnesota sought to become the third state to enact such a law. Stanley E. Hubbard, president and general manager of KSTP, flanked by other state broadcasters, was supporting the legislation.

A Composer Complains

The bill passed two committees of the House, but difficulty de-veloped before the Jud ciary Committee because of opposition of one member said to be formerly identified with ASCAP as its representative in Minneapolis. Mr. Mills attended the hearing in opposition to the measure and quite a controversy was started when Mr. Hubbard asserted that under the existing law, if there happened to be an affair in the State Capitol, it would be impossible to play the Star Spangled Banner without a icense because it is convrighted.

Hal Keidel, Minneapolis song writer, testified he had written eight numbers which had been published, one of which was Hi Diddle Diddle, of which some 15,000 copies

long had applications in for in-

creases in power, but the CBC at-titude is that until it has more

powerful stations, private interests

should not be permitted to build

them. While the CBC does not is-

sue the permits for stations and in-

creases in power, it's recommenda-

tions are required by the govern-

for its own use all profits from

commercial broadcasts, the recent

changes in personnel included the

transfer from Ottawa of E. A.

Weir, in charge of developing com-

mercial business for the govern-

ment-owned corporation to Toron-

to, where he will aggressively go

after advertising programs for any

of the CBC stations. Mr. Weir used

to concrate the seven stations for

before the government stepped into

the broadcasting business

Canadian National Railways

With the CBC allowed to retain

Five High-Power Broadcast Stations Will Be Built in Canada by the CRC

ment

By JAMES MONTAGNES FIVE high-power stations are to be started within the next few weeks by the Canadian Broadcasting Corp., to be completed within 18 months. The stations will be placed at Moncton, Montreal, Toronto, either Winnipeg or Regina, and Vancouver.

No announcement has yet been made what the power of these stations will be, but according to plans which have long been prepared and recommended by various governmental investigating bodies, the stations will likely be of 50,000 watts nower. Lack of funds has delayed their building but now that rad o license receipts are on the upgrade, totaling \$1,900,000 for the fiscal year ended March 31, money is available for the building of the stations.

Privately-owned stations have

were sold. He asserted he joined ASCAP as a non-participating member but he was not eligible as a participating member until he had something like 10 songs pub-lished. He testified that in order Through the Sieve With Medical Copy By EARLE A. MEYER to get his songs published he had to give the small performing rights

EARLE A. MEYER

independently of the Advisory

Committee's review work, but it represents one phase of the co-

operation the committee has en-

joyed in its efforts to improve copy

standards in the proprietary field.

Help has come also from the man-ufacturers, their advertising

agents, and media-radio stations.

The Proprietary Association set

up its advertising review machine

nearly three years ago. It is avail-

able not only to its members, who manufacture about 80% of pro-

prietary items produced in Amer-

ca, but to all advertisers within

Since the work began the Com-

mittee has reviewed nearly 20,000

pieces of publication copy and ra-

dio commercials. This represents

the advertising of at least a ma-

jority of the products in this field.

and Don Lee, have for some time been associate members of the Pro-

prietary Association, working

closely with the Advisory Commit-

tee. A number of independent sta-

tions are also included in the Asso-

ciation's membership. NBC and

CBS, while not members, have fre-

quently been in contact with the

Three networks, Mutual, Yankee,

as well as publications.

the industry as well.

This step, of course, was taken

Executive Secretary of Adulisory Committee on Advertising, The Proprietary Association Proprietary Association, Striving for High-Calibre to a publisher, including radio rights. Accordingly, he asserted, the publisher collected from Advertisements, Does an Air-Conditioning Job ASCAP but Keidel as the composer to date has received nothing,

To accomplish these ends, the in-

EFORE considering the ad-vertising of proprietary drug products there should be established a definite cleavpurer and better standardized in-gredients, of lowering the price to the consumer.

between products of the reitable proprietary industry and roducts of the chamber-of-hormrs type. Too often the enemies of proprietaries, therapeutic nihilists opposed to self-medication, the guinea pig boys, and sincere ladies (the lambs, bless 'em)-are to be and lumping all proprietaries. good or had, together. Those of us who have worthwhile packaged medicaments in our medicine chests, and by "us" I

fore the Minnesota committee held mean a great majority of the poputhat the law was not introduced in tion, including virtually every member of Congress (see Ameri-an Druggist poll), should resent the practice of attempting to disgood faith, asserting it was not a Minnesota law but one drawn by the Secretary of the Washington redit legitimate products by as-Association of Broadcasters, for sciating them with illegitimate. the State of Washington. He add-Certainly, if such a practice were ed the bill then was sent to Monused in the trade it would soon come to the attention of the Fedtana and there "fomented by a group of legislators and passed." eral Trade Commission as unfair. He asserted that in both cases it A Series of Checks was passed without an opportunity

In nearly every family, proprie-tary medicines are called upon daily. A child gets a minor cut or bruise, mother has a headache, another child plays out in the wet and cold and comes in with a runny nose, Dad suffers an attack of acid indigestion. These and scores of other daily incidents are familiar to all of us. Equally so, is the use of some tried and proved favorite remedy from the medicine chest to care for the minor ailment.

Undoubtedly it would be a great thing if the family physician could have his skill and facilities brought to bear upon even such minor things. That, however, is generally out of the question. Convenience, economy and other considerations demand that the home be able to meet these frequent les-

ser emergencies. Out of that demand has grown to the Sherman and Clayton Acts. ASCAP had argued that the local great and important industry courts had no jurisdiction over it which constantly stands ready to as the society was incorporated protect the family against possible under the laws of New York serious consequences of the neglect of these apparently minor matters. Many millions of dollars are in-Judge Stephens gave no immediate vested in this industry. It gives support to a huge number of work-

extensive and rigid clinical tests.

Not only is this rigid analysis

true at the beginning of a "pro-

prietary's" history. The makers of

the package medicines in your

medicine cabinet are constantly

studying them to find ways of even

slightly improving them, of finding

being taken.

Michigan Net Baseball

Mr. Hubbard asserted that after

the hearing he had been informed

by Mr. Mills that ASCAP was will.

ing to write new contracts on a

per piece rather than a percentage

basis, but that it was not in a m.

sition to cancel contracts now held

with the major networks, which do

not prescribe for payment of music

were cancelled, he is reported to

have stated, then per piece could

Mr. Mills in his testimony be-

for ASCAP to be heard and that

it was "railroaded" through both

ASCAP Suit Killed

COPYRIGHT injunction suit of

the California Federated Institute

Inc., Los Angeles, against ASCAP,

was dismissed in the United States

District Court, that city, by Judge

Albert Lee Stephens on April 2

The, Institute, an organization of

hotels, cocktail lounges, night

clubs, taverns and other business

requiring use of bands and music,

had sought to restrain ASCAP

from collecting royalties, and

charged that the society was a

monopoly and acting in opposition

reason for his ruling.

source.

Houses.

HARRY HEILMANN, retired Detroit Tigers Star. why has been with the team at its Florida training camp for the last few weeks, for the third season will broadcast play-by-play descriptions of all Detroit games this season under sponsorship of White Star Refining Co., a division of Socony-Vacuum Oil Co. Heilmann will be heard over all stations of the Michigan network with the exception of WXYZ, presenting special telegraphic reports of games played away from Detroit. The same sponsor, in collaboration w th General Mills, will carry the Tiger games over WWJ, Detroit, with Ty Tyson at the mike.

dividual members of the package medicine industry maintain extensive research laboratories, keep on their rolls trained and capable scientists, subsidize research of all

kinds at a tremendous cost. It is seldom realized how many major advances in medical science have grown out of this research structure. Aspirin is a typical contribution of this research. The drug recently found efficacious in checking the deadly streptococcus infection is another product of commercial chemistry.

In the Laboratory

The public usually hears very little of the work of thousands of scientists engaged in pharmaceutical research. But when a product resulting from this research is administered hopefully and success-fully to a member of the Chief Executive's family it becomes dramatic news. Men of science certainly do not

want products which they create and whose production they control misrepresented to the public. Α group of them, members of the Scientific Section of the Proprietary Association, said as much when they recently went into a huddle with the Advisory Committeê on Advertising to participate in the campaign of voluntary ad-vertising control in the package medicine 'field.

At that time Dr. George E. Reddish, chairman of the section, be-gan enlisting in the cause of accuracy all medical directors, chem-ists, biologists, bacteriologists, pharmacologists and other specialists comprising the technical staffs of the medicine manufacturers.

On the theory that copy control begins at home, the Scientific Section called upon every manufac-turer in the field of prepared medicines to create a Board of Review comprising staff scientists to scrutinize printed or radio copy em-bodying therapeutic claims before releasing it.

ers and financial return to its vast capital structure . . . much too precious a thing to permit risks That As a consequence, each wellknown and generally-accepted product has been carefully checked and studied before being placed on the market. Most such formulae are the result of long and painstaking scientific research. If not, they have been developed by dependable physicians in their own practices, have been found effective, and usually have then been subjected to

> COPY SCANNERS-Under the supervision of the Advisory Committee on Advertising, of the Proprietary Association, comes advertising copy for proprietary promotion. Here are (left to right) Earle A. Meyer, executive secretary; Frank A. Blair, president, and vice-president of Centaur Co.; W. Y. Preyer, chairman, and executive vice-president of Vick Chemical Co.; Dr. Frederick J. Cullen, medical director; Lee H. Bristol, vice-president and director of advertising of Bristol-Myers Co.

Advisory Committee in conjunction with their own copy acceptance activities.

Although radio advertising frequently comes in for critical dis-cussions, the public is not aware of the lengths to which radio networks go to keep the air waves clean and free of objectionable commercials.

Statements made in the radio commercials of proprietary prod-ucts have a whole cluster of hurdles to get over before they finally reach the ether. They must meet the approval of the scientific staff of the manufacturer. Most of them are submitted to the Advisory Committee on Advertising. They must pass the copy censor of the net-work or the station accepting it. After all this, the commercial is still subject to action of the Federal Trade Commission which reviews hundreds of radio continuities daily.

We do not agree with the state

ment published recently in the Christian Science Monitor "that many stations will broadcast almost anything that results in reve-Unfortunately, some indenue." pendently operated stations are lax in their censorship. 'Usually they have no facilities for verifying therapeutic claims or checking misleading statements. A single objectionable commercial can do unlimited damage to public confidence in radio and advertising as well, and it sometimes results in efforts to pass drastic legislation such as the bill recently introduced in the New York State Senate providing that all radio advertising be censored by the Motion Picture Division of the Department of Education at a fee of 10c per word for each commer-

Debunking Claims

cial reviewed.

The "air-conditioning" job that has been done on radio advertising in the past two years is a credit to the leaders in the industry. Certainly, great progress has been made in curbing unwarranted claims. The job is by no means finished and it will not be finished until advertisers have discarded out-worn advertising methods.

There are many thousands of "tin lizzies" of ancient vintage on the road and while they are a hazard to public safety because of their antiquated ways, few of us ever really encounter one. We just know that they are there and if we would stop to think about it we would know that they are gradually being taken off the road and the hazards are being lessened with their increasing mortality.

The old Model-T minds its own business, obeys traffic signals, and keeps up as best as it can, but it just isn't equipped to keep up with the modern swirl. The same is true of old-fashioned methods of advertising and outmoded products which as yet have not been modernized or taken off the road. It is these products which, like the Model-T, have honest intentions, but still don't realize how they are imperiling the reputation of the industry to which they are supposed to belong. For-tunately, they are disappearing from the high-speed highways of modern business.

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Congressional Static Clouds Broadcasting Business: An Editorial

ANY WAY you measure it, there has been more man-made static on the subject of radio broadcasting generated thus far at this session of Congress than in all other Congresses combined. And to continue in radio, parlance, most of these spurious emissions have dealt with what the politicians describe as "trafficking in radio licenses".

Of course no just person would condone the sale of a construction permit for a new station at a substantial profit or the wholesale absorption of existing stations by single entities which would tend toward monopolies. We feel the existing radio law gives the licensing authority ample power to frustrate either of these eventualities. The FCC not only has the authority, but is duty-bound to prevent them. It must pass upon transfers of station licenses, and if it should permit any such situations to develop it would be derelict in its sworn obligation.

We do not differentiate between classes of station ownership. We do not single out newspaper acquisitions or network acquisitions. We have consistently maintained that any class legislation, by which it would be prescribed that one group cannot do this or that while others can, in the long haul would prove disastrous to all.

In this loose talk about "trafficking" in licenses, the theme seems to be that a station may not be sold for more than the actual physical investment in or replacement value of equipment. The theory, evidently based on rules of law or business not generally recog. nized, seems to be that there is no "good-will" or "going concern" value to radio, but that all of the intrinsic worth reposes in the government franchise-the station assignment. Could those legislators believe that a broadcaster should not be compensated in some measure for the task he has performed in establishing a business? Would those same legislators, who happen to be lawyers, or newspaper publishers, or department store owners, insist as a matter of law that their practices or properties be sold for the replacement value of the physical appurtenances, whether

they be law books and desks, or printing presses, or show-cases and goods on the shelf After all, every broadcaster, like every other man, looks toward the day of his retirement At the twilight of a career, every man hopes to realize a just return on the property he wishes to dispose of. Radio broadcasting is not a personal service business. It takes time and money and energy and imagination to build it. And today it probably is the most hazardous business venture extant. We agree with the recently expressed views of such competent Senators as Glass of Virginia and McAdoo of California, both former Secre. taries of the Treasury, that it is none of Congress' business what a man happens to pay for a broadcasting station provided he is otherwise qualified to run it.

We feel that the broadcaster, as long as he is a law-abiding American citizen, is entitled to the same guarantees of business freedom as his fellow American in any other legitimate enterprise.

Payne Urges Tax WGBI Joins CBS as NBC Signs Kate to General Foods Of \$1 to \$3 a Watt WDEL Basic-Red, WORK Optional GENERAL FOODS Corp., New York, will launch an hour-long program starring Kate Smith over pansion of the Blue Network through the South and Southwest.

THE FIRST concrete proposal for a tax on broadcasting stations, fixing rates at \$1 to \$3 per watt, emanated April 14 from the office, of George H. Payne, FCC Tele-graph commissioner, in the form of a press release setting forth a letter he had written to Rep. John J. Boylan (D-N.Y.) and a tentative bill he had framed as a result of conversations he stated he had with the New York Congressman. Mr. Payne asserts in the letter that "there has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist. His letter cites \$40,000,000 as the investment in the broadcasting business and declares its gross revenue last year exceeded \$107,000,000 and this year may run up to \$130 .-000 000

The bill, Mr. Payne stated, would yield \$6,946,395 in taxes. It proposes \$1 per watt tax on each station authorized to use not in excess of 1,000 watts; \$2 per watt for stations of 1,000 to 10,000 watts, and \$3 per watt for stations in excess of 10,000 watts. Part-time stations would pay in proportion to the number of hours authorized and experimental sta-tions would pay the regular rate according to their power. Exemptions would be allowed only. for federal, state or non-profit stations and those broadcasting only unsponsored programs. Each station would be required on or before July 1, 1937, to register with the collector of its district.

Along with the press release iswere given a list of 32 stations now licensed to use 50,000 watts,

WHILE NBC concentrated its plans on expansion of its Blue Network into a separate nationwide However, it has been in negotiation entity with its own supplementary outlets, CBS continued its own expansion project during the last fortnight by definitely aligning WGBI, Scranton, with service to begin May 2. The three latest adaltions to NBC's networks are WDEL, Wilmington, which becomes a basic Red outlet, WORK, York, Pa., an optional Red and Blue, and KSOO, Sioux Falls, S. D., an optional Red and Blue. Service was to begin to these stations April 15. This brought NBC's total to 124. While the WGBI affiliation with CBS previously had been reported [BROADCASTING April 1], actual consummation of the arrangement was held up until the station, operating seven-eighths time, made an arrangement with WQAN, operated by the Scranton Times, to clear the other one-eighth time for network service. Frank Megargee, president and general manager of WGBI, announced April 12 that the arrangement had been consummated, subject to FCC approval, whereby WQAN would use WGBI's transmitter for two periods of one half-

hour daily except Sunday for news

broadcasts. The balance of the time will be used by WGBI. Mr. Megargee pointed out that WGBI,

operating on 880 kc with 500 watts,

is the only station covering North-

eastern Pennsylvania and that the addition of CBS service will great-

ly improve the station's status in

NBC has made no formal an-

nouncement in connection with ex-

that area.

with numerous stations in that area, among them KGKO, now being moved to Fort Worth from Wichita; WTFI, Athens, now be-ing moved to Atlanta; WDSU, New Orleans, and WNBR, Memphis. In aligning two stations of the Mason-Dixon Group - WDEL and WORK-NBC sought to intensify its coverage along the Eastern seaboard. WDEL operates on 1120 kc. with 500 watts day and 250 watts night. It is the first basic Red outlet to be added by the network in a considerable time. Most of the new additions have been on the Blue or as optional Red and Blue outlets.

WORK is a regional operating on 1320 kc. with 1,000 watts. It is the only 1,000 watt full-time sta-tion in Pennsylvania outside of Philadelphia or Pittsburgh. The stations are headed by Col. J. Hale Steinman, publisher, who is presi-dent of the Mason-Dixon Group. C. R. McCollough, general manager of the Mason Dixon Group, is presdent of both operating companies.

New Hookup's First

APRIL 18, date now set for the inauguration of the WLW-WHN-WFIL-KQV network, will also see the start of the group's first commercial program, the Ave Maria Hour, sponsored by St. Christo-pher's Inn, Catholic institution at Graymoor, New York. This feature will be broadcast Sundays, 5:30 to 5 p.m., only by WLW and KQV. It is already being broadcast in New York and Philadelphia (WMCA and WIP) as a Sunday morning program. Several other

each of which would be taxed \$150,000 per year under the pro-posed act unless they share time. commercials have already been The list also included WLW, whose signed by the new group, accord-ing to E. J. Rosenberg, vice-presi-500,000 watts of experimental power would mean a tax of \$1,500,000. dent of Transamerican, sales representative of the hookup.

one of the major networks late in the summer, with Calumet Baking Powder and Swansdown Cak Flour sharing in the commercia announcements. Neither the net work nor the details of the program have been decided. We the People, the Phillin H. Lord pro gram currently presented in the in terest of Calumet Baking Powder will shortly sign off for the summer, but Young & Rubicam Inc. New York, agency for these prod ucts, expects to find another spon cor for the program before fall. Great Atlantic & Pacific Tea Co. New York, present sponsor of Miss Smith in a Thursday evening hour CBS program, the A & P Band Wagon, may continue the show with another star.

Holiner to Agency

APPOINTMENT of Mann Holin er as director of radio for Lenner & Mitchell Inc., New York, to suc ceed Carlo De Angelo, who recent ly resigned, was announced April 5. Mr. Holiner left Lennen & Mitchell two years ago to become radi director of Federal Adv. Agency later resigning to free lance, an is a well-known lyricist. He wi be in full charge of all Lennen Mitchell radio activities. Mr. D Angelo resigned effective upon the appointment of his successor. He has not announced future plans.

Quaker Oats Tests

QUAKER OATS Co., Chicago (Muffets), begins al test schedule of short live announcements of WFIL and KYW, Philadelphia, ef-fective May 13. Four announce-ments will be given daily, two daytime and two nightime, over a four-week period. Arthur H. Kud-ner Inc., New York, is conducting the test.



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BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

North American Channel Shifts Seen United States Allocations Are to Be Held Up Meantime; **Results of Havana Conference Acclaimed**

adapted for broadcasting.

A NORTH AMERICAN allocation of broadcasting facilities rather than one restricted to the United States, is a distinct possibility as a result of the successful conclusion last month of the four-nation technical conference in Havana.

With the acceptance by Canada, Mexico and Cuba of the broad allocation principles proposed in this country, subject to ratification at the treaty-making conference scheduled for November, it is not beyond possibility that the allocation plan being considered by the FCC will be broadened to include the allotment of facilities to these neighboring nations. At this time, however, it seems a foregone conclusion that the projected domestic allocation will be held up until conclusion of the Pan-American radio conference scheduled to begin in Havana Nov. 1, which may last at least a month.

A rather complete portrayal of the work of the Havana conference was made available in that city when the conference made public the text of the resolutions adopted at the final plenary session on March 29 by the four nations in attendance. These threw additional light upon the sessions, which were regarded as highly successful, even though no nation was committed definitely to any project. There was, complete accord, however, on fundamentals and the so-called Craven-Ring plan of broadcast allocations was adopted with but few modifications as the technical basis for devising a distribution of facilities among the North American nations to bring about stability in broadcast allocations [BROADCAST-ING, April 1].

The Border Problem

As it finally turned out, no nation was committed to specific proposals and actual allotment of channels to individual nations was not the subject of final negotiation at any time. Similarly the question of Mexican border stations, operated for the most part with American capital and seeking to serve American rather than Mexican listeners, was discussed only in a perfunctory way, with a sort of tacit understanding that this problem would solve itself with the drafting of a treaty which vention it is prescribed that the broadcast band is to be used for would be binding upon all four

nations. At one stage of the sessions, it was learned, Comdr. T. A. M. Craven, FCC chief engineer and head of the American delegation, informed the FCC that a request had been made that the status quo be retained on broadcast assignments until after the November conference. The FCC responded it would do nothing to cause interfer-ence or additional interference during this period. It developed, however, that this issue was not again raised and as a consequence no formal action on that score was taken by the conference or expressed by individual delegations.

That the way has been paved for amicable solution of the thorny North American allocations problems was generally expressed. It was emphasized, too, that this country stands to lose little in the way of facilities under the tenta-

tive acceptance, subject to official ratification of the Craven-Ring principles of allocations. Under it broadcast services throughout the world, and the effort at the Pan-American conference will be to devise allocation standards resulting there would be no exclusive chanin minimum interference. nel assignments but guaranteed U. S. Requirements

protection would be afforded on specific classes of channels. By The exclusive channel, it was recognition of mileage , and freconcluded, is a misnomer, since the international rules prescribe quency separations and of this country's technical standards, all use of frequencies for broadcasting of the nations would share regionnationally and on a noninterfering al and local channels. It is possible that the question basis. In other words, provided there is a dequate geographi-cal separation or a sufficient diof use of the long-wave band, from 160 to 240 kc., for broadcasting use, will be placed upon the agenda ferential in time (such as a fivehour difference), assignments can of the November conference. This band now is being used for broadbe duplicated. For example, a clear

casting in Europe, but in this counchannel of the best category, called Class A, would be exclusive in the United States, yet can be and try is used by maritime, govern-ment and other telegraphic seris used in South America without vices. The U. S. delegation at Hainterference. vana, when this question was raised held it could not accept the

[See detailed analysis in April 1 use of that band for broadcasting issue of BROADCASTING for allocation standards].

at this time, presumably because of the entrenchment of these other Minimum requirements for the United States were expressed in services. It has been ascertained terms of 60 clear channel stations that the long waves are ideally during the conference. As pro-Immediately upon the return of posed in the Craven-Ring report, 25 of these would be in the Class the American delegation, Comdr. A group, with power permitted in excess of 50,000 watts. Because of Craven began preparation of a report on the conference to the FCC. the formula agreed upon, Class A This was to be presented orally at stations would be located a minian en banc meeting of the Commismum of 3,500 miles apart, or in Because of the outcome of the countries having at least a five-hour time differential. All clear conference, it appears a certainty channel stations would be limited that the plans for a domestic realto 500 microvolts protection in location will be retarded until the their secondary areas, with the P a n-A m e r i c a n conference con-cludes its work this fall. The Class A channels so measured at understanding in Havana was that the FCC, in working out its allocation plans, will take into account

the requirements of the other nations, based on exchanges of technical data to be submitted, and that Canada, Mexico and Cuba similarly will coordinate their technical data for the November meetings. Thus it is conceivable that at methods to prevent interference, such as directional antennas. In

the Pan-American conference there the third category, stations other will be laid before the united delegations a broad plan of broadcast than high power stations could be allocations among the four North duplicated on the channels as secondary outlets, with the under-standing that these additional sta-American nations, as well as provisions whereby nations in South tions would not interfere with the and Central America using the broadcast band will conform to endominant outlets. Because the United States is gineering standards to avoid interference. By international con-

located between Canada and the neighboring Southern countries, (Continued on page 48)

Fire; Carries on Via WMBI

ONE of the most disastrous fires in radio history completely conauxiliary studio of WCBD, Chicago, at its Zion, III. transmitter site, April 2. Only one antenna tower was left standing.

WCBD was originally licensed t Wilbur Glenn Voliva at Zion i 1924, as one of the earliest 5.000 watt grants in radio. It was known nationally for the broadcast of huge choral and band groups of religious organization of the which Mr. Voliva was head. In May, 1934, WCBD was pur-

chased by WCBD, Inc. headed by Gene T. Dyer, Chicago, also operator of WGES, and later was designated as a Chicago broadcasting station, retaining its transmitter however, in the original Zion location.

Spread in a Hurry

The fire, which was of incendiary origin and started in and complete-ly consumed historic Shiloh Tabering transmitter building. Chief En-gineer Ed Jacker held the transmitter on the air until flames crowded him out a window just before the building collapsed.

Request was immediately made to carry the programs of WCBD over WMBI, Chicago, and they were resumed almost immediately when the FCC granted authority. These two stations share time, each using 5,000 watts on 1080 kc. Besides the cooperation of WMBI, other Chicago stations aided in presenting information concerning WCBD's programs during the short period of interruption. Mr. Dyer reported net loss to WCBD as approximately \$60,000. Practically no insurance was carried. Plans for a new and greater sta tion are already in work, according to Mr. Dver.

North American Adds

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, which last January began sponsoring Gabriel Heatter, news commentator, on a three-station MBS hook-(WOR, WGN, CKLW) Sunup day evenings from 9:30 to 9:45, on April 4 added a Sunday afternoon series by Mr. Heatter, called Week End News Review, on WEAF New York, 4:15 to 4:30. Account is placed through Franklin Bruck Adv. Corp., N. Y.



ONCE A RADIO STATION—Twisted wreckage at right is all that is left of the one-story brick transmitter and a studio building of WCBD, at Zion, Ill., razed April 2 by flames that also destroyed Wilbur Glenn Voliva's famous Shilo Tabernacle. All that remained standing was one of the antenna towers. At left is the fire as it swept toward the transmitter building (right of photo) which was quickly consumed

Allocation Principles Adopted at Havana Radio Conference

RESOLUTIONS totaling 15 in number were adopted by the North American Radio Conference held in Havana March 15-29, and which pave the way for an Inter-American treaty convention tentatively pave the way for an inter-American treaty convention tentative tentative scheduled in the same city beginning Nov. 1, but which is expected to take place later that month. The resolutions were agreed upon as a basis of discussion at the forthcoming conference, and covered engineering principles approved by the technical delegations from the United States, Canada, Mexico and Cuba. Following are in full text those resolutions pertaining to broadcasting and related services, made public at the closing plenary session in Havana: RESOLUTIONS DIRECTLY AFFECTING BROADCASTING as made

Adopted at March Havana Conference Between United States, Mexico, Canada and Cuba. (Presented in order of subject mdtter rather than numerically.)

"It was resolved by the Conference to hold an Inter-American Radio Conference, to be inaugurated the first day of November, 1937, to which there shall be submitted, as a basis for discussion, all the matters prepared and studied by the present Regional Conference as well as any other questions which the American nations may suggest before the 30th day of August, 1937." "It requests the Cuban Government to offer its hospitality for the holding of said Conference in the city of Havana and, in such a case, to kindly invite all the American nations to be present at the said Conference of Nov. 1, 1937." The Regional Radio Conference, held at Havana, in the month of March, 1937, has resolved, unauimously, to express to the Governments herein repre-sented, its recommendation that the following be agreed upon, as a basis of discussion at the forth-coming Inter-American Regional Radio Conference, now scheduled for Nov. 1, 1937.

GENERAL DEFINITIONS

Telephone broadcasting service: A service carrying on the broadcasting of radjophone emissions primarily intended to be received by the general public. Visual broadcasting service: A service carrying on the broadcasting of visual mages, either fixed or moving, intended to be received by the general public nrimarily.

Telephone broadcasting station: A station carrying on a telephone broadeasting service.

Television broadcasting station: A station licensed for the transmission of transient visual images of moving or fixed objects, for simultaneous reception and reproduction by the general public.

Facsimile broadcast station: A station licensed to transmit images of still objects for record reception by the general public. Frequency assigned to a station: The frequency assigned to a station is the frequency occupying the center of the frequency band in which the station is authorized to work. In general this frequency is that of the carrier wave. Frequency band of an emission: The frequency band of an emission is the frequency band actually occupied by the emission for the type of transmission

and for the signalling speed used. Frequency tolerance: The frequency tolerance is the maximum permissible separation between the frequency assigned $\frac{1}{2}$ o a station and the actual frequency of emission.

No. 4.—For the purposes of this Conference, it is unanimously agreed that the words in the English language "clear channel" shall be interpreted in the Spanish language as "canal despejado", and vice-versa, both expressions being understood as meaning the same thing. For the purposes of this Conference, it is unanimously agreed to accept the interpretation of the English words "objectionable interference" as "interferencia molesta" in the Spanish langaage and vice-versa, both expressions being understood to mean the same

STANDARD BROADCAST BAND 540-1600 KC.

General The sovereign right of all nations to the use of every radio broædcasting channel is recognized. Nevertheless, the Governments recognize that, until technical development reaches a state that permits the elimination of radio interference of international character, it is agreed that regional arrangements are essential in order to promote standardization and to minimize such inter-

The frequency band between 1500 and 1600 kilocycles should be assigned to

radio broadcasting service in the Americas. The frequency 540 kc may be used only by stations located at least 1000 miles from the nearest seacoast and should not be used under any other con-ditions for the reason that such stations are capable of rendering interference to international services of nations not a party to this agreement, as well as to services of nations a party to this agreement, which operate aviation and maritime radio services in accordance with the International Tele-communications Convention at Madrid.

Within the broadcast band 540-1600 kc, the frequencies which are assigned to broadcasting stations shall be in multiples of ten, and stations operating on these frequencies shall not deviate from their assigned frequency by more

than 50 cycles. The present width of 10 kc for broadcast channels shall be maintained in

the band 540-1600 kc. The frequencies assigned to broadcast stations in the band 540-1600 kc shall be in multiples of 10 kc.

CLASSES OF CHANNELS

Three categories of channels exist, namely: Clear, regional and local. Clear channels: A clear channel is primarily one on which stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas, from other stations operating on the same

frequency. Definition of primary service area: The primary service area of a clear befinition of primary service area: The primary service area of a clear channel station is that area determined by the field strength contour at which the ratio between ground and sky wave at night approaches unity.

Definition of secondary service area: The secondary service area of a clear channel station is that area within which the service is provided principally by means of indirect radiation and in consequence thereof the field strength varies from time to time.

There are three classes of clear channels, namely: A.-Clear channels on which stations may operate with powers of more

than 50 kw and have their primary and secondary service areas free from objectionable interference within the limits of the country in which the said stations are located.

B.-Clear channels on which no station may operate with a power in excess of 50 kw. In addition to the clear channel station operating on this frequency there may be stations of other classes providing the latter do not cause ob jectionable interference within either the primary or secondary service area the clear channel station. In this class of clear channel, the determination of objectionable interference is obtained from measurements of the interference at a given day field strength contour of the clear channel station.

C.—Clear channels on which no station may operate with a power in excess of 50 kw. There may be more than one clear channel station on this class of channel but each station must use a directional antenna or other means in order to prevent objectionable interference within the service areas of the other stations. In this class of clear channel, the determination of objectionable interference is obtained from measurements of the interference at a given day field strength contour.

Regional channels: A regional channel is one on which several stations may operate with power not in excess of 5 kw. and whose primary service areas may be reduced as a consequence of mutual interference to given field strength contours.

Local channels; A local channel is one on which several stations may operate with powers not in excess of 1 kw, and whose primary service areas may be reduced as a consequence of mutual interference to given field strength contours. Number of Frequencies for Each Class of Channel

In the frequency band 540-1600 kc which it is agreed shall be used for broadcasting by parties to this agreement, the number of channels available to each class of channel in any specified region should be as follows: Clear channels, 58; regional channels, 33; local channels, 16; total 107. CLASSES OF STATIONS The Governments recognize that radio broadcasting service can be rendered

in each nation by six classes of stations, each having different standards of ervice and interference conditions. For the purpose of promoting coordination between nations with respec

to questions of interference in the broadcast band 540-1600 kc., each nation a party to this agreement should notify the others with respect to the call signs, frequency, power, antenna characteristics, and location of the can signs, requery, power, antenna characteristics, and occurs of the stations they have authorized; and for purposes of obtaining cooperation with respect to international interference they shall state in which of the follow-ing classes they deem the stations they have authorized should be listed: Class I: A "clear channel station" using Class A or B clear channels and

designed to render primary and secondary service over extended areas and at relatively long distances. Those stations of this Class operating on Class B

channels shall not be permitted to use more than 50 kw power. Class II: A "clear channel station" using Class C clear channels and de-signed to render primary and secondary service over relatively wide areas and at relatively long distances. They may operate with not more than 50 kw power and must use directional antennae or other means in order to avoid objectionable interference with other stations of the same Class using the same channel.

Class III: A "limited clear channel station" using Class B or Class C clear channels and designed to render service to a portion of their normal primary service area which, according to the power used, may be relatively large. The power of these stations shall not exceed 50 kw and they must use special measures or otherwise be located at a sufficient distance to prevent objectionable interference to the service of the Clear Channel stations regularly as A "limited clear channel station" is subject to the interference it may receive from the Clear Channel stations using the same frequency.

Class IV: A "regional station" using a regional channel and designed to render service primarily to metropolitan districts and the rural areas contained therein and contiguous thereto. Their power may not exceed 5 kw and their service areas are subject to mutual interference in accord with agreed upon engineering standards. Class V: An "urban station" using a local channel and designed to render

service primarily to cities and towns and the subtreban areas contiguous thereto. The power of "urban stations" may not exceed 1 kw and their service areas are subject to mutual interference, in accord with agreed upon engineering standards.

Class VI: A "city station" using a local channel and designed to render service primarily to cities and towns and the suburban areas contiguous thereto. The power of these stations may not exceed 250 watts and their service areas are subject to mutual interference in accord with agreed upon engineering standards.

The engineering renders service is a	standards of opera s follows:	tion under which ea Signal Intensity Which Service S	nch class of station Contour Within Should be Free of
Class of Stations	Permissible Power		Interference.**
Class I using Class A clear	More than 50 kw	DAY Boundary of coun-	NIGHT Boundary of coun- try in which sta- tion is located.
channels Classes I and II using Class B	50 kw or less	1/10 millivolt	5/10 millivolt, secondary service.
clear channels Class III	50 kw or less	5/10 millivolt*	2½ millivolts, primary service*
Class IV	5 kw or less	5/10 millivolt	2½ millivolts, primary service,
Class V	1 kw or less	2 millivolts	4 millivolts, primary service.
Class VI	250 watts or less	2 millivõlts	4 millivolts, primary service.
* 51 O' XXX	ations are subject to	unlimited interference	from Classes I and II;

These Class III stations are subject to unlimited interference from Classe I and II; but it is recommended that Class III stations be so located that this interference is not objectionable within the above mentioned contours.
 ** In accordance with other articles in this agreement this freedom of interference does not apply to any signal intensity which is within the confines of a country other than that in which the station is located.
 (Continued on page 28)

(Continued on page 23)

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the borders as to make way for possible increases in power beyond 50,000 watts. Class B clear channels would have an upper limit on power of 50,000 watts, and be separated by at least 3,000 miles. In the case of Class C stations, they would have an upper limit of 50,000 watts, but in addition use engineering



Havana Allocation Principles (Continued from page 21)

Use of Channels by Nations and Classes of Stations In general, clear channels should be assigned to clear channel stations, the regional channels to regional stations, and local channels to urban and local

In any specified region and under conditions in which objectionable inter-ference is not likely to occur "limited clear channel stations" (Class III) may use Class B and C clear channels.

May use Chass B and C crear channes. Also, in any specified region and under conditions in which objectionable interference will not occur. Class V and VI stations may use frequencies assigned to Class IV stations.

Between the hours of sunrise and sunset any class of station may use clear Between the notice of sufficient and sufficient and class of stategor may use clear channels of Class A provided no objectionable interference is [caused within the country in which is located the station which is normally assigned such clear channel for regular use.

Where two regions are separated by long distances such as North America and South America, it is deemed good engineering practice to have different regional arrangements so as to permit the high powered clear channels in one region to use some of the frequencies allocated as regional or local channels

in other regions and vice versa. Stations operating on clear channels should in principle employ relatively high power and may employ under certain specified conditions powers in excess

a) 30 KW. Each nation to which a clear channel may be assigned must use such chan-led in a manner that conforms to the best practice of good engineering. If within a number, to be determined, of years from the day of signing this agreewithin a number, to be determined, or years from the day of signing this agree-ment a nation to which has been assigned a clear channel does not make use of such channel in accordance with good allocation engineering practice, any when ation, which is a party to this Agreement, shall have the right to use such channel in the same manner and under the same conditions as employed by the nation to which the channel was originally assigned.

When one nation to which a clear channel has been assigned agrees to per-mit another nation to use it in a manner not in accord with this Agreement, other nations signatories to this Agreement must be notified in sufficient time All nations in a specified region may use all regional and local channels in

accordance with the agreed standards of engineering.

accordance with the agreed standards of engineering. That subject to the internal regulations of each country, any radio trans-miting station, may, during a period of emergency in which normal communi-cation facilities are disrupted as a result of hurricane, flood, earthquake or similar disaster, carry on emergency communication, with tose normally authorized.

INTERFEREÑCE

Definition of objectionable interference: Objectionable interference is that degree of interference produced when the field strength of an interfering staup to operating on the same frequency as that of the desired station exceeds 5% of the field intensity of the desired station 10% of the time or more.

Limits of objectionable interference: A station shall be considered as not capable of causing objectionable interference to a clear channel station when it uses the same frequency and is separated from the clear channel station by a time difference of five hours, or if it is located no closer to the clear channel station by nel station than indicated in the following Table.

	, Distances			
Power "	Miles	Kilometers		
1 kw. or Jess	3.000	4.825		
5 kw.	3.250	5.230		
50 kw.	3.500	5,630		
over 50 kw.	4.000	6.440		
Objectionable In	iterference : Same C.	hannel		

Objectionable interference shall be said to exist to the service of the classes of stations specified herein when the signals radiated from another station using the same channel exceed at the specified point of measurement the field intensities, indicated below, 10% of the time or more:

cuonico, munda	tere below, row of the time	or more:
Class of	Permissible Intensity	The Contour or Boundary on
Station	of Interfering Signal.	or Within Which Interference is to be measured
ass I using	5 microvolts (day)	The boundary of the country
ass A clear	25 microvolts (night)	in which the desired station is
anuels.	20 merovous (ngne)	located.
ass I using	5 microvolts (day)	The 100 microvolt day contour
ass B clear annels.	5 microvous (day)	of the desired station.
	25 microvolts (night)	The 100 microvolt day contour
	20 microrona (ingit)	of the desired station.
ass II	5 microvolts (day)	The 100 microvolt day contour
	o mictorona (uny)	of the desired station.
	25 microvolts (night)	The 500 microvolt day contour
	a, metotono (mgne)	of the desired station.
ass III	25 microvolts (day)*	The 500 microvolt day contour
	20 millionomi (uug)	of the desired station.
	125 microvolts (night)*	The 2000 microvolt day contour
	(ingit)	of the desired station.
ass IV	25 microvolts (day)	The 500 microvolt day contour
	Lo mero one (uuj)	of the desired station.
	125 microvolts (night)	The 2000 microvolt day contour
	(inglie)	of the desired station,
lass V	100 microvolts (day)	The 2000 microvolt day contour
	()	of the desired station.
	200 microvolts (night)	The 4000 microvolt day contour
		of the desired station.
lass VI	100 microvolts (day)	The 2000 microvolt day contour
1		of the desired station.
	200 microvolts (night)	The 4000 microvolt day contour
1	,	of the desired station.
Dee		

* Does not refer to interference from clear channel stations on the same frequency. Objectionable Interference: Adjacent Channels

Objectionable interference between the signals of stations using adjacent channels shall be said to exist when the field of intensity of the ground wave of

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the undesired station exceeds a definite value 10% of the time or more at the agreed upon points of measurement within the service area of the desired station and shall be determined by the following ratios:

Channel Separation	Permissible Minimum Ratio of Desired and Undesired Signals.
10 ke	1 to .5
20 ke	1 to 10
30 ke	1 to 50

Fron be situated in the same city provided good engineering principles are followed in choosing their transmitter sites.

