Vol. 12 • No. 11

BROA

Foreign \$4.00 the Year

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Broadcast Advertising

JUNE 1', 1937 ï

WASHINGTON, D. C.

EXSTING

\$3.00 the Year 15c the Copy



WOR is Too Expensive

WOR can't Sell Anything

for any advertiser who doesn't wish to take advantage of the lowest rate for any 50,000 watter in the largest and richest market on earth.

except tooth paste, foodstuffs, automobiles, gasoline, arch supports, or what have you.

You Don't Want WOR

unless you want to rope in business in droves and have people come beating a pathway to your door.

4,500,000 Cars Have Radios

Gehriqup... Di Maqqio on firstTuro out

A Tremendous Bonus for NBC Advertisers

THIS YEAR—right now—every fifth car is radio-equipped. Rolling and on the job...answering America's favorite summer question "What's the score?" ...adding new millions of histeners to NBC's vast nation-wide audience.

With America, NBC Network Programs have taken to the road. Automobile sets have formed new listening habits, dictated new sales policies. They have proved their right to be known as sound and effective sales makers for any advertiser. 4,500,000 installed sets! 4,500,000 cars on the roads whose drivers and passengers listen to radio programs an average of 65 minutes per day in the summer time alone! Another thing to remember—a very important thing:

All this listening is bonus. All supplementary to that vast audience for which you, as an advertiser, are paying—the 24,500,000 homes—America's most responsive sales market—which have radio receiving sets installed in this year, 1937.

National Broadcasting Company

A Radio Corporation of America Service RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S.T., on the NBC Blue Network.

The Country's Greatest VACATION AUDIENCE

DURING the four big vacation months, New England is the country's greatest vacationland. Highways to the seashore, the mountains, the lake resorts and the country are crowded with tourist traffic. Providing for 3,000,000* visitors from outside New England is a major summer industry.

a lucio sas

Recreational centers do as high as 50% of their year's business during this period. More than \$306,000,000 are spent in New England by vacationists from other sections.

The 3,000,000 extra summer population is your plus audience — a potential 3,000,000 extra listeners added to your regular Yankee Network audience of 7,758,000.

This plus audience can be reached through but one medium — The Yankee Network . . . the only network with enough stations and a sufficient network following to influence buying throughout New England, both urban and resort areas. Stay on the air in New England this summer. Schedule your program over the Yankee Network to boost your sales throughout the entire New England vacationland. Get your share of this extra \$306,000,000 summer sales.

WELCOME

ew Englan

NEW ENGLAND

*New England Council estimate.

	D	**		D
WNAC	Boston	1	WLBZ	Bangor
WTIC	Hartford	1	₩FEA	Manchester
WEAN	Providence	4	WSAR	Fall River
WTAG	Worcester	۰.	WNBH	New Bedford
WICC	Bridgeport		₩LLH	Lowell
	New Haven		WLNH	Laconia 👘 🚣
WNLC	New Londo	ı	WRDO	Augusta
₩CSH	Portland		WNBX	Springfield, Vt.
	ŀ			

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 8, 1879.

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

ONE OUT OF FIVE AUTOMOBILES CAN GET YOUR SALES STORY ... RIGHT NOW



Taken from WREC's official daily radio log and second station's programs, heard over the air; also, a further check of second station's complete listing of programs in Memphi's morning paper.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK • CHICAGO • SAN FRANCISCO

BROADCASTING • Broadcast Advertising

TENNESSEE'S FIRST AND MEMPHIS

FINEST RADIO STATION AFFILIATED

WITH COLUMBIA BROADCASTING SYSTEM

QUALITY PROGRAMS QUALITY RECEPTION LISTENER POPULARITY

Some of the Outstanding CBS Progams over WREC

Horace Heidt for Alemite Lux Radio Theatre Eddie Cantor-Texaco Gas Poetic Melodies-Wrigley's Pick & Pat-U. S. Tobacco Town Crier, Alex. Woolcott-Granger Al Jolson-Lifebuoy Al Pearce-Watch Fun Go By-Ford Jack Oakie-Camel Cigarettes Ken Murray-Campbell Andre Kostelanetz-Chesterfield Gang Busters-Palmolive Major Bowes - Chrysler Floyd Gibbons-Palmolive March of Time-Servel Hollywood Hotel-Campbell Prof. Quiz-Kelvinator Baron Munchausen-Kool Cigarettes Heinz Magazine of the Air Edwin C. Hill-Lucky Strike Myrt & Marge-Supersuds Rubinoff-Chevroler Phil Baker-Gulf Gas Ford Sunday Evening Hour

You can Reach 6 out of every 10 Buyers in Memphis Territory over WREC





That's what Cincinnati advertisers think of WKRC

WKRC has more local advertisers than any other Cincinnati station.
More than half of them use WKRC five times every week.
Sixty-nine per cent of them use WKRC fifty¹two weeks a year.
Upon such facts as these WKRC has built its reputation as Cincinnati's first local station. If you want more facts, consult WKRC or any office of RADIO SALES.



istory com

CINCINNATI. 5000 Watts, Day; 1000 Watts, Night. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales, New York, 485 Madison Ave.; Chicago, 410 N. Michigan Ave.; Detroit, 902 Fisher Bldg.; Los Angeles, 5939 Sunset Blvd.; San Francisco, 601 Russ Bldg.

BROADCASTING • Broadcast Advertising ,

June 1, 1937 • Page 5



KDKA MAKES KNOWN THE UNKNOWN



A manufacturer with the aid of the KDKA Home Forum secured full distribution for its washing solution—a product hitherto unknown in the Pittsburgh area. To quote the maker, "We are very much pleased with the results . . . and we feel sure that before long it will be the leading washing solution in Pittsburgh."



Completely programmed by NBC

VMCA leads again!

ROSS FEDERAL SURVEY SHOWS 31.69% of New York Afternoon Audience listen to WMCA, as against following percentages on other Metropolitan stations . . .

WMCA .		٠		۰	•	31.69%
STATION	No.	2	•	۰,	6	18.03%
STATION	No.	3		•	•	14.42%
STATION	No.	4		•	•	12.33%
STATION	No.	5		•	•	11.01%
All Other	Sta	tio	ns	•	6	12.52%

This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

Frankly, this percentage was a bit higher than we anticipated ourselves, but it proves what we have maintained:

1. That a good radio program will always attract a sizeable audience.

2. That WMCA knows and presents the type of program that appeals to the New York listener.

May we remind you

THIS <u>IS</u> "NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"

a financial and the second states where

BROADCASTING • Broadcast Advertising



"But you've heard us on the radio!"

SELECT the right markets and the right stations, and radio will do wonders for you. But don't try to sell snake-bite cures in Ireland!

It's our business to know exactly which stations are best for selling your kind of merchandise-to know or to find out how many real prospects you have in each territory-to know whether your chances to make sales have been increased or killed by

local conditions of weather, or industry, or whatnot. It's our business to help you make radio a profitable investment, and we know our business.

No matter how much we want to be helpful, however, we can't do very much unless you lend us an ear or two. Why don't you telephone or drop us a line and ask for some dope on some of the things that are bothering you?

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FREE & PETERS, INC.

WHO Des Moines WGR-WKBW Buffalo WHK-WJAY Cleveland WHKC Columbus KMBC Kansas City	Radio Station Representatives			WIS WOC WDAY KTAT	Columbia Davenport Fargo Fort, Worth
	rio East	YORK CHICA 42nd St. 180 N. N • 2-8660 Franklin	lichigan	WDRC WNOX KFAB	Hartford Knoxville Omaha-Lincoln
	DETROIT Nen Center Blog. Trinity 2-8444	SAN FRANCISCO One Eleven Sutter Sutter 4353	LOS ANGELES C. of C. Bldg. Ri-hmond 6184	WMBD WPTF KVI KTUL	



BROADCASTING

Broadcast Advertising

WASHINGTON, D. C., JUNE 1, 1937

\$3.00 A YEAR - 15c A COPY

President. Roosevelt will simply

nated for that post only a few

months ago, close observers ven-

especially if Congressional pres-sure increases the demand for a

1. It has been suggested that a strong figure of the stature of Joseph P. Kennedy, first chairman of the Securities & Exchange Com-

mission and now chairman of the Maritime Commission, might be Se-

Maritime commission, might be se-lected to give new leadership to the FCC. Mr. Kennedy himself, now deeply absorbed in his mission as trouble-shooter for President Roose-velt on the merchant marine prob-

lem, is not regarded as a likely

choice because he is known to have

accepted his present post only on a

temporary basis of leave from his

private affairs. Some other equally important figure may be selected,

2. It has been rumored that one

"cleanup":

however.

Retirement of Stewart May Reshape FCC White House May Take Firm Hand by Naming Strong Figure how the Administration will at-tempt to revamp or reform the FCC. Although it is possible that

THE STRONG possibility exists-and was given added redence on May 26 when FCC Commissioner Irvin Stewart announced his retirement to take effect when his present term expires June 30-that President Roosevelt will soon exert a firm hand over the Federal Communications Commission.

Dr. Stewart asked the President not to consider him for reappointment because he has accepted the post of director of a Committee on Scientific Aids to Learning under the National Research Council, a technical branch of the National Academy of Sciences, and plans to take up his new duties in New York on July 1.