For the purpose of determining interference of an international character between stations using adjacent channels, objectionable interference shall be said to exist when the undesired signal intensity exceeds the following values 10% of the time or more at the designated points of measurement in the service area of the desired station :

	Day Signal Intensity Con-	v
	tour of Desired Station on or within which Interfer-	Permissible Intensity of Interfer-
Class of	ence Measurements shall be made. (in millivolts per	ing Signal (in millivolts per meter) on 10-20-30 kc frequency separa-
Station	meter)	tion.
	For day in For night in	10 kc 20 kc 30 kc

	terferençe	Day	Night	Day	Night	' Day	Night
Classes I & II 0.1	0.5	.05	.25	1.0	5.0	5.0	25.0
Classes III & IV 0.5	2.0	.25	1.0	5.0	20.0	25.0	100.0
Classes V & VI 2.0	4.0	1.0	2.0	20.0	40.0	100.0	200.0
	Method of	Deter					

the Presence of Objectionable Interference In the case of interference to Class A stations from stations using the same channel, the probability of such interference must be determined by the appli-cation of the use of the interference curve with the location of the border of

the country in which the Class A station is located. The presence of objectionable interference may be presumed to exist in the service area of all stations, except for Class A as specified above, when an interfering station is radiating the normally expected effective field in the direction of a station interfered with and the distance between the two stations is less than that indicated in the distance tables used as a guide. Another acceptable method of determining the probability of objectionable interference is to utilize the interference-curves which are "field intensity versus distance", and which are adopted as guides.

Actual proof of interference must be obtained by field intensity recordings ken by Government engineers or such other agency as may be mutually taken by Overlink in concerned, and for daylight interference the total acceptable to the parties concerned, and for daylight interference the total time taken for recordings should be at least five days under good transmis-sion conditions and for at least fifty per cent of the daylight transmission time of the interfering station. In the event of night interference, the recordings should be commenced two hours after sunset of the most westerly station and should be taken each night for ten days (not necessarily consecutive) of good transmission conditions and for at least fifty per cent of the night transmission time of the interfering station after the stipulated commencement of the recordings

If the signal intensity for all these recordings at the specified point of mea-surement exceeds the value specified herein as constituting objectionable inter-ference for ten per cent of the time or more there shall be ground for complaint under the provisions of this agreement.

Antenna Performance

For the purpose of estimating objectionable interference of an international character, clear channel stations shall be assumed to produce an effective field of 200 millivolts per meter at one mile (324 millivolts per meter at one kilo-meter) corrected for attenuation, for each kilowatt of antenna input power to the antienna.

Stations of "limited clear channel" and regional classification shall be as-sumed to produce an effective field of 150 millivolts per meter at one mile (243 millivolts per meter at one kilometer) corrected for attenuation, for each kilo watt of antenna input power. Stations of an urban and city classification shall be assumed to produce an

effective field of 125 millivolts per meter at one mile (202 millivolts per meter at one kilometer) corrected for attenuation, for each kilowatt of input power, In order to determine the effect of comparative radiation of a station em-

field at one mile (or one kilometer) in the direction of the service area of the station with which there is a probability of interference, and then to express this value in terms of that of a station having similar classification, utilizing an antenna of the stipulated efficiency. Power of a radio transmitter

The power of a radio transmitter is the power supplied to the antenna. In the case of a modulated-wave transmitter, the power in the antenna shall be represented by two numbers, one indicating the power of the carrier sup-plied to the antenna and the other the actual maximum rate of modulation

Determination of Power

With respect to the notifications of statistical data concerning the character-istics of radio broadcasting stations, each nation, party to this agreement, agrees to determine the power of its stations in one of the following manners:

1. Antenna Input Power consisting of the square value of the antenna current times the value of the antenna resistance. 2. Determination of effective field intensity recordings, corrected for attenuation. Such recordings to be made on several radials. This effective field can then be related to the effective field normally expected for the antenna efficiency used in this agreement for the different classes of stations

Propagation Curves

In computing strength of signal at a given distance from a station of given power, for the purpose of establishing frequency-mileage separation tables for the guidance of the Administrations, it is proposed to use as a basic curve for day propagation the curve for 1000 kc, annexed hereto, entitled, "Ground Wave Field Intensity vs. Distance For One Kilowatt Radiated From Short Antenna, Ground Conductivity = 10-18 = 15 Field at One Kilometer, 300 Millivolts Per Meter" (187 mv/m at one mile).

It is to be understood that in using this curve different values of unattenuated field at one mile (or one kilometer) shall be used for the different classes of stations. The values to be used are: For clear channel stations, 200 mv/m at one mile (324 mv/m at one kilometer); for "limited clear chan-(Continued on page 24)



The radio stations of the Oregonian are backed by 80 years of experience in making advertising pay.

This sound management, coupled with the ability to put real radio showmanship and a selling "sock" into productive radio programs, makes KGW-KEX THE FIRST BUY IN OREGON.

Let us tell you of results being obtained ... day in and day out . . . by advertisers in your line.

RADIO STATIONS OF THE

The OREGONIAN PORTLAND, OREGON

The Radio Stations of the Oregonian KGW and KEX are represented nationally by EDWARD PETRY & CO., INC. New York Chicago Detroit San Francisco

Havana Allocation Principles (Continued from page 23)

nel' and regional stations, 150 mv/m at one mile (243 mv/m at one kilometer); for urban and city stations, 125 mv/m at one mile (202 mv/m at one mule (20 neter); for urban and city stations, 123 mV/m at one mile (202 mV/m at one kilometer). These values are for one kilowatt input to the antenna. For night propagation it is proposed to use the graphs of sky wave field intensity, attached hereto, entitled, "Average Sky Wave Field Intensity, Corresponding to the Second Hour After Sunset in the Recording Station, 100 Millivolts Per Meter at One Mile (161 at one kilometer)". Prevention of Spurious Radiation

Prevention of Spurious Radiation The Administrations shall endeavor to reduce or eliminate spurious radia-tions from a transmitter. These radiations should not be of sufficient in-tensity to cause interference on receiving sets of modern design which are tuned outside the frequency band of emission required for the type of emission employed. In the case of type A-3 emission (radiotelephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and in the case of amplitude modula-tion the operating percentage of modulation should not be less than 75 per cont on packs of forement recurrence. Meane should be employed to insercent on peaks of fréquent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability. A spurious radiation is any radiation from a transmitter which is outside the frequency band of emission normal for the type of transmission employed, in-cluding any harmonic modulation products, key clicks, parasitic oscillations or other transient effects.

Changes of Engineering Standards The engineering standards mentioned in this agreement are subject to change in accordance with technical advances in the art and by mutual consent of the Government parties to this agreement. Permanent Address

That the "Pan-American Radio Technical Union" be established at such place as may be determined for the purpose of creating a regional organization, of an advisory character, to centralize and facilitate the exchange of radio technical information among the following American Governments:

Argentine Republic, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Newfoundland, Nicaragua, Panama, Paraguay, Peru, United States of America, Uruguay and Venezuela. This organization shall be maintained by proportional quotas from the

countries concerned, the annual expenses to be limited to a maximum of \$25,000 The Cuban Government is requested to forward prior to Aug, 30, 1937, to

the Governments which are to participate in the November Conference, a preparatory statement of the terms in which said organization is to be created and relative to the details of its working.

HIGH-FREQUENCY BROADCASTING

It is considered that shortware broadcasting services are extremely use full for the exchange of programs among the American nations but that they differ from the services of the regular broadcast band (540-1600 kc) because the latter are essentially useful primarily for national service. In the de-termining factors for the use of shortwaye broadcasts as among nations, it is considered that the principles which should govern the assignment to sta-tions of these short waves must differ entirely from those considered in the assignment of frequencies in the regular broadcast band for national service. because of the radically different propagation characteristics between said classes of waves. It is considered essential that, if short waves are to be used effectively for

international service—for which they seem to be admirably suited—stations which use these channels should be required to use them with sufficient power to secure the rendition of good international service. Insofar as the American nations are concerned, the distribution of short waves should be based on a principle which enables a proper interchange of programs from the various centers of talent, rather than on a principle which necessitates the distribution of frequencies from the standpoint of national service. It is the sense of this Conference that there is a need for the study of the

high-frequency broadcasting situation in the Americas so that an orderly ar-rangement based on sound engineering principles can be obtained. Such an arrangement could be designed so as to permit the interchange of broadcasting progrums among the American nations free of objectionable interference. This study should include an observation of the high-frequency portion of the radio spectrum in order to determine existing conditions and causes of

interference which are present.

Each nation should be prepared to exchange this information at the forth-coming Inter-American Regional Radio Conference with the view of perfect-ing a plan which could be presented at the Cairo Radio Conference beginning February 1, 1938. Such a plan could be coordinated with the plans of other nations in other

nations who must also share these high frequency broadcasting hands.

ULTRA-HIGH FREQUENCY BROADCASTING Television Allocations

That the frequencies higher than 30 megacycles be retained in an experi-mental status with the understanding that definite proposals concerning the allocations of these frequencies will be made by each country at the regional radio Conference to be held beginning November 1, 1937. In this connection it appears desirable from an engineering standpoint to allocate frequencies be invited a property of the desirable of the desirable source of the state of the ginning at approximately 40 megacycles to the television service except for the amateur band 56 to 60 megacycles.

MISCELLANEOUS MATTERS Interference from Electrical Devices

It is considered that radio-therapeutic machines and other apparatus in which the radiation in space is not suppressed constitute a serious source of objectionable interference to radio communication and broadcasting services. It is therefore recommended that the various nations study the ways and means for eliminating or reducing this serious source of interference which has proved to be international in character.

Study With Respect to High Fidelity Broadcasting The various Administrations agree to study the problems incident to high fidelity broadcasting to the end that this type of service may be accommodated in accordance with good engineering principles.

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50,000 WATTS

870 KILOCYCLES

Thank You, VARIETY The Barn Dance is one of the greatest attractions in America and we believe the reason for its breaking "every conceivable record" is due to WLS giving its listeners what they like and want. RAIRIE FARMER STATION 1230 WASHINGTON BOULEVARD, CHICAGO BURRIDGE D. BUTLER, Pres., GLENN SNYDER, Mar.

National Representatives: JOHN BLAIR and CO.

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CHICAGO AGENCY SEEKING STATION

ONE of the rare instances of an advertising agency seeking to enter the broadcasting field on its own as a station operator was dis-closed when Metropolitan Radio Service Inc. was formed in Chi-cago and filed an application with the FCC for a new station to operate with 1,000 watts on 1570 kc., the recently opened "high-fidelity" band in which future allocations will be determined after the Craven-Ring report [BROAD-CASTING, Jan. 15] is considered by the FCĆ.

Incorporators of the company are Robert J. Scott, partner in Schwimmer & Scott, Chicago agency handling several radio accounts, who is president of the concern and holder of 501 shares of its stock. Secretary-treasurer is Samuel J. Sherman, Chicago attorney, holding one share. Vice-president is Daniel Goldberg, Chicago manager of Variety, also holder of one share.

FCC records disclose only one advertising agency as an actual operator of a radio station. The Wylie B. Jones Advertising Agency, of Binghamton, N. Y., owns WNBF of that city outright. The Schwimmer & Scott agency handles such accounts using radio as Peter Fox Brewing Co., Chicago (beer); Lea & Perrins, New York (sauce); Lewis Knitting Co., Janesville, Wis. (golf suit, underwear); Morris B. Sachs, Chicago (clothier).

FCC May Change Rules to Require Annual Derby Broadcas **English on Foreign Tongue Programs**

A CHANGE in FCC rules govern-ing announcement of foreign language programs, under which duplicated announcements in English would be made mandatory, is being given preliminary consideration by the FCC committee on rules and regulations comprising heads of the various divisions. The large increase in the num-

ber of foreign language programs throughout the country, it, is understood, has given rise to the projected new rule. The underlying reason has been confusion which results among listeners who do not understand foreign languages but who nevertheless enjoy the music and other renditions on foreign language programs. More-over, it would give FCC inspectors an opportunity to identify pro-grams and stations whereas this is improve the state whereas the is impossible under existing con-ditions unless the inspector happens to be conversant with the foreign languages. Within the last two years there

has been a marked upward surge in foreign language presentations. In the Atlantic Seaboard area, par-In the Atlantic Seasoard area, par-ticularly, some foreign language programs are broadcast over "tail-or-made" networks. The rules gov-erning announcements now specify that stations identify themselves with call letter announcements at half-hour intervals unless the announcement will break up a single Most stations identify themselves at 15 minute intervals. In the foreign language programs, commer-cial credits are interspersed in many cases throughout the rendi-

many cases throughout the rendi-tions with no call letter identifica-tion. This procedure complies with existing rules. The committee of the FCC com-prises General Counsel Hampson Gary, Acting Secretary John B. Reynolds, Chief Engineer T. A. M. Craven, Chief Examiner Davis G. Arnold and Chief Accountant Wil-Craven, Chief Examiner Davis G. Arnold and Chief Accountant Wil-liam J. Norfleet. Its recommenda-tions are passed along to the ap-propriate division for action. At this time, it is understood, the question simply has been broached for discussion, and there has been no detailed convidention

has been no detailed consideration. The committee meets periodically at the call of its chairman, Mr. Gary.

General Paint List

GENERAL PAINT CORP., San Francisco (paints), which started April 2 through Walter Adv. Agency, Los Angeles, a 13-week test campaign on 30 western stations, including Honolulu and Alaska, with a quarter-hour transcription serial General Paint Colorscope at Recordings Inc., Hollywood, is us-ing these stations: KFPY, KRLC, ing these stations: KFPY, KRLC, KIDO, KFBB, KIEV, KMPC, KMTR, KOIN, KFSD, KFBK, KLZ, KQW, KJBS, KGDM, KGU, KVOO, KMJ, KOH, KXO, KFJI, KOL, KVOS, KVOE, KEHE, KMED, KFXM, KTAR, KFOX, KFQD, KGBU.

To Include 77 Station

FOR THE THIRD successive yes Brown & Williamson Tobacco Com Louisville, will sponsor an exc sive broadcast of the Kentuc Derby, from Churchill Downs Louisville. This year's broad Louisville. This years broadc of this historic race will go on a network of 77 NBC-Blue ne work stations, whereas the pa-two were over CBS network. The race itself will be described by Cl McCarthy, with the rest of 45 minutes, from 6:15 to 7 p. m (EDST) on May 8, used by oth NBC anouncers to denict the NBC announcers to depict the colorful Derby Day scene and to Vertise the sponsor's Kool and R leigh cirgarettes. BBDO, Ne York, is the agency. The following Saturday, May 15, Clem Mc Carthy will again broadcast a reclassic for the NBC-Blue audience the Preakness, from Pimlico the Preakness, from Pimileo Baltimore. The half-hour broad cast, from 6:15 to 6:45 p. (EDST), will be heard over 16 to tions, sponsored by American O Co., Baltimore, in the interest Amoco gasoline. The agency Joseph Katz Co., Baltimore.

Saratoga Race Plans

SARATOGA ASSOCIATION for Improvement of Thoroughbre Horses, which stages the annu August races at Saratoga Sprin N, Y., has boosted its 1937 adve-tising budget 40% and will incher radio in its plans. Leighton & N son Inc., Schenectady, is th agency. agency.

The advertisers using the facilities of KWK often feel like they are the modern version of Ali Baba when they see the marvelous returns on their investment. KWK, St. Louis, is the Open Sesame to a trading area of great wealth, that you should carefully consider before deciding upon your next advertising campaign.

19



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• With WKY you can sell your dealers as well as your customers in Oklahoma. Oklahoma dealers know first hand that most of their customers listen to WKY most of the time . . . and that when a product is on WKY it's on the upbeat in sales. WKY is the station that dealers get best and loudest on their cash registers.

THAT'S I, GET

Oklahoma dealers are quick to talk business with the salesman who talks WKY... because the salesman who talks WKY is talking more business for the dealer.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHIN Company — Publishers of the Daily Oklahoman Orlahoma City times and the Farmer Stockma

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HERE

WKY

Network Sales During First Quarter Run 22.2% Over Those One Year Ago

tinued their record-breaking progress towards a new all-time high in sales to advertisers for 1937 by billing their clients \$6,386,860 for the month, an increase of 18.2% over March of 1936, at which time the combined network billings had totaled \$5,401,738. For the first quarter of 1937 the tota! network sales amounted to \$18,257,028, passing the \$14,936,646 sales total for the first three months of 1936

Top the first three months of 1950 by 22.2%. Top billing for the month was made by CBS, which reported sales of \$2,559,716, a figure 17.8% ahead of March, 1936, and the second highest month in its history, bowing only to October of last year when billings reached \$2,754,808. For the quarter, CBS shows a total time sale of \$7,202,653 as contrasted with \$5,982,551 for three months of 1936. 1936, an increase of 20.4%. NBC's March revenue totaled

MICHIGAN

0410

Ft.Wayne

INDIANA

MARCH was a good month for the \$3,614,283, an even 19% above the coast to-coast networks, which con-\$3,037,873 of March a year ago. 53,037,573 of March a year ago. Credit for this gain goes to the Red network, whose March total of \$2,531,322 surpasses the \$1,915,-357 figure for the same month last year by 32.2%, while the Blue net-work's total for the month was \$1,082,961, a decline of 3.5% from \$1,082,961, a decline of 3.5% from its sales of \$1,122,516 for March, 1936. For the quarter NBC-Blue showed total sales of \$3,272,136, an increase of 5.7% over last year, and NBC-Red, with sales of \$7,-179,928, was 34.5% ahead of the first guarter of 1936. As a whole NBC 'reported the quarter's time sales as \$10,452,064, a gain of

NBC-Red \$2,374,633 \$7.6% 2,273,973 34.0 2,531,322 \$2.2 NBC-Blue Jan. ____ Feb. ____ March ___ NBC-Dite Jan. ____\$1,167.366 22.0% Feb. ____ 1,021,809 0.5 March __ 1,082,961 ____3.5 CBS Jan.\$2,878,620 Feb. 2,264,817 March ... 2,559,716 24.2% 18.6 17.8 MBS 3S 12.7% 24.4 11.2 187,362 ---- 202,088 h --- 212,861 23.9% over last year. MBS, with a March total of March \$212,861, bettering by 11.2% its

sales for March a year ago, shows a 15.8% gain for the quarter, with 1937 sales of \$602,311 con-G. A. RICHARDS, owner of WJR, Detroit, WGAR, Cleveland, and prospective new owner of KMPC, Beverly Hills, Cal., is recovering from a badly fractured arm suffered when trasted with \$520,107 for the first These network figures, considhe fell in his Beverly Hills home.

Seven League

BOOTS

WOWO, Indiana's most powerful

ion, delivers primary coverage in

more than 300 cities and towns of 1,000

In WOWO's primary area are 598,300

radio homes comprising twenty-seven

markets in Indiana, Ohio and Michigan.

WOWO's programs, backed by Westing-

house management and experience, click

with folks in its rich tri-state area.

population and over.

Westinghouse Radio Stations, Inc., Fort Wayne, Indiana

1937 will readily pass the \$125,-000,000 mark and may easily reach a total of \$150,000,000.

Gross Monthly Time Sales % Gain 1937 Over 1986

1936

\$1,725,172 1,697,524 1,915,357

\$ 956,643 1,016,776 1,122,516

\$1,901,023 1,909,146 2,172,882

\$ 106,266 162,358 191,483

ered in connection with the even more spectacular increases report-ed in the spot broadcasting field, indicate that the total volume of broadcast advertising for the year February Business Shows 25.1% Gain

Seasonal Drop From January Only 1.8%, NAB Discloses

BROADCAST advertising in Feb. ruary jumped 25.1% over the same month a year ago, amounting to \$10,182,325 and experienced a seasonal decline of only 1.8% from

seasonal decline of only 1.8% from January, according to the monthly survey of business conducted by the NAB. Volume of radio time sales ad-vanced at a faster rate than any other medium, the NAB found, the February figures for the year amounting to a gain of 12.8% for national magazines, 22.8% for farm papers and 12.5% for news.

The South Atlantic-South Cen-tral area enjoyed the largest in-crease for the month, although all geographical districts revealed upward swings. Non-network volume in general rose 3.7% for the month as compared with January, 33.9% over February a year ago. Clear channel stations rose 6.5% over January and regional volume was 58.3% over February of 1936,

Disc Volume Higher

The largest increase by type of The largest increase by type of rendition occurred in transcrip-tions which jumped 9.2% from January. Records and announce-ments revealed the biggest gains over last February. National nonnetwork announcements and local recordings showed the largest increases over January.

By sponsor groups principal gains were in national network household equipment and soap and kitchen supplies; regional network tobacco, foodstuffs and soap and kitchen supplies; national non-net work automotive, beverage and soap and kitchen supplies; and local automotive and cosmetics. Retail advertising totaled \$971,830, a decline of less than 1% from January but 34% above February

1936. February receipts and cumula-tive 1937 receipts follow: Cumulative

Cumulative February Jan.-Feb. National net \$5,714,443 \$11,775,830. Regional net 96,382 188,551 Nat. non-net 2,517,000 4,830,700 Local ----- 1,854,500 3,756,800

Total__\$10,182,325 \$20,551,881

Step up your profits in the midwestemploy WOWO. J 99473

Station, Dailies Sold THE 100 - watt WSJS, Winston-Salem, N. C., was included with the Winston-Salem Journal and Twin City Sentinel in a sales agreement concluded April 5 by Owen Moore, publisher of the newspapers, of which the station is a subsidiary. Purchaser is Gordon Gray, son of the late chairman of the R. J. Rep. nolds Tobacco Co., who is a local attorney and who will take over the publishing and radio properties but keep his law practice. While the FCC has no authority to pass the FCC has no authority to pur-chaser must secure its sanction of the radio station's license transfer. Operating on 1310 kc., WSJS was the only station in the tobacco city E. KATZ SPECIAL ADVERTISING AGENCY on 1250 kc.

Nothing Succeeds Like----



PLAY BALL: Mason McGuire, N. W. Ayer & Son, Inc., (left) and T. G. Prosser, Kellogg Sales Co. (right) lay plans with Gunnar O. Wiig, General

Manager, WHEC, for Kellogg's 1937 play-by-play broadcasts of the Rochester "Red Wing" Inter-

national League baseball games through WHEC

FOR THE KID FANS. At right Arthur Charity,

Knot Hole Gang Director, counsels with "Bill'

Burns, 16 year old school boy editor of "Kellogg's

Red Wing Knot Hole Gang News", 'smart mer-

chandising tie-up to Kellogg's WHEC Ball Game





COVERAGE ALMOST DOU BLED. Maurice Clark, Chief En-gineer, (right) demonstrates to H. L. Hart, Hart-Conway Advertising Agency (left) how the newly located new WHEC high fidelity transmitter has increased WHEC coverage 93% average day and night-mentions, too, that WHEC rates have not yet been increased. BELOW (but always on top of bellow (but always on top of things) we see those immensely popular "Tydol Reporters"—Har-ry LeBrun and Ken French, left and right, airing the news to WHEC listeners as it comes hot off the news ticker. Tydol's twice daily news service is beginning its 3rd year over WHEC.





ROCHESTER. N. Y. BASIC CBS Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

Rochester's largest department stores. Edwards' "Cooking School of the Air" continuously rings the cash register and so consistentrenews itself on WHEC. Each week 2,000 crowd in to see it; many thousands listen in to hear it. Pictured are Josephine Bixby, Edwards' Home Economist, and B. J. Winn, Edwards' Radio Director. David Klein is Edward's Advertising Manager.

DEP'T STORE CASHES IN. E. W. Edwards & Son is one of

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

www.americantediohistory.com

Broadcasts.

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Rochester Prefers-



PEASORRIDGE HOT

PEAS ORRIDGE COLD!

Some like it is some like it cold; but it so happens that very

few like it in the pot nine days old. Something ght to be done! • After a conference between the Sales and Advertising Department, it was olded to use spot radio as the quickest means of clearing out this old merchandise. • Now the Peas Porridge Products Company are selling only the hot and cold variety, as there is no loter any stock nine days old—the merchandise moves too fast. • Here are radio stations—locate in key markets—who know how to move your merchandise off the dealers' shelves—and how keep it moving.

	Competence and the second s	Copyress and the second se					
WSB	Atlanta .	NBC					
WFBR	Baltimore 🐨	NBC					
WAAB	Boston	MBS					
WNAC	Boston	NBC					
WICC	Bridgeport	NBC					
WEBR	Buffalo	NBC					
WBEN	Buffalo	NBC CBS					
WCHS							
WGAR	WGAR Cleveland						
WFAA	Dallas	NBC					
WBAP	Fort Worth	NBC					
KVOD	Denver	NBC					
WJR	Detroit	- CBS					
KPRC	Houston	NBC					
WFBM	Indianapolis	CBS					
WDAF	Kansas City	NBC					
KARK	Little Rock	NBC					
KFI	Los Angeles	NBC					
KECA	Los Angeles	NBC					
WHAS	Louisville	CBS					
WLLH	Lowell	YN					
WTMJ	Milwaukee	NBC					
WSM	Nashville	NBC					
WSMB	New Orleans	NBC					
WTAR	Norfolk	NBC					
WFIL	Philadelphia	NBC					
KGW	Portland, Ore.	NBC					
KEX	Portland, Ore.	NBC					
WEAN	Providence	NBC					
KSL	Salt Lake City	CBS					
WOAI	San Antonio	NBC					
KOMO		NBC					
KJR	Seattle	NBC					
KHO	Spokane	NBC					
KGA	Spokane	NBC					
WMA	S Springfield	CBS					
KVOC) • Tulsa	NBC					
KFH	KFH Wichita						
	Also	· ,					
	THE YANKEE NETW	ORK					
	HE COLONIAL NET						
TI	TEXAS QUALITY NETWORK						
Repre	sented throughout the Uni	Represented throughout the United States by					

EDWARD PETRY & CO. INCORPORATED NEW YORK DETROIT CHICAGO • SAN FRANCISCO

www.americanradiohistorv.com

TRAILING WITH GENERAL MILLS

Auto Annex Provides Studio Facilities for -Pickups at Will of the Sponsor-

of

COMPLETE radio studio on are of double thickness and also wheels that can venture anywhere sound-proof.

an automobile will go, has been built in a trailer by NBC Hollywood technicians under supervision of Donald De Wolf, the network's chief engineer in that city. De Wolf also designed the trailer-studio which is 23 feet long, 6½ feet high and equally wide, and boasts all the acoustical treatment found in the most modern broadcasting stations. Trailer-studio was built for Hollywood in Person, sponsored five days weekly by Gen-eral Mills Inc. (Bisquick), on 5 NBC-Pacific Red stations, 11:45 a. m. 12 noon (PST). Mobile studio, fully equipped, weighs ap-proximately one ton. It is streamlined with blue and white hull, and

drawn by a high-power coupe. Studio occupies 14 feet of the trailer, with balance utilized as engineer's control room. Studio walls are treated in regular acoustical fashion. Over the inside metal walls of the trailer engineersplaced an inch thickness of acousticon, a soft porous material. Over that they laid two inches of sounddeadening rock wool and sealed it with hardboard perforated with little holes three-eighths of an inch apart. Floor of the studio is covered with sound-deadening rug of rust color which matches interior scheme of ivory and rust. Wide

When program goes on inside. a table microphone is used, set on a flat top chromium table which matches the chromium furniture with ivory upholstering. For comfort of motion picture celebrities participating in broadcast, a cozy chesterfield has been built in at the rear of the studio. Engineer or technician mixing the sound sits at a regular NBC

mixing panel and watches program through a glass partition. He, or the producer, can talk to the studio through a "talk-back" microphone and also hear program through a radio receiver. Red lights inside the studio signal performers they are on the air. Other red lights mounted on the outside warn onlookers when silence is required. Indirect lighting floods the interior the trailer to permit night broadcasts. Studio is also equipped with a fan used either for cooling or heating. A portable microphone for outside the mobile studio is also part of the equipment.

ATLANTIC REFINING Co., Phil-adelphia, will broadcast the Temple U football games on WIP, that city for the second consecutive year. Of the nine games scheduled for the 1937 season which opens Sept. 24, four games will be played at night. N.W. Ayer & Son Inc., Philadelphia, has the account.

CHICAGO

Texaco Disc Series TEXAS OIL Co., New York (Texaco gasoline), is spotting 39 Un-solved Mysteries quarter-nour transcriptions on Midwest stations not covered by its campaign of a year ago. Hanff-Metzger Inc., New York, is the agency. Discs were produced in Hollywood by Ameri-can Radio Features Syndicate with exclusive eastern distribution by

Heads Docket Section W. THEODORE PIERSON, chief mail and files of the FCC, has been named head of docket section in addition to his regular duties. He succeeds Miss Marybelle Anthony, who recently was trans-ferred to the accounting department. Rosel H. Hyde, attorney examiner temporarily detailed to reorganization of the docket section, is back at his regular duties.



the second

KANSAS CIT



FLOATING Roberts, fashion scout, facing NBC announcer Bob Baker in this charming studio, which flits yon and hither for General Mills. Finger aloft. Ray Ferguson feeds cues from the control room. Below is an exterior view of the trailer.

WHK-WIAY

A. McLouphlin, Sales Mar

I T Vome Production Manual

BROADCASTING • Broadcast Advertising

WKBN

Youngstown

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BROADCASTING • Broadcast Advertising

Representatives

DETROIT

arter Speaking.

That's a salutation guaranteeing a program well worth listening to. Three simple words but how much more of an inducement to listen than "John Jones Speaking." Boake Carter has the confidence of his listeners because his news comments are always interesting and informative.

Confidence is the biggest thing in radio. Unless your broadcast is heard over a station commanding the confidence of its community, it will miss its mark.

The people of Cleveland, Northeastern and Central Ohio place their confidence in United Broadcasting stations. For this reason they are your first choice in Ohio.

"United for Service"

UNITED

BROADCASTING

COMPANY

FREE & PETERS, Inc.

National Representatives-New York - Chicago - Detroit

H. K. CARPENTER

Vice Preside

WHKC

Columbus

CBS to Air Selection

Written for Radio Alone THE first serious musical composition writen by an American composer especially for radio presentation will be broadcast over the WABC - Columbia network during the Everybody's Music series, May 23, 3-4 p. m. (EDST), marking its world debut.

world debut. It is called "Concertino for Pi-ano and Chamber Orchestra" just completed by Walter Piston, one of the six members of the Columbia Composers' Commission, a group of outstanding composers appointed by CBS several months ago to write music specifically for the me-dium of radio. Other works by members of the Commission will be played from time to time during the Everybody's Music series. This series, in place of the Sunday broadcasts of the New York Philharmonic - Symphony Orchestra, presents the Columbia Symphony Orchestra under the direction of Howard Barlow, playing a thorough resume of great music in a wide variety of fields.

11.50

Novada 43

Wy0 196

Colo 2,133

New Ma



NBCSymphony Contract

PRE-TOSCANINI- Dr. Artur Rodzinski (left), Cleveland symphony conductor, signs a contract to conduct ten concerts supplementing NBC winter series with the Arturo Toscanini, as' Lenox R. Lohr, NBC president, watches. Dr. Rodzinski was chosen by Toscanini to augment the NBC symphony orchestra to full strength and to collaborate in the series.

THIS IS WHAT WE MEAN

BY CLEAR CHANNEL COVERAGE

10.904 1 73 .

Miss 14,23 2.26

Washington D. (* Canada

Ind. 8,75

26,776

1/02-57

N D 1 2,497 47

5 Dal 5 221 51

Nebi 5,154 87

Kan 11,518 1.81

Texas 24 228 3 85

Mail Distribution-1936

More Vic & Sade Half-Million Expenditure PROCTER & GAMBLE Co., Cin-Is Planned by CBS for cinnati, last month decided that Vic & Sade, popular comedy serial of home town life which has been

on the air 13 quarter-hours weekly

for the same sponsor. Compton Adv. Inc., New York, handles the account.

Del., 2135-.18

2 557----4

The Air Castle

of the South

Pann. 35,638

1 467-.73

San Francisco Offices

broadcasting twice daily (NBC-Blue in the mornings and NBC-Red CBS, at a cost of approximately \$500,000, will build new San Fran-cisco studios and executive offices, in the afternoons) to advertise Crisco, was too good to be kept for the sole enjoyment of the women moving KSFO and the network's headquarters in that city from the listeners, and so two evening broad-Russ Bldg. to the Palace Hotel casts were added to the Wednesday it was announced early in April schedule of the act, with the comby Donald W. Thornburgh, CBS mercials plugging Ivory Flakes. Then the sponsors decided that it Pacific Coast vice-president in Hollywood at the first of a serwould be more effective to move the carlier evening broadcast on ies of weekly press conferences, Cost includes the new 5000-watt transmitter of KSFO. Plans for the new studios, to be built on the second floor of the hotel, have been the Red network from its 7:45 to p. m. spot on Wednesday to a later hour on "Tuesday (10:45-11 p. m.) which was done on April 6, approved by CBS New York head. when the network was also inquarters, and actual construction creased to 30 stations. But on secscheduled to start May I, Mr. ond thought P & G made another Thornburgh said. They will be decision that you can't have too ready for use in four months. much of a good thing and retained both Wednesday evening broad-casts, so that Vic & Sade are now

Thornburgh stated that CBS has taken a ten year lease on the site, Besides executive and sales offices plans call for two large and three medium size studios as well as clients' observation rooms. When completed it will be one of the most modern station setups in the United States. More Pacific Coast network programs are also to originate from San Francisco on completion of the studios, he further stated.

With KNX on April 1 becoming the key station on the CBS west-ern chain, Alan N. Cormack, CBS Pacific Coast traffic manager has been transferred from San Fran-cisco to Hollywood. Mr. Thornburgh said that the traffic headquarters will remain in San Francisco, but Mr. Cormack will divide his time between the two cities. He explained that the increasing number of transcontinental broadcasts originating in Hollywood necessitated Mr. Cormack's new program. Connie Blake, Mr. Cormack's assistant, remains in charge of the San Francisco traffic office during his absencés.

New CBS Studios

A NEW STUDIO for the exclusive use of news broadcasts and special speakers has been built on the 17th floor of the CBS Building in New York. The room is about 20 x 15 feet, and is equipped with table microphones and contains its own control cabinet. Immediately outside are three teletype printers, two UP and one Press Radio. At present it is being used by Edwin C. Hill for his daily Lucky Strike Your News Parade network broadcasts, and by Jean Paul King and Andre Baruch for their early morning and late evening news broadcasts on WABC only, sponsored by Household Finance Corp. and Liberty Magazine respectively. The news studio is on the same floor as the CBS press department and in a few weeks the special events division of the network will occupy the offices adjacent.

NASH MOTORS Co., Kenosha, Wis. NASH MOTORS Co., Kenosha, Wis, will move its Nash-Lafayette pro-gram from New York to Hollywood on May I. Show originally starred Floyd Gibbons with Nincent Lopez and his band but Gibbons was re-placed by Grace Moore a few weeks ago. Agency for Nash is J. Walter Thompson Co., Chicago.

www.america



Clear Channel NBC . Full Time 000 WATTS Owned and operated by THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC., NASHVILLE, TENN. Page 34 • April 15, 1937

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Walter Biddick Co. SEATTLE SAN FRANCISCO · LOS ANGELES

VIGIL REWARDED KMBC Announcer Watches, -And Gets a Scoop-

WORKING on a theory that scoops . are made, not born, Erle Smith. newscaster of KMBC, Kansas City, had for two-weeks kept a watchful eye on the Ford assembly plant in Kansas City's Sheffield industrial district. He knew that here, as elsewhere, C. I. O. was organizing for some kind of action. He also knew that sooner or later someone was almost bound to set off the spark that would lead to trouble. The afternoon of April 2, his efforts were rewarded. As the men left the plant at 3:30 some were told that they were being laid off and need not return Monday. The word spread quickly, and in a matter of a very few minutes a "stay in" strike was under way. At 3:40, even before many men in the plant knew a strike was in progress, Erle Smith flashed his first bulletin. At 3:49 he was on the air again to give the complete story.

> ... But we have some original ideas that are fully as effective...ideas packed with

> listener-appeal! STUNTS! INC. was formed by master minds of magic for

> the purpose of supplying wideawake advertisers with a powerful and appeal-

> ing sales weapon. Leading advertisers

and their agencies have discovered that TRICKS, 'PUZZLES, MAGIC,

GAMES, and LEGERDEMAIN have

the power to lift sales volume to un-

imagined heights when applied along

sound proven merchandising lines.

Radio stations call upon us when in

search of a novel program idea to

The creators of STUNTS! INC. have

amply demonstrated results with such

campaigns as "FUN AT COCKTAIL TIME"

(Seagram's); CHANDU (Beechnut);

MAGIC SETS (United-Profit Sharing Co.);

STUNTS! INC.

clinch a prospective advertiser.

Floating Schedule Placement of Spots In Time Brackets Urged by Grabhorn

EDDIE CANTOR'S MAGIC CLUB (Pebeco);

MAGIKLUB (54 Retail Stores); ALI BABA (Seeman Bros.); THURSTON'S MAGIC AIR

PROGRAM (Swift & Co.); MAGIC MENU

(Runko-Malt); MAGIC BOXES (Champion

Bread); E. J. MAGIC CLUB (Endicott-Johnson); BAG O'-FRICKS (Ralston's);

PUZZLES (Chain Stores Everywhere).

Hundreds of pieces of new, clever

mystical magic products are available

with PRACTICAL, PROVEN PLANS

OF PROMOTION. With a standing

staff of 750 Field Men for selling, con-

tact and survey, STUNTS! INC. offers

a completely rounded service to agencies

and advertisers. Investigate the sales-

building power of MAGIC now! Write

for the free STUNTS Book telling the

complete story of dozens of success-

ful Campaigns of our clients. No

STUNTS !- man will call unless requested.

148 LAFAYETTE STREET, NEW YORK CITY

Telephone CAnal 6-7830 Western Headquarters: 504 Donovan Bldg., Detroit, Mich.

PROPOSAL that spot announcements be sold only on a floating schedule basis, dividing the day into logical time brackets but not offering the announce-

ment sponsor any Mr: Grabhorn specific moment, has been made by Mutray Grabhorn, Eastern manager of John Blair & Co., radio station representatives, as a move toward solving the chain-break question, one the day's most perplexing roblems of radio advertising. Mr. Grabhorn submitted his plan informally to NBC with the suggestion that it might be used as the basis for a discussion of the problem at a general meeting of network executives and station représentatives. While he has not heard officially from NBC regard-

WE CAN'T SELL YOU THE

INDIAN ROPE TRICK

ing it, he believes that such a meeting will be called in the near future. **Clerical Trouble**

In discussing the question of chain-breaks with BROADCASTING, Mr. Grabhorn pointed out that the matter of clearing time for announcements adjacent to certain network programs involves as much detail work on the part of the advertising agency as clearing time for a quarter or half-hour program. It means collecting data as to preceding and following programs on every station to be used and often on competing stations, he stated, with the result that there is a tendency for the clerical and wire expense involved to mount to the point where the agency no longer finds the placement of spot broadcasting profitable and so is inclined to turn to other media. Mr. Grabhorn said that while the question is apparently one to be solved by the networks and their

present form of presentation certain announcements are offending and confusing to the listening audience, then all radio stations and all advertisers using radio are vitally concerned, he stated, and the industry should solve the problem itself before it comes to a point where the government will step in with a ban on all announcements. regardless of their nature. He added that although the elimination of all non-service chain-break announcements would undoubtedly result in a general decrease in station revenue and a general increase in station rates, it is pos-sible for the industry to adjust these things satisfactorily, whereas a government ruling against all announcements would definitely deprive both stations and advertisers of profit. On April 2 Mark Woods, treasu-

affiliate stations, in reality it goes much deeper than that. If in their

rer of NBC, acknowledged receipt of Mr. Grabhorn's resolution and said he would endeavor to arrange meeting. The full text of the resolution

follows:

A NEW STATEMENT OF GOOD

POLICY Whereas: the rapid growth of the radio industry has brought about many new conditions, and Whereas: this has resulted in the neces-sity of putting into practice new policies to meet these conditions from time to

Therefore; in the interest of good broad-casting and in order to better serve pub-lic interest, convenience and necessity,

casting and in order to better serve pub-lic interest, convenience and necessity. BE IT RESOLVED First: That spot announcements will be sold on a general floating schedule basis and shall be offered to the sponsor on the basis of his election either between the hours of 7 a. m. to 9 a. m.; or between 9 a. m. to 12 noon; or between 12 noon to 4 p. m.; or between 4 p. m. to 6 p. m.; or between 6 p. m. and 10:30 p. m. Second: That no specific times will be offered to any sponsor on the basis of its desirable location adjacent to any one par-ticular program either local or network, sustaining or commercial excepting as such offering applies to those cases-related "me Paragraph 3 of this resolution. Third: Time signals and weather reports shall, because of the definite service ren-dered the listeners be differed at specific times which may be guaranteed, subject of course, to other accepted broadcasting commitments such as preemption of time by the network, important special event, and emergencies. The commercial copy of such announcements shall be limited to 25 words.

Fourth: No announcement of whatever

Fourth: No announcement of whatever length, other than time signals and weath-er reports, shall be broadcast in the sta-tion break between two commercial pro-grams whether such programs be of net-work or local origin. Fifth: The station management may, at its own discretion, rotate announcements scheduled in the various time brackets out-lined in Paragraph I as long as such ro-tation occurs within that bracket and doe not pass from one bracket to another. Sizth: These resolutions are made purely for the purpose of furthering the cause of intelligent and entertaining program strue-ture, and are not to be construed as affect-ing any other policies now in effect on any of individual stations concerned.

Purex Bleach Test

PUREX Corp. Ltd., Los Angeles, (bleaching fluid), on April 19, thru Lord & Thomas, that city, starts The In-Laws, dramatic serial, on 10 Mutual-Don Lee stations, Monday through Friday, 4:45-5 p. m. (PST), in a 13-week test campaign. If successful, the series may be extended nationally over Mutual. Series has been a sustaining feature for the past several weeks on KHJ, the Don Lee station in Los Angeles, and is also being heard via transcription on.WLW, Cincinnati, 5 days weekly under sponsorship of General Mills.

www.america

HA~Let's Put a Little Youth to WORK:

Have you a 14-karat automobile or an educated duck you'd like to sell? Then, tell youth about it. Tell youth between the ages of 25 and 35 that you have these things to sell. For youth buys all the gay, mad and very practical things. Youth buys everything. And WOR has 16% of this nation's youth to offer you. It's an eager, responsive, spendthrift market-this buying youth. It offers you young people at the peak of their earning power. It's the market which contains the least unem-

ployed and the most who are getting married, buying and building homes and bearing babies. These young people listen to WOR. For WOR draws upon the varied attainments of those artists whose fresh, zestful approaches best embrace its listeners' many moods. And when it comes to upping sales in double-quick time, advertisers have found that WOR's youth responds with an alacrity to be found nowhere else. Ha . . . Let's put a little youth to work . . . for you!



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KAWM Starts Operating

WITH D. V. Tostenson as manager and chief engineer, the new KAWM, Gallup, N. M., went on the air April S and is now operat-ing on a full 12-hour schedule daily. The station, operating with 100 watts on 1500 kc., was author--ized last fall and is licensed to A. W. Mills, local electrical contractor. Mr. Tostenson, formerly with KGVO, WDAY, KGFK, KIUP and KGFW, directed the construction of its 160-foot vertical radiator and studio structure. Walter Fernald, of New York, recently with stations in Arizona, is commercial manager. Virginia Van Weart, formerly with various Southwestern stations, is program director.

WAVE

COVERS

SATURN

AND MARS!

Radio Advertising Rates & Data.

Remember how we've always said, in the past,

that Station WAVE didn't cover China? Well,

that Station WAYE dian't cover Unina? Well, that was the truth. (The headline isn't.) But the serious point in our silly talk about China is just simply this:

No one radio station does much of a job any-where except in its own home market. Our

home market centers in Louisville. We do a

good job here partly because we alone broad-cast N. B. C. stuff in this section. And the cost

is low because we don't even try to throw our

power at China! We takes the Louisville trading area and leaves China lay . . . Look us up in

National Representatives

FREE & PETERS, INC.

STATION

VAN/

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

NOW

RCA Progress in Television Brings Orders for Equipment Purchase by CBS and Reported Order From Russia

Cited as Leadership Factors; Sarnoff Reports According to advice r e a c h i n g BROADCASTING from official sources but not announced by RCA, that company has also received an order

ANNOUNCING to the annual meeting of RCA stockholders April meeting of RCA stockholders April ,6 the purchase by CBS of RCA television transmitting apparatus to be installed on the Chrysler Building in New York City [BROADCASTING, April .1], David Sarnoff, RCA president, reiterated his statement that "RCA is in the forefront of technical development in this new and promise field" for television apparatus, including in this new and promising field" and pointed out that the Marconi-EMI system of television recently adopted in England as standard is "based on RCA inventions".

a transmitter to be installed at Moscow and 100 television receiv-Moscow and 100 television receiv-ing sets, from the Russian govern-ment. These are to be the Soviet's initial public installations, with stations also planned for Lenin-grad and Kiev which will be built and Kiev which will be built in Russian factories presumably along the lines of the RCA apparatus. The Russian government has

an exchange agreement with RCA. CBS plans an immediate investment of about a half-million dol-lars in television, of which ap-proximately \$330,000 is represent-ed by the RCA transmitter.

Field Tests Resumed

Coincident with the stockholders' meeting, NBC announced that it has resumed field tests of RCA's new 441-line television broadcasts from the Empire State Tower "on the letterst mells from the Empire State Tower "on the largest scale ever undertaken in the United States." Still kept from public view, although the re-cently scrapped 343-line images were shown to select groups last fall and winter [BROADCASTING, Nov. 15, 1936], the 441-line broad-casts will be checked for reception quality on more than 75 model requality on more than 75 model receivers placed at selected points and in homes and offices of engi-

fostering competition rather than keeping television to itself. Mr. Sarnoff's <u>statement</u> to stockholders disclosed that the in-crease in picture definition from 343 to 441 lines provides greater detail and clarity and has made it possible to double the size of the picture form any provided by 50 or 50 picture from approximately $51/2 \times 7$ inches to $71/3 \times 16$ -inches. "The requirements of a nation-wide television service," he said, "must be viewed from the standpoint of eventual coverage of more than 3,000,000 square miles of territory with approximately 130, 000,000 inhabitants. The size of



BROADCASTING • Broadcast Advertising

 O. H. Hanson, NBC chief engineer, said the object of the new tests is to determine the home program potentialities of high-definition television since 441 lines rep. resent the standard fixed by com-mon agreement by the Radio Man-ufacturers Association. While testing the quality of 441-line trans-mission, NBC will also conduct experiments into television producploying leading artists for test broadcasts and leaders in stage design, textiles, decoration and fashion along with a special corps of engineers already recruited from among the NBC broadcasting stations and the RCA technical staff. tions and the RCA's teerimear soar, It is generally conceded that when RCA's television eventually emerges as a public service, it will first be introduced on a local basis in the New York metropolities in the New York metropolitan area. NBC and CBS are working together on the development, RCA making its findings available to its rival network under a policy of fostering competition rather than

this problem is much more formi-

neers and officials of the company throughout the metropolitan New

LIGHTNING-Recently struck the tower of the Empire State Bldg., in New York directly above the point where RCA's television antennas are located, and this re-markable candid shot, unretouched,

markable candid snot, unretouched, was taken by an amateur photo-grapher. Note how one of the light-ning streaks also hit the Chrys-ler Tower, where CBS is shortly to install its television antennas. Thoroughly insulated, neither towers nor radio apparatus were in-

dable here than is the case, for example, in Inmland, where the area is small and the population is concentrated. There, the govern-ment subsidizes the television experiments and the broadcasting of television programs, but the o...ner of a home receiving set must pay an annual license fee to the gov-ernment. In the United States, as you know, home radio reception is free and we hope, through the development of private enterprisé, also to maintain television recep-

"Technically, "the art of tele-vision needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nationwide television service. In addition to these practical considerations, there is the further problem of developing studio and program technique to meet the requirements of such a revolutionary form of public entertainment, information and education. The pro-gram service will be costly, and its support will devolve primarily up-on the sponsors of television programs, as is the case today with the sponsors of sound broadcast-

"Before sponsors can be inter-ested in supporting television pro-grams, it is necessary to provide a seeing as well as a hearing audlence; and here we have the age-old question of what comes first, the chicken or the egg. Neverthe-less, it is my firm conviction that one day we shall have both the chicken and the egg; and that television ultimately will be establish-ed in the United States by private enterprise on a practical basis of free service to the home. The potentialities of television are such as will bring new meaning to the service and business of radio."

Increase in Business The April 6 meeting, which was marred by some criticism by minority stockholders objecting to the reelection of several New York

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bankers as directors in view of their alleged lack of technical background and their non-ownership of stock, brought forth furthship of stock, brought forth furth-er announcements that indicated the radio industry at large is im-proving its econor c position. Mr. Sarnoff reported t t RCA is mov-ing forward in a its operations, including manufacturing, broadacting, communications, research and patents as well as television. The first quarter of 1937, he re-ported, indicates an increase of 10%

in business volume over the first an obsiness volume over the first quarter of last year. Net profits after all deductions will be ap-proximately \$2,200,000 for the first quarter of this year compared with \$1,287,000 for the first quarter of 1936, an increase of more than \$900,000. After allowing for the quarter's preferred dividend charges, amounting to \$808,000, there remains \$1,391,000, equivalent to 10 cents per share of common stock, against a deficit of approximately one cent per share in the corresponding quarter of last

vear. Following the Witt Millhauser, Edward J. Nally, James R. Sheffield and Frederick Strauss, the group which heckled Mr. Sarnoff during the meeting was informed that those directors not holding any RCA stock would probably agree to purchase at least 100 shares each in order "to clarify the situation." Some 9,270,-000 shares, or about 63% of the total outstanding, voted for the reelection of the four directors against 8,236 ballots written in as opposed.

New Studios Dedicated

As KSOO Goes to NBC AT THE same time it affiliates with NBC as an optional Red and Blue outlet, KSOO, Sioux Falls, S. D., was to dedicate its new studios April 15, according to Joseph Henkin, president and manager. Complete new RCA equip-ment has been installed in new

ment has been instance in new studios and offices. Mr. Henkin said his new 100-watt station, KELO, will be on the air in about 60 days. It is also being equipped throughout by RCA. Management will be identi-cal with that of KSCO. KELO also cal with that of KSOO. KELO also will carry NBC programs at night. KSOO has been under its present management and ownership since 1927. It operates on 1110 kc. with 2500 watts and has an application pending for 5,000 watts. KELO has a construction permit for 100 watts on the 1200 kc. channel.

KHUB Dedicated

KHUB, Watsonville, Cal., was dedicated last month with representatives of civic, business and politi-cal interests of the Monterey Bay area present. The station, operat-ing with 250 watts daytime on 1310 kc. is owner and publisher of the Watsonville Morning Register and the Evening Pajaronian. Jack Ben-nett, recently of KQW, San Jose, is station manager, and T. G. Ham-ma, former engineer of KGDM, Stockton, is chief engineer. The station was installed by J. E. Barrell, radio engineers, beginning last September and was dedicated March 21. RCA equipment is being used throughout. The 185-foot tower was built by Bethlehem Steel Co.



MORE LOCAL **ADVERTISERS** OTHER TWO THE MAJOR TWIN CITIES STATIONS COMBINED

Follow the trend and get more for your advertising dollar ... broadcast your sales message to the rich Twin Cities market over WTCN.

Owned and Operated by the MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

Sterling Awards

STERLING ALE BREWERS Inc., Evansville, Ind., and WIRE, Indianapolis, joined recently to put on a special three puarter-hour show in conjunction with the awarding of the \$500 grand prize won by an Indianapolis woman in a contest which Sterling Ale had been featuring on its program. Arthur W. (Tiny) Stowe of Hays MacFarland & Co., agency handling the account, went to Indianapolis to supervise the program and at the same time took the role of Squire Sterling in the presentation ceremonies. Mr. Stowe also went down to 'Dallas, Texas, to handle the arrangements in a special quarter-hour program on WFAA, Dallas, which featured the awarding of \$200, the second prize, to a Dallas woman.

KOY, Phoenix, which recently was purchased by Burridge D. Butler, president of WLS, Chicago, on April 2 was authorized to increase its power from 500 watts night and 1.000 watts until local sunset to 1,000 watts day and night.

WHEN A BANK MERCHANDISES Buffalo Bank Features Short Commercials in Series -Going Into Fourth Year on the Air-

Kremav Goes Radio

KREMAY LABORATORIES. Chi-

Scott, Chicago, is the agency.

WESTERN SAVINGS BANK. talks, and in 1935 the Guido Chorus of Buffalo was employed as Buffalo, has started its fourth year of weekly broadcasts with more talent. The current series featurthan half of its total advertising budget devoted to radio promotion, ing local singing societies, it is believed, will build good will among according to an article appearing in the March issue of *Financial* the society memberships and their friends. The Buffalo office of BBDO has the account. Advertisers Association Bulletin The programs are merchandised

through printed slips given to everyone who comes into the bank and local singing societies are featured on the Sunday 6 p. m. broad-casts on WGR. Commercial an-nouncements are brief, friendly, and conversational with 20 words cago (Kremay reducing lotion), be-gan using radio for the first time on April 7 with a five-minute par-ticipation spot Mondays through Fridays on the Women's Exchange, being given at the beginning of

each program and 100 words at the conclusion In 1933 the bank used a male quartet on its program, later officers of the bank gave service

Announcement:

National Broadcasting Company April 15 the 1937

as South Dakola's first NBC outlet. Located as it is, in the largest city in the Dakolas, it covers a large area in the heart of a vich unban and area in the heart of a vich unban and

area in the heart of a nich unban and farming region. farming volution has built a large loyal to this area, has built a large loyal audience one that NBC advertisers will find responsive to their sales messages.

messages. Joseph Henkin KSOO

1110 Ke.

Gulf Adds Spots For New Product

GULF REFINING Co., Pittsburgh, for its new product, Gulf Spray insecticide, is buying local quarter. hour programs and plans to record some of the features for placement on other stations. Jack Latham, spot radio buyer of Young & Rubicam, is completing a second two-week buying trip in the South. ⁵ On April 19 Gulf begins on the

Texas Quality Group (WFAA, WBAP, KPRC and WOAI) with a cowboy unit which will alternate appearances among the four cities of the network and simultaneously make local personal appearances. The broadcasts will be for 15 minutes on Tuesdays and Thursdays at 8 a.m.

at 8 a.m. In Shreveport, La., KWKH is be-ing used with the Shelton Broth-ers, hillbilly act, as the talent. They will appear twice weekly also WJJD. The next day Kremay started a five-minute program of recorded music five times weekly during the daytime. Mr. Latham on WAAW, Omaha. Schwimmer & plans to have transcriptions made of these programs for possible placement on WHAS, Louisville. At WSM, Nashville, the agency has selected Louise and Her Dizie Dons, a sophisticated hillbilly pro-Dons, a sophisticated hillbilly pro-gram, to appear Tuesdays and Thursdays at 5:45 p. lm. At Wes-laco, Tex., Gulf is sponsoring five minute news broadcasts seven days a week over KRGV at 5:55 p. m. This schedule is for 96 south This schedule is for 26 weeks whereas placement on the other stations run for 20 weeks with op-tions to extend for other Gulf

products. products. In addition other stations being used are WREC, WBRC, WRVA, WBT, WGST, WJAX, WFLA, WWL and KGNC. Gulf on April 1 began sponsor-ship of spot announcements on WJSV, Washington, daily for 13 works food a station of the stationary of the s

weeks except Sundays, promoting Gulf service stations in the Washington area. It is the first schedule of this character placed by Gulf but may be supplemented by similar campaigns in other cities.

Celotex in New Orleans

CELOTEX Corp., Chicago (build-ing material), recently inaugurated a half-hour band concert on WWL, New Orleans, Monday evenings, featuring a military band composed of employes of the company's main gram which is broadcast from the

TRANSCRIBED RADIO SHOWS Inc., New York, announces the addi-tion of Billy Baker and A. Graham tion of Billy Baker and A. Graham Pierce to sell dramatized transcrip-tions to radio advertisers in the fur-niture, insurance, bakery, jewelry, optical, loan, used car, ice cream and gasoline station fields. Mr. Baker, formerly with CBS, Paramount Pie-tures and MGM, will represent Tran-scribed Radio Shows throughout the south Mr. Paperso formolity eggested south. Mr. Pearce, formerly engaged in his own 'syndicated advertising service, will be New England repregontativa

LOOKS LIKE WE'VE GOT Something Here:

ON'T take our word for it—get the facts and figures from the Department of Commerce reports. You'll agree that here in this new Industrial Empire we really do have something-the finest prospective market one could wish for.

In these reports covering the period 1933-1935 you'll find that retail sales in this market have boomed. Charleston's retail buying in 1935 was \$558 per capita against \$265 for the nation!

Charleston ranks sixth among cities over 50,000 in automobile buyinga gain of 93.9%. Fifth in apparel buying with a per capita expenditure of \$72 against \$22 for the U. S.—an increase of 50.2%; a per capita of \$115 or 22.7% gain in food buying; a 96% increase in furniture buying; 40% increase in building material sales; 25.2% increase in drug store sales and so on with every commodity.

But, why shouldn't business be good in Charleston?

Subsidiaries of the Union Carbide & Carbon Corporation have expended more than 250 Million Dollars in lands, plants and equipment since 1924! And, this is but one of many industries in the Charleston area-duPont and other chemical plants, glass plants and factories are humming and growing, providing big pay-rolls that make for the prosperity indicated by the Department of Commerce reports!

Charleston is the shopping center of some 625,220 people whose retail business annually totals nearly 115 Million Dollars. The Capital of thriving West Virginia-7.500 state employees live here. Topographically the Charleston Market is a one-station market-WCHS-the only station delivering a primary signal to this new, complete, prosperous' market!

WCHS

580 K.C. : 1000--500 WATTS

Charleston, W. Va.

THE NEW INDUSTRIAL EMPIRE OF THE WORLD

BROADCASTING • Broadcast Advertising

-- MEMBER

Columbia

Broadcasting

System

KEY STATION

West Virginia

Network

National Representatives,

EDWARD PETRY & CO.

diohistory.com

plant in Marrero, La., across the river from New Orleans. The pro-Memorial Band Stand in Audobon Park. Hays MacFarland & Co., Chicago, is the Celotex agency. W. CORT TREAT, radio director of W. CORT TREAT, radid director of the Commonwealth Advertising Agen-cy, Boston, and a former Harvard faculty member, has been appointed resident manager of WORL, Boston, by Gerard H. Slattery, general mana-ger of WOP and WORL (Control of WORL recently was acquired by the Bulova-Lafount interests, which oper-ate WCOP. 2500 Watts.

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EOY

KUEM KHI KGB KFRC KDB

RFEL

KGHF

WTIC

KIDO KID KELC

WIBO KMLB WDSU KRMD

WHDF

WERC EROC ESTP

KTAB KOL

ONTR

• No advertising medium in use today provides the advertiser and his agent with such a high degree of control as electrical transcriptions produced and distributed through the facilities of World Broadcasting System.

"Control"-at-Transcription Headquartersis provided at every step of the job. The program itself is directed in the world's finest recording studios where the advertiser conveniently controls production. The recording process is under the absolute control of veteran sound engineers, working with full benefit of the most advanced system of precision equipment. The completed transcriptions, with quality and character unimpaired, are heard before shipping, so that the advertiser actually reads proof of every program, before it is broadcast! The distribution facilities of World Broadcasting System insure the advertiser that his program will be at the radio stations of his choice, and will go on the air, ON TIME.

For highest program quality, 365 stations, more than two-thirds of all U.S. outlets, are specially equipped to reproduce the famous Wide Range Vertical recordings produced exclusively by World-another instance of the thorough control exercised by this System.

TO ADVERTISING AGENCIES

World's complete, centralized service for SELECTIVE BROADCASTING gives you perfect control of all details in the placement and operation of your campaigns, Program, "commercials," choice of markets and stations, broadcast schedules-all are handled exactly as you and your client wish. You can assure him that every step is "under control," and that the entire campaign will be carried out as ordered. No other organization in radio can offer the same guaranteed control of operations that has earned World Broadcasting System its present position of leadership.

WORLD BROADCASTING SYSTEM 711 Fifth Avenue • New York

LOS ANGELES

-

ATLANTA CHICAGO .

SAN FRANCISCO WASHINGTON .

-

Charleston WIS SOUTH DAKOTA KABR TENNESSEE WOPI WD**O**D WREC WLAC Bristol Chatta Memphis Nashville TEXAS Amarill KGNC KFDM KGFI WBAP KTSM KXYZ KFRO KRLH WOAI KCMC KGKO Beaumont Corpus Christi Ft. Worth El Paso Houston Longview San Antoni Texarkana Wichita Falls UTAH KDYL Salt Lake City VERMONT WCAX WNBX Burlington Springfield VIRGINIA WSVA WRVA WDBJ Harriso WASHINGTON KXRO KVOS KGY KOL KMO KUI KPQ KIT Aberdeer Bellingham Olympia Seattle Tacoma Walla Walla Wenatchee Yakima VIRGINIA WEST wurg Bluefield WISCONSIN WEAU WHBY WKBH WIBA WOMT WSAU NSIN Eau Claire Green Bay La Crosse Madison Manitowoo Wausau WYOMING rdfn Rwyo Casper hawaii KGMB Hopolulu CANADA Alberta CFAC CJCA Calgary Edmonton British Columbia Trai CJAT CKWX Voncouver Manitoba Winni**peg** CIRC New Brunswick St. Johns Moncton CHSI Nova Scotia Hallfa CHNS Brantford CKPC CKCL CKLW Toronte Windson Province of Quebec CKAC Montreal CKCV Quebec Seskatchewan Regina CIRM FOREIGN Australia Adelaide Brisbane Melbourne Sidney 5 DN 4 BC 3 KZ 2 GB ໃດເຫັດກຕໍ່ I ZB Aucklond 2 ZB Wellington France llouse Parls Mexico Mexico City XEW Union of South Africa outh African Broadcast ing Corporation (Capa-tewn, Durban, Grahama-town, Johannesburg)

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WCAU WIP WGBI

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BROADCASTING and

Broadcast Advertising

MARTIN CODEL, Publisher SOL TAISHOFF. Editor F. G. TAYLOR, Advertising Manager

Subscription Price: \$3.00 per year-15c a copy-Copyright, 1937. by Broadcasting Publications. Inc. I. FRANK BEATTY, Managing Editor @ BERNARD PLATT, Circulation Manager

NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - Columbus 5-3815 BRUCE ROBERTSON, Editorial @ NORMAN R. GOLDMAN, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 @ HAL TATE

HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 @ DAVID H. GLICKMAN

Chicago Again

IT'S CHICAGO in June for the NAB convention. We think it a happy choice. We are particularly gratified over the time because we led with our editorial chin a few months back by advocating that delightful month. normally neither too hot nor too breezy. Moreover. June is about the ideal month in a business way for most keepers of the kilocycles. However, we believe it would be a good idea in the future to select the convention time and date-more than a mere two months in advance, to permit all concerned to clear their decks in ample time and to avoid conflicts with other conventions, in which radio folk are interested

The Copyright Front

THERE'S lots of activity these days on the copyright front. It is a most hopeful sign, With things perking as they are, and with repercussions of a sweeping nature within ASCAP itself, there are presented opportunities for an approach to a solution of the most persistently bothersome-and expensive -problem that confronts American Broadcasting.

Whether all of the legislative moves against copyright combines will hold water legally is not the question. Enactment of state copyright measures in two states, introduction of a sweeping bill in the Senate, the progress made by the NAB in its public domain library, and revival of interest in the government antitrust suit against ASCAP have converged at a time to be employed to great advantage. 1940 isn't far off, and at that time all present ASCAP contracts with stations are up for renewal. Now is the time to lay the groundwork for those renewal negotiations, so that broadcasters will be in a position to bargain competitively and fairly for the price they pay for music.

The fact that ASCAP is doing some largescale reshuffling within its executive structure is an admission by it that something has gone berserk and that it is worried. E. Claude Mills becomes chairman of, its executive committee after a long and highly successful tenure (from ASCAP's standpoint) as general manager. He relinquishes the latter post to John G. Paine, chairman of MPPA, blood kin to ASCAP. The men are opposite types. Mr. Mills, charming of manner but quick-thinking, and two-fisted, has always managed to keep a fight going, and in a professional way has been rapped by his radio adversaries, even though they held him in high regard personally.

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Telephone-MEtropolitan 1022

PUBLICATIONS. Inc.

Mr. Mills' successor along Tin Pan Alley is regarded as a diplomat of high calibre. In a tumultuous industry, he is described as one who loves peace and who is a contemplative. soft-spoken individual. Perhaps the revised ASCAP setup is designed to inaugurate a new era of good feeling in copyright negotiations; and substitute a business basis for the battle of briefs and innuendoes and mud-slinging of the past.

Broadcasters are anxious for copyright peace. They are willing to pay a fair price for music, but they want the privilege of bargaining for it. Now, by virtue of the law and of ASCAP tactics, they are forced to pay what ASCAP arbitrarily dictates, and that has been practically all that the traffic would bear.

Hatching Television Eggs

THE FACT that RCA has taken an order for television equipment from CBS, which will install its experimental transmitter atop the Chrysler Building in New York, would at first blush indicate that television's elusive corner is about to be turned. As a matter of fact, CBS, like RCA-NBC, intends to conduct exhaustive tests along the same lines as those of RCA from the Empire State Tower and with much the same equipment. Neither network really knows when television will be ready for the public locally in New York, where it will most likely get its American start.

On the other hand, the sale of RCA equipment to CBS is significant to the broadcast advertising industry for several reasons. First, it shows that RCA has no intention because of its technical advantages, of "hogging" television for its network subsidiary, which means that it will undoubtedly sell or license apparatus freely to all comers (meaning all licensed broadcasters wanting it) when television is ready. In the meantime, it is conducting the laboratory and field research at enormous expense-an expense which no single broadcaster could conceivably bear.

That RCA has a preeminent place in television development so far spems to be borne out by the fact that the British have officially adopted the Marconi-EMI system as against all others, a system which is virtually a counterpart of RCA's, and also by the fact that the

The RADIO **BOOK SHELF**

WITH a preface by Guglielmo Marconi, who read its proofs, the first biography in English of the noted Italian inventor of wireless, Mar. coni: The Man and His Wireless. was published this month (The MacMillan Co., New York. \$3.50). Author of the volume, which is completely indexed so as to furnish a ready reference for historical purposes, is Orrin E. Dunlan Jr., radio editor of the New York Times. The 360-page volume is devoted not only to the life story of the great inventor, but builds its romance out of his technical and commercial accomplishments as well as his personality and his genius. Mr. Dunlap delved deeply to get his material-going into histori. cal files, having personal interviews with Senatore Marconi and securing early life data from old residents of Bolognia. Marconi's birthplace, through Dr. Max Jordan, Central Euro pean representative of NBC, who is an able linguist and journalist. This book is one of the most important contributions to radio lore in recent years

TRICKS of the advertising trade are listed. explained, and illustrated in Showmanship in Business by Kenneth M. Goode and M. Zenn Kaufman, business consultants, recently published by Harper & Brothers, New York. Hundreds of examples of business successes are held up to clarify the elements of showman. ship: interesting phases of publicity and the value of sales contests are developed fully: and a fact that makes the book good reading has been the refusal of its authors to accept the dogma of dullness usually inherent in scientific analyses of business.

CONTAINING the complete roster of the membership of the Institute of Radio Engineers of record as of Feb. 27, 1937, including their present connections and addresses, the 1937 Yearbook of the IRE was issued early in April from IRE, New York, headquarters.

Russian government has ordered complete television transmitting and receiving apparatus from RCA. All who saw the 343-line demonstrations in Radio City last winter were deeply impressed; it is said the new 441-line images are even better, aside from being bigger.

The second significant point about RCA's television development to the broadcast advertising field is the attention already being paid to programming as well as technical problems. All this is with a view toward sponsored rather than any other kind of support for the television system which inevitably will be established as a private enterprise. With Mr. Sarnoff's conclusion which follows, we are in hearty accord: "Before sponsors can be interested in supporting television programs, it is necessary to provide a seeing as well as a hearing audience; and here we have the ageold question of what comes first, the chicken or the egg. Nevertheless, it is my firm conviction that one day we shall have both the chicken and the egg and that television ultimately will be established in the United States by private enterprise on a practical basis of free service to the home."



GERALD KING

FLIP BACK the pages of memory to the winter of 1922. Visualize a young insurance man invited over to a friend's house for the evening. sitting enraptured before a homemade wireless set in which navy tubes and a snider-web coil did the work. Over the earphones came a faint signal. The call was WDAP, Chicago, 450 miles away. The next day that same insurance man was winding a spiderweb coil of his own. A month later he had guit the insurance business to go into radio, starting as salesman for crystal sets and headphones in a Kansas City retail store.

That was Gerald King, destined to become one of the Pacific Coast's leading radio lights and today president of Standard Radio Inc., transcription concern. Practically everyone knows him simply as "Jerry"

Jerry King continued in the retail end of radio during those "fad" days of 1922 and 1923 while a radio compatriot. Leo Fitzpatrick, was in the same town making himself, his station (WDAF) and the Coon-Sanders orchestra famous as the Kansas City Nighthawks. Jerry even took a fling at broad-casting, making his debut before the mike by announcing stock market reports over WOQ, then in Kansas City.

Jerry King's story begins Nov. 11, 1899, in a small Iowa town. His family moved to Kansas City where he completed high school. After spending two years at the State University at Columbia, Mo., he left college and the radio episode followed shortly thereafter. It was in 1923 that Jerry King, then a lad, of 24, decided to trek westward. In Los Angeles, he became acquainted with Cornelius Vanderbilt Jr., then publishing a tabloid paper, and talked him into a job as radio editor of the Daily News. It was the first radio column on the Coast. Until 1926, young King held that position. Then Jack Warner, vice-president of Warner Bros., motion picture producers, called him in and offered him a job on KFWB, Warner-owned sta-

station known. Thus, as "special events director", he probably antedated almost every other similar effort by stations by at least five years.

It was less than a year later that Jack Warner offered Jerry the job as manager of KFWB. For a decade thereafter, he held the post. The station made rapid strides, though independent of network affiliation. Under his guidance, many radio stars were developed and Jerry became known as one of the best judges of radio talent in the country.

From KFWB during his tenure the Boswell Sisters rose to fame and fortune. Leon Belasco and Russ 'Columbo played fiddle together in the studio orchestra and Xavier Cugat directed a tango band. Donald Novis, Vera Van. the King's Men, Charlie Hamp and scores of others passed through the KFWB portals during their neophyte years. Unknown writers were taken on and developed for good paying jobs in the movies and in radio. Announcers and producers moved up and on. From the time it was formed until Jerry left KFWB, he was the head of the Los Angeles Association of Broadcasters. During that time he was active in industry affairs and usually could be depended upon to get into the middle of heavy dis-

cussions during NAB conventions. Now the story comes out that Jerry King tried to sell Warner Bros. the idea of getting into radio on a big scale, either by setting up a network or by buying or leasing stations. The recommendation was not followed, although Warner Bros. through subsidiary operations apparently is now belatedly attempting to do the same thing.

It was in 1933 that Jerry King, from his operation of an independent station, realized the need of some better form of recorded music for radio use than phonograph records. Of course, other companies already were in the transcription field but he saw in it an opportunity for even greater development. He formed Standard tion in Los Angeles. He was em-Radio. For a year and a half he ployed to do some publicity on tested his theories and then in various stunts to help make the 1935 brought forth the Standard

PERSONAL NOTES

PAUL W. WHITE, director of pub-PAUL W. WHITE, director of pub-lic affairs of CBS, was married to Mrs. Sue Taylor Hammond, radio Va., ou March 30. Mr. and Mrs. White sailed on the S.S. Georgic on April 13 for England, where Mr. White will supervise the CBS broad-casts of the Coronation.

SLOCUM CHAPIN, assistant sales promotion manager in charge of pub-licity for WBS, New York, has resigned to take charge of transcription time sales for WOC. Davenport. Mr. Chapin, who was formerly a principal in Broadcast Builders Corn. radio agency in Hanover, was to assume his new duties April 15.

HOWARD J. PERRY, former man-ager of WQXR, New York City, and at one time on the staff of KGW, Portland, has been appointed com-mercial manager of WTAG. Worcester. He will act as assistant to Jack Storey, manager. Mr. Perry former-ly was with the Scripps-Howard and McFadden publications,

ROBERT W. FRIEDHEIM, formerly assistant manager of WMBH, Jop-lin, Mo., has joined the sales promotion staff of NBC transcription department, Raymond E. Sollars, former continuity editor of WMBH, has been named assistant manager.

GEORGE M. BURBACH Jr. has been transferred to the NBC sales department as assistant to Victor van der Linde, sales counsel, after having served for two years under J. V. Mc-Connell, assistant to the sales vicepresident. Mr. McConnell, on leave for nearly four months, is expected to return May 15. Mr. Burbach is the son of the advertising manager of the St. Louis Post-Dispatch, who also directs its station KSD.

ALFRED J. McCOSKER, president of WOR and chairman of the Mutual Broadcasting System, was guest of honor at a reception April 8 follow-ing the initial broadcast of Music & You conducted by the board of the National Music League at the Beethoven Association in New York. HORACE L. LOHNES. Washington

attorney, and Mrs. Lohnes became the parents of a 5 lb. 11 ounce daughter, Roberta Lee, on March 26. TOM BROOKS, radio editor of the

New York Journal and a candidate for the FCC secretaryship, and Mrs. Brooks became the parents of an eight-pound son, born April 4.

ELMER D. PETERSON formerly representative for radio sales of CBS, has been appointed station manager of KOL, Seattle.

Program Library, the second unit of its kind in the field, World Broadcasting System having pioneered this field of transcription service. Today Standard is a substantial entity in radio, being headed by Jerry King, who oper-ates from Los Angeles where he supervises general production, and Milton M. Blink, bright young Chicago business man, who joined Mr. King as a partner several vears ago. Last year Jerry decided to leave Warner Bros. and the management of KFWB, after the station had moved into entirely new quarters planned under his management. He now devotes his full

time to Standard Radio. Athletic appearing, Jerry keeps fit by golf and regular exercise. He likes to swim and play tennis, too. His chief hobbies are music and literature. He is married and has two children.

LEO B. TYSON, manager of KMPC. Beverly Hills, Cal., was recently ap-pointed vice-chairman of the radio lepartment of the Los Angeles Advertising Club, of which he was formerly a director. Sydney Dixon, NBC western division assistant sales manager in Hollywood, is radio departmental chairman.

ROLAND WEEKS has been promoted from the sales department of WROL, Knoxyille, Tenn., to commercial managership.

DON BLAIR, formerly of KVOO, Tulsa, has been appointed commercial manager of KBIX, Muskogee, Okla STEPHEN R. RINTOUL, president

of Rintoul-Stiepock Inc., New York, and Mrs. Rintoul, became the parents of a son, their fourth child, born March 27

EMMONS CARLSON, NBC central division sales promotion manager, was in Hollywood early in April. Accomwith Mrs. Wester and Irna Philips, with Mrs. Wester and Irna Phillips, uuthor of Todag's Children and Guiding Light, network features.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, had a ton-sil operation April 3. He has returned to his office. MADELINE BRENNAN, formerly

a feature writer for Judge and prev-iously à reporter on the New York Journal, has joined the sales promotion staff of WOR, Newark, as a staff writer and assistant to Josenh Creamer, sales promotion manager of the station

LEON STONE, formerly at WIRE, Indianapolis, has been added to the sales staff of WJJD, Chicago.

BERT VAN CLEVE, formerly of Salt Lake City and widely known in Pacific Coast, radio and advertising circles, has been appointed to the commercial staff of KJBS, San Franeiseo

E. P. FRANKLIN has been named general operations director of KJBS. San Francisco, combining the supervision of commercial, production and personnel departments. Wallace A. Gade replaces Franklin as program director

N. FRANK ALBERT, owner of a network of broadcasting stations in Australia, was a recent visitor' to San Francisco, accompanied by Mrs. Albert. From San Francisco, they will travel to New York and from there to Coronation ceremonies in England

C. R. HAMPTON, formerly of KFRC, San Francisco, has been added to the sales staff of KYA, Hearst station in that city.

LOREN A. HANEY, auditor of WKBZ, Muskegon, Mich., has an-nounced his marriage Dec. 27, 1936 to Miss Mildred Engle.

FRANCES EGGER, formerly with WINS, New York, has joined the staff of WHN, New York, as an assistant

in the sales department. JAMES TURNER, formerly of WBNY, Buffalo, has joined the sales staff of WHBQ Memphis.

Albert Aide to Damm

UPON his recent return from a 5.000-mile inspection trip of radio station operation in the east and south, Donald Albert, of the Milwaukee Journal, was appointed as sistant to the manager of WTMJ; Walter Damm. During his six-week's tour, he visited 40 stations from Milwaukee to Boston to Miami. Prior to his appointment, Albert was active in sales promotion work for the Journal.

BROADCASTING • Broadcast Advertising

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SOUTHERN SEGMENT

IN MUTUAL SOUGHT POSSIBLE expansion of Mutual Broadcasting System from Richmond to Atlanta, picking up perhaps a dozen stations en route, is being discussed by broadcasters in that area and plans are under way for a meeting with Mutual executives.

It is reported that negotiations are going forward with Fred Weber, general manager of Mutual, for a meeting in Charlotte on April 15 to be attended by station man-agers in the area. Virgil Evans, of WSPA, Spartanburg, is understood to be the prime mover in the effort. Mr. Weber explained April 9 that he was meeting with the sta-

that all stations not now having a network affiliation south of Richmond have been invited to the meeting. Mutual also has had in mind Mutual also has had in mind plans of extending the Pacific Coast segment through Don Lee to the Pacific Northwest. More than likely, Mr. Weber said, these plans would be held in abeyance, until next fall.

Three Buy UP

signed five - year contracts with



Patricia

offs as anyone in the business." Miss Kidder explains her tech-nique as follows: "It's the first take-off that's hard. After that, one thing seems to go after another very easily.'

AT KLZ,

Denver,

they call

Venereal Taboo Lifted

THE long-standing taboo against the mention of venereal diseases on the air, recently broken down by WCAU, Philadelphia, and WOL, Washington, among others, has been lifted in Los Angeles also with the inauguration of a new series backing, the local anti-syphi-lis drive over KF1 and KECA. Pro-grams are backed by the Ameri-can Medical Association and the U. Health Service, with the stations having the active collabora-tion of the Los Angeles County Medical Association whose secre-tary, S. K. Cochems, is commentator. The talks are heard on KFI Saturdays at 9:15 a. m. and on KECA Thursdays at 10:45 a.m. The talks are framed to avoid offending listeners yet deal frankly with the dangers of the disease while avoiding the use of the word syphilis so far as possible.



Corp. In his report to the annual meeting of the corporation, made public April 2, Mr. Crosley declared broadcasting activities of the company were going along with stead-ily increasing volume. He referred to the arrangements to operate a New York studio with direct wire connections between New York and Cincinnati to enable the stations to

render "better service to national advertisers." In this hookup are WHN, New York, with KQV, Pitts-burgh, and WFIL, Philadelphia, as intermediate points.