This leaves a Democratic vacancy on the FCC, for Dr. Stewart will have finished his three-year term as Democratic member of the Commission from Texas, as vice-chairman of the full

Commission and as chairman of its Telegraph Division. His Interstate Commerce Committee, of succesor to the \$10,000 post will be appointed for a sevenyear term under the law. Rumors of Successor

Vol. 12 No. 11

The retirement of Dr. Stewart, which was voluntary, and which takes him to an academic post paying a higher salary, gave rise to all sorts of conjectures as to his successor and as to President Rossveit's intentions with regard to the future personnel of the FCC. the years ago as the successor to the former Federal Radio Commission, has been the focal point ately of much Congressional and

press criticism. That most of the press reports emanate from within the Commis-sion itself, is well known in official circles, including the White House, and various motives are ascribed. The slow but constant flow of charges found its way to Capitol Hill several months ago, with the result that Rep. Connery (D-Mass.) demanded a special committee investigation of the radio industry, particularly the networks -an investigation that would inevitably take in the Commission and its personnel as well as the in-

As things stand today, there is little likelihood of such an investigation by a special House committee, though Senate committee hearings on the confirmation of the man named as Dr. Stewart's sucdesor many open up many avenues of inquiry. It is known that the Administration is not anxious to have an agency of its own creation and commissioners of its own selection inquired into at this time when other more vital problems face the country and its lawmakers; that Rep. Lea (D-Cal.) wants any such probe in the hands of the House

www.americaaradiohistorv.com

White House sources state that President Roosevelt has not yet given the appointment any consid-

cration although it was learned that political forces already were being mustered for candidates. First to be mentioned for a posrist to be mentioned for a pos-sible place on the FCC, even be-fore the Stewart retirement was announced May 26, was Denis J. Driscoll, chairman of the Pennsyl-vania Public Utility Commission, who served in the last Congress as Depresent time form for the Merce's Representative from St. Mary's, Pa., and who gained nation-wide attention during his single Con-gressional term by exposing telegrams sent members of Congress against the Wheeler-Rayburn util-

ity holding company bill. Mentioned also is Hampson Gary, FCC general counsel, who served on the original FCC for six months in 1934 to fill out an interim ap-pointment until Anning S. Prall, present chairman, could assume the

choise a successor for Dr. Stewart's place, leaving the status quo with Anning S. Prall continuing as chairman, he having been redesig-American Plan acquitted itself in a superior and impartial manner in the last political campaign and honestly wants to continue to keep itself clear of politics.

Much Conjecturing

Exactly what President Roosevelt may have in mind, and whom he may select to bolster the Commission's membership and leader-ship, are subjects of pure specula-tion at this writing. Inquiriss among highest official sources indi cate that the White House is fully cognizant of the consistent criticism that has been heaped upon the Commission, especially in press re-ports, but has been too busy lately to pay much attention to that body. On the other hand, the Stewart retirement more or less precipitates a situation which gives President Roosevelt an opportunity to take a direct hand. All sorts of rumor, conjecture

and press reports were current as BROADCASTING went to press as to

ment during the Wilson regime.

is Comdr. T. A. M. Craven, at

present chief engineer of the FCC

and a former Naval officer with

wide experience in radio engineer-ing. Comdr. Craven, a native of New Jersey, is said to hold his

present post at the request of

President Roosevelt, under whom

he served when Mr. Roosevelt was

Assistant Secretary of the Navy in the Wilson administration.

Another name being put forward

is that of Carl F. Arnold, FCC

lahoma is the farthest western state

(Continued on page 63)

Wyo.).

Still another suggested candidate

or more other commissioners might be shifted to other posts in the government service, though this is pure guesswork bolstered only by the fact that two appointments to the Interstate Commerce Commission still pend, and this is the Commispost after his retirement from Consion for which Chairman Walker gress. Mr. Gary, like Dr. Stewart, of the Telephone Division has been mentioned. There has also been re-curring talk of of a federal judge-ship for Judge E. O. Sykes. 3. President Roosevelt is known s a Texan and is a personal friend of the President, having served in the American diplomatic corps after a term in the State Depart-

to be insisting upon his governmental reorganization plan, under which he would be given broad discretionary authority to merge vari-ous branches of the government and under which it has been inti-mated the functions of the FCC, or part of them, might be turned over to a single administrative head in the Department of Commerce while the FCC itself becomes a sort of court of appeal somewhat like the Board of Tax Appeals. Some have urged this as a means of freeing the Commission from purported political domination.

Reaction of Industry

to the Telegraph Division. Mr. Arnold is former dean of the University of Wyoming Law School and has been with the Commission Many press stories have been published, and more will follow, refor about a year, having been en garding the Commission and the indorsed by Senator O'Mahoney (Ddustry-some of them obviously inspired and published without any spired and published without any deep inquiry as to facts. The charges of alleged trafficking in station license due to the prices be-ing paid in purchase deals; the question of newspaper ownership of radio stations; the allegations that broadcasting is making avant The only definite information procurable was that a group of western Senators might get together shortly to urge that a far westener be appointed to the vacancy in view of the fact that Ok-

June 1, 1937 • Page 11

that broadcasting is making exces-

sive profits; the proposal that sta-

BROADCASTING • Broadcast Advertising

Speculation on FCC Vacancy Brings Renewal of Demand for Westerner

NEW drive for appointment of far westener to the FCC is indicated with the creation of the vacancy on that body through retire-ment on June 30 of Dr. Irvin Stewart. [See story on this page.] Several names already have cropped up, but careful inquiry by BROADCAST-ING just before it went to press indicated that for the most part they are in the realm of conjec-ture at this time.

which he is chairman, rather than

in the hands of a special commit-tee; and that neither the Roosevelt administration nor the small Re-

publican minority has any real ax

o grind with the broadcasting in-

dustry itself because they are gen-

erally satisfied that Radio by the

tions be taxed on a wattage basis; the bill to establish a Federal shortwave broadcasting station in Washington—all these have led to questions and charges but no close study as to the facts.

Within the broadcasting industry, considerable resentment pre-vails against this plethora of unchallenged charges, and many broadcasters would welcome an investigation [BROADCASTING, editorial, May 15]. The question whether it should be conducted by a special committee of the House or by the regular committees of either House or Senate has presented itself in the discussions. The proposed Connery investigation, it is suspected, might be merely a "fishing expedition" and Chairman Lea of the regular House Interstate Commerce Committee is known to have taken the attitude that if an investigation is held his committee should conduct it. On the Senate side. Senator Wheeler, chairman of the Interstate Commerce Committee, has been too busy with the anticourt-packing fight to give much thought, to radio, but he has indicated he will get to his press-radio divorcement plan eventually and probably will have his committee probe other charges. In the Senate, the co-author of

the original Radio Act of 1927. Senator White (R-Me.) delivered a speech [BROADCASTING, April 1] in which he posed the problems that face broadcasting and its regulators-one of the few constructive speeches on the subject yet heard and one that might well be the basis for any Congressional inquiry into the problems as a whole. Senator White is probably the only man ' on Capitol Hill who has studied and acquired a broad knowledge of the entire subject of wireless in most of its phases, but he belongs to the minority party and his speech attracted scant notice. He does, however, sit on the Interstate Commerce Committee and will undoubtedly be one of its most active probers if and when an investigation is

Dr. Stewart's Plans

held.

Dr. Stewart plans to clear his desk during June and will move with his wife and child to New York City on July 1. The purpose of his Committee on Scientific Aids to Learning is officially described as being "to canvass, and to report to the National Research Council, the extent to which and means by which certain methods, data, materials and products of science are

and may be applied to learning." Experts are to be retained by Dr. Stewart and his committee to make special studies in the fields of radio, sound recording and reproduction, motion pictures, photography, etc., and distinguished persons will be retained as consultants "to insure the effective cooperation of government, the schools, scientific societies, research establishments, the professions, industry and the press.

It is understood the committee will undertake at once to survey the work and experience of the National Advisory Council on Radio in Education, of which Dr. Levering Tyson is executive secretary. Dr. Tyson retires July 1 to become president of Muhlenberg College, Allentown, Pa. Whether the NACRE's functions will be absorbed by Dr. Stewart's committee has not been divulged. The National Research Council derives its funds from the Carnegie Foundation, while the NACRE derives its

Proprietary Copy Is Found Improved; Agencies Expand Complaints Becoming Fewer in Number HollywoodActivity

NOTEWORTHY progress has been made by proprietary groups in the handling of their advertising copy,. with the result that complaint has diminished considerably, according. views expressed at a symposium advertiser views conducted by the Proprietary Association in New York May 26.

Many attacks on advertising, particularly in the proprietary field, were challenged by spokesmen for advertisers, agencies and media representatives, although there has been "partial justification" of some of these contentions. The symposium followed the annual meeting of the Proprietary Association. New officers elected were: president, George H. Miller; secretary and treasurer of the Musterole Co., Cleveland; honorary vice-president, Dr. V. Mott Pierce; first vice-president, Henry P. Bristol, Bristol-Meyers Co.; second vice-president, Charles S. Beards-Dr. Miles Laboratories, and third vice-president, R. L. Lund, Lambert Pharmacal Co. Charles P. Tyrrell was reelected secretary and treasurer of the association.

Handling of Copy

Earle A. Meyer, executive sec-retary of the Association's Advisory Committee on Advertising, asserted that more than 20,000 pieces of publication and radio copy, in-

funds from both the Rockefeller and Carnegie Foundations.