WLW Not to Compète

"We will be able to sell test programs to advertisers to test the New York market and the market covered by WLW," he said. "We will be able to pick up sustaining programs in New York and secure artists who gravitate to that city. These operations, we believe, will be self-sustaining in a very short time.

"Our wires, coming through Pittsburgh and Philadelphia, sta-tions there can be tied into WLW. We are not starting this with the idea of being another network competitive with other national systems such as National and Mutual, both of which do a great deal of business with us."





ing sales results.





940 KILOCYCLES

5000 WATTS DAY

1000 WATTS NIGHT

BROADCASTING • Broadcast Advertising

ediohistory com www.american



IN LEADELINL

BLAW-KNOX CO. 2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX ERTICAL RADIATORS

NEW

BROADCASTING • Broadcast Advertising

IF YOU PLAN

OFYOUR

TO INCREASE

THE EFFICIENCY

ANTENNA

IT WILL PAY

YOU TO CONSULT.

BLAW-KNOX



ND WHAT WILL M'SIEU HAVE TODAY ?

Even though we're 1200 miles from salt water, lots of North Dakota families are more intimately acquainted with lobster thermidor than are thousands of people in Greater New York . . . Also with two-car garages, toothpaste, and such. That's because our farming is big business instead of subsistence scratching. And that's why WDAY is so successful for both "city-folk" and "countryjake" types of products!

WDAY, INC.

— 🛛 — N. B. C.

FARGO

N. D.

Affiliated with the Fargo Forum

FREE and

PETERS, INC.

REPRESENTATIVES

NATIONAL

North American Channel Shifts

(Continued from page 20)

the bulk of the duplication on the clear channels obviously will occur among nations other than the United States. This country, however, unquestionably will duplicate on Class B and C channels to accomodate stations already on the air and in what might be described

as equivalent categories. Class A channels will be divided, of course, will remain conjectural until the November sessions. The fact that the 1500-1600 kc. band, used for so-called "highfidelity" broadcasting in this country, will be opened for regional service, tends to complicate this

problem somewhat. During the March sessions no Buring the March sessions no consideration was given to specific frequencies and how they are to be classed. In the United States the bands 1530, 1550, and 1570 kc. already are being used for regional already are being used for regional high-fidelity stations. With the separation on these channels made the same as in the regular broad-cast band, seven additional 10 kc. channels become available for allocast pand, seven additional 10 Ke. channels become available for allo-cation to stations on a regional

hasis.

Forfeiture Plan

Fortenure Fian It is possible that, in order to open Class A assignments for Mexico and possibly Cuba, some of the existing 40 clear channels on the books in this country will be shifted. In such contingency, the aitmetion would arise whereby cersnutea. In such contingency, the situation would arise whereby cersituation would arise whereby cer-tain channels in the clear band would be moved up, and stations on them given new assignments to open a block of channels. Eastopen a block of channels. Hast West Coast duplication of stations West coast duplication of some on a time-sharing basis, or some such other alternative, might be resorted to for that purpose. resorted to for that purpose. There was discussion in Havana of a penalty clause under the treaty arrangement whereby na-tions not taking full advantage of their allocated facilities would for-tait them. This conversation centheir allocated facilities would for-feit them. This conversation cen-tered around a three-year term, within which period the signatory

within which period the signatory nations would be required to take maximum advantage of their faci-lities or relinquish those not so used to the other nations. The Pan-American conference will deal in terms of a five-year treaty, presumably to run concurrently with the International Telecommunications Treaty, which functions on a five-year basis. The next international conference be-

THE DAILY HABIT

OFOVER ONE HALF

MILLION PEOPLE

a territory not covered by national chains with an income the highest in Wiscon-

"Now affiliated with Columbia

sin outside of Milwaukee. Write or wire for

JAMES A. WAGNER, Manager-Director

details. . .

Broadcasting System."

gins in Cairo, Egypt, February 1, 1938, and the Pan-American ses-sions are in the nature of an inter-American preparatory conference wherein this continent will be in a position to present a united front on all important issues, short waves as well as basic broadcast-

g. Comdr. Craven resumed drafting. ing of his economics report on alloing of his economics report on allo-cations shortly after his return from Havana. This report will be submitted to the Broadcast Divi-sion and supplement the Craven-Ring technical allocations report s u bm itted last January. The Broadcast Division had been hold-ing up consideration of the techni-cal report until it received the ecoing up consideration of the techni-cal report until it received the eco-nomic supplement, which, among other things, is expected to propose creation within the FCC Engineer-ing Department of an Economic Section which would draft finding of market, financial and other dat in connection with broadcast appli-cations, to supplement engineering cations, to supplement engineering and legal recommendations.

FROM

ROSS

FEDERAL

SURVEY

SECRETARY OF FCC SOON TO BE NAMED SOON TO BE NAMED SELECTION of a secretary of the FCC to fill a post which has been vacant for exactly a year is expected this month, with the ap-pointment to be made from a list of a half-dozen active candidates. Robert I. (Bob) Berger, now serving as radio director of the Democratic National Committee in Washington and the New York radio director during the last cam-paign, is understood to be ar strongest administration endorse-ment. The appointment, however, is made by the FCC tistelf under the law, and may come at the next en banc meeting, scheduled tenta-tively for April 15. Mang others whose names are before the FCC for the \$7,500 non-civil service post are E. Willard Jensen, secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks Jr. radio editor of the New York Jour-radio gittor of the New York Jour-nal; John Carson, former Wash-ington newspaperman and secre-

nal; John Carson, former ington newspaperman and secre-tary to the late Senator Couzens of Michigan, and Joseph E. Keller, secretary to Commissioner Thad H. Brown, vice-chairman of the FCC telephone division. John B. Reynolds, assistant FCC

John B. Reynolds, assistant FCC secretary, has been acting secre-tary of the FCC since the resig-nation effective April 30, last year, of Herbert L. Pettey, now associate director of W H N, New York. While not a candidate for the secretaryship, Mr. Reynolds has been strongly endorsed within in-

secretaryship, Mr. Reynolds has been strongly endorsed within in-dustry circles on a "merit appoint-ment" basis.

GEORGE HIGGINS, head of the sports department of WTCN, Minne-apolis, now on a three-week tour of haseball camps recently was appoint-ed one of 12 regular Big Ten basket-ball officials for next year.

WASHINGTON, D. C. has an Annual Payroll of \$360,000,000 Reach it with



STATE

XUM

BROADCASTING • Broadcast Advertising

BROADCASTING • Broadcast Advertising

ALES

with the

in the Youngstown Macket

Are they biting? Listen to this

NATION in February with the

largest increase in retail credit

sales * * \$ 900,000 prosperous

prospects ready, willing and able

to spend-and howl * * * WKBN

lies right in the center of this

prosperous market—and is popular

as payday-because good pro-

grams come in strong, clear and

• WKBN is a member of the

ves-FREE and PETERS, Inc.

Columbia Broadcasting System

and the Buckeye Network-the key

to one of the highest payroll

districts in the U. S.-the famous

WKBN Broadcasting Corporation

YOUNGSTOWN, OHIO

undistorted.

Mahoning Valley.

* * Youngstown LED THE

% 1.46 0.00 0.00 2.70 6.25 3.33 0.00 Feb. 9 10 11 12 % 27.74 31.48 34.14 35.14 37.50 % 3.65 7.41 0.00 2.70 6.25 0.00 0.00 % 6.56 0.00 0.00 6.25 1.67 0.00 % 2.19 5.56 0.00 0.00 0.00 5.00 0.00 % 2.19 0.00 0.00 0.00 0.00 0.00 0.00 % 10.22 14.81 12.20 5.41 12.50 6.67 14.29 % 100 100 100 100 100 100 18.52 22.22 NOON 26.83 26.83 13.51 40.54 18.75 12.50 18 33 48.33 16.67 23.81 28.57 33.33 22.13 33.61 22.96 10.38 3.00 1.64 2.46 .82 3.00 100 Total % 4.65 5.91 6.36 0.00 % 6.65 .54 .91 18.67 % .66 1.08 0.00 1.33 0.00 Feb. % 21.60 23.66 % 24.25 36.56 % 26.58 23.66 % 7.97 4.30 % 100 100 % 3.32 2.69 1.82 1.33 1.36 4.44 2.80 % 4.32 1.60 4.54 5.34 .67 1.11 0.00 9 10 11 12 13 14 20.91 23.64 21.33 31.82 37.33 10.00 10.67 100 100 100 12 to 6 P. M. 14.97 8.33 3.74 2.72 3.89 1.87 4.08 1.67+ 9.35 12.93 47.62 15.65 32.78 25.56 0.00 100 100 15 28.04 18.69 34.58 Total 26.58 24.59 25.59 8.32 4.07 4.97 2.80 .54 2.54 100 % 2.23 4.69 3.04 3.85 5.19 1.30 1.39 % 2.94 4.51 2.82 2.89 1.30 2.76 1.39 Feb % 26.32 18.23 % 33.45 29.86 % 8.39 7.12 9.33 9.37 % 21.14 30.21 % 100 100 % .62 .17 .65 .96 .32 0.00 .35 % 2.50 2.95 3.04 2.64 3.25 .81 1.22 % 2.41 2.26 1.95 2.16 .65 .97 1.22 9 10 11 12 13 6 to 10 P. M. 18.22 22.60 30.80 35.58 30.15 19.95 100 100 100 100 100 9.42 7,79 12.37 34.09 25.65 20.13 17.21 14 15 23.17 43.38 15.51 23.58 35.54 21.86 8.96 2.80 2.25 1.79 Total .44 2.77 100 % 8.47 6.99 9.64 9.28 11.25 7.83 % 3.21 2.20 2.45 4.92 3.61 1.17 2.42 % -2.82 5.15 3.43 3.22 | % 25.27 19.49 % 31.17 31.50 % 22.19 28.19 % 3.53 3.54 2.94 3.04 1.27 Feb % .77 .37 .49 % 2.57 2.57 1.80 1.89 .85 1.99 1.42 % 100 Totals 9 10 11 12 13 14 15 100 100 7 A. M. 19.28 19.32 29.74 33.52 30.23 23.86 .95 .22 0.00 100 100 to aily 4.46 1.75 1.42 37.79 25.00 22.93 41.71 17.62 18.22 10 P. M. 2.33 1.15 100 100 24.22 39.17 18.66 11.11 .43 33.23 22.67 8.93 3.07 Total 24.08 2.76 2.04 .49 2.73 100 THE STATION THAT PRODUCES MORE **BUSINESS FOR LESS** NBC LUENETWORK MUTUAL MONEY ROADCASTING SYSTEM KC April 15, 1937 • Page 49 6 O OUAKER 5

18.840 COMPLETED CALLS

KYW

% 21.17

WEU

% 24.82

DATE

7 to 12

WCAU

THE FINAL STORY IN PHILADELPHIA

Ross Federal Research Corporation has completed the MOST EXTENSIVE and ACCURATE coincidental telephone survey of radio listener preference ever conducted in Metropolitan Philadelphia and adjoining markets, from February 9th to 15th inclusive. 18,840 Completed Calls were made between 7 a.m. and 10 p.m. The results

WJZ

VDAS PEN NRAY

wor

WEAF

WIP

ALL OTHER STATIONS

TOTAL

LISTENING HABITS IN PHILADELPHIA



WMCA, New York

Madison Personal Loan Inc., New York, 49 weekly sa, thru Alsop Radio Becording Inc., N. Y. Western Growers Protective Assn., San Francisco (Iceberg head let-tuce), 12 sa, thru J. Walter Thomp-

tuce, 12 sa, thru J. Walter Thompson Co., San Francisco.
Emerson Drug Co., Baltimore (Bromo-Seltzer), 300 sa, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., Greensboro, N. C. (Vick's Vapo-Rub and Vatronal), 13 sa, thru Morse International Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), 20 sa, thru Pedlar & Ryan Inc., N. Y.
Bisceglia Bros., St. Helena, Cal., (Greystone wine), 13 sap, thru Gardner Adv. Co., N. Y.

Jonas Schainuck & Son, New York (men's clothing), 6 weekly *t*, thru Schillin Adv. Corp., N. Y.

KFI, Los Angeles

Lever Bros Co., Cambridge, Mass. (Spry) 6 weekly *ia*, thru Ruth-rauff & Ryan Inc., N. Y. Chrysler Corp., Detroit (motor cars), 12 *ia*, thru Lee Anderson Adv. Co., Detroit

Detroit

Associated Distributors Inc., New York (face cream), weekly sp, thru_H. W. Kastor & Sons Adv. thru H. W. Kastor & Sons Auv. Co. Inc., Chicago. Nehi Corp., Columbus, Ga. (bever-ages), weekly t, thru James A. Greene & Co., Atlanta, Ga.

KFRC, San Francisco

Reliance Mfg. Co., Chicago (Big Reinance Mig. Co., Chicago (Big Yank shirts), weekly t, thru Mit-chell-Faust Adv. Co., Chicago.
Carter Medicine Co., New York (Car-ter's little liver pills), 7 weekly sp. thru Street & Finney Inc., N. Y.
W. A. Sheaffer Pen Co., Fort Madi-son Ia. (fountain pens), 7 weekly sa, thru Baggaley, Horton & Hoyt Inc., Chicago.

KFBK, Sacramento, Cal. Pacific Greyhound Lines, San Fran-

cisco (bus service), weekly t, thru Beaumont & Hohman Inc., San

Beaumont & Hohman Inc., San Francisco. General Foods Sales Corp., New York Certo), 60 ta, thru Benton & Bowles Inc., N. Y. Procter & Gamble Co., Cincinnati (Camay), ta, thru Pedlar & Ryan Inc., N. Y.

KJBS, San Francisco

Morris Plan Co., San Francisco (Joans) 60 sa, thru Leon Living-ston Adv. Agency, San Francisco. Ghiradelli Co., San Francisco. (chocolates), 7 weekly sa, thru Erwin Wasey Adv. Co., San Fran-cisco. n

cisco. New Century Beverage Co., San Fran-cisco (soft drinks), weekly *t*, thru Ernest R. Ham Adv. Agency, San

KSFO, San Francisco

Strasska Laboratories Inc., Los An-geles (Dr. Strasska's toothpaste) weekly *sp*, thru Glasser Adv. Agen-cy, Los Angeles. Gas Appliance Society of Cal., (gas ranges). 21 weekly *sa*, thru Jean Scott Frickleton Agency, San Fran-cisco.

KYA, San Francisco

H. Sutliff Tobacco Co., San Francisco co (Heine's blend pipe tobacco), 2 weekly sa, thru Lyon Adv. Agen-cy, San Francisco. Chamberlain Laboratories Inc., Des Moines (hand lotion) 3 weekly sa, thru Ruthrauff & Ryan Inc., N. Y.

KFRU, Columbia, Mo.

Fairbanks-Morse Co., Chicago (industrial equipment, etc.), 6 weekly sa, direct General Grocer Co., St. Louis (Cobcut corn. Manhattan' coffee), 6

weekly sa, thru Ridgway Co., St. Louis Montgomery Ward & Co., Chicago (retail), 5 weekly t. thru Ferry-Hanly Co., Kansas City. National Weeklies Inc., Chicago (Mother's Home Life magazine), 6 weekly sa, thru Albert Kircher Co Chicago Spear Brand Milling Corp., Kansas

City (feed), 6 weekly sa, thru Jerome G. Galvin Adv. Co., Kansas City. WBT, Charlotte, N. C.

Bayer-Semesan Co., Wilmington, Del. (fabrics), 6 weekly sa, thru Thomp-son-Koch Co., Cincinnati. Vick Chemical Co., New York, 7 weeksa, thru Morse International, Y.

N. Y. Tomliuson of High Point, High Point, N. C. (furniture), 5 sa, thru Gott-schaldt-Humphrey Inc., Atlanta. WBAX, Wilkes-Barre, Pa.

Procter & Gamble Co., Cincinnati

a. Q. I



Old Problem in New Setting



NV

Calco

Oxford University Press, New York

WOR Newark

Justrite Co., Milwaukee (bird seed),

Drums Inc., Detroit (cleaner), 3 weekly t, thru C. C. Winningham

General Foods Corp., New York (Swans Down cake flour and Min-

Elin Inc., Newark (home appliances),

Wesson Oil & Snowdrift Sales Co.,

WHK, Cleveland

Longines Wittnauer Co., New York

(watches), 7 weekly sa, thru Ar-thur Bosenberg Co. N. Y

Chemical Co., Bound Brook, N.

ute Tapioca), 2 sp, thru Young & Rubicum Inc., Newark

1 sp and 2 sa weekly, thru Scheck Ady, Agency Inc., Newark

New Orleans (salad oil, etc.), 1 sp, 5 sa weekly, thru Calkins & Holden.

Inc., Detroit.

weekly sp, thru Hoffman & York, Milwaukee.

Gardner Nursery Co., Osage, Ia., t series, thru Northwest Radio Adv.

Brooklyn Times-Union

Kern Food Froducts Inc., Los Angeles (jams & jellies), 3 weekly sp, thru Chas. H. Mayne Co., Los Angeles. California Sanitary Canning Co., Los

Angeles (canned food), weekly on, thru Chas. H. Mayne Co., Los Anrolog geles. Durham-Duplex Razor Co., Jersey City (razors), 6 weekly sa, thru A. A. Butterworth Adv. Agency, L08

KECA, Los Angeles

Kern Food Products Inc., Los Angeles

Angeles. Nu Enamel Paint Corp., Los Angeles Nu Enamel Paint Corp., Los Angeles (paints), 3 weekly sa, thru Adver-tising Arts Agency, Los Angeles, Lever Bros. Co., Cambridge, Mass. (Spry), 5 weekly ta, thru Ruth-rauff & Ryan Inc., N. Y.
McGangh Hosiery Mills, Dallas, Ter. (Hosiery), weekly ta, thru Stanley V. Foran Adv. Agency, Dallas.

KHJ, Los Angeles

Los Angeles Bureau of Power & Light, Los Angeles, weekly sp, thru Dan B. Miner Co., Los Angeles. eneral Cigar Co. Inc., New York (Wm, Penn cigars), 5 weekly ta, thru II. W. Kastor & Sons Adv. Conanal Co Ine Chicago

Union Pacific System, Omaha (rail

Union Facine System, Omana (rail transportation), 4 weekly ta, thru Caples Co., Chicago. Ironized Yeast Co., Atlanta, (yeast tablets), 5 weekly t, thru Ruth-rauff & Ryan Inc., N. Y.

KMPC. Beverly Hills, Cal.

Anacin Co., Chicago (headache tab-lets), 3 weekly t, thru Blackett-Sample-Hummert Inc., Chicago. Colgate - Palmolive - Peet Co., Jersey City, N. J., (Colgate - Palmolive soup), 7 weekly ta, thru Benton & Bowles Inc., N. Y. A. Schilling & Co., San Francisco A. Schilling & Co., San Francisco Len Adv Argance San Demonicon General Paint Corp., San Francisco (paints), 3 weekly t, thru Walter Adv. Agency, Los Angeles. Guaranty Union Life Insurance Co. Los Angeles (insurance), 6 weekly sp, thru Stodel Adv. Co., Los An-(iei), i weeky to, init a. E. Har-lan Adv. Agency, San Francisco. Kolynos Co. Inc., New Haven, Conn. (toothpaste), 3 weekly t, thru reles

Kenny Food Products Co., Maywood, Cal. (packaged salads), 3 weekly sa, direct.

sa, direct. Maggio Bros. Co. Inc., Los Angeles (wholesale winery and fruit dis-tributors), 30 weekly sa, direct.

KHBC, Hilo

Kolynos Co. Inc., New Haven, Conn. (toothpaste), 3 weekly t, thru Blackett - Sample - Hummert Inc. Chicago

Anacin Co., Chicago (headache tab Anacin Co., Chicago (headache tab-lets), 3 weekly t, thru Blackett-Sample-Humpart Inc., Chicago. Colgate-Palmolive Peet Co., Jersey City, N. J. (Colgate-Palmolive soap), 7 weekly ta thru Benton & Bowles Inc., N. Y.

WMFJ, Daytona Beach, Fla.

Berry Bros. Inc., Detroit (paint), weekly t, thru Maxon Inc., Detroit. Central Shoe Co., St. Louis (shoes), 3 weekly t, placed locally.

KGNF, North Platte, Neb.

Omaha Flour Mills Co., Omaha (Oma flour), 3 weekly sp, direct. Gooch Food Products Co., Lincola, Neb. (flour, feed), 32 sc, thru Potts-Turnbull Adv. Co., Kansas

KGFW, Kearney, Neb.

City.

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Omaha Flour Mills Co., Omaha (Omar flour), 60 ta, thru J. Walter Thomp son Co., Chicago. Mission Inn. Riverside, Cal. (hotel)

6 weekly sa, sp, thru N. J. Newman Adv. Co., Los Angeles.

KFXJ, Grand Junction, Col.

Morey Mercantile Co., Denver (Soli taire brands), 26 sa, thru Ball & Davidson Inc., Denver. Pet Milk Co., St. Louis, 2 weekly !

thru Gardner Adv. Co., St. Louis. KMJ, Fresno, California

Monolith, Portland Midwest Co., Los Angeles, (building materials), 7 weekly sa, thru Bobb Nichols Adv. Agency, Portland.

KRKD, Los Angeles.

Japanese Rice Distributors of California, Sacramento, weekly sp, thru Scholts Adv. Service, Los Angeles.

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WNEW, New York

KNX. Hollywood

Walker Remedy Co., Waterloo, Iowa

KNX, Hollywood

Angeles. Jamperial Valley Asparagus Growers Assn., El Centro, Cal. (asparagus), 5 weekly sp, thru Logan & Stebbins, Los Angeles.

KGMB. Honolulu

Blackett - Sample - Hummert Inc.,

RESULTS

COUST SIDE

KFOR, Lincoln, Nebraska

has just appointed us their

com

representatives.

Angolog

🗠 Chicago.

(Walko poultry remedy), 6 weekly sp, thru Weston-Barnett Inc., Wat-

Madison Personal Loan Inc., New Madison Personal Loan Inc., New York (finance company), weekly sp and daily sa, thru Alsop Radio Recording Inc., N. Y. Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), weekly sa thru McCann-Erickson Inc., N. Y.

erloo. California Stucco Co., Los Angeles (stucco wash), 5 weekly sp. thru I. F. Wallin & Staff, Los Angeles. I. F. Wallin & Stall, Los Angeles. Klingtite Products Co., Los Angeles (fabric adhesive), 5 weekly sp, thru Allied Adv. Agencics Inc., Los Wholesale Radio Service Co. Inc., New York (radio service), 26 sp., thru Reiss Advertising Inc., N. Y. Alled Adv. Agencies Inc., Los Angeles. Kellogg Co., Battle Creek (cereal), weekly sp Uhru N. W. Ayer & Son Inc., N. Y. popular Foodis Inc., Los Angeles (Congoin beverage), 4 weekly sa, thru R. H. Alber Co., Los Angeles. thru Reiss Advertising Inc., N. Y. Ironized Yeast Co., Atlanta (yeast tablets), daily sa, thru Ruthrauff & Ityan Inc., N. Y. Koppers Co., Brooklyn ' (gas and coke), 3 weekly sp, thru N. W. Ayer & Son Inc., N. Y. General Mills Corp., Minneapolis (Wheaties), 6 [sp, through Knox Reeves Adv. Corp., Minneapolis. Bigelow-Sanford Carpet & Rug Co., New York (wrest) 3 weakly en

Lever Bros Co., Cambridge, Mass. (Spry), 7 weekly sa, thru Ruth-rauff & Ryan Inc., N, Y, Durham-Duplex Razor Co., Jersey City (ruzors), 7 weekly sa, thru A. Bigelow-Santord Carpet & Rug Co., New York (rugs), 3 weekly sp. thru Schillin Adv. Corp., N. Y. Universal Air Conditioning & Retri-geration School New York, 39 sp. thru Aetna Ady. Agency, N. Y. Butterworth Adv. Agency, Los

WENR, Chicago

Hydrox Corp., Chicago (ginger ale), 5 weekly sa, thru H. W. Kastor &

 b) Weekly 30, 1070–11. W. Kastor & Sons, Chicago.
 Bilova Watch Co., New York, daily time signals, thru Biow Co. Inc., Southern Pacific Co., San Francisco (rail transportation), 7 weekly ta.

Nehi Inc., Columbus, Ga. (soft drink) thru Lord & Thomas, San Franweekly t, thru James A. Greene & Co., Atlanta. Anacin Co., Chicago (headache tab-

(seeds), weekly t, thru Olmsted-Hewitt Inc., Minneapolis.

DuPont Placing Discs

E. I. Du PONT De NEMOURS & Co., Inc., Wilmington, Del. (Finishes Division, paints and varn-ishes), has started a series of 16 quarter - hour transcriptions on some 50 stations during the spring housecleaning and redecorating season. Recorded by WBS, the discs feature Ray Perkins, with his piano, Clarence, Gloria Miller, singer, and an orchestra. Series is titled The Paint Parade and is placed through BBDO, New York, on WCAU, WHAM, WBZ-WBZA, WFEA, WGN, KWK, WCCO, Minneapolis, WJR, Detroit, with stations still to be selected in Pittsburgh, Providence, Atlanta, Jacksonville, New Orleans, Houston, Nashville, and other cities.

GMAC on Don Lee

GENERAL MOTORS ACCEPT-ANCE Corp., New York (General Motors financing plan) on April 1 assumed sponsorship of quarter-hour Transradio news period every evening except Sunday on Don Lee network. Agency is Campbell-Ewald Co. of New York Inc.

RANGERTONE, INC.

ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.



Mirror-ground surfaces make keen cutling edges for perfect recordings on ace on accessic. Grant Laboratories, Chicago: "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories" KGU, Honolulu: "Very pleased with

BROADCASTING • Broadcast Advertising

CLOCK'S BIRTHDAY Marshall Field Celebrates -Seventh Birthdav-

THE SEVENTH birthday of the two-hour weekday Musical Clock sponsored on WBBM, Chicago, by Marshall Field & Co., was celebrated April 7, marking seven consecutive years of the six-weekly nrogram

Starting in April, 1930, the pro-gram has assumed the status of a public service in Chicago, where it has developed a wide following during the 7-9 a. m. period, with time announcements given every five minutes. G. R. Schaeffer, Marshall Field publicity director, directs the Clock, which includes temperature, merchandising tips, and 30 recordings a day Miss Hallowe'en Martin, "Lady

of the Musical Clock", has been arising at 5:30 each weekday morning, with the aid of three alarm clocks, to start off the pro-gram with the theme song "In a Clock Store". She has appounced some 65,000 numbers in 4,400 hours of broadcasting the Clock. Four mornings a week a half-hour for men is included in the *Clock*. Aubrey, Moore & Wallace Inc., Chicago, is agency.

WWJ. Detroit is preparing to broad-cast the opening of the trout season April 24 on the Au Sable River. Two broadcasts have been arranged, both to be carried on NBC-Red. One will be from the stream itself, with Forrest Wallace, carrying a pack set, and Jim Eberle describing the general details. The evening broadcast will be from Hinchman's Camp, about a mile from Mio. Mich



leads in

6:45 P.M

0 G R

ANN

TODAY'S

BASE-

BALL

⁶⁶Four Men on a Horse⁹⁹

Confidently WCAE has added a member to this year's version of a hit show.

It's a smash sensation, featuring the four major Metropolitan Pittsburgh breweries, using WCAE each week.

Customers are plentiful because WCAE is Pittsburgh's FIRST station. "Four men on a horse"-not unusual for

National Representatives - HEARST RADIO New YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

will be a winner, too.

PHISBURGH .

WCAE. Ride along-your sales message

BASIC NBC RED NETWORK

April 15, 1937 • Page 51

BEHIND THE MICROPHONE

MALCOM PARKER, formerly of WELI, New Haven, Conn., has joined WICC, Bridgeport, as studio man-ager and announcer to replace Carlton Weidenhammer who has joined the announcing staff of WOR. Newark. Bill Elliott, formerly of WATR, Waterbury, Conn., has been named to the announcing staff of WICC, Bridgeport to replace LeRoy Flynn who has joined the announcing staff of WATR. JIMMY DUDLEY has been added to the announcing staff of WIND, Chi-cago, and will assist Russ Hodges on sports broadcasts. He came from KQV and WJAS, Pittsburgh, and has also been with WCHV, Charlottes-



ville, Va., and WOL, Washington.

DON BOLT, formerly with the Hearst and Scripps-Howard news-papers and with WBOW, Terre Haute and WTAX, Springfield, Ill., has joined the announcing staff of KMBC, Kansas City.

JOHN K. CHAPEL, WOW Omaha staff announcer was the principal speaker in Oakland, Neb., April 13, "Communism." Mr. Chapel and his nother were the only members of their family to escape from Russia during the Revolution.

Hollywood, has been added to the an-nouncing and production departments of KJBS, San Francisco.

THE KEY to The 2nd Largest Market in New England WJAR 14 Years' Service to Providence Market BASIC N.B.C. RED NETWORK 1,000 WATTS *Income Per Family for Providence County is 27% Greater Than U. S. Average. *Buying Power Index for Providence County is 15% Greater Than U. S. Average.

> *(Reprinted from Sales Management Survey of Buying Power-1937.)

NATIONAL REPRESENTATIVES WEED & CO.

JOHN LAGEMANN, of the CBS New York publicity department, was stricken with acute appendicitis while visiting in his home town of Quincy, Ill., on his return from a Mexican vacation. He is reported to be convalescing nicely from his operation and is expected back in New York by the first of May. F. P. (Pat) O'TOOLE, former pro-

motional contact man for United Air Lines, on April 15 will join the CBS press department in New York as special publicity contact man. ANNE HARDING, formerly secretary to Bon Higgins, press chief at 'CBS in New York, has 'been put in charge of the network's publicity ser-vice division. Helen Braktrude suc-

ceeds her as Mr. Higgins' secretary. JOHN DILLON, formerly of KFH, Wichita, has joined the 'anouncing staff of KGNO, Dodge City, Kans., to replace Dick Campbell who has joined KFBI, Abilene.

C. L. MENSER, Chicago NBC pro-

duction chief, was toastmaster at a luncheon given by alumni of all Ohio colleges and universities. The luncheon took place at the Hotel Sherman, Chicago, April 10. Menser is a graduate of Heidelberg College, Tiffin, O. DICK DE ANGELIS, formerly of



RADIO WEDDING --- When John G. Fraser, NBC staff announcer, and Bettie P. Glenn, of Publicity Associates, New York, were married April 8 at the Little Church Around the Corner, New York, they marched under an arch of micro-phones formed by NBC announc-ers. Announcers, left to right, are Ben Grauer, Jack McCarthy, Stuart Metz and Bob Waldrop. Miss Glenn formerly was with the NBC and WMCA press departments. Mr. Fraser started, in radio at WEAN, Providence, while attending Brown U, going to WMCA af-tér graduation. He is currently heard on Esso News, Personal Col-umn of the Air and Edward Mc-

Hugh Gospel Singers programs. SHERMAN McFEDERIES, recent Stanford University graduate, has joined the sales staff of American Radio Features Syndicate Los Angeles transcription and program producing organization.

THOMAS EDISON BREWER, an-nouncer of KFVS, Cape Giradeau, Mo., and Miss Marjorie Fleming of Paducah, Ky., have announced their marriage which took place Dec. 13, 1936.

ED WALLACE has been promoted ED WALDACE has open promotes from night supervisor to production director of WIP, Philadelphia, and John Facenda, announcer, has been named night supervisor. Howard John Facehoa, announcer, has been named night supervisor. Howard Brown, formerly of WHAT, Philadel-phia, has joined the WIP announcing staff. Mary Katherine Fenerty has joined WIP as receptionist and sec-retary. June Collins, formerly of the

program department has resigned. HOMER GRIFFITH, The Friendly Philosopher, who has been broadcast-ing on WFAA-WBAP, Dallas-Ft. ing on WFAA-WBAP, Dallas-Fi. Worth under sponsorship of Mantle Lamp Co., will return to Chicago

April 25 to begin a series on WBBM RICHARD HUBBELL, a newcomer to radio, has joined the announcing staff of WOR, Newark.

dale. Cal.



JOE THOMPSON, NBC Hollywood OWEN VINSON and Pauline Hop-kins, his wife, were added to the staff of WLW, Cincinnati, April 15 producer, has written two songs in collaboration with San Francisco network musicians. He collaborated with Jack Meakin, NBC San Francisco concentrate mainly on the Mad to concentrate mainly on the Mad Hatterfields, a new Transamerican production, which is one of the first programs to be fed from WLW to WHN. Vinson, formerly with KOIL, Omaha, Bozell & Jacobs Inc., Omaha, and production manager of the old ABC, will produce. His wife, who uses the stage name of Pauline Hopnianist

kins and authored the new show under the pen name of Carolyn Wells, has the leading role. GLAN HEISCH, production manager of KFI-KECA, Los Angeles, and Mrs. Heisch are the parents of a 6½ pound daughter born in that city April 8.

JOHN SHAFER has been promoted to program director of KFOR, Lin-coln, Neb. Shafer has been assistant program director at the Lincoln Studios of the Central States Broad casting System (KOIL, KFOR, and KFAB) for the last two months.

CLAUDE HARING has resigned as announcer of WCAU, Philadelphia, to join the staff of N. W. Ayer & Son Inc., that city and will be as-signed to Pittsburgh during the basehall season

BRUFF OLIN, formerly of WXYZ, Detroit, and Stewart Finley, former-ly of WWSW, Pittsburgh, have join-ed the announcing staff of WIBX Utica, N. Y. Seymour Harvey, dra-Utica, N. Y. Seymour Harvey, dra-Utica, N. Y. Seymour Harvey, dra-matic director of WIBX, will resign May 1 to attend Cornell summer school. Phil Ross, program manace of WIBX, has reorganized the depart-ment and named Walter Griswold musical director, Elliott Stewart news editor Braff Olin continuity add of a grand of the start of the start rest and a start start of the start start start start news editor Braff Olin continuity

editor and chief announcer, and Sey-mour Harvey dramatic director. FLORENCE MURDOCH, former San Jose State Collège theatrical director, has been added to the dramatic staff of KQW, San Jose.

ROBERT STANLEY, of KYA, San Francisco, has been shifted from the announcer's staff to the production department of that station.

LEON CHURCHON, formerly of KDKA and WCAE, Pittsburgh, and more recently of KYA, San Francisco, has replaced Harry Rogers as program manager of that station

HILLIARD GUDELSKY has been named sports announcer of WKBZ. Muskegon, Mich.

HARRY HILL, formerly with UP, has joined the news staff of KVOD,

FRED WYNN, formerly announcer-technician of KGIR, Butte, Mont., announcing staff.

production manager of KIEV, (Hen-

rehestra director and pianist, on The Little Man With the Big Stuff, and also did the lyric to Edna Fisher's melody for The Dream of My Heart: Both songs are in the hands of pub-lishers. Miss Fisher -is an NBC

HOWARD DOYLE, formerly on the announcing staff of WMCA, New York, has joined WOR. HECTOR CHEVIGNY, CBS Pa-HECTOR CHEVIGNY, CBS Pa-cific Coast script director, Holly-wood, has written a book titled Lost Empire – Life of Nikolia Petrovich Rezenov, to be published by The Mac-

Millan Co. Mr. Chevigny, who lec-tured at the University of Washington on radio advertising, is a pioneer Pacific Coast continuity writer. JAMES RANDOLPH and Josephus

JAMES RANDOLL'H and Josephus M. Todd have been put in charge of the publicity department of KFRU, Columbia, Mo. Frances C. Wrights-man, formerly of WTAD, Quiney, IL, and Charles Barnhart have joined the continuity staff of KFRU. John Barnett, formerly of KWTO, Springfield, Mo., has joined the entertainment staff.

HELEN HANCOCK, for the last six years with WOR and WMCA, New York, has joined the program department of KEHE, Los Angeles.

MORTON BLENDER, WCOP, Boston, announcer, left April 9 to join WCFL, Chicago. Thornton Steele, of WDRC, Hartford, fills the vacancy. Steve Burke also has been added to the WCOP staff. Jim Donovan, WCOP news editor and announcer. has been assigned to create program scrints

HUGH C. DISTELHURST, announc-er of WJSV, Washington, married Marjorie Louise Naylor, vocalist with Little Sam Robbins' Orchestra, April 5 in New York.

JACK EDWARDS, formerly of WOAI, San Antonio, has been added to the continuity-production staff of KFI-KECA, Los Angeles.

CLIFF HOWELL has resigned as assistant production manager of KFWB, Hollywood to free lance. TRUE BOARDMAN, formerly KHJ,

Los Angeles, continuity writer, has been signed by Paramount Studios Corp., Hollywood, to collaborate with Louis Stevens in writing The Last Train From Madrid. ROBERT C. HARNACK, formerly

of WCAE, Pittsburgh, has joined the office force of KEHE, Los Anreles JACK INGERSOLL, sports and special events announcer of WINS, New York, and Rudy Vallee, on March 31

were made honorary members of Sgt. Delaney Theatrical Post No. 102, Veterans of Foreign Wars. JACKSON LATHAM has been named

program director of KXA, Seattle, and Darwin Solseth has been appointed assistant.

JACK HAGEN has joined the an-nouncing staff of KGVO, Missoula, Mont

MONTE ROSENWALD, formerly of KGNC, Amarillo, Tex., has joined the announcing staff of KPDN, Pampa. LAURA MARIE KENNA, actress, formerly of KMOX, St. Louis, has joined the staff of WIBW, Topeka.



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Theron C. Bennett The Salty Side

THERON C. BENNETT, 55, a pioneer in the field of Pacific Coast radio musical presentations, SALT as the newest boon to and originator of the first commer-cial program, *The Packard Six* en-semble on KFI, Los Angeles, died in the General Hospital, that city, the radio announcer, particularly on long announcements and news broadcasts, is offered as one of radio's newest discoveries by Harold Trosper, engineer of WGCM, Gulfport, Miss. In breaking April 6 after an illness of several years. Born in Pierce City, Mo., Mr. Bennett was a graduate of Brury College, Mo., and the New Mexico State College. He was in three new announcers he experimented with use of common table salt to keep known as "the father of the blues", from the popularity of the many blues songs he published, including "Memphis Blues" and "Melancholy Baby", during the time he was in the music publishing business. the tongue well oiled. He reports: "It worked so well that I would like to pass the idea along. A touch of salt on the tongue before going Among his own compositions Mr. into a long announcement Bennett was known for "Satisfied" will do much toward keeping 'St. Louis Pickle" and "Fireflies on the mouth from getting dry. Parade".

74, veteran radio commentator and actor, and well known in the early

days of Southern California radio,

died in Wilshire Hospital, Los Ange-

les, April 3. During his years in

radio Mr. O'Dell dropped his last

name to avoid confusion with an ac-

tor of that name and was known as

Seymour Hastings. A native of Ire-

land, he was an actor in that coun-

try before coming to the United

States. He toured in vaudeville for

many years before turning to ra-dio, being one of the earliest com-

mentators on the Pacific Coast. In

later years he did character parts

JAMES EARL DUNCAN, 42, CBS

Hollywood technician, was killed March 21 when he fell from his, apartment window in that city.

in radio and motion pictures.

We have salt-shaker micro-phones, so why not salt?" Seymour Hastings O'Dell SEYMOUR HASTINGS O'DELL,

MARGARET PHILLIPS, continuity writer of KVOO, Tulsa, has been named to the announcing staff. Leroy J. Ritter has been placed in charge of the capitol news bureau of KVOO and Harry Coleman has joined the continuity department. Paul Aurandt, formerly an announcer at KVOO, has been named manager of the Salina, Kan., studios of KFBI, Abilene.

VICTOR BOVEE, formerly of the Sioux City Tribune, has joined Cen-tral States Broadcasting System's news staff, which furnishes news to KFAB, KOIL, and KFOR. Don Finlayson, of the news department, is now handling promotion and special

ALAN KENNEDY, formerly of WNEW, New York, has joined the an-nouncing staff of KYW, Philadelphia.



initiative to go ahead and perfect performances, does an outstanding job for local and national accounts.