Dr. Stewart's Committee on Scientific Aids to Learning will comprise James B. Conant, president of Harvard, chairman; Vannevar Bush, dean of the School of Engineering, Massachusetts Institute of Technology; L. D. Coffin, president, University of Minnesota; Frank B. Jewett, vice-presi-dent of the A. T. & T. Co. and president of the Bell Laboratories:

Ben D. Wood, associate professor of collegiate educational research, Columbia University; Bethuel M. Webster, former general counsel of the old Federal Radio Commission, now partner in the law firm of Webster & Garside, New York: Luvig Hektoen, chairman, National

Research Council, ex officio. His new work will take Dr. Stewart back into the academic field whence he came to the State Department where, as a member of the Interdepartmental Radio Advisory Committee, he handled international wire and wireless matters and helped frame the 1934 Communications Act. He is 37, the youngest member of the Commission and regarded as one of its ablest members. A Texan, he was sponsored for his original appointment in 1934 by Rep. Sam Rayburn, then chairman of the House committee framing the communications'law and now Democratic floor leader of the House. He formerly was an instructor in law and politics in various universities and was technical delegate to the Copenhagen radio conference of 1931,

delegate to the Madrid conference of 1932 and advisor to the Mexico conference of 1933. Dr. Stewart, according to Rep. Rayburn, could have had the appointment but elected to return to academic pursuits. It is understood his new post pays a salary of

\$15,000 a year.

volving expenditures of about \$125,000,000 had been reviewed by his committee. He admonished advertisers to observe four basic points in handling all copy. He enumerated them as (1) medicine should be offered for the relief of symptoms and not to effect the cure of a condition; (2) claims should not be too broad; (3) in no cases should diseases be named which are too serious to be treated by selfmedication, and (4) the burden of proof in substantiating claims reposes upon the advertiser. Substantial progress in toning

down of proprietary copy was reported by Lee Bristol, vice-president of Bristol-Meyers Co. and chairman of the symposium. The pronrietary industry, he said, is before the bar of public opinion." He said that the outer fringe in the proprietary field had tended to give entire group an undeserved reputation.

The effective censorship work done by media was presented by John Benson, president of the American Association of Advertising Agencies. He asserted that perhaps more effective work could be done if it were on a cooperative basis

Among other participants in the ymposium were Janet MacRorie, NBC: J. W. Bates Jr., Mutual; Joseph W. Gannon of the New York Times; E. H. McHugh, Hearst Magazines, Miss I. Van Meter, Time Magazine, and C. O. Bridwell, vice-president of Outdoor Advertising, Inc.

Tractor Series on 67

ALLIS-CHALMERS MFG. Co. Milwaukee, (tractors) has started a twice-weekly WBS disc series on stations and locally-produced programs on four stations. The liscs, titled Pioneer Stories, are placed twice-weekly using early morning or noon period. Bert S. Adv., Milwaukee, placed Gittins the schedule. The four stations with local shows are WMT, WMC, WIRE,

KROC. Stations on the disc schedble are:

dble are: wHAM. CFCO. WHP. WEEII. WORK. WRAK. WHJB. WTNJ. WSB. WIS. WSM. WLW. WTAM. WGBF. WBOW. WFBM. WOWO, WJIM. WLS. WTAD. MMBD, WTAX, WIBA. WROK. WCCO. WHO. WDAY. WNAX. KSCJ. KFAB. WAAW. KMMJ. WIBW. KMBC, KFEQ. WDP. WCPC. WWV. WCCC. KMO. MAAW, KMMJ, WIBW, KMBC, KFEQ, KFF, KCRC, WKY, KGGF, KMOX, KFRU, KGNC, KFYO, WFAA, KSEI, KTF, KID. KIDO, KFXJ, KGHL, KFBB, KNX, KGO, KMJ, KFBK, KEX, KHQ, KIT, KGKO, WDZ, WEBP, WRR, WBT. KFRU.

New Getchell Chief

STERLING GETCHELL, head of the agency bearing his name, announced from Detroit May 28 that Walter W. Templin, formerly executive vice president of the Pepsodent Co., has been appointed president of J. Sterling Getchell Inc. Mr. Getchell becomes chairman of the board. No change in company ownership is involved.

Montgomery Ward Discs LORD & THOMAS is producing, through NBC Thesaurus, a 15-minute disc series Neighbor Jim, homespun songs. It is to be used at the discretion of the local Montgomery Ward branches.

WITH Clarence Olmstead, talent buyer from the New York office of Young & Rubicam Inc., transferred to Hollywood for an indefinite stay. and the fact that several executives of the organization have been on the West Coast conferring with Tom F. Harrington, Pacific Coast manager and radio director, added impetus is given to the growing importance of the latter city's in pending dominance as the originat ing center of broadcasting. On the West Coast this past month has been Chester J. LaRoche, president of Young & Rubicam Inc., New York; Jack Reed, vice-president of the agency's Detroit office; and Julian Field, eastern talent buyer for the organization. Future radio activities of the

agency were discussed. Walter Johnson, producer and talent scout continues in that capacity in Holly. wood, with Olmstead co-ordinating n seeking and signing talent fo the agency's various radio shows Stressed will be the search for un discovered talent with possibilities of a quick buildup, a method be ing used by other agencies in Holywood. Among them is Benton & Bowles Inc., now auditioning talent for the new NBC Maxwell House Show Boat and other programs to originate from Hollywood. Young & Rubicam, who produce such star name shows as Burns & Allen, Jack Benny, Packard Hour and the Fred Allen broadcast, indicate by their expansion that there is a dearth of proven stellar attractions. The demand for new headliners now being felt and anticipated makes it imperative that the buildup be given unexploited tal-

Ruthrauff & Ryan Inc., is exected to shift many of its New York-produced shows to Hollywood the early fall, supplementing the agency's other programs emanating from the latter city. Executives of the agency are reported to be thoroughly sold on the advantages of transferring the shows to the West Coast because of the talent situation.

Vitalis on WLW Line

BRISTOL-MYERS Co., New York, will start a campaign for Vitalis hair tonic on June 7, sponsoring a half-hour Monday evening variety show with Joey Nash and Ray Sinatra's orchestra on the WLW Line. WLW, Cincinnati, and WFIL, Philadelphia, are definitely set to carry the 13-week series with the probability that WHN, New York, will be added before the program gets under way. Pedlar & Ryan, New York, is the agency. Transamerican, exclusive sales agent for the WLW Line, which includes KQV, Pittsburgh, as well as WLW, WFIL and WHN, reports five sponsors already signed for fall series, two using half-hour evening programs once a week, one using two evening quarterhours weekly, one using three morning half-hours a week, and one using five 15-minute and one 30-minute program weekly.

WGN and WIND. Chicago, will again broadcast the Chicago Bears and Cardinal professional football games this fall

NAB Changing Procedure for Convention

Bv SOL TAISHOFF

Election to Be Held Second Day; No Scorching Issues will be the auditioning during the convention of a portion of the pub-Pending; Copyright Likely to Come Up From Floor

NAB regime, but whether there

How much of the convention's

time will be devoted to basic busi-

ness aspects of broadcasting also

remains to be decided. It is evi-

dent, however, that there will be

discussion on such matters as pay-

ment of extra commissions to gen-

eral representatives, as distin-

is the function of Congress."

will be conflict is not indicated.

CUSTOMARY procedure at NAB conventions may be turned topsy turvey at the 15th annual business meetings to be held in the Hotel Sherman in Chicago June 20-23. Discarding the formula in

force for more than a dozen vears, the tentative agenda prescribes an entirely new routine. Actually, there will be no "burning issues" on the slate, and even copyright will hold no separate spot for dehate, although it can arise in

discussion from the floor. Whereas election of officers always has been held on the closing day of the convention, the procedure this year provides for balloting on the sec-

ond day. The closing session June 23 will be devoted almost entirely to commercial section reports and discussions, with perhaps speakers representing an outstanding national radio advertiser and a national advertising agency.

Big Attendance Certain

guished from exclusive; cash dis-At this writing-three weeks becounts: dual rate structure; continfore the convention - an atmosued participation of the NAB in phere of unexpected calm prevails. the Joint Committee on Radio Re-Despite this, however, troubled search efforts to set up a cooperaconditions within the industry, partive radio "audit bureau": stationbreak spot announcements and ticularly on the regulatory side, unquestionably will be reflected in the discussions. And the mere fact Legislation for Five-Year Licenses that copyright is not on the agenda does not by any means preclude its airing, particularly in view of the passage by four state legislatures of anti-ASCAP measures, and the pendency in Congress of two bills to amend the copyright laws and correct prevailing abuses. Managing Director James W. Baldwin has not completed the agenda for the sessions, but substantial agreement has been reached on the changes in procedure. Adpublic May 26. vance registrations at the Sherman Hotel indicate a large attendance, probably equalling the 816 gross enrollment of last year's Chicago convention and the 258 conditions. delegate registration. There is a possibility that Presi-

dent Roosevelt will greet the convention at its opening session by telephone line direct to the auditorium. Negotiations for such an innovation were in progress with White House attaches as BROAD-CASTING went to press, but final arrangements had not been conduded. In 1931, when the NAB met in Detroit, President Hoover opened the convention by remote control from Washington and a portion of the proceedings was broadcast nationally.

Unlike the events of last year, when an anti-Baldwin movement developed prior to the convention and then dissipated on the floor after the dramatic walk-out of month periods on the ground that

BROADCASTING • Broadcast Advertising

Broadcasting to Publish Convention Daily DURING the three days of the NAB Convention-June 21, 22 and 23 - BROADCASTING Magazine will again publish a daily edition covering the current news developments of the convention and of radio generally. Our daily publication will be distributed on a complimentary basis to those attending and will also be sent to practically the entire mailing list of BROADCASTING so that radio advertisers, agency men and others interested in the developments may keep abreast of them. Once again BROADCASTING must reject, with regrets, the numerous offers of advertising being received for its daily editions because it does not regard this service medium as a good advertising buy. Our July 1 edition, of course, will carry the usual run of advertising with complete accounts and a pictorial review of the convention.