Let WBAL build a program that WILL SELL your product in the EIGHTH LARGEST MARKET in the United States. And don't forget this . . WBAL IS NBC basic BLUE NETWORK.



BROADCASTING • Broadcast Advertising



They say the "Proof of the Pudding is in the Eating"! So far, so good! But a lot of folks usually like to know something about the pudding before partaking-especially if it's a radio advertising "pudding"!

Here are a few advance facts about WWVA, "The Friendly Voice from out of the Hills of West Virginia" that ought to whet advertisers' appetites.

The Blue Bonnet Gang headed by Loye D. Pack, has been "commercial" on WWVA for the past four years. The "Gang's" general activities include personal appearances in the entire Tri-State District of Eastern Ohio, Western Penn-sylvania and Northern West Virginia, And to prove that WWVA does enjoy a vast audience response in a wide area, the Blue Bonnet Gang has broken attendance records in every town in which they have appeared. These records include such distant points from Wheeling as Coshocton in Ohio (90 miles); Leechburg in Pennsylvania (130 miles): and Weston in West Virginia (127 miles). Night after night this popular group of WWVA radio stars "pack 'em in" with only their WWVA radio publicity to create audience interest. Their average nightly attendance for the current season is 1496. To us that's plenty proof that WWVA does a real job over a surprisingly wide area. These same Blue Bonnet Gang followers, along with thousands more, are yours for the broadcasting!

National Representatives JOHN BLAIR & CO. NEW YORK . . . CHICAGO DETROIT ... SAN FRANCISCO

Columbia Station



April 15, 1937 • Page 53

has joined the KIEV, Glendale, Cal., HAL HORTON has been appointed

BROADCASTING • Broadcast Advertising

Denver.



3 Steps in I Direction

1927 Western Electric Introduces 100% midulation (50% used formerly), effecting a 6db gain - giving 16W transmitter the effective power of a 4KW.

Western Electric introduces the halfwave radiator (.55 antenna), effecting a 3db gain. The 1KW transmitter now becomes an 8KW.

Western Electric introduces the Program Amplifier with an effective gain of 3db. With all three features, the modern 1KW transmitter has the effective power of a 16 KW of the old style. HAVE you heard about this latest Western Electric pace-setter — the 110A Program Amplifier? Advance news of what it does has gotten around — and orders have been pouring in. Briefly, here's what it gives you:

1. An increase in average signal level of not less than 3db (equal to doubling the carrier power);

Limitation of excessive peaks of modulation;
 Protection against over-modulation in case of accidental increase in program level;

4. Suppression of Extra Band Radiation (monkey chatter on adjacent channels) by prevention of overmodulation;

5. Continuous visual indication of magnitude and frequency of program peaks;

6. Program amplification of line output for feeding the transmitter at proper level. The basis of this latest Bell Telephone Laboratories achievement is a variable loss network inserted in your program circuit. The loss thus introduced is controlled directly by the instantaneous program level.

With such positive control, you can safely raise your average signal level at least 3db increasing your effective coverage with no increase in carrier power. Better coverage means more dollars for you. Through Bell Telephone Laboratories research, Western Electric progressiveness, and Graybar service, you profit!

Delivery of the 110A will start in June-but don't wait. Send the coupon for full details and get your order near the *top* of the pile.

mitter	**************	*********	GRAYBAR ELECTRIC COMPANY, B-4-15-3	37
r with			Graybar Building, New York.	÷.
s, the r of a			Gentlemen : Plesse send me full information on Western Electric new 110A Program Amplifier.	* 1 ×
		IEI LIEL		- 1 1
6.64	++++++++++++++++++++++++++++++++++++++	*******************	STATION	- 1
	RADIO TELEP	HONE ADCASTING	G EQUIPMENT <u>CITYSTATE</u>	!

RADIO ADVERTISERS

REFRIGERATION & Air Condition-REFRIGERATION & Air Condition-ing Corp., Youngstown, O., on April 4 started *The Old Song Book*, a new program featuring old-time melodies with Mrs. Mable Madden and Carlos Fessler as 'soloists, on WHO, Des Moines, Sundays, 10:45-11 a.m. Har-old Fair, WHO program director, 'wrdywes the abor' Agreent is placed produces the show. Account is placed by National Classified Advertising Agency, Box 990, Youngstown. MISSOURI LIGHT & POWER Co., Columbia, Mo., is sponsoring six 15-minute dramatic programs weekly on KFRU, that city, during which the history of light and heat is traced

THEY SAY

from prehistoric to modern times.

"Go Buy More News on KGLO."

"Farmers are Staving Up Until 10 o'Clock." "He Turned Back at

Nora Springs." Get these Success

Stories, Write

KGLO MASON CITY, IOWA

SURE LABORATORIES, Chicago (Sure breath purifier) and Emerson Drug Co., Baltimore (Bromo-Seltzer) have respectively bought quarter-hour daily sport programs preceding and succeeding broadcast of ball games over WJJD, Chicago. Contract in both cases is for duration of the basebolt cases is for duration of the base-ball season. Agency for Sure Labora-tories is Selviair Broadcasting Sys-tem Inc. while J. Walter Thompson Go., New York, handles the Emerson

SALERNO-MEGOWAN BISCUIT SALERNO-ANGOWAN BISCOTT Co., Chicago, has renewed its contract with WCFL, Chicago, and will begin its second 13-week series April 26. The biscuit company uses 15 chain breaks every day, seven days a week. Schwimmer & Scott, Chicago, is the izencu. ägenev.

die, Chicago, as agency.

AFFILIATED PRODUCTS Inc., New York (Kissproof and Outdoor Girl cosmetics), has appointed Mouroe F. Dreher Inc., New York, as its advertising agency. Although this company has been an extensive user of radio in the past no broadcasting is planned for these products in the immediate future.

GORDON BAKING Co., Detroit, has appointed Brooke, Smith & French, Inc.; to handle its advertising. Distribution is to be extended in all the territories served by the vari-ous plants, and is to be centered about Gordon's principal product, "Silvercup" bread. The company will continue with its radio program which for several years past has been built around the thrice-weekly Lone Rang-er series on WOR, WGN and Michigan Network.

Thanks... for a happy birthday though some spot broadcasts may be used later on. WALKER GORDON LABORA-TORY Co. Inc., Plainsboro, N. J., which recently began participation in the *Household Chats* program on WBZ-WBZA, Boston-Springfield, to sponsoring Gretta Palmer, noted re-porter, magazine writer and broad-& Rubicam Inc., N. Y. dle advertising. ESSKAY PRODUCTS Co., Balti-more (meat packers), has named Brown-Alexander Inc., Baltimore, as

John Gillin, Jr., manager, WOW, cuts station's birthday cake, assisted by secretaries.

*14 YEARS IN RADIO is a long time in an infant industry . . . but they've been happy years for W O W. Alert time buyers and a faithful listening audience have made WOW the dominant station of this immensely wealthy trade territory. Schedule your advertising on WOW to cover the market basket of the nation.

Owned and Operated by the Sovereign, Camp of the Woodmen of the World

John Blair Co., Representatives New York - Chicago Detroit - San Francisco ON THE N.B.C. RED NETWORK

590 KC.

5,000 Watts

OMAHA, NEBR.

Drug Co. account.

O'BRIEN VARNISH Co., South Bend, Ind., has named Behel & Wal-

etc.); Philadelphia Dairy Products Co., Philadelphia (ice cream); Campbell Soup Co., Philadelphia (Franco - American division, spaghetti and macaroni): Procter & Gamble Co., Cincinnati (Ivory Snow) : Atlantic Sales Corp., Rochester, N. Y. (Coleman's mustard). HARRIET HUBBARD AYER Inc.,

STANDARD ACCIDENT INSUR-ANCE Co., Detroit, is advertising through N. W. Ayer & Son Inc., Phil-adelphia. MARTHA DEANE, conductress of

More Martha Deane

advertise its acidophilus milk, is now

Facts...

123,700 Radio Homes

ROCKFORD, ILL.

500-1,000 WATTS

14 Counties

1410 K. C.

137.598 Homes

igency

the Women's Hour on WOR, Newark, has added two 15-minute HOWARD CLOTHES Inc., Brook. lyn, N. Y., has appointed Bachen-heimer, Dundes & Frank Inc., New broadcasts a week for General Foods Corp., New York (Swans Down Cake Flour and Minute Tap-York, as agency. C. P. MacGREGOR, Hollywood tran-

Jown Cake Flour and Minute Tap-joca), placed through Young & Rubicam Inc., N. Y., to her radio schedule, which now brings her to the microphone from 11:30 to 11:45 a. m. and from 2 to 2:45 scription firm, is cutting 52 quarter-hour dramatic discs titled Moving Stories of Life, for Lyon Van & Storage Co., Los Angeles, which are being placed through Charles H. Mayne Co p. m. Monday through Friday, and that city, on KECA. Los Angeles; KNX, Hollywood; KGB, San Diego; and KFRC, San Francisco. Series is from 11:45 a. m. to 12:30 p. m. on Saturday. Miss Deane's list of sponsors now includes in addition also being used on more than a score of eastern stations by various van and to General Foods: California Packstorage companies. Transcription con-cern has cut 25 minute and 25 five. ing Corp., San Francisco (Del Monte canned goods); Standard Brands Inc., New York (Royal Desserts and Royal Baking Powminute dramatic announcements for Mode O' Day Corp., Los Angeles (dress manufacturers), to be placed der); Boston Food Products Co. on 25 Pacific Coast stations in a Inc., Boston (Prudence brand corn-ed beef hash); Cushman's Sons Inc., New York (retail bakery spring and summer campaign by Lockwood - Shackelford Co., Los Angeles agency. Concern has also cut six sales talks titled Shell's 1937 Selling chain, division of Purity Bakeries Corp.), John Morrell & Co., Ot-Parade, for Shell Petroleum Corp., St. Louis (gasoline), order being placed by J. Walter Thompson Co., tumwa, Ia. (Red Heart Dog Food); that city.

New York Telephone Co.; Lever Bros. Co., Cambridge, Mass. (Spry); B. Fischer & Co., New SKOL PRODUCTS Inc. New York (Skol, an oil-free antiseptic) has (Astor coffee, tea, spices, named Peck Adv. Agency Inc., New York, as agency. Present plans call for the use of radio, but no definite decisions have been made regarding programs or stations. Ivon Newman the account executive.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes) has signed to sponsor the thrice weekly Walkathon contest broadcasts from the Brooklyn Ice Palace over WCNW, Brooklyn. Account is handled by McCann-Erickson with Radio & Film New York (cosmetics), has placed its advertising account with Grey Ad-vertising Agency Inc., N. Y. No radio is contemplated for the present al-Methods Corp., New York. COUNTRY CLUB SODA Co.,

Springfield Mass., has named Charles Vautrain Associates Inc., Holyoke, Mass., as agency,

H. D. FOSS & Co. Inc., East Boston (confectionery), is advertising though Albert Frank-Guenther Law Inc., New York. McLAUGHLIN, GORMLEY, KING Co., Minneapolis (insecticide), has placed its account with BBDO, that

city. caster, in two quarter-hour programs of news comment weekly on WOR, Newark. Account is handled by Young MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has ap-pointed Craven & Hedrick Inc., New

York, to service a portion of its ac-INSECT-O PRODUCTS Co., Bur-bank, Cal., manufacturer of insect spray guns, has appointed H. Charles Sieck Inc. Ltd., Los Angeles, to hancount NESTLE-LE MUR Co., New York (hair-waving machines), is adver-tising through Monroe F. Dreher Inc., that city.

PASADENA PRODUCTS Inc., Pasadena, Cal., (Salbuoein pharmaceuti-cals), has named Guenther-Bradford & Co., Los Angeles, as agency. MARVEL BREAD Co., Miami, Okla has renewed its contract for a 15-minute Talk of the Town street brondcast daily except Sunday, for 13 weeks, with WMBH, Joplin Mo. Program is handled by Bruce Quis-enberry and Richard Tripp. PURATOAN PRODUCTS Co.; St. Joseph, Mo. (proprietary), has placed its account with Frank E. Whalen Adv. Co., Kansas City,

B. F. NELSON Mfg. Co., Minneapolis (roofing materials) has placed its account with Erwin, Wasey & Co. Inc., that city. 113,309 Homes EUCLID CANDY Co., of California, Sau Francisco, has named Sidner Garfinkel Adv. Agency, San Francisco, to handle its account. Listening To

National Representation

YEW YORK - CHICAGO - DETROIT - SAN FRANC

of Radio Stations

www.america

BERT A. PHILLIPS, formerly sales

BERT A. FHILDLES, formerly sales manager of MacGregor & Sollie Inc., now C. P. MacGregor, Hollywood transcription producers, has organized Consolidated Transcription Library at 553 South Western Ave., that city. bos South Western Ave., that city. Besides specializing in dramatic tran-scriptions, Mr. Phillips will represent a group of eastern recording concerns and build shows for advertisers.

TRANSCRIPTIONS

ASSOCIATED CINEMA STUDIOS. Absolution of transcription concern, is fully weekly, five quarter-hour epi-sodes of *The In-Laws*, dramatic serial, which are being heard on WLW, Cincinnati, sponsored by General Mills

STUART MacHARRIE, Chicago rep-resentative for Radio Transcription Co. of America, Hollywood transcription producer, on April 1 became western field manager, taking the post of the late Ben Crose. J. M. Leaverof the fitte Den Close. 3. M. Deaver-tun, former film and advertising ex-ecutive, succeeded to the 'Chicago position VIRGINIA KAMI and Bob Payton.

Hollywood script writers, have writ-ten continuity of *Circus is Here*, which will be produced by Radio Transcription Co. of America, that eity, in transcription form at the rate of five weekly.

STANDARD RADIO Inc., Hollywood, has released a group of selec-tions by Al Clauser and His Oklakoma Outlaws. The act became prom-inent on WHO, Des Moines, and other Widwestern stations.

CHARLES MICHELSON, eastern manager of Earnshaw Radio Produc-tions, Hollywood, left April 5 for a tour of the South and the East with new Earnshaw transcription releases. C. P. MacGREGOR, Hollywood tran-

C. P. MacGREGOH, Hollywood tran-scription producer, announces the fol-lowing new clients as subscribing too its transcription library service: KDON, Monterey, Cal.; WGRC, New Albany, Ind.; WMBR, Jacksonville; KSCJ, Sioux City; WIL, St. Louis, and KEUR Pring Utab. and KEUB, Price, Utah.

WENDELL HATCH, formerly jun-ior account executive in the radio department of Dan B. Miner Co., Los Angeles agency, has been appointed production manager of Associated Transcriptions of Hollywood.

DAVID B. TULLEN has opened a transcription studio under the name Tullen Sound Recording Studio in Hartford, Conn. equipped to do all types of commercial and private re-cording.

LOUISE HAMPTON has joined the staff of Kasper-Gordon Studios Inc., Boston, as special advisor and sales consulant on merchandising to women.



PLATTER PORTABLE-Herbert Denny, Southern representative of Standard Radio Inc., transcription firm, travels between El Paso and Florida in this trailer, equipped with audition equipment and a radio receiver, as well as office, bedroom, kitchen, and usual gadgets.

RCA Sponsors Series Of Technical Lectures

To Instruct Servicemen RCA distributors in all parts of the nation will sponsor a series of 13 transcribed Service Meetings of the Air, following a test of this method of holding service meet-ings in the Philadelphia area. The series is in addition to the Training the Eye and Ear for Radio Service now being held by RCA distribu-

Lectures in the new series have been prepared and recorded by engineers in the RCA laboratories and cover a wide variety of subjects close to the interest of service engineers, according to F. B. Ostman, RCA service manager. Since the public will be listening, each broadcast will emphasize the technical knowledge, special equipment and experience required for

This angle is designed to discourage amateur home repairs and to show the need of engaging service engineers to inspect radio sets. Prizes will be distributed each week for best letters submitted by servicemen on the subjects covered.

First prize each week will be an RCA test instrument such as the cathode ray oscillograph.

cathode ray oscillograph. Stations czaryjng the series will be WBX. WBEN, WHEC, WDEY, WSYR, WGY, WABY, WNEY, WIP, WHP, WBAX, WYSW, WSIX, WATL, WSCN, WCPO, WGRC, WLEU, WGAR, WHKC, WJBK, WEMP, WCBD, WIRE, WMBD, WIBU, WHBF, KGEX, WTMV, KXBY, WAAW, WNER, KGHI, KOA, KSL, KXA, KFIO, KWJJ, KJBS, KGFJ, KFAC, KDB, KFXM, KFOX.

DAYTIME power of WJDX, Jack-son, Miss. was increased to 5,000 watts by a decision of the FCC Broadcast Division April 9.





Justice WALBERG BROWN, musi-

quivering in his court room seat as he awaited judicial determination of his traffic violation case had he known the judge was such a good radio fan. The verdict from the bench was: "Mr. Brown, I have heard and enjoyed your music now for many years. As a token of my appreciation, I'm finding you 'Not Guilty'." After local journals had carried columns about the incident, a hitherto disinterested client asked for a special audition, according to Graves Taylor, WGAR announcer

Cartoon Service Planned For Newspaper Stations

planned programs SUPERIOR Features Syndicate, Kansas City, will soon offer a cartoon service to newspaper-owned radio stations. Idea to syndicate the service came with the reception accorded cartoons that have been nsed for WHB, which, however, is not a newspaper-owned station, being owned and operated by the Cook Paint & Varnish Co. The cartoons are being drawn by Gene Thorton and "ballooned" by Al Stine. Commercialism is played down with the pull in that direction coming from the tie-up between the picture and the gag line, which carries the station's call letters.



- The population of the San Francisco-Oakland Metropolitan Area, comprising nine Bay counties is 1,898,902 -But the purchasing power of these people is equivalent to 2,997,087 "Average" Americans.
- The San Francisco Metropolitan Area is Western Headquarters for more than 1,500 firms of national reputation.
- Retail sales per capita in San Francisco Metropolitan Area — in 1936 — were \$627.00.

HERE IS A RICH MARKET FOR YOU

LET KYA AND THE CALIFORNIA RADIO SYSTEM TELL YOUR STORY



The Voice of The San Francisco Examiner A MEMBER OF THE CALIFORNIA RADIO SYSTEM National Representative: HEARST RADIO NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

liohistory com

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STANDARD BRANDS Inc., New York, which last fall changed the commercials on its Thursday night Vallee Variety programs (NBC-Red, 8-9 p. m.) from Fleischmann's Yeast to Royal Gelatin, has started a new series to advertise yeast for bachther The new superson which health. The new program, which is broadcast over NBC-Blue on Fridays from 9 to 9:30 p. m., is an all-Negro revue, featuring the music of Louis Armstrong and his orchestra, the comedy team of Eddie Green and Gee Gee James, who are heard in sketches of Harlem life from the pen of Octavus Roy Cohen, and various other colored entertainers as guest stars. This first all-colored show to be a regular network feature is handled by J. Walter Thompson Co., New York

LANG-WORTH

LARGEST

PUBLIC DOMAIN

RECORDED LIBRARY

in the WORLD

LANG-WORTH

FEATURE PROGRAMS

420 Madison Ave.

New York

tors.

servicing radio sets.

Wood in Hollywood GEORGE R. WOOD, formerly pro-gram director of WIL, St. Louis, has opened radio production of, fices in Hollywood. He is located in the Markham Building. A vetword is handling on a consulting basis such matters as programs, production, publicity and announc-

THE oldest daily program on the air in the West, the Woman's Magazine of the Air, observed the tenth anniversary of the NBC western division with a special broadcast over, the NBC-Red Network April 5.

QUIN RYAN, manager of WGN, Chicago, has a big crew of workors getting his 40-foot cabin cruiser, *Kerrg Daneer*, in the water and outtitted for the season.

Your copy of this booklet containing complete information about the NEW merchandising tie-up PLAN available to



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A NEW quarter-hour sports program on KEHE, Los Angeles, titled Hook, Line and Sinker, which started April 8 for 13 weeks under sponsorship of Entz & Rucker. local sports shop, is devoted to dissemination of complete fishing information and, capitalizing on the theory that every fisherman is a liar, sponsors are promoting the sport for Fibbing Fishermen, during the





Fishing for Business

man and discusses the angling

sport so that amateur as well as

professional fishermen are inter-

* * *

Another Example:

by holding a weekly Forum

estéd.

tener is dramatized and a prize FISHERMEN'S spring season havawarded its author. A grand prize is to be given the end of each month. Another feature of the ing opened this month, and with the summer angling season soon series is short talks by Calvin B. getting under way, many stations Harrison, nationally known fish are starting their seasonal angling and game expert and counsel on programs usually in the form of talks by experts and often as dramatizations. Frequently they the subject for the Southern Cali-fornia Auto Clube He tells when, where and how to fish, giving comwork hand in hand with local and state angling clubs and conservaplete information on where to buy the license and if you can't eatch tion organizations, and often local dealers are ready sponsors. One one, a fish. Agency is N. J. NewwNEW, Newark, titled Bill the Fisherman, is aimed at the average man Adv. Agency, Los Angeles.

The Whopper Wins BIGGEST LIE sent to WNOX, Knoxville, Tenn., wins a case of Seven-Up soft drink on its daily noon variety program during which the whopper is dramatized in country store fashion under sponsorship of Seven-Up Botting Co. WNOX also is giving a Thursday bargain matinee, a dime admission to a 75-minute hillbilly, swing band and romantic show.

Cracker Barrel Comments NEW twist to news presentation has been given by KUOA, Siloam Springs, Ark., where a Current News Forum is held six times weekly, 11-11:30 a. m., during which various townspeople meet with a commentator, question him, and discuss news events extemporaneously.

Finger Fugues FINGER NAIL solo in E-flat is the latest novelty on the Minstrel Show of KFEQ, St. Joseph, Mo. Dow Mooney, baritone soloist, doubles in finger nails and produces allegedly perfect tones by tapping right hand nails against left hand nails, the digits being synchronized muscularly to produce harmonic effects in rhythmic sequence.

The Public's Turn

A NEAT job of table-turning has been evolved at KBST, Big Spring, Tex., by Clarence Garnes, commercial manager, who also handles a Curbstone Broadcast for a local theatre, when he reverses the pro-cedure on Friday nights and the public interrogates him. If he fails to answer three out of five questions, the questioner receives a ticket to the theatre.

*

WATL

offers you

the greatest

in

at

Mike on Excursion WTMV, E. St. Louis, took its portable transmitter on a railroad ex-cursion April 11 between St. Louis and Springfield, Mo., and inter viewed engineers, conductors, and passengers, all member of a local club called St. Louis Railroad Enthusiasts. The new WTMV Trading Post, a radio barter forum, is proving popular.

State College.

Children and Tinfoil ADMISSION to the *Tinfoil Club*, kiddies program on KGNO, Dodge City, Kans., is a piece of tinfol which will be used to finance be station's Christmas basket. John Drake, program director, origi-nated the program and Jo Drake, mistress of ceremonies, audition

www.ame



BROADCASTING • Broadcast Advertising

Murder a Week

Work They Like

Stevens, Northwestern professor of applied psychology, will interview young men and women selected

from the National Youth Adminis.

tration of Illinois on their hobbies,

Court and Public

PASSERSBY get a chance to say what they think in Public Opinion

Poll on the Supreme Court when

they are interviewed by Dave Simmons, announcer of KDYL,

Salt Lake City, in a thrice-week

It Happens Here

STILL another slant on news pro-

grams is the educational nature of

It Can't Happen Here, thrice, weekly late afternoon series on KMOX, St. Louis, a presentation

of strange facts and unusual inter-

national incidents given in ques-tion and answer form.

Wreck Preventative

SAFETY programs titled Death

Rides Again are being featured on

KVOD, Denver, in a series of 13

five-minute dramatizations during

which local police officials and municipal judges will talk on acci-

From the Campus

COLLEGE talent programs are

WGAR, Cleveland from a line to

Baldwin Wallace College, Berea,

0., 26 miles away, where a symphony orchestra, choir, dramatists

and vocal students are presented in

the college auditorium.

broadcast Sunday evenings on

dent prevention.

tastes and preferences.

Salt Lake Ong, afternoon series,

MURDER won't be dialed out and that's behind the increase in list-SCIENTIFIC occupational inter-views titled The Right Job and deeners to half-hour mystery serials signed to suggest fields of work complete in five Monday through suitable to the natural talents of Friday broadcasts on KLZ, Denyoung people were begun on WGN, Chicago, April 11, to be given Sun-day afternoons under auspices of ver, directed by William Foulis and produced by Wesley Battersea, University Broadcasting Council and Northwestern U. Dr. S. N. * * *

Poll of Drama's Pull

been completed by Ronald Dawson, dramatic director of WOL, Washington, indicating that preferences are for half-hour complete dramas; war stories, half-hour complete; light comedy; and detective stories in the order given. * *

Effective News SOUND EFFECTS are used by WIBW, Topeka, for What's Going on in the World, a half-hour weekly program to make the news more vivid. Produced by Vic Moser and Art Holbrook, continuity writers, the program is sponsored by Jor-dan Bakers, Topeka.

* * *

New Slant at Jobs WITH many stations broadcasting interviews with job seekers, KFEL, Denver, varies the procedure by staging a daily remote from the State Employment Service where Colorado's unemployment situation is reviewed and jobless are questioned.

Horses, Horses A HORSE ridden into the studios of WIP, Philadelphia, each morning by Howard Jones, staff announcer, during Sandy Guyer's

until a listener who wrote in suggested Sawipho, a word con-taining letters from the names of all concerned. * * * *

Spring Peeps FOREIGN language programs on WBNX, New York, conducted by language students from local col-NATURE study in the form of dramatized field trips is being presented on WAAB, Boston, in a serleges and high schools Saturdays ies of 12 Friday afternoon proat 11:30 a. m., consist of adaptagrams titled The Old Naturalist tions of German, Spanish and given by members of the faculty French classics. and students of Massachusetts

on WCAU, Philadelphia, written and directed by boys and girls be-tween the ages of 16 and 18.

DRAMA POLL of listeners has



A Lady Asks BECAUSE women like to talk

with women, Kent Josef, announc-er of WIBM, Jackson, Mich., is sharing his sidewalk interviews with Betty Barns, who quizzes local ladies on topics of the day.

Hams Glorified HEROIC incidents in amateur radio are being dramatized on WMAQ, Chicago, Two Hundred Meters and Down, The Story of Amateur Radio, the title taken from a book written by Clinton B. DeSoto, assistant secretary of the American Radio Relay League.

Everything German AN ALL-GERMAN program fea-turing German music and announced in German 15 produces c... WCPO, Cincinnati, where, it is said, 63% of the population speak in German is broadcast on



FRATERNAL SPIRIT - When Franklin (Whitey) Lewis, (center), Cleveland newspaperman, joined the announcing staff of WGAR, that city, Jack Graney (left), of WHK, and Tom Manning, of WTAM, welcomed him to the WGAR studios.

KSL, Salt Lake City, on its Midnight to Dawn Review. Saranac Lake Deal SALE of WNBZ, Saranac Lake, N. Y., to a new corporation headed by Carl F. Woese, of Syracuse,

was disclosed April 6 in an application for voluntary transfer filed with the FCC. The purchase price is understood to be about \$17,000. The purchaser is Upstate Broadcasting Corp., of which Mr. Woese, onetime owner of the old WFAB in Syracuse, is president with 197 shares of stock and Robert F. and Mary C. Maloney, also of Syracuse, are directors with one qualifying share each. WNBZ is now owned by Earl J. Smith and William Mace. It operates with 100 watts

All Alone

F. C. BENNETT, 60-year-

old Canadian Mountie as-signed to Herschel Island in

the Arctic Ocean, was re-

cently saluted on CBS net-

work as the "world's most isolated listener". The salu-

tation was prompted by a

letter written just after

Christmas congratulating

NEWS is your best bet TRANSRADIO

davtime on 1290 kc.

TALK ABOUT

LONE STAR!!

TA market with a spendable income of

🏴 And an advertising medium with no

Mand a member of the Columbia Broad-

Isn't this the perfect way to sell your

KNOW

The Only Station in the Capital of the Largest State

AUSTIN, TEXAS

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

casting System.

product?

more than 40,000,000 dollars annually.

competition in its field in this market.

advertising we have done" "a powerful factor in securing new distributors" "enthusiastically received by retailers"

"the most productive

A SPONSOR

SPEAKS

HIS PIECE!

"positively stimulated consumer demand"

"from every standpoint it paid big dividends"

That's what Zollers Brewing Company said about their radio program "lowa Speaks" over the Iowa Network, KRNT WMT. When Net discontinued all beer advertising Zollers said, "We are envious of any concern that sponsors 'Iowa Speaks'."

"Iowa Speaks" is now sponsored by Iowa Kelvinator Distributors

Iowa Network Shows Have Listener Appeal

For real results, for a program that clicks, write now or call the nearest office of our national representatives: E. Katz Special Advertising Agency.

IOWA NETWORK

Radio Stations of the Des Moines Register and Tribune

WMT KRNT KSO Des Moines Ceder Repids-Waterioo Des Moines

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💌 A market of more than 400,000 persons.

BROADCASTING • Broadcast Advertising



emphasized in Make Believe Follies, a quarter-hour program on

BLANKETING the 8th Largest TRADE MARKET in the United States



bistory.com

Eight Bells Revue went unnamed How's Your Accent?

AGENCIES AND REPRESENTATIVES

EDWARD S. TOWNSEND, for the last 10 years a publishers' and radio representative on the West Coast, has been appointed West Coast sales representative of WOR, Newark, and WGN, Chicago, with headquarters in the Russ Bldg., San Francisco.

JOSEPH H. NEEBE, Chevrolet ac-JOSEPH H. NEBBE, Cherrora ac-count executive with Campbell-Ewald Co. of New York, is on the West Coast handling details for switching the Chervolet CBS Rubinoff*broad-casts to Hollywood, effective April 18. Walter Craig, producer of the pro-gram, is also in Hollywood.

ATHERTON HOBLER, president of Benton & Bowles Inc. New York, was in Hollywood early this month with Herschel Williams, agency radio producer. It is understood that they were there to arrange for the switching of the NBC Maxwell House Show Boat (General Foods Co.), broadcasts from the East to Hollywood.

E. T. DITMAR, formerly with Crosley Radio Corp., Cincinnati, Dayton Rubber Coi, Dayton, O., and Venetian Blind Co., Los Angeles, has joined Associated Advertising Agency, Los Angeles, as an account executive.

PAUL H. RAYMER Co. has been appointed national representatives of KSOO, Sioux Falls, S. D., and will also represent the new KELO, 100-watter shortly to be placed in operation in that city by the same interests.

EARL IRWIN, Detroit manager of Free & Peters Inc., has been trans-ferred to the Chicago office.

LOUIS TAPPE, formerly of WHN, New York, has joined Schilling Adv. Corp., that city, as writer and pro-

. 1

5



CONQUEST ALLIANCE Co. Inc., New York, announces election of Fred R. Jones as director, Albert M. Martinez and Frank F. Morr as vice-presidents, and Leslie Hirstius as secre-

TOM F. HARRINGTON, Pacific Coast manager of Young & Rubicam Inc., has returned from New York to his Hollywood office.

WENDELL W. PHIPPS, formerly of Beaumont & Hohman Inc., Los Angeles, has joined Hauff-Metzger Inc., that city, as copy director and account executive.

HAROLD HOLMAN has been added to the sales staff of the William G. Rambeau Chicago office. Mr. Holman was associated with Paul Block & Associates, Chicago, for eight years.

GUY MOORE and Jack Smith, both new to radio, have joined the staff of Lisle Sheldon Radio Advertising, Los Angeles, as junior account executives. RICHARD CARROLL, radio executive in the New York office of Lord & Thomas, was in Hollywood early in April in connection with a new radio

ED ETTINGER of New York, has joined the Hollywood continuity staff of Ruthrauff & Ryan Inc.

IRVING FOGEL, production man-ager of Associated Cinema Studios, Hollywood transcription concern, has established Irving Fogel Adv. Agency, at 1585 Cross - Roads - of - the - World, that city, but will retain his other association. William James, formerly on the sales staff of KHJ, Los Angeles, has joined the new agency as account executive.

BURTON LAMBERT, of the New York staff of Hearst Radio Inc., and Mrs. Lambert are parents of an 8 lb. daughter, born April 8.



Holcomb was for nearly two years radio director of Fletcher & Ellis and before that served as radio account executive for Joseph Katz New York. Mr. Holcomb is Co., well known as a radio writer and producer, having written the famous Skyscraper; Frontier Days; Big Guns; Happy Landings and Ward's Family Theatre for Ward Baking Co.; and, during the past

season, Tom Mix sponsored by Ralston-Purina Co., St. Louis. He planned and produced a program for Simmons Co., featuring Mrs. Franklin D. Roosevelt in her first regular commercial series after Mr. Roosevelt's inauguration as President. As continuity editor of NBC, Mr. Holcomb has developed the response on premium offers in dramatic programs by dramatizing the premium in the story itself for about a week prior to the actual

offer.

E. KATZ SPECIAL ADVERTIS-E. KATZ SPECIAL ADVERTIS-ING AGENCY, Chicago, has en-larged its quarters and has added three men to the sales staff, bring-ing the total number of salesmen working out of the Chicago office to seven. The new men are as follows: Davis Kirby, transferred from the Katz Detroit office; Stanley Ruehl-man, formerly of the Hearst Publications, Chicago; Richard Nichols, formerly of Modern Advertising, Chicago

H. K. CONOVER, Chicago, has assumed national sales representation of WBTM. Danville, Va., and KTEM. Tex., bringing the total list Temple, Tex., bringing the total list of stations it is representing to 14. H. Keith Conover, president of the H. K. Conover Co. reports that his firm is also representing the following stations: WBNX (exclusive of for-eign language programs), KXBY, WJBK, (exclusive of foreign lan-language programs), WAAT, KVOA, WKBZ, WLBC, WTAX, WJBL, KYOS, KCMC and KFRO.

WESTERN ADVERTISERS, new Los Angeles advertising agency has been established by A. F. Nelson, George F. Barbour and H. A. P. Polite, well-known in national radio and advertising. Nelson was formerly associated with Metropolitan Advertising Co. Inc. New York.

HUGH BOICE Jr. has resigned from the sales staff of WNEW, New York, to join Biow Co. Inc., that city.



their respect and confidence. A trial will convince you, too, that WSOC has the POWER to move merchandise in volume.

WSOC Charlotte, N.C. NBC Affiliate JULIAN FRANK, Chicago adverting at the same address.

BROADCASTING • Broadcast Advertising

KELSEY, PICKERING Co. Inc. Frifth Ave. New York, by merger of Alfred Rooney Co. Inc., and Kel-sey, Prins & Keifer Inc. Officials are: Baxter Pickering, president; C. Tyler Kelsey. executive Vicenses

are: Baxter Pickering, president; C. Tyler Kelsey, executive vice-president dent and treasurer; Gayle Bisho, secretary and space buyer; George F. Haller, assistant treasurer; H. Summer Sternberg, merchandisug counsel; Vincent P. Downey, general in charge of radio, until the latter in charge east this month. Mr. Ruffreturns east this month. Mr. Ruff-

counsel. ZINN & MEYER Inc. and David Rosen & Associates New York, re-cently effected a merger, with the Zim & Meyer name being continued. David & Meyer secretary. Offices will be maintained at 535 Fifth Ave., for ex-cutive functions, and the old Zina k be continued. Broadway will be continued. Control of the Al Jolson Show, sponsored by: Lever Bros. Co. (Rinso & Life-Lever Bros. (Rinso. (Rinso. & Life-Lever Bros. (Rinso & Life-Lever B Lever Bros. Co. (Rinso & Lifebuoy). Ben Larson continues to

COMPTON A DVERTISING Inc. opened its new Chiengo branch April 5 with Felix DyckHoff, transferred from the New York office, in charge. DyckHoff together with Miss Hilsdor, his secretary, who was also trans-ferred from New York, will probably form the nucleus of a much larger or granization. At present Mr. DeckHo Sing sponsored by Gillette Safety Razor Co., and Nate Tufts, the Joe Penner Show sponsored by R. B. Davis Co. (Cocomalt), all of which emanate from Hollywood on CBS. anization. At present Mr. Dyckhof is supervising the Mary Marlin, Vie & Sade, and Guiding Light programs, all emanating from Chicago. Cecil Underwood, producer, Ed Dunham and Hal Fimberg, continuity writers, have left the Holly-wood staff of Ruthrauff & Ryan. TED SCHNEIDER, formerly night manager of WHN, New York, bas

Trio handled the Al Jolson Show. Mr. Underwood will remain in Holjoined the staff of Jay Lewis Associywood where he will shortly anates, New York, as production direc-tor of the agency. He is also account ounce his new affiliation. Mr. Dunum has returned to New York. executive for the account of A. N. Mr. Fimberg will also remain in Hollywood and do motion picture Smillwood & Co., real estate firm of Smallwood, N. Y., which has just started a series of five quarter-hour broadcasts weekly on WOR, Newark. script work.

KFOR. Lincoln, has a national adver tising representative for the first time, By J. Walter Thompson having signed with Weed & Co. WITH the recent addition of Lou G. B. BRADSHAW, formerly

duction manager of Norman W. Tolle & Associates, San Diego, has joined Scholts Adv. Service, Los Angeles, as account executive.

A. C. UHLHORN, formerly sales manager of San Francisco Broadcast ing Co., San Francisco radio advertis ing agency, has moved to Hollywood GERARD CLOUTMAN, studio con-tactor for Edington & Vincent Inc., Hollywood artists representatives, has been placed in charge of that organization's newly-created radio depart

DONALD S. SHAW, assistant to H K. McCan, president McCan-Erick son Inc., New York, was in Holly-wood early in April to confer with Jack Hasty producer of *Troin Slaw*, weekly CBS transcontinental program sponsored by National Biscuit Co. WEST COAST FEATURES, has

been formed at 570 North Coronado St., Los Angeles, by Walt Clay and associates. Organization is specializing in building and producing radio

PAT WEAVER, Young & Rubicam, producer in New York arrived in Hollywood early this month to assist Hollywood early this month to assis-Everard Meade, the agency's product on the new Burns & Allen program which started April 12 on NBC under sponsorship of General Foods Corp. (Grapenuts). Frank Smith, Young & Rubicam account executive, was also in Hollywood for the start of the pro-

other branches. PACIFIC ADV. CLUBS Assn. moved its headquarters April 1 to 645 Rialto Bldg., San Francisco. M. H. HACKETT Inc., New Yor advertising agency has moved to Rockefeller Plaza.

ing agency at 59 E. Van Buren 34 moved April 12 into larger quarter

Studio 'Shutup' Strike'



SO YOU WON'T TALK-Everyone else is doing it, so the four announcers of WROK, Rockford, Ill. decided to stage their own "sit-down" protest in the form of a 'shut-up" strike, believed to be the first of its kind in the industry. All in fun, each of the announcers, shown in the picture, held out for a special concession. George Menard, left, insisted on free samples of all items, from hairpins to automobiles, which announcers must advertise in commercial announcements. William Traum, center, wanted a free lunch counter in all studios for the exclusive use of announcers. Morey Owens, right, held out for distinctive uniforms with gold braid for announcers, and Claude Kirchner, standing in rear, wanted strawberry ice cream sundaes delivered to each an-

BILL EGOLF, commercial manager, and Hillis Bell, salesman, of KVOO, Tulsa, both musicians are composers of the new song hit "I'm In Love With 234-0-567," which Rudy Valee in-troduced on his Royal Gelatin Variety Hour on NBC-Red on a second program by request. Bell wrote the music, Egolf the lyrics. They report they were inspired to write the song by the numbers on their Social Security Cards.

Thru-

WLTH

Jewish Radio Station

is helping New York

City's Jewish masses to be-

-teaching American

-advertising American

SAMUEL GELLARD

WLTH, 105 2nd Ave., N. Y. C. Roesler and Heward, National Rep.

come assimilated . . .

customs . . .

products . . .

WTFI's Atlanta Move JUST RELEASED Is Scheduled for Aug. 1 Laundry WTFI, Athens, Ga., will be on the air as an Atlanta station, with the **Dry Cleaning** call WAGA by Aug. 1, under pres-ent plans. Harold A. Lafount, former radio commissioner and a Radioaids stockholder in the station, which will be operated by a corporation affiliated with the *Atlanta Journal*, **32** Episodes also owners of WSB, asserted April 10 upon his return from Atlanta, that work is going forward on con-Your Local struction. While no contracts have been signed, the station is expected **Ice Cream** to become an NBC-Blue outlet, at

which time WSB will become a basic Red station. Approximately \$50,000 is being invested in the station plant. A 10-acre plot of land has been pur-chased three miles from Atlanta's business district and a transmitter is now being built. Full RCA equipment is being installed, together with a 375-foot Truscon vertical radiator. Installation is under the supervision of H. W. Holt, construction engineer. Studios will be located in downtown Atlanta at a site yet to be selected. The station operates on 1450 kc. with 500 watts day and night. FCC Broadcast Division recently authorized the removal of the station to Atlanta and approved the new transmitter site. Arde Bulova, New York watch manufacturer, is principal owner.

ALTHOUGH the Philippine government still has under consideration the nationalization of broadcasting in the islands, KRZM has ordered a new Bread 400-foot vertical radiator and plans to Used Car operate with 50,000 watts by early summer. Earlanger & Galinger Inc. own KRZM, which uses 618.5 kc.



Also

Manufacturer

Will Want

Ice Cream

RADIOAIDS

Jewelry

THE WOMEN SPEAK !!

Of the six programs selected for the Women's National Radio Committee's annual awards, four were CBS programs

- 1. BEST MUSICAL PROGRAM-The Ford Motor Company's Sunday Hour.
- 2. BEST NEWS PROGRAM-Philco's Boake Carter news presentations.
- 3. BEST CHILDREN'S PROGRAM-Dorothy Gordon's Children's Corner.
- 4. BEST DRAMATIC PROGRAM-Lever Brothers' Lux Radio Theatre.

KOMA is proud that it offers its listeners all four of these outstanding programs in its regular program service.

This is a combination hard to beat. Your message should be here, too.





BROADCASTING • Broadcast Advertising

is in charge of the spot department with J. Morse Ely, also a newcomer, assisting both in the production and spot divisions of the radio department. In addition to the above five, Miss Margaret Wylie aids Mr. Fromherz in the spot division while Miss Bunny Daniels

. Walter Thompson recently expanded its Chicago office and is currently occupying a floor and a alf in the Wrigley Bldg.

shows to order for sponsors, working in conjunction with advertising agen-HENRY Q. HAWES, vice-president and general manager of McCann-Erickson Inc., on the Pacific Coast, executives of the agency. Appoint-ments as vice-presidents were received by Roswell H. Cochran, Fred H. McGrea and C. E. Persons. Walter A. Burke was appointed to secision

A. Burke was appointed to assistant manager. All four men have 18 continuous years of experience with McCann-Erickson. McCann - Erickson Inc., now has offices in San Francisco, Los Angeles, Portland, Seattle and 14

Walter Biddick Co. RADIO STATION REPRESENTATIVES

diohistory.com

LOS ANGELES-SEATTLE-SAN FRANCISCO

www.americanr



recently and repeated

. Walter Thompson Co., Chicago, the agency's radio personnel now numbers five. Dick Marvin is head of the radio department with Mr. Jackobson now handling production for the Bowman Fireside The-atre and The Northerners programs while Buckingham Gunn is now supervising the new Kraftone children's program which began on

nouncer on the hour every hour. Social Song

Chicago Staff Enlarged Jackobson, formerly of WBBM-CBS, to the production staff at the

D-X Gas Discs

MID-CONTINENT PETROLEUM Co., Tulsa, Okla, (D-X gasoline and motor oil), is starting Diamond D-X, quarter-hour WBStranscribed musical and dramatic series to be broadcast twice weekly for 13 weeks on a list of Midwest stations. New series, which succeeds Diamond City News with some changes and additions to the list of stations, is placed through R. J. Potts & Co., Kansas City, on KOA, WHDF, WMT, WGN, KGGF, KFRU, WHO, WGBF, WEBC, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMQX, WBOW, KTUL, WOC, KWTO, KSOO.

LOWEST COST COVERAGE! MONTREAL N.Y. Approximate Population Covered 1.560.000 VT. 1390 Ke. WQDM WATTS St. Albans, Vermont

THE



STUDIO NOTES

WDRC, Hartford, has spelled its call letters 10-feet high in a new neon sign atop the Hartford-Connecticut Trust Co. Bldg. When it was dedi-cated recently listeners were asked to call the studio if they could see the sign from their homes and the conversations were broadcast.

FROM being the first and only 5watt commercial broadcasting station in the United States, WQDM, St. Albans, Vt., went to 100 watts a few years ago and his year joined the 1,000-watt daytime class. Being close the Canadian border, it claims to be the only American independent outlet whose coverage reaches out to embrace Montreal

THREE local sponsors have signed for the Do You Want a Job? series on WCKY, Cincinnati, a program of interviews of the unemployed con-ducted by Bob Kliment, staff announcer. Sponsors are Norge Refrigerator dealers, Bunselmeier & Lind & Crosson's Electric Shop, Cincinnati, and the Coppinshop, Covington, Ky.

WIBU. Poynette, Wis., has started daily half-hour program titled Si & Maranda featuring Mart Hayes, champion old time fiddler, and his wife rom its Portage studios. Announced by Russ Salter the program is spon-sored by Maraschowski's Complete Food Stores

WJR. Detroit, broadcast the one-thousandth program of its Household Musical Clock April 2, an early morning daily program announced by Ralph Patt with Edgar A. Guest Jr. as commentator. Household Finance Corp.,

Chicago (family financial service) is WDOD. Chattanooga, celebrated its 12th anniversary during the week of April 12 by broadcasting old favorite

OST

programs



SPEAKERS AT WKRC-When WKRC, Cincinnati, CBS-owned outlet, dedicated its new studios last month, there was much fanfare and speech-making. Among the speakers were (front row), left to right. Frederic A. Willis, assistant to President William S. Paley of CBS and Frank Dieringer, WKRC chief engineer. Back row, left to right: Dan M. Myers, manager of Hotel Alms, where station is located; Mayor Russell Wilson of Cincinnati and John McCormick, WKRC assistant manager.

MYRON DUTTON, NBC Hollywood producer, is promoting a badminton ournament at the network's studios

in that city, with playoff April 21, 23. Entrance fee is \$1, which goes 23. Entrance fee is \$1, which goes for a permanent trophy. Signed to participate are Sydney Dixon, NBC western division assistant sales man-ager; John Swallow, studio manager; Walter Baker, office manager; Marvin Young, production manager; Don-ald De Wolfe, chief engineer; Clinton (Buddy) Twiss, announcer, and Har-old Bock, head of the Hollywood press department. NBC recently erected a badminton court on the roof of the Hollywood studios for members of its

ALFRED WALLENSTEIN, whose Sinfonietta broadcasts over MBS network were recently for the third con-secutive year given honorable mention by the Women's National Radio Committee, has been engaged as perma-nent conductor of the Voice of Firestone concerts, sponsored by the Fire-stone concerts, sponsored by the Fire-stone Tire & Rubber Co., Akron, on NBC-Red, Mondays from 8:30 to 9 p. m. He succeeds the late William Daly, and was appointed following several appearances as guest conduc-

AN NBC Athletic Association has been formed by employes of the network, representing almost every branch of sport. The association plans to conduct inter-departmental as well as individual competition and possibly to enter NBC teams against those of other companies in open competitive sports events.

> APPEAL! The MORNING BULLETIN BOARD America's Perfect Morning Variety Show for Radio Stations WITH ALL OF THE BASIC HUMAN APPEALS: ROMANCE VANITY HUMOR SCIENCE FOOD CURIOSITY RELIGION SUPERSTITION KNOWLEDGE STAR RADIO PROGRAMS INC. 250 PARK AVENUE NEW YORK CITY Write for free sample script and the Sales Package

KEHE, Los Angeles, will formally op-en its new building at 141 N. Vermont Avenue, with a three-day celebration starting April 26. Structure, which wi cost approximately \$300,000 comple ed, is said to be one of the fine ed, is said to be one of the ineure equipped in the country. Beside executive and sales offices it include a theatre-studio senting 300 persons two large studios for orchestral and two large studios for orchestral an ensemble work, with two smaller on for lectures and drama and one for rehearsals. Special broadcasts on the California Radio System of which KEHE is a unit, are planned.

WGN will increase its rates approxi-mately 25% on May 10, making is daytime rates the highest in Chicago and its night time rates equal to that of WLS and WBBM, currently the highest priced stations in Chicago. The one-time rate for one hour nights will be \$750—the same as WLS and WBBM and \$30 higher than the two Chicago NBC stations, WMAQ and WENR, whose \$720 per hour rate lecame effective April 1. The WGX daytime rates will be 60% of its night-time charges instead of the 50% usual ly charged by the other stations,

RECENTLY awarded a plaque and the title of "First Radio Station in Farm Service," WLS, Chicago, on April 12 celebrated its 13th annive-Sary. The night it went on the air in 1924, then under ownership of Sears Roebuck, it introduced its "cele-prity" night with Gloria Swanson, Ethel Barrymore, the Duncan Sis-ters Jane Addams, William S. Hart and Arthur Brisbane.

WMAQ, Chicago, observed its 15th birthday April 13. The station is now the oldest in Chicago, having broad-cast its first program on April 13, 1922. as WBU

WCAU, Philadelphia, announces the release of a brochure 8 Steps Toward Tomorrow containing engineering data its 50,000-watt station and its shortwave stations, W3XAU and W3XEO.

WDRC, Hartford, has installed a dark room under the supervision of Gilbert Bayek to facilitate the processing o

Dr. Pepper Expands

DR. PEPPER Co., Dallas (soft drink) on April 4 started its third continuous year on the air with The Pepper-Uppers variety pro-gram and has added WAVE, WIS, WAPO and WRQL to the tailor-made network, of Southern sta-tions built around Texas Quality Network, Sundays, 5:30-6 p. m Other stations are WFAA, WOAL WMAZ, WSB, WAPI, WJDX, WSM, WMC, KARK, KTBS, KVOO, WKY, KSD, KGNC. The program originates at WFAA and is placed by the Dallas office of

Tracy-Locke-Dawson Inc.



KNX, LOS ANGELES and takes equal pleasure

in repeating that it is the exclusive national representative for the sale of spot time on the Columbia Network stations in 8 other major American markets: WABC ☆ NEW YORK ☆ 50,000 watts KMOX WCCO ☆ MINN..ST PAUL ☆ 50,000 watts 50,000 watts ☆ 50,000 watts WBT & CHARLOTTE & 50,000 watts' WJSV & WASHINGTON & 10,000 watts WEEI & BOSTON & 5,000 watts (day) WKRC & CINCINNATI & 5,000 watts (day) 1,000 watts (night) RADIO SALES also represents the 1,000 watts (night) COLUMBIA PACIFIC NETWORK-in conjunction with the Sales Department of the Columbia Broadcasting System.

INFORMATION on live talent, programs, and open time available for any of these stations is yours on request at any RADIO SALES office.

RADIO SALES

TAKES PLEASURE IN ANNOUNCING THAT IT

IS NOW THE EXCLUSIVE REPRESENTATIVE

RADIO SALES - a division of the COLUMBIA BROADCASTING SYSTEM. Offices: NEW YORK, 485 Madison Ave., WIckersham 2-2000 · CHICAGO, 410 N. Michigan Ave., WHItehall 6000 · DETROIT, Fisher Bldg., TRinity 2-5500 Los Angeles, 5939 Sunset Boulevard, HOLlywood 3101 · SAN FRANCISCO, 601 Russ Bldg., GARfield 4700

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

ohistory.com

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KIMBERLEY DIAMOND MINE: To get some measure of the actual size of this mine, look at the comparative size of the big building on the left. In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl. Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth. What has this to do with radio?

There are hours on the air *next-door* to the "dis-

covered" hours of radio-less than a minute away from radio's "established" audiences. Many air advertisers are discovering the wealth of these hours; have already staked claims in them out of which come increasing advertising bonuses! We think you should know of such hours still available for your use - particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them;

these rich hours available on the Columbia Network.



THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York



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AS NAB DIRECTORS DOODLED AWAY

WHEN the NAB board of direc-tors met in Washington April 7 to select site and date of the 1937 convention, and otherwise to save the industry, there were plenty of pencils and pads about the boardroom table, as shown by the adjoining art collection. John Patt. aggressive general manager of WGAR, Cleveland, assembled this enviable collection of doodles. He admits he purloined the idea from the composite photograph of dood-ling antics of NBC station executives, published in the March 15 is-sue of BROADCASTING.

These doodling experts who use orthodox r at her than pixilated technique, contributed the adjoining gems: (1) Arthur Church, KMBC. Kansas City, who may have had in mind formation of a new network. (2) T. W. Symons Jr., who, as his doodle denotes, is the operator of KFPY, Spokane, and also KXL, Portland. (3) John Elmer, WCBM, Baltimore, NAB vice-president, and from the appearance of his doodle, as good a floor mat designer as ever ran a radio station. (4) 'Joseph O. Ma-land, WHO, Des Moines, NAB cowmilking champion and/or challenger, whose mind wasn't on cows.

NAB Board Meeting (Continued from page 12)

by the Managing Director which had as its main objective the creation of a library of one hundred hours of music based primarily on music in the public domain. The production and recording of the first 10 hours of music signals the execution of the plan which won the almost universal approval of the NAB members at the

Approval of the NAB memoers at the 14th annual convention. The success of the NAB's efforts in building a 'so-called public domain library is expected to be judged by the ability of the arranging staff to modernize the old musical selections and make them conform to present day needs. This ability on the part of the Bureau of Copyrights is well demonstrated in the variety contained are nonstrated in the variety contained in the first 10 hours including the popular swing dance numbers and other modern arrangements. The creation of an independent

supply of music for radio broadcasting should win the hearty approval of those representatives of the ASCAP, the for several years have publicly criticized the use of popular music by adio broadcasting stations and charged that the radio broadcasting industry was responsible for "killing" the sales of popular sheet music. Also, it is expected that the NAB accomplishments in creating for radio a supply of music based primarily on musical selections in the public domain will be cheered by those who have complained so vigorously against the use of phono-graph records by radio broadcasting

stations. With the creation of a new corporation which has been authorized by the Board of Directors and which will handle all the business details incidental to distributing the music, definite proposals including cost of materials (recording and sheet music) will be formally submitted to the membership. It is expected that distribu-tion will begin within 30 to 60 days. Practically all of the morning session, following selection of the convention city, was devoted to disussion of the Congressional legslative horizon. There was considerable debate on the Connerv Resolution (HRes-79), proposing an investigation of alleged network monopolies and purported traffick-

to doodle or contributed handiwork not particularly adaptable to publication ing in radio licenses, etc.; on the recent outburst of Senator White (R.-Me.), on broadcasting conditions generally; on broadcast rates in relation to the Washington scene; and on kindred matters. In addition, there was discussion of impending allocation plans, notably in the light of the recent North American Conference in Havana, a portion of which was attended by

(5) NAB President C. W. Myers, KOIN-KALE, Portland, Ore., just

plain doodles. (6) Mr. Patt. who

doodled with an objective, which

appears to be a house. Colonia

type. (7) Harry C. Butcher, CBS

Washington vice - president, who evidently does his golfing to mu. sic. (8) E. W. Craig, WSM,

Nashville, whose doodle might he

anything from a game of Beano to a calculation of his station's

time problems. (9) Gene O'Fallon

KFEL, Denver, who seems to have a Rocky Mountain dream-boat in

mind. plus other conventions. (10)

Edward A. Allen, WLVA, Lynch

burg, hankering for a cup of cof. fee. (11) Harold V. Hough

WBAP, Fort Worth, could unques-tionably inscribe the history of copyright on the head of a pin,

attending board members as Gard.

ner Cowles, Jr., KSO-KRNT, Des Moines; Frank M. Russell, NBC

Washington vice-president: John J

Gillin Jr., WOW, Omaha; Gordon

Managing Director James

Persons, WSFA, Montgomery and

Baldwin, who were either too busy

Missing are the doodles of such

Managing Director Baldwin. All but four board members were present. Absentees were L B. Wilson, WCKY: Alfred J. Mc-Cosker, WOR; W. Wright Gedge, WMBC, and Ralph Brunton, KJBS.

FCC MAY REVISE RULE ON LAWYERS

PERSISTENT agitation over the so-called two-year rule of the FCC, which forbids attorneys leaving its staff from practicing before that body for two years following departure, may culminate in a revision of the restrictive regulation. Aside from internal opposition to the proposal, it has developed that Senator Wheeler (D.-Mont.) last month wrote the FCC inquiring about the rule and advocating that it be broadened to encompass engineers and accountants. He first wrote the FCC asking about the rule (Rule 101.7) and afterward indicated his view that it should be broadened on the ground that engineers and accountants are in a position to perform more effectively in private practice and immediately upon leaving the FCC than are attorneys.

It is probable the FCC, at a future en banc meeting will review the entire situation with respect to the two year rule, promulgated more than a year ago. Adoption of a broadened provision, making it applicable to engineers and accountants as well as lawyers, probably would result in several resignations

Pacific Advertisers Plan June Session

Salt Lake City Convention tor Cover Radio Extensively SPOKESMEN for radio and advertising from all parts of the West Coast will attend the 34th annual convention of the Pacific Advertising Clubs Association to

he held in Salt Lake City June 13-Lou Townsend, president of the organization and general advertising director of Bank of America National Trust & Savings Assn... San Francisco, has appointed Harrison Holliway, general manager of KFI-KECA, Los Angeles, as chairman of the radio department-al session scheduled for June 15. His committee consists of Earl J. Glade, manager, KSL, Salt Lake City, vice-chairman; Harry Anderony, vice-cinarman; narry Ander-son, NBC western division sales manager, San Francisco; John M. Dolph, CBS Pacific Division assistant manager, Hollywood; H. J. Quilliam, manager, KIRO. Seattle: Walter A. Burke, radio director, McCann-Erickson Inc., Earle H. Smith, Pacific Coast manager, Ed-ward Petry & Co. Inc., and Lind-sey Spight, Pacific Coast mana-ger, John Blair & Co., all of San Francisco

secret of your success?" General theme of the conclave will be "The University of Adver-tising" and Mr. Holliway has titled tively this is designed to give the the radio departmental session "An Extra Curriculum in Radio". He has mapped out one of the most elaborate programs on radio ever



mans

tion about April 15.

Using Radio for Sales-Tenta-

covered Exclusively by One advertising medium is the Southwest — through the

TEXAS QUALITY NETWORK



On WIJD Will Entail \$130.000 Expenditure

KELLOGG Co., Battle Creek, Mich., is spending approximately \$130,000 for time and talent on WJJD, Chicago, to broadcast playby-play accounts of the two Chi-cago major league baseball teams. For the 23½-week period from April 2 through September, the cereal company will sponsor exhi-bition games between the Chicago Cubs and White Sox as well as all CAP'N LOVES SEA-And just the league games

Kellogg Sports Series

about every day during the win-ter season found Mr. and Mrs. L. From April 2 to 7, WJJD broad-cast for Kellogg Co. exhibition B. Wilson out cruising in their new games played by the two Chicago teams in Southwestern towns en vacht out of the wharf that abuts their Miami Beach home. Mr. Wil-son, operator of WCKY, Cincin^{*} route to Chicago. Line costs of apnati, planned to return to the staproximately \$10,000 were involved. The games were played in Yuma, Phoenix, Tucson, Bisbee and El presented, divided into four parts: Radio Establishes Its Market. Paso. From April 8 to 15, Western Union reports were broadcast on other interleague exhibition games Among the points under this title will be an effort to further the esand on April 16, 17 and 18 Kellogg tablishment of a universal formula was to sponsor the intercity series between the Cubs and the White for the preparation of coverage

Selling Radio As a Medium-John Harrington, WBBM sports announcer, will handle the play-by-An effort will be made to have case histories on 30 or 40 notable play accounts during the season. examples of successful local, reg-In addition, prominent guest broadional network, national network casters, including motion picture and transcription programs. These stars and famous former baseball players will be used by Kellogg for the WJJD series. will be brief and in general will answer the question "What is the

GEO. R. WOOD A NEW director of 'German radio activities, Heinrich Glasmeier, former-IN HOLLYWOOD, CALIF. broadcasting director at Cologne, was named recently his title to be Reich Intendant. German radio is governmentally operated under the Nazi Ministry of Propaganda. ... wood words sell ...



PRINCESS PAT Ltd., Chicago, will go on either WENR or WMAQ, Chicago, very shortly with a novelty comedy program called Pat & Hunk to promote Princess Pat Lipstick. This will be in addition to A Tale of Today (Princess Pat Powder) now on 13 NBC-Red stations, Sundays, 6:30-7 p. m. The new show program was written by Hal Baynor, writer for Joe Penner, and author of Wooley the Moth, another novelty script. If the series is successful in Chicago it will be expanded to network proportions. McJunkin Adv. Co., Chicago, is the agency.

CAROL TORNROTH, formerly with Irving Berlin Co., Los Angeles, has joined Music Corp. of America in that city, and is handling radio contacts.

=--wood----

RADIO PRODUCTIONS

A Broadcast Executive

Production • Programming

Publicity

Continuity

220 Markham Bldg.

Announcer

the Microphone'

"Fourteen Years at

Announcing:

KFOD, Alaska Station, Acquired by McDonald,

Expands Plant, Service HAVING recently taken over the controlling ownership of KFQD, Anchorage, Alaska, R. E. McDonald, Anchorage realty man and manager of the station, reports that the plant has been reconditioned with new studios and an auditorium seating 100, and with Collins and RCA equipment. William J. Wagner, for the last seven years with the Alaska communications system operated by the U.S. Army Signal Corps, has joined KFQD as chief engineer and Ken Laughlin, of the Cornish School of Music, Seattle, has been named



NLY CENTRAL OHIO CBS OUTLET



• That's showmanship ... BBC showmanship that consistently



p. m. to two days weekly 7:15-8:45 p. m. The appli-cation to the FCC stated that the college didn't have sufficient program material to fill the time.

Too Much Time

program director. Hal Noggle is handling all news broadcasts, a major feature of the station on which commercial vessels in the Gulf of Alaska and Bering Sea depend not only for news but for daily radio bearings. KFQD, Mr. McDonald reports,

has been on the air since May, 1924, and is the oldest station in Alaska. Its newscasts for the Seattle Fur Exchange and the National Grocery Co., Seattle, the former placed by Milne & Co. and the latter by Izzard & Co., Seattle agencies, have been on the station, on a thrice-weekly basis since October, 1931. Mr. McDonald se-cured control by purchasing interests of Edward Lowe Jr., San Francisco business man, and J. P. Hannon, of Anchorage.

LIGHT music (32.32%), variety (5.92%) and dance music (5.78%) accounted for nearly half the program time of the British Broadcasting Corp. during 1936, according to its annual report. News talks and reading occupied 16.69%, drama 4.3%, serious music 14.67%, Children's Hour 8.08%, religion 4.16% and records 8.08%.

-0



BBC brought the training camps to Buffalo. Roger Baker, BBC's nationally known sports commentator, went to Florida, leased direct telephone lines to Buffalo, broadcast play-by-play descriptions of

clicks in the country's tenth market.



MEASURING SPECIAL FEATURES

Promotional, Service and Good-Will Factors Offset Expense of Remote Programs-



TRAFFIC STOPPERS — Native New Yorkers became rubbernecks recently when this quaint vehicle came down Fifth Ave. Beatrice Lillie, in fur coat, is flanked by Announcer Dave Driscoll and Cobina Wright. Charlie Barrie, noted "whip", is driving. Up front are sons of Mrs. Louise Kaiser, owner of the coach and four. On rear seat are Ilka Chase and Jerome Zerbe.

pounced on the names and the IN TERMS of dollars the special features department of any broad-News, Mirror, Journal and Americasting system turns up on the red can writers reviewed the coach ride. A tie-in with the Waldorfside of the balance ledgers. But in terms of good-will, service and promotion, a special feature broad-cast well planned, publicized and Astoria where the party stopped for refreshments produced additional publicity through their resources. The broadcast also fared well with picture desks of the Sun, World Telegram and the American, all of which carried pic executed builds friends and interest in the station that cannot be calculated in the cold denomination of dollars and cents. Shortly before Easter WOR's special featuremen Dave Driscoll and Jerry Danzig went into con-ference, scratched their heads for tures of the coach. A United Press writer who rode with the party covered the feature from a national angle. Newsreel men who took shots as the coach passed did their part, a new idea and came up smiling.

years roll down Fifth Ave.

played on the coach while on the

the network involved.

The result was a "coach and four" drawn by prize-winning hackney ponies that literally stopped Easter paraders who rubbed their eyes as while a crowd of several hundred thousand were made WOR-Mutual conscious as the coach went up and down Fifth Ave. In the last analysis special they saw the first coach in 20 features are measured in terms of broadcast enjoyment and publicity. Maroon-liveried footmen, formal clothes for men, orchids for the women added to the spectacle. To A good press warms the very cockles of a special feature man's give the coaching party newspaper names Dr. Danzig and Mr. Driscoll heart. Sometimes some insignifi-

cant feature breaks into print, where an elaborate and costly invited Mrs. Cobina Wright, Beatbroadcast will fail to receive menrice Lillie. Ilka Chase, Jerome tion. In the case of the Easter Zerbe Jr. to ride. Lest paraders fail coach the cost was moderate, the to know under whose aegis the coach had been dispatched station results splendid. call letters were prominently dis-

Kraft Tests in Chicago

technical car—a special model pro-mbted for the occasion—a large Mutual banner further blazoned KRAFT - PHENIX Corp., Chicago (Kraftone), started Tomahawk Trail, children's show, April 12 on a test basis over WBBM, Chicago, 5:30-5:45 (CT), Monday, Wednes-day and Friday. If the new pro-gram, written by Irving Crump, editor of Boy's Life, proves suc-cessful, it will go network. The word basists the life of a white The result of this Easter special feature was mention in all the large New York dailies. The story was to be found on the front page of the Herald-Tribune, in the serial depicts the life of a white girl and boy who are being raised by an Indian tribe, J. Walter Thompson Co., Chicago, is agency.



NETWORK ACCOUNTS (All times EST unless otherwise specified) New Business

PROCTER & GAMBLE Co., Cincin-nati (Ivory Flakes), on April 6 started Vic & Sade on 30 NISC-Red stations, Tues. 10 45-11 p. m. Agen-ey: Compton Adv. Inc., N. Y.

cy: Compton Auv. InC., N. I. GENERAL MOTORS CORP., De-troit, (motor cars) on April 1 started for 26 weeks, Page One Parade news broadcast with John B. Hughes as commentator, daily on the Mutual-Don Lee network 6:00-6:15 p. m. (PST). Campbell-Ewald of New York bondles the account York, handles the account.

MANHATTAN SOAP SALES Corp., MANHATTAN SOAP SALES Corp., New York, (Sweetheart soap), on April 16 starts for 13 weeks, *Looking* at the World with Thomas Conrad Sawyer, on two NBC-Pacific Red net-work stations, KPO-KPI. Agency: stites Weinherg Adv. Co., Los An-Milton Weinberg Adv. Co., Los An-

geles. AMERICAN TOBACCO Co., N. Y. (Roi Tan eigars), on April 5 started for 13 weeks Man to Man, sports discussions, on 6 CBS Pacific Const stations, Mon., Wed., Fri., 7:80-7:45 p. m. (PST). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. STANDARD BRANDS Inc. New

STANDARD BRANDS Inc. New York (Fleischmann's Yeast), on April 9 started all-colored revue on 29 NBC-Blue stations, Fri., 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on May 9 starts a variety show, starring Don Ameche, Eddie Bergen and Werner Janssen, on 59 NBC-Red stations Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y. LOVELY LADY Inc., Chicago (cos-

metics), on May 9 starts Your Parlor Playhouse on 9 MBS stations, Sun., 10:30-11 p. m. (EDST). Agency: Kirlland-Engel Co., Chicago.

CONSTITUTION SOCIETY OF U. S., Los Angeles (political) on March 26 started for 26 weeks Talks on Americanism on 6 California Radio System stations (KEHE, KERN, KMJ, KFBK, KW(), KYA), Wed., 8:15-8:30 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

PUREX CORP Ltd., Los Angeles (bleaching fluid), on April 19 starts for 13 weeks The In-Laws, dramatic scrial, on 10 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC KFXM KPMC, KDON, KGDM, KVOE KXO), Mon., thru Fri. 4:45-5 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

GRIFFIN Mfg. Co. Inc., Brooklyn (Griffin All White shoe cleaner), on May 17 starts Tic-Toc Revue on 44 MBC-Blue stations, Mon., 7-7:30 p. m. (EDST). Agency: Bermingham, Castleman & Pierce Inc., N. Y.

doing a Peach of a Job in Georgia"

PROCTER & GAMBLE Co., Cincin-nati (Oxydol), on April 12 started Couple Next Door on 2 MBS sta-tions (WGN, WLW), Mon. thru Fri., 10.45-11 a. m. (EST) on WGN, end, report 1.452 p. m. (EST) on and repeat 1:45-2 pl m. (EST) on WLW. After April 26 the repeat will be dropped, both stations taking pro-gram 10:45-11 a. m. (EDST). Agen-cy: Blackett - Sample- Hummert Inc., Chicago.

SHERWIN WILLIAMS Co., Cleveland (paint), on April 1 started for 13 weeks in Woman's Magazine of the Air, participation program on five NBC-Pacific Red network stations. KTAR, KDYL, KFBK, KMJ, KWG; Thursday 3:45-4 p. m. (PST). Agen-cy: Cecil, Warwick & Cecil, Inc., cy : UN. Y.

Renewal Accounts

DR. PEPPER Co., Dallas (soft drink) on April 4 renewed The Pep-Der Uppers on 22 stations, special Dixie hookup, Sundays, 6:30-7 p. m. Agency: Trncy-Locke - Dawson Inc., Dallas.

AMERICAN TOBACCO CO., New York (Jucky Strike cigarettes), on April 8 renewed Your Hit Parade & Kweepstakes on 91 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

again, Showmanship spells success.

TRO



Network, Boston, on April 12 conducted the world's first ant-singing contest by remote control from aboard the U.S. Lines steamship American Banker. Formal invitations were sent to attend "a broadcast and press reception for Mrs. Antonio Crisp's flea and ant circus." Roland Winters, WAAB's commentator was assigned the job.

UNION OIL Co., Los Angeles (pe-troleum products), on April 28 re-news for 13 weeks Thrills, dramatic serial, on 10 NBC-Pacific Red sta-tions (KFI, KPO, KHQ, KOMO, KGW, KTAR KDYL, KGIR, KGHI, KFBK, KWG, KMJ, KGU, Ved., 6:30-7 p. m. (PST). Agency : Lord & Thomas, Los Angeles.

PACIFIC COAST BORAX Co., Wilmington, (20 Mule Team borax) on May 18 renews for 52 weeks Death



Willys-Overland Plans

WILLYS-OVERLAND Co. Inc.,

Toledo (autos), is making plans

for a coast-to-coast network show, said to be tentatively scheduled for a Sunday evening half-hour

period on some 25 MBS stations.

United States Adv. Corp., Toledo,

Valley Days on 5 NBC-Pacific Red stations KPO; KFI, KGW, KOMO, KHQ. Schedule: May 18-Sept. 21, Tues. 8-8:30 p. m. (PST). Agency: McCann Erickson Inc., San Fran-cisco.

PACKARD MOTOR CAR Co., De-

troit (motor cars), on April 27 re-news Packard Hour starring Fred

Astaire for 5 weeks on 67 NBC-Red

stations, Tues., 9:30-10:30 p. m. (EDST). Agency: Young & Rubicam

PREFERRED in WICHITA

TRADE TERRITORY

K+A+N+5

will handle the campaign.

cisco.

Inc., N. Y.



Build up your sales in the Detroit and Michigan markets. Call upon Build up your sales in the Detroit and Michigan markets. Call upon WXYZ to produce a show that will attract and hold a vast audiance of "buy minded" listeners. Don't put it off any longer. Let us in on your sales problem . . . let us show you how a specially planned, specially built WXYZ show can turn a tremendous tide of pur-chasing power flowing your way. What ever your appropriation, a WXYZ-built show will give you the most for your advertising dollar.



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FTC Complaint

IN A COMPLAINT against Willard Tablet Co. Inc., Chicago, the Federal Trade Commission charges that the company allegedly asserted its preparation "is a competent treatment for stomach and duodenal ulcers, all stomach disorders and hyperacidity, and that it will correct an abnormal acid condition at once." Manhattan Sdap Co. Inc., trading under the name Bristol Soap Co., has agreed to cease using fictitious prices on cartons or boxes and to discontinue the word "Doctor" or abbreviation "Dr.".



WABY NBC BLUE OUTLET Covers Albany • TROY • SCHENECTADY Latest Census Retail Distribution No. Stores Employe Salary Sales ALBANY 2.2569,620 \$9,663,000 \$79,742,000 SCHENECTADY 1,385 4,575 4,224,000 37,148,000 TROY 1,293 3,5193,682,000 29,818,000 4,934 17,714\$17,569,000 \$146,708,000

Bulova Plans Atlantic Chain

station is expected to become an

NBC-Blue outlet. An operating as

well as minority ownershin ar-

rangement has been made with the

Atlanta Journal, which owns WSB.

group will perfect its network is

problematical. Plans have been

made for the new setup and work

probably will be begun as soon as the FCC approves the WLWL sale.

Mr. Bulova also is half owner of

WNEW, New York, but so far as

known, the intention is to keep that

station an independent and not align it with the projected net-

lent of two hours daily on the 1100

would shift to 1130 kc. with high

power under a consent arrangement. WOV, New York limited-time sta-

tion now operating on 1130 kc., would relinquish that assignment

and its facility would be trans-

timated at about \$25,000.

work.

WLWL now operates the equiva-

channel but under the deal

How soon the Bulova-Lafount

(Continued from page 11)

Iraci; WCOP, Boston, owned by the Bulova-Lafount interests; WNBC, New Britain, Conn. and WELL, New Haven. Mr. Lafount Broadcast Division approved the sale of WOV by John Iraci, to Mr. Bulova for \$300,000. Mr. Iraci previously had purchased WPENrecently acquired a 40% interest in WORL, Boston. WRAX. Philadelphia, which he is now operating. He is still manag-In addition, Mr. Bulova owns controlling interest in WTFI, Athens, Ga., now being moved to Atlanta with the call WAGA. This ing WOV.

Under the contract, the deal at this stage is simply for the pur-chase of WLWL by Mr. Bulova for the \$275,000 figure. If the three-way switch is consummated, whereby the three part - time sta-tions (WOV, WPG and WLWL) become two full-time outlets, then WLWL will be deleted, while WOV shifts to the 1100 kc. channel from 1130 kc., with 10,000 watts, and WPG relinquishes its part-time assignment on 1100 kc., with 5,000 watts and assumes a 1,000-watt assignment full time on 1130 kc.

The new New York station would become WOV. Mr. Iraci, now president and general manager of International Broadcasting Corp., operating WOV, it is understood, would become general manager of the new station under Bulova ownership. The new WOV. as a fulltime outlet, would continue devoting a portion of its time to Italian language programs of the better class, in which the station has nioneered

Closes A Bitter Case

ferred to WPG, now the dominant station on the 1100 kc. channel. WPG would then operate full time With the acquisition of WOV by Mr. Iraci. CBS and the Paulists with 1,000 watts on the 1130 kc. channel, with Mr. Bulova paying were prevented from carrying for the installation of the new through their original deal whereby the network would have ac-quired the station. WOV was the key to the entire setup. CBS had sought to clear up the WLWL sit-uation because of the infinite deequipment and other expenses, es-Last November 24 the FCC gree of controversy and legislative repercussions this situation had caused over the years. Petitions were heaped upon members of Congress and the issue became one, it

is reported, that was taken up by the Catholic press, which adopted an anti-radio viewpoint. After the CBS end of the deal had collapsed as a result of the WOV purchase, there was much additional recrimination, some of which, it is reported, tied into current Congressional efforts for a radio investigation. The FCC last November also voted denial of the original Paulist petition proposing a "junior reallocation" by which it would have procured full-time which it filed some two years ago. This was far more sweeping than the arrangement it subsequently worked out with CBS.

With the amicable consummation of this transaction, *finis* is written to one of the most bitterly

KSTP

\ \ \ \ | ||| || ||

INNEAPOLIS

25.000 WAT

NORTHWEST'S LEADING RADIO STATION KSTP RECEPTION charge. NEW TRANSMITTER INCREASED COVERAGE

BROADCASTING • Broadcast Advertising

work of Edmund Birnbryer of the NBC script division, will be presented, BASIC RED NETWORK April 18, 10:30 to 11.00 p. m. (EST) over NBC-Red. It will be the secon production of the same type prepared by the young writer-composer, the first having been The Sweetheart of Stigma Stigma, broadcast last Decem-SAINT PAUL

fought cases in FCC history. I has had many repercussions in Congress, including a demand two years ago that a portion of EFFECTIVE with the broadcast broadcasting facilities be assigned

to educational and religious sta-In its original plan, WLW sought to procure a full-time as signment through the switching of eight stations on five clear chan-nels. Afterward, this plan was modified so it could acquire a full. time outlet in New York on the kc. channel through acquisi. tion of WOV. No application ever was filed for this, however, but it was the basis of discussions between the Paulists and CBS initiallv and afterward with Bulova, The problem has been one of the

nost bothersome to confront the FCC. During these heated ex. changes on the transaction, the Paulists at first refused to deal with Bulova on the same basis as had proposed to deal, with CBS. They also attempted the move to have WOV deleted for al. legedly improper operation through broadcasting of what they de-scribed as obscene programs. The FCC gave WOV a clean bill of health, however.

tions

1100

The original junior reallocation petition would have resulted in the breaking down of two of the five clear channels. It met with the vigorous opposition of practically all of the stations involved, but notably WWL, New Orleans, operated Loyola University, a Jesuit school. It was after this strenuous opposition that WLWL modified the plan to contemplate the WOV transaction. Stations which have oeen involved in the Junior reallocation and which were restored to regular status last November 20, when the FCC Broadcast Division denied the Paulist petition in toto were WWL, New Orleans, WFAA-WBAP, Dallas-Fort Worth; WCCO, Minneapolis; WOV, New York, WPG, Atlantic City, KWKH, Shreveport, WNYC, New York WJJD, Chicago.

Radio Workshop Plans

Summer Session Class

NEW YORK University's Radio Workshop, which cooperates with the Federal Radio Educational Project, is accepting registrations for its summer session July 6 to Aug. 14, to which a maximum of 60 students will be admitted for the courses in radio technique, Requests for admission should include information regarding the appli cant's training, experience and present occupation and must be accompanied by a \$5 registration fee. The course will cost \$50. The Radio Workshop also an-

nounces that it will hold a two-day nstitute for classroom teachers May 14 and 15. A feature of the institute will be a demonstration of radio equipment for school use. Ned H. Dearborn, dean of the division of general education, is in

A MUSICAL comedy written for radio. Rome Was Built in a Daze, with book, music and lyrics all the

NBC Takes Production **Of Magic Key Program**

of April 11, Radio Corporation of America withdrew the supervision America witherew the supervision of its Magic Key of RCA broad-casts from the hands of its advertising agency, Lord & Thomas, and turned the complete production of the program over to NBC. The series, broadcast each Sunday from 2 to 3 p. m. over the Blue Network. is now being written by Welbourne Kelley and produced under the direction of a committee of ten headed by Bertha Brainard, NBC commercial program manager, and listening time was 4 hours and 24 including representatives of the minutes. If these conditions hold network's production, publicity, arttrue again in 1937 the daily home ists bureau, sales and commercial program departments and of RCA. The group meets every Monday morning to outline the plans for the following Sunday's broadcast. While no official reasons have to use the radio. heen given for the change, it has

been the source of much conjecture and conversation in radio circles. Since NBC is a wholly-owned sub-CALCO CHEMICAL Co., Bound sidiary of RCA, some view it only Brook, N. J. (Little Dutchess Launas a move to save the agency comdry Blue) on April 8 began its first radio campaign with a test schedule of one-minute dramatized mission. Others believe it to be an experiment on the part of the network in the complete production of a commercial series, which, if suctranscriptions on WTAM, Cleve-land. The announcements are cessful, can be used as a sales argbroadcast five days weekly. Simi-lar schedules will be inaugurated ument to persuade other advertisers to place the production of their over WCKY, Covington, on May 3 and WSPD, Toledo, on May 10. Ferry-Hanly Co., New York City, agency, indicated that although programs in the hands of NBC rather than vesting all authority in their agencies as at present. Those taking this point of view this is a test schedule it is probsay that the networks have long able that no additional stations will regretted the fact that they have be used this year. allowed the control of so much of their program material to be assumed by advertising agencies,

ity to the public.