Isaac D. Levy, head of WCAU, their propriety, and setting up of Philadelphia, the convention outa script exchange, possibly within look this year on the surface apthe trade association. pears to be devoid of any per-As for copyright, the only spot sonality conflict. Networks and it holds on the proposed agenda, some stations are still indignant is an accounting of what has tranover certain phases of the present spired in the last year, to be con-

tained in Mr. Baldwin's report. What discussion that may precipitate on the floor, of course, is problematical. In the last few years, Mr. Levy also has been the vortex of the copyright hurricane. His station has withdrawn from NAB membership, along with a dozen others, since the last convention. But Ed Craney, Montana broadcaster, who piloted an anti-ASCAP bill through his legislature and now is in litigation over it, will be present at least the first day of the convention and is expected to stir up the subject. One of the copyright sidelights

Is Opposed in Letter Sent by FCC OPPOSITION to the Anderson bill conditions are not sufficiently stable. Broadcasters have long (HR-5038) proposing five-year licenses for broadcasting stations sought licenses for the full term was expressed by the FCC in a repermitted in the law, contending

port on the measure submitted to that only with a longer tenure the House Interstate & Foreign could stability in the industry be Commerce Committee and made established The FCC letter, in the nature of Contending that the art of radio a routine report on the bill, bore

broadcasting is rapidly changing, the signature of Chairman Prall. the FCC held that enactment of the It stated: bill would tend to "freeze" existing The art of radio broadcasting is rapidly changing. At a later date con-Upon receipt of the report, Rep. ditions in the industry may become Anderson (D-Mo.) asserted he more stable. It is conceivable that would continue his fight for the the adoption of this bill would tend to five-year license bill and if he did "freeze" existing conditions. Adoption not succeed in procuring its passof a five-year minimum license perio age at this session he would rewould recognize in principle that th introduce it at the next. Asserting allocation of frequencies has achieved he saw no reason why the FCC a proper equilibrium. It has been the experience of the Commission that should "continue to crack the whip Changes in the allocation of frequencie over radio broadcasters as is now may be expeditiously accomplishe possible with six-month licenses,' under shorter term licenses. It wi the Missouri Congressman said the be observed that the existing lay FCC "should administer the laws authorizes the Commission to extend and not attempt to legislate which the term of broadcasting licenses m to three years. If there exist soun Under the existing law, the FCC reasons for the extension of the terr is authorized to issue broadcast would seem preferable that the Com licenses for three years but has mission try a longer term of licens never granted them beyond sixbefore the statute is changed to make such action mandatory.

lic domain library transcribed by the NAB during the last year. Some ten hours of this projected 100-hour library have been recorded under the direction of Mr. Baldwin [BROADCASTING, April 15]. Originally Mr. Baldwin had planned to send sample discs to member stations prior to the convention, but production problems prevented. Prior to the convention. however, he hopes to have the NAB Copyright Bureau incorporated as a going business concern. which would permit it to engage in the

music and transcription business. Reproducing equipment will be set up by the NAB in an audition room at the Sherman. Interested broadcasters will hear samples of the works. The plan originally under consideration was to defray the cost of production by pro-rating the expense among subscribing stations. At the convention Mr. Baldwin will lav before the membership details concerning this. to gether with plans for the ensuing

year. Considerable interest will focus upon the election of officers and of the new board of directors! A majority of the board of 19, four officers and six directors, must be elected, according to the calculations of Mr. Baldwin. The incumbent president, C. W. Myers, KOIN-KALE, Portland, Ore., has not indicated whether he will stand for reelection. There is some support for that, it is understood. As customary, there are a half-dozen prospective candidates mentioned. John Elmer, president of WCBM, Baltimore local, now the first viceoresident, is regarded as a formidable candidate, particularly since the last two presidents-Mr. Myers and Leo J. Fitzpatrick, WJR? Detroit-have been elevated from the first vice-presidency.

Other Candidates

Others carrying more than casual support at this early date are Gardner Cowles Jr., KSO-KRNT, Des Moines, second vice-president; Harold V. Hough, WBAP, Fort Worth, treasurer; Ed Craney, KGIR, Butte, because of his leadership in copyright; E. W. Craig, WSM, Nashville, strong candidate last year; Arthur B. Church, president of KMBC, Kansas City; Joseph O. Maland, vice-president of WHO, Des Moines; John Gillin Jr., WOW. Omaha.

Messrs. Church, Maland, Craig and Gillin are directors. The lastnamed is up for reelection. Should one of the former three be elected, his unexpired term as director would have to be filled. Other directors whose terms expire, in addition to the four officers, are Ala fred J. McCosker, WOR; Harry C. Butcher, CBS Washington vicepresident, and Gordon Persons, WSFA, Montgomery, Ala. The untimely death in April of W. Wright Gedge, of WMBC, Detroit, caused another, vacancy. Also, Mr. Bald-(Continued on page 58)

June 1, 1937 • Page 13

Page 12 • June 1, 1937

BROADCASTING • Broadcast Advertising

New Studios in Chicago Are Opened by WBS to

Serve Midwest Clients NEW Chicago studios of World Broadcasting System at 301 East Erie St. were opened May 21. Three modern studios, complete vertical recording and processing facilities, and spacious offices, entirely air-conditioned, are included in the new structure, occupied sole-* ly by WBS.

Studios and production plant were designed and built with cooperation of Bell Telephone Laboratories. Western Electric Company, and Electrical Research Products account. Inc.

The largest of the studios can seat an orchestra of 80, being 54' x39'x20'. Two others are 41'x26'x 20' and 33'x24'x20' respectively. All studios are of full-floating, nonreflective type, with live and dead end construction. A battery of six Western Electric recording machines provides facilities for transcribing by both vertical and lateral methods. Programs may also be recorded by direct wire, or "offthe-air."

The processing plant employs production methods now in use at World's New York headquarters. Test pressing provides audition discs for checking and final approval of finished masters.

Among clients of the Chicago headquarters, are Procter & Gamble Co., with six current WBS campaigns, Allis Chalmers, Studebaker, A. J. Folger, Mid-Continent Petroleum, Wander Co., Schlitz. A. J. Kendrick, vice-president in charge of WBS Midwest activities. has invited station owners and managers, agency executives and prominent broadcasting officials attending the NAB Convention June 20-23 to visit the new plant.

North Carolina to Allot

Tourist Promotion Fund AWARD of the agency contract for handling the \$250,000 fund recently appropriated by the North Carolina legislature to promote tourist traffic and attract industry and farmers to the state will shortly be announced. The sum was placed at the disposal of the Board of Conservation and Development, which invited various agencies to present plans. These plans are now before it, 24 large and small agencies bidding for the account and appearing May 12 at a meeting called in Raleigh. Although the concensus is that all of the money should be spent in media outside of the state, Richard H. Mason, manager of WPTF, Raleigh. appeared to urge the use of radio advertising, which is definitely included in some of the agency presentations. The appropriation is designed to cover a two-year campaign starting July 1.

Zenith to Use Network

ZENITH RADIO Corp., Chicago, will start a network series sometime in September. The firm is now negotiating for time for the series which will probably originate in Chicago. No spot advertising is planned for this year. E. H. Brown Adv. Co., Chicago, haudles the account.

Ford Dealer Tour FORD DEALERS OF AMERICA.

• Lunches for Agencies

H. K. CARPENTER, vice-

president of United Broad-

casting Co., operating WHK and WJAY, Cleveland, and

C. A. McLaughlin, sales man-

ager, have inaugurated a

series of weekly luncheons for members of the various

advertising agencies in Cleve-

land. These luncheons are to

be held weekly in the WHK-

WJAY sales audition room.

The first luncheon was held

May 26 for members of the

firm of McCann-Erickson

Other luncheons for other ad-

vertising agencies will be

held on succeeding Wednes-

days. Mr. Carpenter and Mr.

McLaughlin felt that agen-

cv executives would thus

gain a better understanding

Cantaloupe Drive

ance in perpetuity. In other words,

there would be no performance roy.

alty aside from that paid at the

each number and that existing con-

The Wisconsin Senate on May 19

approved a resolution memorializ-

author of the resolution, as-

legislatures in Iowa, Ohio and Min-

copyrights.

pending measures.

copyrighted music be abrogated.

of the local radio picture.

Detroit, sponsors of Watch the Fun Go By and Universal Rhythm, halfhour programs broadcast on Tuesday and Saturday nights respectively over nationwide CBS networks, are sending Al Pearce & His Gang, stars of the former prograni on a barnstorming expedition which will take them on a tour of 36 cities, and are expanding the second show into a full hour broadcast and moving it to the Sunday night spot occupied during the winter months by the Sunday Evening Hour sponsored by the Ford Motor Co. N. W. Ayer & Son Inc. has the

Ford Dealers Series

TWIN CITY FORD DEALERS, Minneapolis and St. Paul, recently started a month's spot campaign on seven stations. Daily one minute announcements are being used over WEBC, KSTP, WDGY, WEAU, KSOO, KWTN and WNAX, Mc-Cann-Erickson Inc., Chicago, is agency.

WORLD Broadcasting System will work a skeleton staff on Saturdays during the summer, beginning, May 29. with employes in each department alternating in handling the Saturday business.

> Counsel for Test of Copyright Law In Montana Is Considered by the NAB publisher or the copyright owner

onev

weekly on 15 stations.

WITH MONTANA as the test battle ground on state copyright legislation, the NAB tentatively has selected Alfred Schweppe, Montana attorney, to represent its interests in the appeal taken by ASCAP to procure injunctive relief.

The Montana law, drastically restricting operations of ASCAP. and other copyright groups, was the first of the half-dozen state laws to be enacted dealing with copyright. Mr. Schweppe appeared along with other counsel for the state in the injunction proceedings before the State Court at Helena in April. If retained he will be counsel for broadcasting stations in the state under the aegis of the NAB. It is expected that the Montana State Court action, whatever its decision, will be appealed to the Circuit Court of Appeals in the Mountain District. ASCAP appears to be concentrating its fire upon the Montana law as a test case.