1000 Watts

winter with a spot radio campaign, using 100-word announcements daily for 13 days on some 80 stations throughout the country early in April.

Plans for next winter are now being

handled by Morse International Inc.,

K I R O

710 KC

KIRO LOOIE

BROADCASTING • Broadcast Advertising

SAYS:

"Baseball is here again.

games will be with us,"

Those who can't go to the

NATIONAL REPRESENTATIVES

John Blair & Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

www.americanradiohistory.com

considered. The Vick advertising

Frederick W. Atkinson while they retained the responsibil-FREDERICK W. ATKINSON, 58, publisher of the Watsonville (Cal.) Register-Pajaronian and owner of KHUB, died April 3 after an ill-VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Vatronal, etc.), wound up its advertising for another ness of several weeks.

CBS Census Data

Calco Tries Radio

Baseball Schedule

(Continued from Page 13) (Continued from Page 13) KXBY, Kunsas City – Blues, home and away; Walt Lochman. WISN, Milwaukee – Brewers, home and away; Allen Hale. WNEW, New York-Newark, home and away; Earl Harpr. WCAU, Philadelphia-Akhletics and Phil-lies, home; William Dyer. WHAM, Rochester-Rochester, home and away; Harry McTgue. KWK, St. Louis-Cardinals and Browns. home; John O'Hara. WTCN, St. Paul-St., Paul, home and away; George Higgins... WSYR, Syracuse – Syracuse, home and away; Nick Stemmler. WSPD, Toledo-Toledo, home and away; Connie Desmond. Connie Desmond. General Mills-Goodrich KTSA, San Antonio-San Antonio, home and away; Charlie Casper. KTUL, Tulsa - Tulsa, home and away; Eddie Gallagher. WRR, Dallas - Dallas, home and away; Charles Jordan and Harry Thomas. Connie Desmond. A TIE-UP between the foreign lan-guage broadcasts of WBNX, New York, and the foreign language programs on WBNX each Saturday morning. Under progress now is the first series of 13 broadcasts in German. WFIL 560 Kc. PHILADELPHIA'S MOST POPULAR STATION

NBC BLUE - MUTUAL

Barton Upheld by Court

In Purchase of KTHS THE purchase last year of KTHS, for 1937, points out that in the the last year there has been a 2,000,000 increase in the number of radio homes, bringing the U. S. total to 25,000,000. Adding to these was held valid by Chancellor Dodge in district court April 10. the 4,000,000 extra home sets and Col. Barton, head of the Lion Oil the 5,000,000 automobiles equipped Co., bought the station from the with radios gives a total of 34,local chamber of commerce for 000,000 receiving possibilities for the nation. The brochure calls at-tention to Dr. Starch's study of \$75,000 and applied to the FCC for last summer which found that 70% Little Rock. Local interests headed of all home radios were in use at some time during the day during the summer, and that the average

plainants that he would dismiss the complaint for want of equity, would continue a temporary inlistening should total 77,000,000 junction previously entered at the family hours, from which CBS concludes that summer, like winrequest of defense attorneys against withdrawing the applicater, is a good time for advertisers tion for transfer of license and change of location, and would grant a decree providing for specific performance and the contract of sale. The FCC must vet act upon both the transfer and change of location applications.

Satina on West Coast

GENERAL FOODS Corp, (La France division), New York in April starts for 26 weeks House Undivided serial on 10 Mutual-Don Lee stations, 11:15-11:30 a. m. (PST) Monday through Friday, to promote Satina starch tablets. The series may be extended



No Shortwave Games

Chicago stations are not permitted



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W9XAA, WCFL's shortwave transmitter is not broadcasting the Chi-cago Cubs and Sox games because

JUST issued by CBS, A Summary Summer Radio Facts, Revised

Hot Springs, Ark., by Col. T. H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, Ark., a transfer and for its removal into by the mayor sought to prevent

the sale. Chancellor Dodge told the com-C

to broadcast games via shortwave this year. W9XAA broadcast the games last year but ball clubs al-though charging each station \$6,000 (\$3,000 per club) for rights to broadcast the Cubs and Sox games,

LE **A** Merited Reputation This station doesn't accept internal medi-cal advertising of any kind. Harmless reme-dies of any sort must first prove the truth of their claims by getting copy OK'd by the Food and Drug Administration. We - Auministration. We safeguard our listen-ers—that's why we're FIRST with local accounts in Chicago !

Texaco Score Books

TEXAS Co., New York, (Texaco) Hal Totten's broadsponsoring casts of the Chicago Cubs and Sox games over WCFL is offering copies of Hal Totten's 1937 Score 100,000 books were given out last year. The book includes a complete American and National League

CONSTRUCTION of KDNC. Lew-iston, Mont., new 100-watter on 1200 kc., will not start until mid-summer, according to Earl F. McGinnis, of the Lewiston, Democrat-News



which we know it to be, and Books to listeners. More than scoring system, separate pages for scoring, data and pic-tures of Cubs and Sox players, as well as information about other clubs. Hanff-Mertger Inc., New York, is the agency.

stations a program which during the usually dull summer afternoons attracts to the station an audience of such numbers as to enhance the value of other radio time. The desire for revenue will not be permitted to conflict with our higher purpose to always advance the leading interests of base-Explaining to announcers the

(Continued from page 13)

course they are to follow in play-by-play accounts, he said; "Under your broadcasting agreements you have simply and solely the right to give a play-by-play account of the game. That is the only right conferred. If this thought is kept in mind during your baseball broadcasts, if you are fully alive to the full extent of the privileges conferred under your broadcasting contracts, conduct your broadcasts in a manner consistent with the privilege, I an persuaded deeply that unhappy situations will be avoided." No right is given to criticize umpires, players, manthe dugouts or mingle with players on the field, he added, pointing to the difference between editorial comment during the excitement of the game and that given in the calmer moments afterward. In addition to the talks deliv-

ered by representatives of the advertisers and agencies, many men prominent in sports circles were present, including Charles Drake, assistant to Wm. Wrigley Jr., president of the Chicago Cubs; L. C. McEvoy, radio director of the





AGENCY GROUP-At Chicago baseball meeting were Karel Rickerson Kansas City, R. W. Heizer, Detroit; L. O. Holmberg, Chicago, all of J. Sterling Getchell, with Harry Hartman, WCPO, Cincinnati, seated behind Mr. Heizer.

ng executive.

Co., Milwankee.

division

York

Roy B. Dill, advertising manager, Lubrite Division, St. Louis: Conner

Griflin, account executive, New York;

R. W. Heizer, Detroit ; Karel Ricker-

son, Kansas City; L. O. Holmberg

Tucker, advertising manager, tir

B. F. Goodrich Rubber Co. · F T

Ruthrauff & Ryan Inc.: Luther

Wood, account executive, New York;

Tide Water to Sponsor

Summer Sports Series

TIDE WATER OIL Co., New

spot radio during the summer with

news and sports broadcasts on

seven independent stations and on

the 12-station Yankee Network to

begin late in April. Lennen & Mit-

Stations are: WFBR, Baltimore,

Inquiring Reporter, Tues., Thurs., 7:45-8 p. m.; WFIL, Philadelphia,

four five-minute newscasts daily

except Sunday; WOR, Newark,

Stan Lomax's sports comments,

WHEC, Rochester, news broadcasts

daily except Sunday, 8-8:15 a. m.

and 6-6:15 p. m.; WBEN, Buffalo,

news broadcasts, Mon thru Fri.

Wed., Fri., 7-7:15 p. m.;

chell Inc., New York, is agency.

(Tydol, Veedol), will use

manager of Chicago office.

Arden Bucholz, Chicago

Sterling Getchell Inc.: F. J.

American League; Major John S. manager, grocery products division Knox-Reeves: Wayne Hunt, presi-dent; John H. Sarles, vice-president; Brad Robinson, baseball broadcast Griffith, commissioner of Big Ten athletics; and Jack McCallister, Brad Robinson, baselsall broadcast executive; Lloyd Griflin, scout; Jim Kelley, scout; Ken Pottle, account Boston Bees Scout. They discussed the baseball broadcasts from the angle of the ball clubs. service; Ken Torgerson, The power of radio in making Haak Groseth, baseball meighandis

baseball fans out of listeners who Socony-Vacuun: George N. Walk-er, advertising manager, New York; W. J. Cerwe, Chicago division, Chi-cago; C. E. Sears, advertising man-ager, White Star Division, St. Louis; are only mildly interested in the game was brought out by Mr. Drake who said: "I think you all know how the Cubs have felt about broadcasting. For a good many years we have fought along on the side of broadcasting because we have felt it built the game, built Tunstall, White Eagle Division, Kan-sas City; F. H. Casey, Wadhams Oil the attendance and has done a tremendous job with Ladies' Day." Mr. Gale Speaks

At the Monday session, S. C. Gale, director of advertising of General Mills discussed his firm's commercial selling. He termed the baseball audience a flexible, floating audience that changes from minute to minute and day to day. The habitual day in and day out isteners represent only a small portion of the total audience reached by the play-by-play re-ports, he said. To thoroughly

cover this floating audience, Mr. Gale pointed out, General Mills sells Wheaties constantly at every hour of the game on every broad-The regular listeners hear repetition, he admitted, but by constantly shifting and renovating copy angles the habitual listener is saved from monotonous repiti-

The conference concluded with a banquet Monday night which was attended by leading sport officials, sport writers and radio editors. Representatives of the advertisers sponsoring the ball games, together with the agency men present,

General Mills: D. D. Davis, presi-dent; S. C. Gale, director of advertising; II. A. Bellows, radio consultant; Clifford S. Samuelson, advertising

> 7:30-7:45 p. m.; WFBL, Syracuse, sports broadcasts seven days weekly, 6:30-6:35 p. m. and 11-11:15 p. m.; WGY, Schenectady, sports Sound Effects (From Life) comments, Mon., Wed., Fri., 6:45-7 p. m.; Yankee Network, news, Mon., thru Sat., 6-6:15 p. m.

Mon.



Copyright Treaty Hearing Started NAB Opposed to Ratification

Until Duffy Bill Passes

FIRST public hearings involving copyright were held April 12 be-fore a subcommittee of the Senate Foreign Relations Committee in connection with ratification of the International Copyright Convention pending before the Senate during the last two sessions. The treaty was ratified last session but the

favorable action was withdrawn because of the failure of Congress to enact the Duffy Bill (S-7) which would modify sections of the copyright laws of 1909 to permit entry into the Rome Union. Representing the NAB, Sydney M. Kaye, New York attorney and authority on copyright, told the

tile Patents Committee.

Proposed Changes

Mr. Kaye pointed out that the

NAB stated its willingness to enter

the Convention a year ago provided

the necessary modifications were

broadcasting industry is entirely

opposed to adherence to the Con-

vention of Rome," Mr. Kaye tes-

tified, "unless such adherence is both preceded by a complete re-

and protected by such revision as

shall be adequate to safeguard the

needs of our industry." He said

that if without a comprehensive

attempted to adhere to the Con-

vention, "a chaotic condition will of necessity arise." Mr. Kaye said

the broadcasting industry makes

constant use of copyrighted works.

he pointed out the minimum penal-

right proprietors unless they afford

to American users such notice and

protection as is inherent in com-

Convention without any statute, or

with only such fragmentary modi-

fications of our law as was in-

cluded in the Cutting Bill, all of

these foreign works, not only such

works as we are accustomed to

recognize, but also pantomines,

dances and works of architecture,

STANDARD RAD(8)

Electrical Transcriptions

for STATIONS and SPONSORS

CHICAGO

BROADCASTING • Broadcast Advertising

HOLLYWOOD

"If we enter the International

pliance with formalities.

vision of our copyright statute

made in the current law.

segretary

posed ratification of the Conven-tion which would make possible entry into the International Copyright Union until such time as the Duffy Bill was passed. The Duffy Bill is now pending before the

He concluded with the plea that entry into the International Copy-right Convention be made feasible Senate Copyright Committee and hearings are expected. This bill passed the Senate last session but only as the result of carefully considered, well-planned, coherent and was blocked in the House by a hoscomplete domestic legislation and the reservation of such rights as

will adequately protect American authorship, labor and industry. John G. Paine, chairman of the Board of the Music Publishers Protective Association who on May 1 is slated to become ASCAP general manager, opposed adherence to Convention as a "dangerous thing" because Americans could not be sure what their rights would be until each case had been tested in courts of various countries. He said the United States could continue to work out copyright agree-

ments by bilateral treaties. Edward P. Kilroe, representing the Hays Motion Picture organization and Twentieth Century Fox revision of the law, this country Films, opposed adherence declaring the action should be postponed until after the next Copyright Convention in Brussels. He pointed out the difficulties to the film industry of setting up automatic Since the Rome Convention would copyright for foreign authors. bring about automatic copyrights,

kies now in the law would be so ATTENDING the spring dinner of the Gridiron Club of Washington onerous that the industry might suffer irreparable injury if this newspaper correspondents April country ratified the treaty prior were A. L. Ashby, NBC, New York; Harry C. Butcher, CBS, Washington; to the enactment of the remedial legislation. He declared that the Kenneth Berkeley, WRC-WMAL, Washington; Jack Howard, Conti-nental Radio Co.; Niles Trammell, Duffy Bill attempts to bridge the gap between this country's concept and the foreign concept on auto-NBC, Chicago. matic copyright by drastically lim-iting the remedies of foreign copy-

Tells Your

Story In

WERC

AMERICA'S

SECOND PORT

DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA



"The

e at in g shark weighing 250 pounds, yielded to the angling prowess of Dr. George Young, of WDGY, Minneapolis (left), who landed him with the aid of Dr. George Spielman, Mandan, N. D., at the Tarpon Springs, Fla., fishing grounds after a 50-minute fight. will be entitled to copyright protection.

COME TO PAPA-This eerie man-

Hearst International Advertising Service, New York, in a newly-cre-ated position. Mr. Young, who has been with NBC since 1932, said

that his work will be in the field of sales promotion and publicity for Hearst publications, but that it will have nothing to do with radio. His successor at NBC has not yet een named.

Gar Young to Hearst

GAR YOUNG, director of NBC's Trade News Service, has resigned from the network's advertising

and sales promotion department as

of April 15, on which date he joins

Canadians to Promote

IMPERIAL Broadcasting System, Alta.—has appointed Rintoul-Stie-pock Inc., New York, as advertis-ing and sales promotion counsel. H. Stiepock, vice-president of the agency, is at present making a tour of these stations, preparatory to launching the advertising and promotion campaign, which will in-clude a study of the markets of western Canada and their coverage by these stations, which are repre-sented in the U. S. by Weed & Co.

Minit Rub News Series BRISTOL-MYERS Co., New York

BRISTOL-MYERS Co., New York (Minit Rub), on April 26 starts'a series of five weekly quarter-hour news broadcasts on WOR, WGN, KWK, WWJ, KDKA, WAVE, WBEN, Young & Rubicam Inc., New York placed the cabacile New York, placed the schedule.

FREE & PETERS. Inc.



San Francisco Los Angeles

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'Frothy Frolickers'

PETER DOELGER Corp., New York (First-Prize beer) on April

7 began its initial radio campaign

with a 26-week schedule of 15-min-

ute programs, three evenings weekly on WHN, New York. The program is titled *Frothy Frolick*-

ers. Lee Rousseau, who with Carl

Doelger is directing the campaign, said that another New York station

may be added later, and that sta-

tions in other markets will be used

as rapidly as distribution problems

are met. Mr. Rousseau was radio

director and copy chief of the east-

ern office of Staples & Staples, Inc.,

(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Richmond, until recently.

Goodrich Local Discs

B. F. GOODRICH RUBBER Co.. Akron (tires) has prepared a series of 15-minute transcriptions be-ing placed through local Goodrich dealers throughout the United States. The recordings feature B. A. Rolfe, Mills Brothers and Boswell Sisters. Ruthrauff and Ryan Inc., New York, produced the ser-

Accident Week Discs

NATIONAL Accident and Health Insurance Week, April 26 - May 1. is being promoted through a series of five-minute dramatized tran-scriptions titled It Happens Every Day. The transcriptions are being placed by local committees throughout the country, and are being scheduled daily during the week.

> The Largest Independent **Frequency Measuring** Service in the Country





62-10 WOODSIDE AVE., WOODSIDE, L. I., N. Y.

Senator's Nerve WHEN Senator Capper (R-Kans.), owner of WIBW,

Topeka, made his customary weekly trek to National Recording Studios in Washington April 2 for his 15-minute transcription review of the Washington scene, engineers in the studios noticed he was minus his usual firm step. He began his radio address. Intermittently his voice faltered, according to Lewis Windmuller, head of the studios. Immediately upon completion of the recording the Senator returned to the Mayflower Hotel. Later that night, he underwent an emergency operation for appendicitis. The transcription was broadcast over WIBW April 4 and over KGGF, Coffey-

WIP Being Rebuilt

ville, the following day.

AN EXPANSION program, involving the replacement of the present two towers atop the Gimbel Store by a single-mast tower 320 feet high at 21st & Hamilton St has been started at WIP, Philadelphia. New RCA 1,000-watt transmitting equipment is being installed, and the WIP studios will be revamped with master control moved to a different section of the store building. The station is spending \$60,000 on its building program, which it expects to have completed by June 1.



provide new general offices, an office for Sales Manager Charles Couche and an enlarged organ studio for KOIN



MODERNISM MOTIF

Latest Equipment Ordered

-For KOIL Transmitter-

WITH a modernistic housing for

its new 5,000-watt RCA trans-

mitter, KOIL, Omaha, will have

the last word in equipment. The

new building and transmitter will

be ready before the end of June.

Ground was broken the last week

in March. The new plant will

cover 18 acres of Iowa farm land

three miles east of the South

Omaha bridge across the Missouri

River. The building will be mod-ernistic in design, fireproof, air

conditioned, painted a dazzling white and floodlighted at night.

The antenna tower, 300 feet high,

is of the self-supporting type and

the ground system will consist of

more than nine miles of copper wire run radially from the tower

and joined at its base by a copper

ground screen. When the new

building is completed. Mark Bul-

lock, KOIL chief engineer, and his

family will move into an apart-ment on the second floor.

III

have been installed.

strength.

to sample colors.

livery June 1.

1000 watts April 5.

new studio modernistic in design and suspended on springs, which will make

WKBZ, Muskegon, Mich., has pur

chased a WE 110A program amplifier

and automatic volume limiter for de

KFJB, Marshalltown, Ia., announces the installation of Western Electric equipment, complete from new micro-

phones to 210-foot vertical radiator.

KFVD, Los Angeles has installed its

new .252-foot single vertical antenna

tower on the grounds of the Pacific

Military Academy near Culver City,

and expects to start operating on

KGMB, Honolulu, has bought a new

RCA portable mobile transmitter, KGXCJ, used for special event pick-ups. Station is the only one in the

Hawaiian Islands to be so equipped.

JAMES MIDDLEBROOKS, who re-

cently had charge of the installation of transmitters for WEEL, Boston,

and WKRC, Cincinnati, for CBS will

direct work on the new KSFO, San Francisco, Western Electric transmit-

BRUSH DEVELOPMENT Co,

Cleveland, has moved to its own

building at 3311 Perkins Ave. It has

enlarged its facilities and increased

KGNC, Amarillo, Tex., announces the

installation of a new WE transmitter

under the supervision of J. H. Speck,

chief engineer. New air-conditioned

studios, offices, artists' lounge, and

audition room are nearing completion.

the number of its employes.

a total of eight KMOX studios.

city.

microphone ever built. Thousands in daily use for paging, window demonstrations, esports events, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.



GATES Manufacturers # Everything in Speech-Remote-424 Warren Lane Inglewood, Calif., U.S.A.

Transcription and Microphone Equipment GATES RADIO & SUPPLY CO QUINCY ILLINGIS

WHIP, new 5,000-watt daytime sta tion at Hammond, Ind., under the same ownership as WWAE, Han-IN THE same ownership as WWAD, Hat mond, is having new equipment in stalled by Graybar Electric Co., Ghi. cago. Included is a 5,000-wart Wes-term Electric transmitter of latest type, which will be located about five miles south of Hammond, and a Blaw. Knox directional antenna system as developed by Bell Laboratories, WHIP is expected to begin opera-tions before May 1. CONTROL ROOM

ROBERT SUTTON, of Spokane, has replaced Verne Rowley as chief of the technical staff of KGVO, Misthe technical staff of KGVO, Mis-smith, Mont. Carl Johnson, also of Spokane, has joined the technical staff. Mr. Rowley has' returned to govern-ment service to install radio beacous along airways.

Carlsbad Troubles

A TREE setter-outer recent-

A TREE setter-outer fecent-ly chopped in half the trans-mission line of KLAH, Carls-bad, N. M. On top of that, when the 183-foot vertical

antenna was going up a part

of a supporting line was cut,

fell across a guy line, tang-led and hung suspended 90

TOM G. BANKS Jr., formerly of KOMA, Oklahoma City, in March took over his duites as chief engineer of KFXR in the same city. Assisting him as relief operator is Frank Good-son, formerly of KGFG (now

LESTER HARLOW, transmitter en-gineer of KUOA, Siloum Springs, Ark., is the father of a baby girl born

M. W. WOOD, head of the Chicago

NBC sound effects department, on April 5 discussed the technique of

sound effects in radio drama during the National Farm & Home Hour on

E. K. COHAN, director of engineering

of CBS, has returned to his office after a two-month stay on the Pacific Coast.

primarily in Los Angeles, where he supervised engineering phases of the new CBS setup on the Coast.

J. D. PARKER, who was graduated

last February from the Massachu-setts Institute of Technology, has

been added to the CBS general en-

ginteering department in New York as

feet in the air.

KTOK).

April 2.

NBC-Blue.

an assistant

WJTN, Jamestown, N. Y., which last fall was taken over by interests controlling WSYR, Syracuse, has X VINCENT PARSONS, chief tech N. VINCENT FARSONS, chief tech-nician of KPPC, Pasadena, Cal., is gonducting a twice weekly course in "Radio Production and Technique" at completed its new plant one and one half miles from Jamestown and new is operating with 100 watts night and 250 watts day on 1210 kc. A new Western Electric transmitter "Anno i conuction and "reehnique" at the Pasadena Junior College. Course includes actual production of radio programs on the air. along with a 200-foot vertical tower

HAROLD E. BENDER, KMPC, Beverly Hills, Cal., technician, was WBAL, Baltimore, has installed a married to Edith Edwards of Long WBAL, Battimore, and instanted a Western Electric Type 110-A program booster, new development of the Bell Laboratories which WOR, Newark, Beach on March 26, it was revealed early in April.

KARL MILLER, for the last ten years a sound engineer with Asso-ciated Cinema Studios, Hollywood and WSM, Nashville, were first to acquire. It acts automatically to control the volume of a program at peak transcription producers and its prede-cessor, Freeman Lang Studios, on levels and increases field signal April 1 resigned to take a similar po-sition with G. & G. Sound Corp., that

RCA Mfg. Co., Chicago has moved to 589 E. Illinois St. where a large exhibit room for displaying station equipment will be completed before city. LARRY MILLS, formerly with the Franklin Transformer Co., has joined the engineering staff of WCCO, Minthe NAB convention opens in that AMPERITE Corp., New York, is furnishing microphones in paste annolis

eau, Mo.

www.americanradiohistory.com

ERNEST CAMPBELL has joined the technical staff of KXA, Seattle. shades as standard equipment for use J. M. COMER has been appointed chief engineer of WATL, Atlanta where microphones should harmonize with surroundings. Chrome and egg-shell finish are available from stock FREDERICK WHEELER, formerly with WREN, Lawrence, Kan., has joined the technical staff of WKY, while other shades can be matched Oklahoma City. KMOX, St. Louis, is constructing a

DICK. NORTH, formerly of KSUN D. A. (Red) REESOR, maunger of the Atlanta office of RCA Mfg. Co. transmitter sales and Mrs. Reesor on Lowell, Ariz., has joined the engi-neering staff of KGNO, Dodge City, Kans., as assistant to Emil Doane. April 5 became the parents of twins, a boy and a girl. chief engineer. THE "silver anniversary convention" ROBERT R. SNOW has joined the control staff of KFVS, Cape Girard-

of the Institute of Radio Engineers will be held in New York City May 10, 11 and 12.



YOUR RADIO AUDIENCE will buy you THIS PRESTO RECORDER



In every community, large

enough to support a broadcasting station, there are at least 500 live prospects for the sale of Presto recordings at \$3.00 to \$5.00 each. This statement is backed by reports from scores of PRESTO equipped broadcasting stations . . . 100 watters as well as leading network stations.

Your station should receive this business because instantaneous recording is a natural extension of your present activities. Your sta-tion is now the center of musical activity in your community. You have studios suitable for recording. You have trained technicians who can learn to use a Presto recorder in a few days time. You control an ideal advertising medium through which you can advertise a recording service without cost. All that you need is the recording equipment.

AND HERE IS OUR FREE TRIAL OFFER

Order a Presto model D recorder. Specify in your order that you reserve the right to return the equipment or exchange it for a larger model within 30 days after delivery. If you decide not to keep the equipment, no explanation will be necessary. Simply return the equipment and we will issue credit or refund your money. You will be obligated only for transportation charges and the cost of records and needles used.

This offer is made to broadcasting stations only. Wire today and be assured of prompt delivery.

The model D recorder makes 12" records at 78 RPM only. It is shipped for trial with 25 records and a supply of recording and playback needles. Total cost \$283.00 Net FOB New York.



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BROADCASTING • Broadcast Advertising **BROADCASTING** • Broadcast Advertising

Grocery Products Test GROCERY STORE PRODUCTS Inc., New York (Jacob Mush-rooms), began its initial radio advertising of canned mushrooms with a 13-week test series of participation announcements on WHN, New York, on April 1. The participations are three days weekly during the C. Houston Goudiss Hour. Harry L. Lance, advertising manager, indicated that this test will have an important bearing on future radio advertising plans of the company, which also manufac-tures Foulds Macaroni, Golden Age Macaroni and Kitchen Bou-quet Food Flavoring. [Mushroom dvertising is placed through J. M. Mathes Inc., New York. Ben I. Butler is account executive.

Speaking of phone surveys, out of 400 calls only 17 radios where tuned to stations other than 1000 watts KGVO Missoula, 1260 kc. Montana Columbia Broadcasting Affiliate

the Los Angeles Planning Com-mission has approved submitted plans. A studio auditorium seating 1,050 persons, and seven additional studios of various sizes, two of which will accomodate 250 people each, are included in the five-story building, which will be air-conditioned throughout, with recreational accommodations on the roof for employes. Conference rooms

OPERATING THE LATEST HIGH FIDELITY 5000 WATT TRANSMITTER

Invites Inquiries About Day Time

high-class programs.

The Distinguished Broadcasting Station

Station KSD The St. Louis Post-Dispatch

PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

Now Available

Occasionally, choice periods are released

and become available for those who have

A few desirable day time periods are now

Inquiries are invited and KSD will make

every effort to accommodate additional

Write, phone or wire.

SAN FRANCISCO LOS ANGELES

filed for reservations in advance.

open for immediate consideration.

Coast vice-president in that city, said April 8, in announcing that

with accomodations for catering service and a press room for visiting newspapermen are also included Prof. Vern Knudsen of the University of California, Los Angeles, considered an outstanding author-

CBS Ready to Start in Hollywood On Building of \$2,000,000 Studios

ity on sound engineering, has been engaged by CBS to act as acousti-ACTUAL work on the proposed \$2,000,000 CES Hollywood building and studios on Sunset Blvd., between Gower & El Centro streets will get under way by April 19, Donald W. Thornburgh, Pacific cal consultant.

A glass-encased master control room and other engineering units will utilize a great portion of the ground floor of the structure. Music and program departments, along with three studios will be housed on the second floor, as will the Columbia Artists Inc., concert, department, traffic and news bureaus. Conference rooms, sales, promotion and special events departments will occupy the fourth loor. Audition rooms and network executive offices will be on the fifth floor. Structure will be modern American in design and it is expected to be completed by Nov. 15. Thornburgh said that no plans were immediately in prospect for a television studio, but stated that ground plans provided for such a development. He also called atten-tion to the fact that additional

space is held for a second match-

in St. Louis

ing studio auditorium adjacent $_{
m to}$ the one to be built now. He further revealed that a two-story corner business structure, for leasing t advertising agencies, and other or ganization in the radio field, will also be erected on the site as a separate unit. When studios are com. pleted CBS will continue to operate its two owned and leased theatres in Hollywood, he said.

With CBS starting actual struction, Don E. Gilman, NBC western division vice-president in San Francisco, is scheduled to leave the West Coast this month for New York where he will dis cuss with network officials plans for his organization's new Holly. wood studios and executive offices. NBC has outgrown its present Hollywood setup, and with more commercials than it can handle emanating from there by fall, the network recognizes the need of im-mediate action. It is believed that Gilman has several definite ideas in mind, and upon return to Cali. fornia after his conference will an nounce where the new Hollywood studios will be located.

In the meantime building plans (as revealed in the April 1 issue of BROADCASTING) on a unit basis similar to motion picture studios, which will permit erection of strue tures on any reasonable site, are being drafted in New York, under direction of O. B. Hanson, NBC chief engineer.

Don Lee Claims Record

For Television Program HIGH-DEFINITION television at tained a new record in distance transmission on April 9 during demonstrations by Harry R Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, before scientists in annual convention at the California Institute of Technology in Pasadena. Telecast was projected over a distance of 101/2 miles from the Don Lee experimental television station W6XAO in Los Angeles. The high-definition images comprised 300 lines to the image, repeated at the rate of 24 images per second. Image was comparable to a 55-screen cut on ordinary newsprint. Sound was projected over an auxiliary ultra-shortwave channel. Demonstrations were also held at the Institute the following day, at 15-minute intervals, to which the

public was invited PROOF AN AN AN AN A ITTTTT. THUL Just ask for it! then you will understand just

The Sporth

IT IS NOW

KXBY IN KANSAS CITY, NO. FULL TIM FIRST NATION

TELEVISION.Inc

IN THE CENTER OF THE DIAL!

500 WATTS

880 КС.

\sim SCRANTON • PENNSYLVANIA \sim

Joins The

Columbia Broadcasting System

May 2, 1937

ND NOW CBS advertisers can cover, thoroughly and completely, $\mathbf N$ the 3rd largest city in Pennsylvania which is in the center of the 17th largest metropolitan area in the United States.

WCBI is the ONLY station which serves Northeastern Pennsylvania. ... It has built a large, loyal audience because of its superior programs which include not only many outstanding national features but many of exceptional local and regional interest. To sell your product successfully in Northeastern Pennsylvania YOU MUST USE WGBI.

SCRANTON BROADCASTERS, Inc.

FRANK MEGARGEE, President

SCRANTON

PENNSYLVANIA

Page 76 • April 15, 1937

Population

Coverage

Based on population of counties receiving one-

half millivolt service

or better

5,906,905

2,481,390

KSD Day Time

KSD Night Time

BROADCASTING • Broadcast Advertising BROADCASTING • Broadcast Advertising

www.americahradiohistorv.com

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Net Series Switch To Daylight Time Intricate Changes in Schedule

Setups Are Necessary

APRIL 25 inaugurates daylight saving time for many American cities and spring moving week for many radio programs, as network and local sponsors jockey for positions as good or better than those they now have, under the new setup in which each time zone is divided between cities that go in for summer time and those preferring to leave their clocks alone.

Some changes are simple; others are anything but, as, for example, the Ford Dealers Universal Rhythm show, starting on CBS on April 17. For the first two broadcasts (April 17 and 24) all stations in the EST zone will carry the 7:30-8 p. m. broadcast, and all others the repeat program 10:45 - 11:15 p. m. (EST). But then daylight savings arrives and on May 1 and following Saturdays the original broadcast will go only to those few stations who are located in cities changing to EDST, while all others get the rebroadcast at 10:45 p.m. (EDST). This repeat broadcast comes at the time now occupied by the Courteous Colonels, sponsored on nine midwestern stations by the Barnsdall Refining Corp., which moves out of this position to a Sun-day evening time, 7 to 7:30 p. m. (EDST).

Other network changes, in addition to those previously reported [BROADCASTING, April 1], include:

LDOADCASTING, April 1], include: NBC Sterling Products Inc., New: York (Phil-lips Dental Cream), moves iThe Sweetest Love Songs Ever Sung on NBC-Blue from Mon., 8:30-9 p. m. (EST), to Tues., 9:30-10 p. m. (EDST)., losing WCKY. Covington, in the process. Bowey's Inc., Chicago (Dari-Dan on NBC-Red., Mon., Wed. Fri, from 5-5:15 p. m. (EST) to 5:15-5:30 p. m. (EDST), and the repeat from 5:45-6 p. m. (EDST) to 7-7:16 p. m. (EDST).

the repeat from 5:45-6 p. m. (EST) to 7-7:15 p. m. (EBST). MacFadden Publications Inc., New York (True Story Magazine), moves Court of Human Relations rebroadcast from Fri, 11:30-midnight (EST) to 12:30-1 a. m. (EDST), NEC-Red.

MBS

MBS Gospel Broadcasting Assn., Los An-reles, moves Gospel Program, Sun., from 10-11 p. m. (EBST) to 11-12 p. m. (EDST) at the same time expanding the network Lehn & Fink Products Co., New York (Hinds cosmetics), moves Life of Mary Southern, Mon. thru Fri., from 4:15-4:30 p. m. (EST) to 5:15-30 p. m. (EDST). Fels & Co., Philadelphia (Fels Naptha soap), moves Tom, Dick & Harry, Mon., Wed., Fri., from 12:15-12:30 p. m. (EST) to 1:15-1:30 p. m. (EDST). Procter & Gamble Co., Cincinnati (Oxy-dol), eliminates relrozadcast of Couple Next Door, Mon. thru Fri., from 1:45-2 p. m. (EST) to Still take it at some time as WGN, 10:45-11 a. m. (EDST). Gordon Baking Co., Detroit (Silver Cup ON THE grounds that many listeners are confused into believing the President is actually speaking, WMCA, New York, while broadcasting the Press Association Photographers dance the night of

April 9, cut off the voice of Arthur. Boran, professional mimic, as he simulated President Roosevelt. The station pointed out that it was following accepted practice, already

(EDST). Gordon Baking Co., Detroit (Silver Cup Bread), moves Lone Ranger Mon., Wed., Fri, repeat broadcast from 10:30.11 p. m. (EST) to 11:30-midnight (EDST). there is no official rule against such broadcasts.

CBS Beneficial Management Cbrp., Newark (financial), moves Your Unseen Friend on CBS from Sun., 5-5:30 p. m. (EST), to Tues., 10:30-11 p. m. (EDST), at the same time reducing its network from 25 to 12 stations. quently imitated during the March of Time broadcasts early in his ad-ministration, but the White House asked that this be halted unless

to 12 stations. Gillette Safety Razor Co., Boston (razor blades), cuts its Original Community Sing on CBS, Sun., from 45-minutes to a half-hour. Now broadcast from 10 to 10:45 p. m. (EST), beginning April 25 it will be aired from 10 to 10:30 p. m. (EDST). special permission is obtained beforehand. On several occasions in recent years such permission has been granted through Stephen Early, White House secretary. Explaining the cutting off of Mr. Bor-

WOR. Newark, on April 12 advanced its sign-on time from 6:45 to 6:15 a. m. The half-hour will temporarily an's imitation Larry Nixon, WMCA press representative, said: be filled with recorded music, but is is believed that the station is making an audience check for an adver-tiser who is considering this early. morning hour.

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A DOLLAR'S TRAIL WJSV to Follow 20 Coins

-In Promotion Plan-TO PROMOTE consumption of locally manufactured articles and local service, WJSV, Washington,

in conneration with the hoard of trade, has developed a novel pronotional scheme in which the work of a single dollar is followed. Beginning April 10 with a broadcast. 20 silver dollars were sold to 20 members of the board of trade representing as many diversified local industries. Included in an envelope with the dollar were 10 gov-

ernment post cards requesting information as to the date the coin changed hands, name of firm receiving it, product or service purchased and a question as to whether it pays to trade in Washington. During the week, as the dollars follow their individual courses, about the city, the cards are mailed to the station, making possible an accurate check on their progress.

On successive Saturday evening programs, a resume is given of the activity of the dollars and a representative of the board of trade speaks briefly in connection with the campaign to promote local trade. The campaign is the brainchild of A. D. Willard Jr., manager of WJSV.

New Bayer Drama

STERLING PRODUCTS. Inc., New York (Bayer Aspirin), on April 14 started Her Second Husband, a dramatic serial starring Helen Menken, on 20 NBC-Blue stations, Wednesday, 8:30-9 p. m. (EST), replacing Ethel Barrymore's series of revivals of famous stage successes previously broadcast for the same sponsor and product at this time. Agencies: Blackett - Sample - Hummert Inc., New York.

force on the networks, although

President Roosevelt was fre-

PRESIDENT'S MIMIC CUT OFF

WMCA Turns the Switch When Guest at Dance

Broadcast Imitates Roosevelt-

hem



run nearly a month and after establishing a new endurance record for a case involving a single fre-quency assignment. The hearings which were held before the full Commission involved a half-dozen competitive applications for full time assignment on the 1400 kc. regional channel now occupied by four time-sharing stations in Brooklyn.

HEARINGS CLOSED

Fraught with controversy, these cases actually date back to 1932, when the first applications were filed with the former Radio Commission. They were decided two years ago but on petition for rehearing, the FCC reopened the cases de novo for the taking of new testimony. It is estimated that since the hearings began March 18 some 100 witnesses have appeared. A dozen lawyers have participated and there have been approximately 3500 pages of testimony aggregating possibly a million words excluding 400 ex-

hibits. In deciding the case originally, the FCC proposed deletion of two of the stations and allotting of half time to the Brooklyn Daily Eagle for a new station and of the balance of the time to WBBC, Brooklyn, one of the four present occupants of the channel. In addition to the Eagle and WBBC, each of which seek full time, other par-ticipants are WVFW, Brooklyn, WARD and WLTH, Brooklyn, which jointly seek full time in lieu of their present quarter time assignments by virtue of an arrangement with the Day, Jewish language newspaper, and WEVD, socialist station in New York operating on 1300 kc., which seeks full time on 1400 with 1,000 watts. The latter application is backed by the ewish Daily Forward.



"DUTCH" REAGAN

SCREEN TREAT

QUITTING the air for the films is an unusual departure from routine, especially for a radio announcer. One of the first announcers to land a movie contract and "go Hollywood" is Ronald (Dutch) Reagan, 26, sports announcer of WHO, Des Moines, He leaves June 1 to join the Warner Brothers artist staff in Hollywood. Handsome young Mr. Reagan's

contract, calling for an initial six. month salary of more than \$200 per week, came as a result of a screen test taken in an unguarded moment while he was in California in March on his annual tour of the Chicago baseball clubs' spring training camps to gather broadcast material. He is a former Eureka (Ill.) College football and track athlete, unmarried, 6 feet tall and looks a bit like Dick Powell.

New Program Amplifier Is Announced by Bell A NEW program amplifier, which automatically prevents over-modulation, was announced April 13 by Western Electric Co. Developed by Bell Telephone Laboratories, it was said the new instrument will enable stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power. The program amplifier in-

corporates a circuit which nor-mally amplifies the program to a predetermined level, Western an nounced. When the input increases

Whenever peaks exceed some pre-selected level, a light flashes so that the operator may know just when and how often these peaks occur. If they occur too frequently, it is an indication that the general level of modulation is too high and the operator is thus advised that a readjustment is necessary.