Acts similar to the Montana law already have been approved in Washington and Tennessee. Several other states also have taken action on copyright measures designed to restrict its operations but not definitely along the lines of the Montana measure [BROAD-CASTING, April 15, May 1].

Passed in Nebraska The Nebraska one-house Legis-

lature passed an anti-monopoly artists in restricting broadcasting bill dealing with copyright last month and it was signed by Gov. R. L. Cochran on May 17. The bill, while differing radically sion. Both the Duffy and Guffey measures are favored by broadfrom the measures adopted in Moncatsers as bills which would eftana and Washington, nevertheless is far-reaching in scope. The main proviso is that the purchase of music at a price specified by the arbitrary operations.

Extension Refused In Transradio Suit

Case Now Expected to Come to Trial Some Time in June

THE MOTION of the 17 defendants in the restraint-of-trade case brought by Transradio Press Serv. ice Inc. and its associated Radio News Association Inc., for permis. sion to get depositions from witnesses living more than 100 miles from New York and for an extension of time to procure these depo sitions, was denied by District Judge John W. Clancy May 17 This is believed to be the final attempt at postponement of the suit which was placed on the reserve calendar May 24 and will probably come to trial sometime in June. The motion, which was accompanied by a memorandum charg-

ing Transradio with news "piracy was filed under Equity Rule 56. which provides that time may be granted for the obtaining of depositions if the petitioner shows some strong reason for taking this WESTERN GROWERS Protective evidence and also why it was not Association, Los Angeles, in the inobtained during the 90 days allowterest of California and Arizona ed for filing an answer to the grown cantaloupes, honey dew and charges of the plaintiff. Such testiball melons, through J. mony is sworn to before some local Walter Thompson Co., that city, on official and may be used as evi-dence at the trial. Hence, if the at-July 10 will start a six-week spot announcement campaign concentornev for the opposing side wishes trating on the eastern market. Anto cross examine the witness, he nouncements will be used six times must travel to the point of the deposition. Such a motion is not us-

nally granted unless the petitioner is able to show rather conclusively that the evidence he expects to receive is important to the case.

Answer of Plaintiffs

In his answer, Isaac W. Digges counsel for the plaintiffs, stated would authorize public performthat the defendants' application did not show reason why the testimony could not have been taken before, did not give a proper statetime the original piece of music is ment of the testimony expected purchased. Other provisions of this from these witnesses, and did not bill specify that the copyright show strong reason for taking the owner pay to the Secretary of depositions. He charged that the State a 25c registration fee for defendants were seeking the help of the court in obtaining evidence. tracts and methods of paying for His answering memorandum continues: "Memorandum submitted by counsel for the defendants discloses that they will attempt to ing Congress to enact legislation prove the plaintiffs guilty of un-clean hands . . . There is no prohibiting "racketeering" on copyrighted music. Senator Zimny, showing whatsoever in the moving affidavit that the witnesses sought serted that proprietors of business to be examined will testify that the places were being "victimized" by plaintiffs herein ever disseminated corporations controlling musical the news alleged to have been 'pirated', much less that it was disseminated in competition with any Copyright legislation also has

been introduced in Florida while of the defendants . . . "The plaintiff news-gathering associations have attempted, during nesota adjourned without acting on more than three years of their business activities, to conduct their Still planning to hold hearings business upon the highest ethical on three pending copyright bills, plane No complaint has ever the Senate Patents Committee, as been made by any defendant to the BROADCASTING went to press, had plaintiffs that any single item of not been able to set specific dates. its news was unfairly appropriated, The bills pending are the Sheppard and no action for any such alleged Bill (S-2031), identical with a meaappropriation has ever been instisure suggested by Ed Craney, mantuted against these plaintiffs by ager of KGIR, Butte, the Guffey any defendants or anyone else.

Bill (S-2240), which proposes to 'A roving commission giving to recognize the rights of performing these defendants the opportunity to take depositions would merely of their works and the Duffy bill prolong the severe handicap of unfair competition from which the (S-7), holdover from the last sesplaintiffs presently suffer, and could serve no useful purpose." In the individual trade libel acfectively strip ASCAP and other tion of Transradio versus United Press the latter has been granted copyright combinations from their

until June 14 to file an answer.

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BROADCASTING • Broadcast Advertising

Several Unions: Seek Radio Affiliates V. G. Mathison, C. I. O. organizer in Los Angeles, following an or-ganization meeting May 25, an-nounced that technicians and an-

With Guild for a 5.Year Period

LABOR UNIONS, which have hitherto neglected broadcasting as a field for organization, except musicians who were already strongly unionized before entering radio, are now making up for lost time.

Technical staffs of many stations have become members of unions affiliated with the A. F. of L. or the C. I. O. and already these two parent groups have begun fighting over the right to organize the radio field. Actors' Equity has announced its plans of bringing talent into the union fold. Some news writers, editors and commentators are joining the Newspaper Guild, though in no large numbers, and their fellow writers of the publicity staffs are beginning to consider some such membership. Announcers and production men have formed their own independent orranization, the American Guild of Radio Announcers & Producers, which has just won recognition and a five-year contract for its mem-

hers at CBS headquarters in New York, birthplace of the organization. **CBS** 'Agreement

On May 27, following a series of conferences between the committees appointed by CBS and by the AGRAP, the network signed an agreement covering hours, wages and working conditions for announcers and assistant directors employed in its New York studios.

The agreement runs for five years and is based on a five-day, 40-hour week. The Guild is recognized as exclusive bargaining agency for these employes: the principle of a Guild Shop is recognized, with the Guild agreeing either to accept into membership any employe engaged by CBS or to waive this membership requirement. The contract provides for a new wage scale, and immediate salary

ncreases were put into effect. Announcers will receive fees for commercial broadcasts and will paid for vacations and periods of illness in accordance with the company's existing policy. Cases of ispute between employes and company will be arbitrated under the rules of the American Arbitration

Controversy at WHN

Society.

The possibility that the field of roadcasting may be added to the battlegrounds on which the American Federation of Labor and the Committee for Industrial Organization are fighting for the right to represent the employes in their dealings with the employers came that much nearer to realization last week when the A. F. of L. interrupted negotiations between WHN, ew York, and the American Ra-¹⁰ Telegraphists Association, C. 0. union with which WHN's techical staff is affiliated. Since Loew's Inc., owner of a chain of motion picture theatres as well as WHN, already employs ^{nusicians}, stage hands and motion

liohistory.com

picture machine operators belongng to unions affiliated with the A. of L, this organization has asked that Loew's deal only with

CBS Signs Agreement A. F. of L. unions and refuse to recognize C. I. Q. affiliates. Following an informal hearing held in the office of Mrs. Elinore Herrick, regional director of the National Labor Relations Board, it was decided that the WHN technicians would continue to work under their present conditions until a formal nearing could be held and a decision reached. On inquiry from BROADCASTING

Mrs. Herrick stated that the question resolves itself into a definition of what constitutes a unit for collective bargaining. If the technical staff of WHN is such a unit, then they should be allowed to be represented by the A. R. T. A. If, on the other hand, the unit comprises all Loew's employes, then under the majority rule they should be represented by the A. F. of L. unions. It will probably be several weeks before the local board can hear the case and the trial examiner make his report to Washington, and probably several weeks more before a final decision will be handed down.

Meanwhile the A. R. T. A. has filed charges with the National Labor Relations Board against WHN. claiming that the station had asked for a postponement of negotiations which the union had granted with the provision that no attempt to dissuade the men from union membership be made, and that the station had then violated this agreement by attempting to form a company union, offering the men the same benefits asked for by A. R. T. A.

Announcing Guild

Harold Katan, A. R. T. A. organ-

izer told BROADCASTING that after numerous postponements Louis K. idney, managing director of WHN, and Herbert Pettey, assistant manager, had held two meetings with two C. I. O. representatives and three of the station engineers, but that they had been inable to reach an agreement on the matters of a closed shop and basic wage scale. It was at this point in the proceedings that the A. F. of L. group suddenly entered the picture, he stated.

The new American Guild of Ra-



wages, and other incidents and conditions of employment. Roy Langham, president of the Guild, told BROADCASTING that while no official reply had been re-ceived from the station the Guild had had an informal response that it would be recognized by WMCA. This was verified by William Weisman, vice-president and attorney for WMCA, who stated that when AGRAP comes in with proof that it actually represents the WMCA employes the management of the

station will be willing to sit down and talk things over with a Guild committee. Equity About Ready The Actors' Equity Association

will undoubtedly begin its camnaign to organize radio talent in the near future, probably soon after the election of its new officers on June 4. The election will have no effect on its radio plans, BROAD-CASTING was informed at Equity headquarters, as all candidates have pledged themselves to support ia radio drive.

While no plans have been divulged, it is considered likely that Equity will tackle the networks first, asking them to recognize Equity as the bargaining agent for talent and pointing out that they will have their choice between dealing with this group which has behind it a long experience in the theatre or with some more radical, less experienced organization. If the broadcasters do not recognize Equity at first, further steps will be taken, it was unofficially stated



HOW HARD IS COAL?-Hard enough for engraving, Frank Megargee, president of WGBI discovered, when Mayor Stanley J. Davis, of Scranton, presented him with a desk piece carved from anthracite. In the group are the Mayor (left), Mr. Megargee (center), and Announcer Bill Pierce. Occasion for the presentation was WGBI's affiliation with CBS.

nouncers representing eight independent radio stations and two network studios in the Los Angeles area have joined Local 15, American Radio Telegraphists' Association, and appointed Chester H. Jordan, secretary for 90 days. They also elected three delegates from their group to the Los Angeles Industrial Council. Committeemen from each station were appointed to contact other members of their respective studios in a membership

drive.

Progress will be reported at the June 1 organization committee meeting. A general membership meeting is scheduled for June 8 when it is planned that demands will be drafted for a minimum wage scale and maximum hours which will be presented to station managers. Gordon, heading the group is national representative of the American Radio Telegraphists' Association and also district organizer of the United Electrical Workers of America.

Stations Now Unionized

Stations now represented in Local 15 by announcers, techniciáns and other employes, as announced by Mathison are KGFJ, KFVD, KEHE, KFAC, KIEV, KMTR, KRKD, KFXM, KFI and KHJ. KFVD and KGFJ are said to be 90% organized and KFAC 80% KFI and KHJ, are affiliated with NBC and Mutual-Don Leë network, respectively. A concentrated drive to organize NBC and CBS will be made following the independent station campaign and will include all employes.

Mathison spent several days in San Francisco this past month, quietly looking over the field. Although he contacted several station employes, both announcers and technicians, he stated that there will be no drive in that area for the time being.

NBC Hollywood employes on May 20 took initial steps to form a company union for collective bargaining, similar to that formed among the network employes in San Francisco a few days prior. Excluded from the group are technicians and engineers already organized.

Temporary officers and a committee of six have been named to draw up bylaws and a constitution. Tracy Moore is chairman and Helen Aldrich secretary. Both are of the sales department. Committee members and the departments they represent are Jack Votion, and Honor Holden, artists bureau; Claude Ferrell, maintenance; Jean Darrell, program; Ed Ludes, sound, and Joe Alvin, publicity. Purpose, of the union is to represent the employes in dealing with NBC concerning any grievances, labor disputes, wages, rates of pay, hours of employment or conditions of work, according to Alvin.

NBC has 56 employes in Holly wood, exclusive of executives and those already organized. All are, expected to come into the company union. Employes are already virtually on a five-day week with 38 hour weekly schedule.

A strictly non-union city, Los (Continued on page 70)

June 1, 1937 • Page 15

BROADCASTING • Broadcast Advertising

A Glimpse Into the Future of Television By ORRIN DUNLAP Jr.

Home Movie Size Images as Exhibited by RCA Indicate Practical Possibilities of the Visual Medium

HOSE skeptics and pessi- capable of supporting an expensive mists who have argued that television pictures confined to a 7x10 inch frame aré

too small to warrant enthusiasm for home-television, had their pessimism blasted when Dr. Vladimir K. Zworykin and Dr. R. R. Law of RCA Mfg. Co. staged a large tele-screen show at the recent silver jubilee convention of the institute of Radio Engineers in New York [BROADCASTING, May 15]. Dr. Zworykin sounded the key-

note of the demonstration when he exclaimed: 'The prospects of improving the

light output of projection tubes seem excellent and there is every reason to believe that the projection type receiver will soon be added to our practical television system as a solution of the problem of obtaining large home television pictures.

He then set out to prove that he knew what he was talking about; that this was not mere prophecy.

Was It a Dream!

Engineers, who for years have contended that 'television on a large screen is but a dream, found themselves at last applauding an 18x24 inch 441-line picture of home-movie texture, and then to their amazement the image was "blown up" to 8x10 feet. The giant picture, of course, was not as distinct in detail as was the homemovie size picture; nevertheless, it was surprisingly clear and the engineers all seemed to agree that they were witnessing a significant step television was taking toward the American fireside and possibly the theatre.

These experts, who approach all such demonstrations as "from Missouri", had to be shown that the new Źworykin-Law magic would work. Radio men have seen large tele-picture "shows" before by wire and radio. But these demonstrations of the past were made possible by a mechanical scanner's whirling disk with its rim festooned with tiny lenses, now quite generally discarded as impractical for home utility. Even as far back as 1926, radio

men watched clusters of light sweep and gyrate across a screen to "paint" life-size images, but they had never seen an electrified picture on the flat face of a cathode ray tube, in which rests the hope for home-television, projected on a screen. Here was a real trick of magic that convinced many an engineer that possibly television after all has a future linked with the home.

David Sarnoff, president of RCA, declared recently to the American Physical Society that the major obstacles to the public introduction to television are no longer in the field of research or engineering. Television has reached a stage where it now demands the creation of a new art-form; it must build networks and in Mr. Sarnoff's words, "justify an economic base

program service." Perhaps it is high time an economic formula is devised as an answer to the riddle: Who will pay for television? Will advertisers? Can an art so closely re-lated to the cinema "get away" with advertising when the theatre screens long since learned it would never do? Perhaps it is time for the program planners; playwrights, performers, camera men, scenic designers and a host of others to swing into line for television.

An Eye of Magic The Zworykin-Law tele-screen challenged artistry. The genuine applause of more than 1,200 radio technicians was significant. Here was television of home-movie standard on an 18x24 inch screen, and that is about the size of a newspaper page. The magic was performed by

what the technicians call "a projection kinescope". This all-seeing device. Dr. Zworykin introduced a decade ago, as a practical radio 'eye" for a television receiver. At the same time he offered the iconoscope as the "eye" for the television camera. It does for sight what the microphone does for sound. Then, at the receiving end, the kinescope does for light what the loudspeaker does for sound. For ten years or more, Dr. Zworykin and his staff have been improving these electric "eyes". Today they are sensitive radio optics, destined eventually to extend the optic nerve of man to see far

beyond the horizon.



PICTURE OF TELEVISION-This is the television image as photo-



that perhaps as time goes on, a projection gun might be simplified to sell for ten dollars. The history of radio's rapid growth from a mere "craze" to a

billion dollar industry is proof enough of how science and commercialism go hand in hand when the public beckons. The radio engineers were in-

vited to Radio City for a showing of 7x10 inch television, and although the tele-reels featured the dramatic Hindenburg tragedy and the exciting Kentucky derby, there was nowhere near the applause for this direct viewing kinescopic "show" as for the large projected scene. It should be explained that in the large screen test actual television pick up was not utilized. A still picture on the face of the cathode ray tube was used for the "laboratory" projection. But as one noted engineer commented, "it's easy to make the picture move." Easy on the Eyes

Dr. Zworykin with his usual modesty wanted it clearly under-



DR. ZWORYKIN

fort of many minds." He knows that television is no one man affair anymore than was wireless.

Then he proceeded to demonstrate the new kinescope with the lens arrangement in front of it to magnify and throw the image on the screen. It made the current style of television receivers look rather obsolete for they are built so that the image on the flat end of the funnel-shaped kinescope is reflected on a mirror-like screen on the underside of the cabinet's lid. As the lid is raised and tilted the picture is within view of the spec-

tator. Now, here was a new instrument looming as an ultimate home-entertainer for it presents a fairly large-sized motion picture that can be seen by the entire family without crowding around the machine, without squinting and without eye fatigue. This was a picture large enough to possess real entertainment value.

Brightness in the highlights of the 18 by 24-inch picture is rated as 0.9 candles per square foot. Dr. Zworykin explains that this appears to be an acceptable minimum of home television. His scientific paper on the new unit revealed that it represents new advances in the evolution of electron guns, in fluorescent screen materials, vacuum tubes, optical systems, radio circuits, besides new applications and developments in lenses. Dr. Zworykin's "nut shell" explanation is that the projector is an electron gun, the target of which is a fluorescent screen on the flat end of the evacuated cathode ray tube or kinescope.

He said that the trick of obtaining pictures larger than 7x10 inches could have been accomplished by merely increasing the dimensions of the kinescope, and that could be done within reasonable limits without a serious sacrifice of brilliance, which is an extremely vital factor in television. Every "ounce" of light is precious. But to "blow" the picture up to the size of a newspaper page, would call for a giant and extremely costly tube. For example, the diameter would be nearly 30 inches, the length more than three feet and the glass face or "screen" would have to withstand a pressure of five tons. Obviously this was not the secret of larger telepictures, so Dr. Zworykin and his staff turned in other directions. They discovered that the best

alternative method of obtaining an enlarged picture was through a graphed on a 3x4 foot screen after projection by the latest radio lens and electron gun developed by Dr. V. K. Zworykin and Dr. R. R. Law. "projection kinescope", and they

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decided to design and build one. It is no overnight discovery, but the work of years. The electron gun work of years. The electron gun resulted and it is no mere toy for it operates at an over-all volt-age of 15,000 volts, delivering a beam current of about 400 microamperes, thus generating 6 watts at the fluorescent screen.

Incidentally, the fluorescent materials commonly used in the projection kinescope are zinc or zinc. beryllium orthosilicates. This gives a yellow-green tint to the picture. Zinc sulphides, on the other hand, produce a nearly white-light picture, but the sulphides are inclined to instability, according to Dr. Zwoykin.

A Matter of Light "The projection tube is similar to the direct viewing kinescope in principle," said Dr. Zworykin, "but produces a small, very bright image. Then, by use of suitable projection lens, the picture on the kinescope may be projected to any desired size on a suitable screen. The principal problem involved in this method is that of obtaining sufficient illumination on the screen, so that the picture may be viewed

The most efficient viewing screen, Dr. Zworykin explained, is one offering "highly directional transmission", so that the picture can be viewed without too serious loss of light within an angle of 20 degrees.

without fatigue."