DON WILSON, NBC Hollywood an nouncer, has been signed for an im-portant role in Radio City Revels, to be produced by RKO

BROADCASTING • Broadcast Advertising

Baseball in Detroit WITH the opening of the Ameri-

can League base ball season on April 20, WWJ, Detroit, will begin its thirteenth consecutive year of broadcasting the games of the Detroit Tigers. Ty Tyson, sports announcer who did the world's series for NBC last fall, will again bring every Tiger game to the baseball fans. Sponsors of these broadcasts are Socony-Vacuum Oil Co. and General Mills Inc., each company acting as sponsor on alternate days

ANSKY & BAILEY

An Organization of

Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash, D. C.

There is no substitute for experience

GLENN D. GILLETT

Consulting Radio Engineer

982 National Press Bldg

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EDGAR H. FELIX 32 ROCKLAND PLACE

Telephone: New Rochelle 5474

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Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage

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Specializing in Broadcast and

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Earle Building, Weshington, D. C.

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66 BROAD STREET

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NEBRASKA

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

BROADCASTING • Broadcast Advertising

Reporte

OMAHA

Kik Starts in South

DELAUNAY BEVERAGE Co. New York (Kik, soft drink), will use daily spot announcements in the territory in which the beverage is now distributed, with other cities added as the distribution is increased. The campaign, which will include newspapers and car cards as well as radio, will start this month in Tennessee and North Carolina and will be extended through the Southeast and northward as the warm weather arrives. M. H. Hackett Inc., New York, is in charge of the campaign.

MCNARY and CHAMBERS

Radio Engineers

National Press Bldg. Nat. 4048

Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer

Montclair, N. J.

"25 years of

Professional Background"

E. C. PAGE

Consulting Radio Engineer

1311 Livingston St. Davis 2122

Evanston, III.

FRED O. GRIMWOOD

Consulting Radio Engineer

Specializing in Problems of Broadcast Transmission and

Coverage Development.

HERBERT L. WILSON

Concutting Radio Engineer

Design of Directional Antennas

and Antenna Phasing Equip-

ment, Field Strength Surveys, Station Location Surveys,

Evansville, lad.

NEW YORK CITY

NEW YORK, N. Y.

P. O. Bex 742

260 E. 161st ST.

PROFESSIONAL

DIRECTORY



Senator Lodge (R-Mass.) at left and Rep. Mayerick (D-Texas) dedicated a radio room April 2 in the House Office Bldg., Washing-ton, for the use of members of Congress. From this room direct wires lead to local radio and transcription studios and members of Congress will use this convenient studio for broadcasts as well as for recordings to be sent to their states and broadcast locally to their constituents. R. J. Coar, pres-ident of U. S. Recording Co., is in charge of the Radio Room.



CLASSIFIED ADVERTISEMENTS Help Wanted and Situations Wanted, 7c per word. All other classi-fications, 12c per word. Minimum charge \$1.00. Psysble in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Station, Program or Production execu-tive with 12 years experience in every phase of radio-announcing; continuity writing; production; artist. Experience on small and large stations and network. Would like connection with independent station. Dependable; good habits; best of references. Any reasonable proposition con-sidered. Write R. F., 15104, Maltman Ave-nue, Los Angeles, Calif.

Experienced radio executive desires sta-tion managerial position. Ten years' com-prehensive training in radio included; posi-tions as production manager, program, studio and publicity directorships, and an-nouncer. Also experienced newspaperman and author. References. Box 660, BROAD-CASTING CASTING.

ANNOUNCER. Seven years' experience. Now on nationwide network. Excellent ref-erences. No swell head-will work reason-able in order to change employer. Name your ofter - send for details. Box 668, BRAADCASTING.

Chief engineer with eighteen years radio-broadcasting experience; formerly in charge of several prominent stations in the East desires connection with broadcast station or small chain of three or four stations as chief engineer. Box 661 BROADCASTING.

Announcer. Five years in Chicago radio. Also acting, continuity and pro-duction experience. Box 667, BROADCASTING. duction experience. Box 667, BROADCASTING. Fifteen years' radio experience. Sober, industrious, reliable, versatile broaidcast man. Age 29, college education, naval re-serve officer, carry both radiotelephone first and radiotelegraph first. Former chief engineer large station, RCA engineer and sound-broadcast instructor. Advertising sales, copywriter, production, dramatics; excellent recommendation and am looking for real opportunity with large station an-nouncing-continuity department. Prefer near Chicago but will go anywhere if announcer. Especially interested news writing-announcing. Box 662, BROADCAST. ING.

Situations Wanted (Cont'd.) PROGRAM DIRECTOR. Nearly a decade PROGRAM DIRECTOR. Nearly a decade in radio. Announcing, personnel, publicity, production, continuity, programming capa-bly handled. Employed but desire a change. Best references. First offer of \$50 weekly accepted. Box 664, BRAADCASTING.

IN

WASHINGTON

RADIO EXECUTIVES pre-

fer the location and smart

surroundings of this distinc-

tive hotel. Write or wire for

CROSS FROM THE

The

HAY•ADAMS HOUSE

LAFAYETTE PARK AT SIXTEENTH

WASHINGTON, D.C.

1.65 S.A.

HH 1114H

Single from \$3.50

Double from \$5.00

reservations

Rooms-

Announcer. No claim to being sensa-tional, but I keep the sponsors happy. Box 665, BROADCASTING.

Help Wanted

Experienced production manager for prospective Northern station. Thorough knowledge of programming, directing, continuity writing, etc. Prefer one desir-ing advancement. Give full details in first letter. Box 669, BROADCASTING.

Local Florida Station desires salesman, commission basis. Give full details of self and experience. Box 668 BROADCASTING

Continuity writer. Experience must in-clude all phases of commercial and sus-taining copy. WKZO, Kalamazoo, Mich. For Sale-Equipment

A real Bargain in a Used Transmitter, in excellent condition. A 1000 watt RCA Transmitter, Type 1.B complete with 6000-volt Generators, and all equipment as shipped by factory. Specially priced for-quick sale. Act quick. Station, KOY, Phoe-ir Arignet nix, Arizona.

For Rent-Equipment

Approved equipment, RCA TMV-75-B Approved equipment, KCA TM V-78-B field strength measuring unit (new), direct reading: Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio odcilla-tors, etc. Reasonable rental. Allied Re-search Laboratorics, 260 East 161st Street, New York City.

Wanted to Buy

Highest price paid for used 16-inch cel-lulose acetate direct recorded records. State quantity you have. Box 666, BROAD-CARTING



www.ameri

eliminating it we protect the listener from confusion. Frequently during amateur hours contestants approach us with proposals to bursque the President, and we stop **Candid Photo Exhibit**

AN NBC photographic exhibit of

200 pictures by Ray Lee Jackson, William E. C. Haussler and Syd Desfor, NBC staff photographers, will be open to the public April 19 through May 1, in Number 3 Gal-lery, Mezzanine floor, RCA Building, New York. Stars of NBC will be shown in action before the microphone by the candid camera and portraits and character studies. Many pictures of experimental television, heretofore unpublished or placed on public display, will be a feature of the exhibit.

serious speech or mere nonsense.

Furthermore, mimicry is not good broadcast entertainment, and by

"We ban presidential imitators JOHN HARRISON, formerly of WBBM, WMAQ and WFAA, and Bob Holt, formerly of KFRU and KMOX, have joined the announcing staff of KTUL, Tulsa, Okla. because too many in the unseen audience might think it was actually Mr. Roosevelt at the microphone, whether the mimic delivers



· (Broadcast Division)

- MARCH 31 TO APRIL 13, INCLUSIVE

Decisions . . .

APRIL 1

WHB. Kansas City-Effective date des' cision of 11-17-36 extended in denying ap-plic. WHB for CP No. 3808 from 4-8-37 to 4-15-37

to 4-15-37. RATFFICATIONS — Brook Tyn Daily Eagle Brdestg. Co., for subpoena to com-pel attendance Anthony D'Angelo, Brook-tyn, president of Paramount Brdestg. Corn. in Brooklyn cases and denied re-quest for subpoena duces tecum to compel his attendance with certain books and documents: approved form letter of ac-counting the for grant requests for time counting dept. to grant requests for time extension for Report Form H for holding companies until 4.30-37, with understand-ing that reports be filed earlier if prac-

APRIL 2 APPLICATIONS GRANTED:

KVI, Tacoma— CP aux trans. KRLC, Lewistown, Id.—Mod. CP trans. ite. change equip., vert. rad. WILL, Urbana, Ill.—Mod. CP comple.

date. WHBP, Huntsville, Ala.-Mod. CP

change equip. WROK, Rockford, Ill.-License for CP. KLS. Oakland-License for CP. KHUB, Watsonville, Cal.-License for

CP. WHP, Harrisburg, Pa.—License for CP. WSAJ, Grove City, Pa.—Mod. license change hours, applic. renewal dismissed. WBBR, Red Bank, N. J.—License for CP

change equip. WKY, Oklahoma City—License aux.

change equip.
change equip.
WKY. Oklahoma City-License aux.
tWKO. Tacoma-License for CP and mod.
KMO. Tacoma-License for CP and mod.
KOY. Phoenix. Ariz.-Mod. license increase 500 w 1 kw Nk 50 1 kw N & D.
KTEM, Temple, Tex-CP. new equip.,
increase D to 250 w.
NEW, A. H. Belo Corp., Grapevine,
TEX.- CP high-freq. 100 w.
SET FOR HEARING-NEW, Kenneth Baker, Hartwell Gaus, V. A. Bermier, d/b
Key City Brdestg. Co., Kankakee, III., CP 1000 km, N. D., CP move trans. locally,
directional N., Change 1500 to 600 kc, increase to 100 w uni.; WKEU, Griffin, Ga.,
CP vert. radiator, change 1500 to 600 kc, increase to 100 w uni.; WKEU, Griffin, Ga.,
CP vert. radiator, change 1500 to 600 kc, increase to 100 w uni.; WKEU, Griffin, Ga.,
CP wert, cP change trans., direct-banal N., change 920 to 630 kc, increase food to 10 kw uni.; WKEU, Solo Kc, increase food by 10 Sh.-KFEL to 1 kw uni.;
SNreweport, La, mod. license to 620 kc 600 w 250 w D to 250 w 250 kc, 100 w 250 w 250 w 250 kc, 100 w uni.;
NEW, Clark, Standiford, L. S. Coburn, A. Sidner, Fremont, Neb., CP 1370 kc 100 w uni.; KGAR, Tucson, Ariz., mod.
new 1370 to 1340 kc, increase N to 250 w 100 w uni.;
NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb., CP 1370 kc 100 w uni.;
MCTON ON EXAMINER'S REPORT-KRLH, Midland, Tex, denied as in default applic. mod. license 1420 to 1210 kc, sus-

ACTION ON EXAMINER'S REPORT-KRLH, Midland, Tex., denied as in default applic. mod. license 1420 to 1210 kc, sus-taining: Examiner Seward.-ORAL ARGUMENTS GRANTED (to be held 5-6-37)-Adv. Pub. Co. & Fred J. Hart.' Honolulu: Central States Brdestg. Co.; WLLH, Lawfence, Mass.; Sioux City Erdcstg. Co. & C. W. Corkhill, Sioux City, fa.

ORAL ARGUMENT CONTINUED (4-ORAL ARGUMENT CONTINUED (4-5-37 to 4-16-37)-KGGC, San Francisco; John S. Allen, G., W. Covington Jr., Mont-gomery, Ala; Clarence C. Dill, Washing-ton; Port Huron Brdestg. Co., Port Huron, Mich.; WMAS, Springfield, Mass; WGBL, Scranton Pa.; Golden Empire Brdestg. Co., Merusville, Col

Beranton Fa.; Golden Empire Brastg. Co., Maryaville, Cal. EFFECTIVE DATES EXTENDED (to 5-11-37)-NEW, Jack E., Mrs. J. E. and Jack E. Brantley Jr., Savannah, and NEW. W. T. Knight Jr., Savannah, TEW, Me-tro. Brdestg. Co., Los Angeles. APFLICATION DISMISSED-NEW, C.

APPLICATION DISMISSED—NEW. C. E. Wilkinson Brdestg. Co., Mason City, Ia., dismissed as request of applicant CP 1210 kc 100 w unl. APPLICATION DENLED (as in de-fault)—NEW. Gen. Electric Co., Nr. Bel-mont. Cal., CP high-free. MISCELLANEOUS—Carolina Adv. Corp., Columbus, S. C., granted pet. re-open record CP new station 1370 kc 100 w 250 w LS unl.; WDGY. Minneapolis, granted auth. Intervene Natl. Battery Brdestg. Co.; KGFF, Shawnee. Okla., de-nied 60-day postnonement hearing applic. mod. license; #WSAY, Rochester, N. Y., granted continuance hearing on mod. license; Phila. Radio Brdestg. Co., grant-ed pet. be made respondent applic. Abra-

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ham Plotkin for CP Chicago 1570 kc 1 kw unl.; WFLA-WSUN, Clearwater, Fla., de-nied pet. intervene applic. WIOD-WMBF mod. license: Yankee Network, Boston, granted pet. intervene WORL applic. CP: KROY, Sacramento, Cal., denied reconsid. postponement hearing; KGA, Spokane, granted pet. continue hearing mod. license: WAAF, Chicago, denied contin-uance hearing Docket Nos. 4251, 4443, 4119, 4206; Fields McCarthy, Co., Poplar Bluff, Mo., accepted appearance applic. CP: WTBO, Cumberland, Md., denied reconsid. hearing ordered on transfer of control; WMBQ, Brooklyn, granted temp. auth. to Joseph Husid, receiver, to continue oper-ation 60 days. lice

tion 60 days. RATIFICATIONS- Petitions to interation 60 days. RATIFICATIONS-- Petitions to inter-vene granted KTSA Brdestg. Co. (licen-see WACO) on applic. T. E. Kirksey for CP at Waco; Dr. Geo. W. Young in applic. WMIN; KFDM, Beaumont, Tex., in applic. Beaumont Brdestg. Assn. for CP; Magnolia Petroleum Co. Dallas, in applic. Beaumont Brdestg. Assn.; Garo-linas Radio Inc. in lapplic. WSOC. Denied petition WHFC, Cicero, III. to intervene applic. Robert McCulla, Oak Park, III.; disregard pet. Don Lee Brdestg. Co. to in-tervene applic. Pacific Acceptance Corp., San Diego, or for continuance hearing; Frazier Reame, Mansheld, O., granted con-tinuance to 5-17-37; Faith Brdestg. Co. granted permission amend applic. for CP Wichita Falls, Tex., re antenna. **MPLICATIONS GRANTED:** WJDX, Jackson, Miss.-C. P. new an-tema, increase D to 5 kw. KGKO, Wichita Falls, Tex.-CP new cujment. KCMC Terestens. Tex.-CP increase

nt. 2, Texarkans, Tex.—CP increase KCMC.

KCMC, Texarkana, Tex.—CP increase to 250 w. KBPS, Portland, Ore.—License for CP 1420 kc 100 w Sh.-KXL. WAIR, Winston-Salem, N. C.—License for CP as mod. 1250 kc 250 w D. WFTC, Kinston, N. C.—License for CP as mod. 1200 kc 100 w 250 w D unl. KRNT, Des Moines-License for CP as mod. 1320 kc 1 kw. N. directional 5 kw D. non-directional.

mod. 1320 kc 1 kw. N. directional 5 kw D non-directional. KRMC, Jamestown, N. D.-License for CP as mod. 1310 kc 100 w 250 w D Simul.-D. Sh.-KVOX N. KGIR, Butte, Mont.-License for CP 1340 kc 1 kw 2½ kw D unl. WGBF, Evansville, Ind.-License for CP 630 kc 500 w 1 kw D.Simul.-D Sh.-KFRU N.

KVGB. Great Bend, Kan.-License for



equipment. (KOVC, Valley City, N. D.,—Vol. assign. license to KOVC Inc. WJBY, Gadsden, Ala.—Auth. freq. cont.

equip. WPAD, Paducah, Ky.—Temp. auth. po-

w JB I, Gadsden, Ala.—Auth. Ired. cont. equip.
 w PAD, Paducah, Ky.—Temp. auth. police calls.
 Paducah, Ky.—Temp. auth. police calls.
 Padu C. B. REARING.—NEW, Capitol BedT, Co. Inc. Raleigh, N. C. CP 1210
 BedT, Co. Inc. Raleigh, N. C. CP 1210
 BedT, Co. Inc. Raleigh, N. C. CP 1210
 Re 250 w D: NEW, WSMB Inc. New Orleans, CP 100 w 250 w D unl.; NEW, Warn-Inc. Rev Worcester, San Diego, Cal. CP 1400 kc 250 w 1 kw D unl.; NEW, Claurence Martin, Amarillo, Tcx, CP 1120 kc 100 w 250 w D unl.; NEW, Metropolitan Radio Service Inc., Chicago, CP 1570 kc. 1 kw unl.; NEW, Athens Times Inc., Athens, Ga., CP 1210 kc 100 w 250 w D unl.; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc 100 w 10; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, 250 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, E00 w 10; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, E00 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, 250 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, E00 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, 250 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP amende 1420 kc, 250 w D; NEW, Ohio Brdcastg. Co., Sale, C P nove locally, increase 250 w 500 D to 1 kw 760 kc 1d.; WCMI, Ashland, Ky, CP move trans. locally, change antenna, change 1310 to 1120 kc, increase 100 w 250 w D to 250 w 1 kw D; WBIK, Clarkaburg, W. Va., mod. CP change equip.; increase 100 w D to 100 w unl.; KIUL, Garden City, Kan., vol. assign, license to KULL Inc.
 SPECIAL AUTHORIZATION—W OW, Omaha, ext. temp. DEV, Waterbury, Vt, CP 550 kc 1 kw D; NEW, Mile High Radio Corp., Denver C P 1210 kc 100 w 250 w LS unl.; NEW, Edgest L, Bill, Peoria60 L, Mull, McIntard P 670 kc 20 w W 100 W 11, NEW, Edgest L, Bill, Peoria60 W, Mit. PL: NET, McEntard P 470 kc 260 w D; NEW, Genter V, Yung, St. Paul, CP 420 kc 1 kw 5 kw unl.; NEW, State Capitol Brdcastg. Asn., Nustin, Texw, State Agriol McEnt, C

KVGB, Great Bend, Kan.—License for CP as mod. 1370 kc 100 w unl. WQDM, St. Albans, Vt.—License for CP as mod. 1390 kc 1 kw spec. "KAND, Corsicana, Tex.—Mod. CP move trans., studio locally, change equip. WRTD, Richmond, Va.—Mod. CP trans., studio site, wart midiator

wRDW, Augusta Ga.—Mod. CP trans. WRDW, Augusta Ga.—Mod. CP change equip., increase D to 250 w.



denied request postponement hearings ap-plic. Royal Miller and Greater Kampeska Radio Corp. to be heard same date as ap-plic. Tucson Motor Service Co.

Examiners' Reports ...

LXaminers' Keports ... WATR, Waterbury, Vt.-Examiner Dal-berg recommended (1-379) that applic CP change 1190 kc 100 w ltd. to 1290 kc 250 w unl. be granted. WCOP, 'Bostom-Examiner Hill recom-mended (1-380) that applic. mod. license 1120 kc 500 w D to 1180 kc 500 w ltd. NEW, Cadillae Brdestg. Co., Dearborn, M i e h.-Examiner Dalberg recommended (1-381) that applic. withdraw applic. CP 1140 kc. 500 w D be granted. NEW, Peninsula Newspapers Inc., Pab Alto. Cal.-Examiner Seward recommend-ed (1-382) that applic. CP 1160 kc 250 w D be denied. WMBD, Peoria, III.-Examiner Hill ORAL ARGUMENTS GRANTED—NEW State Capitol Brdestg. Assn. Austin, Tex., 5-13-37; WLMU, Middlesboro, Ky., 5-13-37; NEW, Bay County Publishers Inc., Pana-ma City, Fla., 5-20-37. EFFECTIVE DATE EXTENDED— KSEI, Pocatello, Id., 4-13-37 to 5-13-37. MISCELLANEOUS — WAAT, Jersey

be denied. WMBD, 1

unl. be granted

NEW, W. W. Luce, Fort Lauderdale, Fla.--CP 1050 kc 1 kw D, amended from

Corp. KRMC, Jamestown, N. D.-License for

KRNT, Des Moines-License for CP as mod. new equip., directional antenna, in-

mod. new equip., directional antenna, and crease power. WDAF, Kansas City-Mod. CP new trans., vert. antenna, move trans. for further equip. changes. NEW, Sam Klaver & Nathan Belzer, Omaha-CP 1420 kc 100 w unl. WROK, Rockford, Ill.-Auth. transfer control to Rockford Consolidated News-

papers Inc. APRIL 2 WCAX, Burlington, Vt.--License for CP change: equip.; vert. intenna, increase wKBN, Youngstown-Mod. CP vert antenna, move trans., for directional an-

www.america

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tenna when WOSU is operating, change hours to unl. WLVA, Lynchburg, Va. - CP change 1200 to 1390 kc, increase 100 w 250 to 500 w N & D, directional N, amended re trans. site. KONO, San Antonio—Vol. assign. li-tense to Eugene J. Roth, d/b Mission cense to Eugene J. Roth, d/b Mission Brdestg. Co. WAIR, Winston-Salem, N. C.-License

for CP as mod. KGKO, Wichita Falls, Tex.-CP new WJBL, Decatur, Ill .-- License for CP ow trans. WMIN, St. Paul-Mod. license 1370 to

1360 kc, increase N to 250 w, amended to

1960 kc, increase N to 250 w, amended to 400 kc. NEW, F. B. Clements & Co., d/b South-ern Minn. Supply Co., Markato, Minn. CP 1600 kc 100 w 250 w D unl. KXBY, Kanass City-CP change trans., directional antenna, increase 1 to 5 kw. KSTP, SL. Paul-Auth. transfer control Lytton J. Shields to First Trust Co. of St. Paul, Helen B. Shields & Frank J. Anderson as rep. of estate; Florence E. Brown, guardian of estate of James L. Brown, and Florence Brown & Emmet Ljutor as trustees under will of Frank M. Brown. M Brown

KBPS, Portland, Ore.-License for CP change equip. WGXRE, Los Angeles---License for CP

high-freq. KCRJ, Jerome, Alaska — CP change equip., vert. antenna, increase from 100 w to 100 w 250 w D, change spec. to unl.,

move trans. APRIL 5

WNBZ, Saranac Lake, N. Y. -- Vol. assign. CP, license to Upstate Brdcstg.

WIND, Garante Land Land, Link Frider, Saign. CP, license to Upstate Brdestg.
Corp.
NEW, Utica WUTK Inc., Utica, N. Y.
-CP 1420 kc 100 w unl.
NEW, Havens & Martin Inc., Petersburg, Va.-CP 1210 kc 100 w 250 w D spec., asks WMBG facilities when WMBG changes to 1350 kc.
WMFR, High Point, N. C.-Mod. license D to unl. 100 w, change 1200 to 1210 kc (contingent WSOC grant of 600 kc).
WAYX, Waycross, Ga.-CP new trans., increase D to 250 w.
WBBO, Orlando, Fla. - CP change equip., increase D to 5 kw.
KJBS, San Francisco-Mod. license 1070 to 1080 kc, amended, ne hours.
KPQ, Wenatchee, Wash. - Mod. CP move trans., vert. antenna, asking auth. new trans., change 1500 to 1360 kc, 100 v 250 w D to 250 w D.
APHL 8

APRIL 8 KRRV, Sherman, Tex.—CP change 1310 to 1450 kc, new trans., vert. antenna, in-rease 250 to 500 w, change D to unl. (contingent grant of KTBS applic. for

620 kc). WIRE, Indianapolis-License for CP as

mod. change equip., increase power, install directional antenna. APRIL 9

WPHR, Richmond, Va.-Mod. CP move trans. studio, for new trans., change an-tenna, studio, Richmond - Mod. CP change

New, Arthur Lucas, Savanah, Ga.-CP 1310 kc 100 w nn!. NEW, Radio Enterprises, Inc., Lufkin, Tex.-CP 1310 kc. 100 w D. NEW, E. P. McChristy, Brownwood, Tex.-CP 630 kc 250 w D. KORE, Eugene, Ore.-License for CP change equip, move trans., studio. NEW, R. M. Dickinson, San Diego-CP 890 kc 1 kw 5 kw D unl. WMBG, Richmond — Mod. CP change free, power, hours, antenna, requesting auth. new trans., change antenna. WMFN, Grenada, Miss.—Mod. CP as mod. change equip., move trans. KATE, Albert Lea, Minn. — Mod. CP change 1200 to 1420 kc, change equip., power from 100 to 250 w. KGGC, San Francisco—CP new antenna, move trans.

Supplied in Isolantite Air-Gap holders in 550-1500 ko. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

iohistory.com

nove trans.

D be denied. WMBD, Peoria, III.--Examiner Hill recommended (I-383) that applic, CP in-crease, 500 w 1 kw LS to 1 kw 5 kw LS be granted. NEW, Edwin A. Kraft, Petersburg. Alaska--Examiner Hyle recommended (I-384) that applic. CP 1420 kc 100 w

Applications . . .

MARCH 31

ltd. to D. WJNO, West Palm Beach, Fla.-Auth.

transfer control to Jay O'Brien. KFBI, Abilene, Kan. Vol. assign. Il-cense to Farmers & Bankers Brdcstg.

MORE POWER-When KSTP'S mobile shortwave transmitting unit, which also saw service out of Memphis during the recent floods, attempted to cover phases of South St. Paul's stockyards for one of the series of industrial programs being carried by that station, it found portions of the yard inaccessible. So the truck was loaded onto a flat car and propelled by locomotive to the vantage points. Inset are the three announcers handling the broadcast; left to right: George Putnam, Brooks Henderson and Roch Ulmer.



National Drive Started

By Retail Grocer Group

NATIONAL RETAILER-OWNED GROCERS Inc., a cooper-ative group of national independ-

ently owner grocers with head-quarters in Chicago, has begun a

national spot campaign using quar-

ter-hour weekly transcriptions on two stations with more to be added

later. Ultimately about 40 stations will be used. This is the first effort

NROG has made to advertise na-

tionally and to guage results. Com-

mercials are confined solely to Sur-

the country are placing the series locally. The transcriptions are 13

minutes long, with 11/2 minutes at

the end for a local tie-in. Optional

tie-ins include an offer of coffee

percolators for empty Surfine bags.

and auditions for children to read

a poem. The program started on

WGR, Buffalo, April 1 and on WOOD - WASH, Grand R a p i ds, April 2. KMBÇ, Kansas City, will

begin broadcasting the program

April 17. Duane Wanamaker, Chi-

cago merchandising counselor, pro-

Tasty-Lax Series

BLACKSTONE PRODUCTS Co.,

New York (Tasty-Lax) on May 1 will begin a 13-week series of for-

eign language (Italian) live-tal-ent programs in New York, Chica-

go, Boston, Buffalo and Philadel-

phia, with stations to be selected shortly. The programs will be 15-

minute shows three days weekly.

Blaine-Thompson Co., New York,

is agency. M. L. Ullman is ac-

PRICE

price.

mounting.

NEW ASTATIC

Reduced Modelke

NOW

Gnly 2750

The famous Astatic Non-Directional

Dual Diaphragm Dual Unit Studio Model K-2 is now within the purse range of every microphone user. Never

before has a crystal microphone of this quality been offered at so low a

Featuring

THE NEW ASTATIC

PLUG AND SOCKET AND

CABLE PROTECTOR

Furnished equipped with the exclu-sive Astatic plug and socket con-

nector, permitting instant interchange

with Astatic D-2 or D-104. Plus the new Astatic Spring Cable Protector

which prevents cable breakage at

Licensed under Brush Development Co. Patents. Astatic Pending.

ASTATIC MICROPHONE LABORATORY, INC.

DEPT. BR, YOUNGSTOWN, OHIO, U. S. A. Pioneer Manufacturers of Quality Crystal Devices

duced the show.

count executive.

NROG warehouses throughout

fine coffee—NROG's own brand.

PRESIDENT

Yes! But - What

Can CREI Do For Me?

• CREI offers you a thoroiugh, modern home-study course in Practical Radie En-gineering. It gives you up-to-the-minute advanced instruction in what goes un-become theroughly familiar with the vari-ous types of vacuum tubes and how they operate. It enables you to look at a trans-mongineers who design them, and realize the possibilities and immitations of their oircults. If yeu realize the immortance of the field. Training in the stilling seribles our courses and your future.

· Write for Free Copy of

"A TESTED PLAN/FOR A

FUTURE IN PRACTICAL RADIO

ENGINEERING"

CAPITOL RADIO

ENGINEERING INSTITUTE

Dept. B-4

14th and Park Rd., Washington, D. C.

CREI

10

Write

For

■ Literature

The dependable, clear-toned crystal microphone that broadcasting and P. A. engineers are in-stalling to replace now

bulkier, more

stalling to rep outdated, bulk erratic devices.

April 15, 1937 • Page 81

1 Miles

MR. E. H.

RIETZKE

BIG CATCH-Three sailfish in one day's fishing ought to satisfy any devotee of that sport. Here is the catch made by Worth Kramer, program director of WGAR, Cleveland, off Daytona Beach, Fla. The biggest of the long-bills weighed 68 pounds and was 7 feet long.

Bromo-Seltzer Spots

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), is using one-minute announcements, broadcast during the evening, seven days a week, on 11 stations. Announcements placed by J. Walter Thomp-son Co., New York, were started this month on W NAC, W JR, WBEN, WCAU, WMCA, WGY, WGAR, KDKA, and are being continued on WSOC, WPTF and WIS, on which stations the announcements hegan in January, Quarterhour sports summaries are also being used following the baseball broadcasts on WJJD, Chicago.

Tetley Plans Radio

JOSEPH TETLEY & Co., New York (tea) is contemplating its first radio campaign. No decisions will be made, however, until May 1 when J. Graham Wright, president of the company, returns from Europe. Blackett-Sample-Hummert Inc., New York, is the agency.

APRIL 12 NEW, William F. Maag, Jr., Youngs-town, O. ---CP 1420 kd 100 w D. WSAZ, Huntington, W. Va.--CP new trans., increase D 1 to 5 kw, change an-trans.

change equip., new antenna, increase

cientific

RADIO SERVICE

CRYSTALS

are recognized the world over

for their Dependability, Output

All Scientific Radio Service Crystals are ground to an ac-

curacy of BETTER than .01%.

Two Crystals . \$90

Write to Dept. B-427

for priće list.

Approved by F.C.C.

and Accuracy of Frequency.

wHK, Cleveland—CP directional anten-KRMD. Shreveport, La.-License for CP

LOW TEMPERATURE CO-EFFICIENT ORYSTALS

cientific

RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

^{\$}50^{.00}



Bills for Women-On a Horse-Gay Nineties

MERCHANDISING methods used to promote the Pontiac Varsity Show which began Jan. 22 on NBC-Red network, have proved the effectiveness of well planned tieins. Before its tour to a different college or university each Fri-day night, 10:30-11 p. m. (EST), Pontiac furnishes free postcards for mailing to the entire list of active alumini, over 500,000 in all, giving complete program information and time zone data. Full page ads in alumni magazines, student dailies and weeklies are devoted to creating interest among the grad-uates and student bpdy of each university.

Admission to the shows, accord-ing to Broadcast Merchandising, NBC house organ, is by ticket only and 90% of the tickets are reserv-ed for students. Dealers have distinct place in the canipaign plans, although the emphasis is put on alumni and student tieins. Lithographed window posters and small display cards are sent to all local dealers and spotlight ads are placed in city dailies. Fontiac uses a brief straight selling message about the company, its policies and its car, refraining from any attempt to link the universities with Pontiac cars or to suggest indi-rectly that they indorsed them. The shows are built by Henry Sou-vaine Inc., New York program builders, and the account is hand-led by McManus, Johns & Adams led by memory, Inc., Detroit.

A TRICK package of Grape Nuts distributed by General Foods Corp., Battle Creek, Mich., to pro-mote the Burns & Allen Monday evening series which began April 12 at 8 p. m. on NBC-Red. When 12 at 8 p. m. on NBU-Ked. When the rubber band is removed, up pop George and Gracie saying, "Grape Nuts to You!" Young & Rubicam Inc., N. YI, is agency. The novelty was distributed by Bureau of Industrial Service.



FROM LISTENERS --- More than 275,000 books have been distributed to the Today's Children followers, each of whom sent 50 cents. The book carries the same title as the program and both are written by Irna Phillips, who also acts in the program, heard daily on NBC-Red. Submerged by requests is Gale Page, above, who plays the role of Gloria Marsch. Public libraries in some cities have purchased copies to meet the demand for the 259-page book. Hutchinson Adv. Co., Minneapolis, is agency for Pillsbury Flour Mills Co., Minneapolis, the sponsor.

ALTHOUGH the Bhiladelphia newspaper-radio relationship in 1935 was antagonistic, today the Record, Inquirer, and Ledger are swapping space for time in a co-operative way, according to Donald Withycomb, general manager of WFIL. The most recent arrangement is with the Ledger, by the terms of which the paper will use a 15-minute series, 9:45 p. m. Sun-days, for dramatizations of its Dorothy Dix column and WF1L will be credited with lineage to merchandise the programs of its local and national advertisers. Jos-eph T. Connoly, WFIL's publicity director, estimates that the three papers spend \$3,000 each week on radio. WIP also has trading agree-

ments with three Philadelphia papers and WDAS with one. * * * KEHE, Los Angeles, to build un an immediate children's audience for Detective Dalt and Zumba, new five-weekly quarter-hour serial, which started on that station April 5 under sponsorship of Bireley's Inc. (orangeade), distributed 260,000 handbills to Southern California grammar school students on the afternoon preceding the first broadcast. Approximately 200 Boy Scouts were paid to distribute the handbills calling attention to the serial which is directed to listen-ers ranging from 8 to 16 years of age. Ted Gailey, KEHE account executive, arranged the merchan-dising stunt. Agency is Philip J. Meany Adv. Co., Los Angeles.

AMONG leading contestants to date for the most unusual promo-tion piece of the year is NBC's April 6th mailing to radio editors, consisting of (1) a cellophane-cov consisting of (1) a cellophane-cov-ered rubber mouse, (2) a piece of sheet music entitled "I Love Those Singing Mice", and (3) a letter signed by Raymond Roquefort, di-rector, NBC Exterminators' Dept., reminding the recipient that 22 einging mice when the moles their

singing mice were to make their radio debut on the following Sun-day on NBC's Blue Network. CATALOGS given all salesmen for Central States Broadcasting System have presentations for every CSBS sustaining show. Copy is short, but the pages are over-run with comic drawings emblematic of the show. The pages are drawn and copy typed in, then photostated. When an advertiser wants to buy time, but doesn't know what to put in that time, the booklets help him decide. Bruce Wallace and his promotion staff prepared the catalogs.

> KMBC, Kansas City, took a promi-nent part in the city's annual Food Fair, with Beaulah Karney, KMBC household economist, conducting a daily cooking school. For ten days prior to the Fair she interviewed prominent food industry figures. The Gene & Glenn team appeared at the show.

MEMBERSHIP cards in the Great American Whopper Club are being distributed to his listeners by Col. Jack Major, one-man variety show, on CBS.

Soap, George Scher, publicity di-rector of Lennen & Mitchell Inc., agency for the Jergens-Woodbury Sales Corp., writes a weekly sum-mary of the story for publication in handbills distributed by American Stores Co. to some 200,000 women each week. Another piece of promotion prepared by Mr. Scher for this client is the Jergen Journal. Five million copies of the first number, a winter issue conhrst number, a winter issue con-taining articles on Walter Win-chell, star of Jergens Sunday eve-ning program, and winter sports and health hints, were distributed through drug, and department stores. The summer issue is now in preparation.

TO PROMOTE interest in Follow the Moon, serial drama broadcast five afternoons a week on NBC-Red in the interest of Woodbury

ROBERT CLARKSON, formerly with Lamont, Corliss & Co., New York (Nestles and Pond's products), has joined the recording department of WOR, Newark, where WOR HONORED-+"One of radio he will sell and promote the stabest promotion pieces of the year tion's recording services. Ray Lyon, is what The American Printe development engineer, is in charge calls Of These We Sing, mark of the recording studios of WOR, data book issued last month WOR, Newark, which was place

which have been used for some time by the station for its own cli on exhibition as an outstanding ents but which now will for the first time be actively promoted to radio advertisers and agencies genexample of sales promotion liter ture at a special luncheon on April 2 at the New York Advertising eraily. Club.

KTOK new Oklahoma City station, has offered two free airplane trips to Chicago to Oklahoma City school children who suggest the best slogan. Contest ends June 1. The station, which recently announced affiliation with Mutual and Oklahoma networks, is licensed to Oklahoma Broadcasting Co., of which Harold V. Hough is president.

IN ADDITION to placing advance announcements in all the church pews of the Twin Cities, the Minneapolis Church Federation heralded the advent of The Sunday Players, transcribed bible drama series on WTCN, by distributing 150,000 circulars through the public schools of Minneapolis and St. Paul. Series was transcribed by Mertens & Price Inc., Los Angeles.

WMCA, New York, has published a torse promotion piece titled 3,383* Men on a Horse (*Women Too), the title indicating the daily average number of cigar bands received in an amateur handicappers contest sponsored by Webster-Eis-enlohr Inc., New York for its Henrietta cigars.

WHBQ, Memphis, broadcasts a ra-dio spirit, furnishes clues to its identity, and gives prizes to the first six correct guessers. The program is promoted by audible screen trailers and a black-robed, mysterious person who parades downtown streets wearing signs.

KFXD, Nampa, Idaho, has published a 34-page brochure describing its studios and technical equipment, market and coverage, along with a relief map of its surround-ing area. The KFXD code of ethics is included.

WHO, Des Moines, has just pub-lished a 30-page souvenir picture book describing the activities of the station that center around the *Iowa Barn Dance Frolic* and sell-ing for a quarter.

with mats and cuts of studio activity of source should be a studio activity and bound in hammered silver cover, has just been distributed b the trade. WESG, Elmira, N. Y., turned ove

AN ILLUSTRATED brochure set-

ting forth field work and demon-strations of WXYZ's merchandis

ing department and its service to

the advertiser has just been issued by the Detroit station. It answer

all questions as to how the service

is conducted and why there is m

charge for it. As recounted in an article by H. S. Christian, WXYZ and Michigan Network merchandis

ing director, in the Dec. 1, 1936 BROADCASTING, the service is rem

dered without cost with non-cancellable 13-week contracts.

WMCA, New York, has started :

question-answer program titled Quizdom Court, during which mem

bers of a Bronx theatre audience

are quizzed and those giving the most correct answers are awarded

free tickets. Alexander's Department Stores of the Bronx is spon-

* * * * * * CBS has started publication of a monthly list of sponsored and sus taining programs, the first volume

covering the month of April. The cover of the booklet carries diago

al panels with names of sponsors Another CBS promotion piete deals with the popularity of Boake Carter, Philco commentator.

OLD TIME handbills announcing Don Lee's Old Time. Melodramas, a new MBS series on alternau Saturdays 9:30 p. m., printed in red and green and set in type rem-iniscent of the Gay Nineties, were

A COMPREHENSIVE survey

released April 12.

sor

operation of the station for a day to students of Elmira College, whi handled controls and microphone



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PERFORMANCE · Audio distortion below 347 RMS for frequencies from 60 to 7,500 cycles. Frequency

response within 1 db,30 to 10,000 cycles, Humlevel 60db below 100% modulation, A.C. power 1700 watts for average 250watt operation.

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PERFORMANCE: Audio distortion—less than 4% RMS for audio frequencies from 100 to 5000 cycles. Frequency response—flat within 2 db from 30 to 10,000 cycles. Hum level—60 db below 100% modulation. A. C. power 1630 watts for average 250 watts operation. Audio input level minus 16 db for 100% modulation.





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