Another problem has been to solve the commercial aspects of voltages and currents are enithe lens problem. For instance, a ployed," said Dr. Zworykin. "The lens for television must be one picture is more encouraging than that can be manufactured in quantities and must be relatively in-expensive. But Dr. Zworykin explains that since the resolution of the picture is 441-lines "the figure and correction of the lens do not have to be perfect, as in the case of a photographic objective." This is an important consideration in large scale production. Since lens makers have never before been confronted with the problem of improvements." making high quality lenses in quantities foreseen for television, cost estimates are at hest guesses.

"If we are satisfied with the the research experts say is likely brilliance of a home movie proto evolve from this teleprojection jector, the new projector kinescope system is a so-called liquid lens. and its lens come very close to ful-They point out that there is some filling the minimum requirements," possibility of improving the persaid Dr. Zworykin. "But it will not formance of television projection yet compete with the picture proby improving the optical system. duced on the screen of a 12-inch Increasing the diameter of the kinescope, although the conditions projection lens is considered an obare by no means unattainable.

Liquid Lens Developed

of such a lens is a restriction.

dissipation of heat generated at

the fluorescent screen, thereby

lengthening the costly tube's life.

were applauding the teleprojector,

While the American engineers

of the system."

A further development which

Lens Problems "Since the initial work on pro-

jection tubes was carried out at a time when a good imagination was an essential aid to viewing a picture, it can readily be recognized that a centain amount of inspiration went hand in hand with science. To enable the lens to be placed directly in front of the kinescope's 'screen', it was necessary to make several radical modifications in the flask-like tube. Better focusing of the electron beam is required, and now the fluorescent spot, which 'paints' the image on the screen is no longer round but elliptical.' In the language of the technician the new development is described as "a two-lens electron optical system" which has ability to with-

ohistory.com

the British Broadcasting Corp. was stand electron bombardment for satisfactory periods of time withtelecasting the coronation proces-^{out} undue deterioration. sion through telephoto lenses on "The question of the useful life electric cameras linked by coaxial

ELECTRON GUN-Dr. R. R. Law of the RCA laboratories points to the electron gun in the new Kinescope for projecting television images on large screen. The compartment at left holds the three-tube picture amplifier. At right are fluorescent screen and objective lens. Power supply and scanning units are housed in the cabinet below the gun. The projecting apparatus was shown to the IRE. of the fluorescent material imme-LÚBCKE FORESEES NO TELEVISION YET diately comes to mind when high

But RCA Could Build a Set -To Sell at \$400----

might be imagined; life tests run DAVID SARNOFF, RCA presiwith a steady beam current 'of dent, in an address before 500 microamperes at a potential of RCA radio wholesalers at the 10,000 volts have shown an effici-Drake Hotel in Chicago May 19. ency drop of only 27% in 1,200 said that the company could build hours. This, indeed, is more satistelevision sets today to retail factory than were the results at around \$400. No such receivers 50 microamperes and 6,000 volts would be placed on the market this a brief three years ago. There is year, he continued because there every reason to believe that work was no certainty when television in progress will yield comparable would become commercially pos-

> Limited range of the present television transmitters, lack of line facilities and the problem of developing suitable programs at a reasonable cost were three of the problems to be solved before television would be commercially feasi-

In speaking of the financial po sition of RCA, Mr. Sarnoff said that all three divisions-manufacturing, broadcasting, and radio vious way, but the prohibitive costs communications are operating profitably with all divisions likely to The possible clue to the solushow even greater increases in tion of this problem is found in Dr. Zworykin's report that "by the use of a liquid lens in contact revenue this year.

ELECTRICAL RESEARCH Pros-ducts Inc., Hollywood, has started con-struction of its new plant at Seward with the face of the projection tube there is a possibility of increasing the light-gathering power Romaine streets. Plant, to cost approximately \$250,000 completed, will consist of three two story buildings. One structure will be for the general Such a lens he described as consistency of a hollow, hemispherical offices. It will also include a review shell sealed in the front of the room and complete recording laboraprojection tube, designed to intory. Other buildings will be a ware crease the effective aperture. The house and garage. liquid of the lens also aids in the

> cable to the image transmitter at Alexandra Palace.

May 12, 1937, may be recorded SPECIAL Medal of Merit has in history not only as the day King George VI was crowned but also been awarded to Engineer Charles Nehlsen and Announcer Herbert Mor-"King Television" destined to rule rison of WLS, Chicago, by Radio over the ethereal domain, for this Guide, fan weekly, for their work in the recent "Hindenburg disaster. [BROADCASTING, May 15]. monarch of science will be seen, afar as his voice is heard.

azines and the bill board, Harry R. Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, told delegates at the annual Pacific Coast Electrical Association convention in Pasadena,

Cal., on May 20 when he was guest

He pointed out that television

"I envisage, along with inter-

has every opportunity of becoming

the most intimate and perhaps the

most pleasurable contact, between

esting eye-and-ear entertainment,

the presentation of the commercial

message with a theme-picture, a

theme-song and a single, word,

rather than the multi-worded com-

mercial announcements in use to-

day," he said. "Television pro-

grams will be available only a few.

hours per day, at first. The con-cent of the 'nightly performance' will follow. Later, following the

trend of early broadcasting, more

and more programs will be tele-

vised, until finally, television will

be as continously available as is

He stated that past and pres-

ent television broadcasting cannot

be sponsored and is currently a

non-profit activity. In addition to

speaking, Lubcke supervised tele-

vision demonstrations at stated in-tervals' during the three-day con-

vention, using newsreels and short

subjects. Picture transmission was

over W6XAO, the Don Lee tele-

vision station in Los Angeles.

advertisers and the public.

speaker.

radio today."

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Ask Larger Percentage

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DR. WALTER DAMROSCH, NBC music counsel, sailed with Mrs. Damrosch on May 29 for a mouth's vacawriters under contract to write on tion in Italy and France.



IT'S LIKE THIS, HERB-Arthur B. Church (left), president and general manager of KMBC, Kansas City, shows Herbert V. Ackerburg, CBS station relations vicepresident, the salient spots in a recent audience study.

Better Weather Report Move Gains Momentum

R. GROSS, news editor of WHO. Des Moines, several weeks ago started a lone campaign for more funds for the United States Weather Bureau in the interests of better weather reporting service for the entire country as well as the Corn Belt. [BROADCASTING, May 15]. The facilities of WHO are being used for a series of 15-minute broadcasts calling listeners' attention to inadequacies in the present service and making construc-

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stated.

NAMES LUTHER HILL

LUTHER L. HILL, vice-president of the Iowa Broadcasting System, was elected president of the Iowa Association of Broadcasters at its annual meeting May 25, succeed. of WHO, Des Moines. Earl N. Peak, owner of KFJB.

Marshalltown, Ia., was reelected secretary - treasurer. A committee comprising Mr. Maland, Craig Lawrence of KSO-KRNT, Des Moines, and F. C. Eighney, of KGLO, Mason City, was appointed to meet with athletic authorities of the University of Iowa and Iowa State College to arrange broad. casting of athletic events on a basis equitable to all Iowa stations. Resolutions adopted at the meet. ing extended formal appreciation to Fred Little, IBS attorney, and Ralph Evans of WIIO, for their work in preparing and presenting

the radio libel bill recently enacta by the Iowa assembly. In attend. ance at the meeting, in addition to those named, were Hale Bondurant, WHO; Bill Quarton, Sumner Quarton and Don Inman, WMT Cedar Rapids; Clark Luther, WOC Davenport: Bob Kaufman, KMA, Shenandoah; W. I. Griffith, WOI, Ames; John Henry and Reginald Martin of KOIL, Omaha.

Eaton Paper Contest

EATON PAPER Corp., Pittsfield, Mass. (stationery), is making plans for a radio popularity poll to be conducted early in the fall through a nationwide broadcast series of 26 programs plus promotion in a number of national magazines. Listeners will be asked to write letters nominating their favorite radio performers, with a cash prize of \$1,000 to be given for the best letter. To the performer receiving the most votes the sponsor will give a Letter of Gold trophy, a plaque of gold inscribed with the sentiments of the best of the letters voting for him. Badger & Browning Inc., Boston, agency for Eaton, is now contacting radio stars most likely to be among the leaders in the poll, asking them to agree to write personal an-

Salute Latin America

CBS inaugural "salute" programs to Central and South America via its newly established international shortwave station, W2XE, on May 12 with a one-hour evening program in which the Ambassadors of Argentina, Brazil, Chile, Mexico, Peru and Colombia participated from Washington Others on the program, directed for direct and relay broadcast pickups in Latin America, included Xavier Cugat, Bidu Sayao, Brazilian soprano with Metropolitan Opera, Carlo Morelli, Chilean baritone with the same company; Dr. Leo S. Rowe, director of the Pan American Union, and Alberto Zalamea, South American news commentator on the CBS staff. The program was not broadcast on the CBS network, but was carried on 11830 kc. on its directional South American circuit.

IOWA STATE GROUP A Peek at Patricia Peck on the Air WTHT Is Granted

PATRICIA PECK

of Peck's.

Big Kansas City Store Tests Radio and Is Converted

By IRENE COWAN

PECK'S DRY GOODS Co., Kan-sas City, Mo., is gratified with the results attained by its first venture on the air, a daily 15-minute broadcast at 11:30 a. m. on WDAF, which combines the man on the street idea with one of their own, Women in the Store. The program, titled Peck's on the Air, features Patricia Peck, style commentator, and during the first six months of the experiment a general increase in business of better than 10% has been chalked up. W. B. Bachman, advertising manager and originator of the program, attributes the step-up in volume

to the air promotion. A feature of the program is that the broadcast may be made from any department in the store, for the building is completely wired, and the microphone may be set up in whatever department is being spotlighted on the day's schedule. In this way, Peck's not only reaches WDAF's large audience, but benefits from the large crowds of women who gather about the microphone to witness the production of the program. Those who tune in on the broadcast hear the ring of the cash registers, elevator boys announcing floors, customers walking and talking and salesgirls calling to floormen. This background to Patricia Peck's chatter of fashion, price

self to be in the very heart of the Formula is Varied

and style gossip adds a touch of

realism and the listener feels her-

Patricia Peck is a name well known to Peck's out-of-town mail order customers and city telephone buyers, for the store has offered the services of a personal shopper by that name for vears. The nature of the daily broad-

cast varies. Programs are made up of interviews with buyers, or representatives of manufacturers, talks with customers, and some times a fashion monologue by Patricia Peck. No music is incorporated in the week day programs. Sometimes the broadcast is in line with newspaper advertising for the day-at other times Miss Peck discusses merchandise not otherwise advertised. In this manner, a rather definite check has often been made of the radio "pull". For example, a beautifully fitted makeup box manufactured by a famous cosmetician, valued at \$7.50, was announced by Miss Peck to be on sale for only \$1.95. No newspaper advertisement was carried on this item, and 20 calls were received in the first 15 minutes after Patricia Peck signed off. Not only that, mail orders were received

to augment the attending audience. broadcasts that Peck's inaugurated and store purchases were made on this item for two weeks following the broadcast. It has been found that the air ^{rogram} is especially effective for

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the merchandising of men's accessones and shirts, and women's dresss, although good returns have been bserved on any item airwaved. An important rug sale was made to a customer in Western Kansas after

a regular Sunday period, airwayed at the same hour, but broadcast direct from the Star's studio. The first Sunday program featured an interview with the famous dancing team, Veloz and Yolanda, who were in Kansas City at that time for the Jubilesta. The Sunday broadcast is definitely a good-will builder, being devoted to dramatizations of incidents in the lives of leading Kansas City citizens, and events of importance in the Forfeited Facility Gets Time Formerly Allotted

Newport; New Texas Outlet

censee of WNBH, New Bedford,

Mass., and publishers of the New

tered as a third party seeking the

is application while granting that

of the Hartford Times and order-

ing the forfeiture by Mr. Webb,

who was allegedly unable financial-

ly to carry through his project and

who was charged with having

Greenville (Tex.) Station

At the same meeting the Broad-

cast Division, sustaining Examiner

Hill, authorized the Hunt Broad-

casting Association, Greenville,

Tex., to erect a new 100-watt day-

time station there (KGVL) to

operate on 1200 kc. The company

E. Horton, postmaster of Green-

ville and publisher of the Green-ville Banner; J. L. Collins, owner

of the local Washington Hotel and

of music stores in Greenville and

Tyler, and Nobel Young, merchant. The station will replace KFPM,

a 50-watter whose license was sur-

rendered several years ago and

whose application for revival and

transfer of ownership had been de-

nied. At the May 19 meeting the FCC denied the Voice of Greenville

(KFPM) a CP for 100 watts on

The Commission dismissed with

prejudice the application of the Escanaba (Mich.) Daily Press for

a new 100-watt daytime station on

1500 kc.; denied as in default the

application of W. H. Marolf, Esca-

naba, for 100 watts on 1500 kc.

full time; dismissed with prejudice

a partnership comprising Fred

sought to sell the CP.

HOLDER since August, 1935, of a construction permit for a new local station in Newport, R. I., S. George Webb, described as a local publicity man and employe of the Newport Electric Co., on May 19 forfeited his CP for the station, which was to be signed to 1200 kc, with 250 watts day and 100 night and to be city. The time is always open to known as WNRI. The FCC Broadoutstanding civic organizations cast Division, sustaining Examiner such as the Boy and Girl Scouts, Y. W. C. A., Y. M. C. A., etc. The Philharmonic orchestra has Hyde's findings, denied another extension of completion date and ordered that WTHT, of the Hartford been presented, and other Kansas Times, hitherto a daytime 100-wat-City musicians have found a place ter on 1200 kc., be given full time on the program. At other times, on that frequency. The hearing was held in June, 1936, with E. Anthony & Sons, li-

recordings are, used. In the week-day broadcast time on the Peck program is offered for social calendars of women's clubs, Junior League, charity campaigns, Bedford Standard & Mercury, enetc. Patricia Peck thus became in a measure a social secretary of the air. This, the store managesame facility for a new station in Pawtucket, R. I. The FCC denied ment feels, has paid dividends in two ways-in the broadening of the listening sphere, and through the subtly earned loyalty of the socialites who are inclined to return the favor by making purchases at Peck's. Peck's on the Air first broadcast

from the Kansas City Star station on Sept. 28, 1936, has clicked in a highly satisfactory manner, more than paying for itself. According to Mr. Bachman, Peck's will continue the radio promotion indefinitely. The advertising manager feels that one reason for the success of the program lies in the fact that Patricia Peck (Miss Marian Crutcher), is employed by Peck's, and not by the broadcasting sta-tion. In this way her interest and time are undivided.

Packard Summer Plans PACKARD MOTOR CAR Co., Detroit (automobiles), has revamped its NBC Packard Hour originating a broadcast in the rug department from Hollywood, and starting June it will become a musical show, Recently Patricia Peck took a featuring Johnny Green and his ornight plane to Chicago to obtain chestra with Trudy Wood and Budfashion information for the Braddy Blair, vocalists. New program ley Revue of new spring knits. will continue to be heard over the Large crowds attended the three-NBC-Red network Tuesdays, 5:30day show in the third floor sports-6:30 p. m. (PST), and talent also wear department, and sales were includes a 16-voice rhythm choir. high. The Kansas City Star car-ried a photo of Miss Peck alight-Fred Astaire, Charles Butterworth and members of the present cast ing from the plane, and commentbroadcast their final program June ed on the fact that because of the 1. Decision on the fall program has night flight, Patrica Peck would not been reached, but it was innot miss her regular morning broadcast. Peck's ran a similar dicated that Astaire would not return at his own request, as he is photograph in their advertisements planning a three-month trip abroad of the Bradley Revue, and it was following completion of his presfelt that the publicity tie-up helped ent motion picture in Hollywood Joe Stauffer of Young & Rubi-So successful were the daily cam Inc., servicing the account, will continue to produce the show.

PECK's was very much from Missouri when it decided to peck away at a bit of radio promotion. Instead of following a stereotyped program formula, Peck's planted microphone jacks all over the place and put Patricia Peck on the air every day a little before noon on weekdays. The program clicked so Peck's added a Sunday good-will builder. Now Peck's is a confirmed radio user.

the application of Cadillac Broadcasting Co. for a new 500-watt daytime station on 1140 kc. in Detroit. WWL Staff Changes UPON taking over the general management of WWL, New Orleans on May 15, Vincent Calla-

1420 kc.

han, former commercial manager of NBC's Washington stations, WRC and WMAL, announced that Capt. Arthur Pritchard. WWL manager for the last seven years. would be retained as assistant manager. On May 17 Mr. Callahan also appointed J. D. Bloom Jr. as chief engineer, Edward DuTriel as chief operator, and Francis Jacobs as, chief control man. Application of WWL for a power increase from 10,000 to 50,000 watts on its 850 kc. clear channel has been ordered for hearing before an FCC examiner June 8.

June 1, 1937 • Page 19

BROADCASTING • Broadcast Advertising

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swers to the ten best letters each one receives in the contest.

store

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Ralph Evans of WHO, for their work in preparing and presenting the radio libel bill recently enacted by the Iowa assembly. In attendance at the meeting, in addition to those named, were Hale Bondurant, WHO; Bill Quarton, Sumner Quarton and Don Inman, WMT Cedar Rapids; Clark Luther, W00 Davenport; Bob Kaufman, KMA Shenandoah; W. I. Griffith, Wol Ames; John Henry and Reginal Martin of KOIL, Omaha.

Eaton Paper Contest

EATON PAPER Corp., Pittsfield, Mass. (stationery), is making plans for a radio popularity poll to be conducted early in the fall through nationwide broadcast series of 26 programs plus promotion in a number of national magazines. Listeners will be asked to write letters nominating their favorite radio performers, with a cash prize of \$1,000 to be given for the best letter. To the performer receiving the most votes the sponsor will give a Letter of Gold trophy, a plaque of gold inscribed with the sentiments of the best of the letters voting for him. Badger & Browning Inc., Boston, agency for Eaton, is now contacting radio stars most likely to be among the leaders in the poll, asking them to agree to write personal an-

Salute Latin America

swers to the ten best letters each

one receives in the contest.

CBS inaugural "salute" programs to Central and South America via its newly established international shortwave station, W2XE, on May 12 with a one-hour evening program in which the Ambassadors of Argentina, Brazil, Chile, Mexico, Peru and Colombia participated from Washington Others on the program, directed for direct and relay broadcast pickups in Latin America, included Xavier Cugat, Bidu Sayao, Brazilian soprano with Metropolitan Opera, Carlo Morelli, Chilean baritone with the same company; Dr. Leo S. Rowe, director of the Pan American Union, and Alberto Zalamea, South American news commentator on the CBS staff. The program was not broadcast on the CBS network, but was carried on 11830 kc. on its directional South American circuit.

A Peek at Patricia Peck on the Air WTHT Is Granted

PATRICIA PECK

Big Kansas City Store Tests Radio and Is Converted

By IRENE COWAN

PECK'S DRY GOODS Co., Kan-sas City, Mo., is gratified with the results attained by its first venture on the air, a daily 15-minute broadcast at 11:30 a. m. on WDAF, which combines the man on the street idea with one of their own, Women in the Store. The program, titled Peck's on the Air, features Patricia Peck, style commentator, and during the first six months of the experiment a general increase in business of better than 10% has been chalked up. W. B. Bachman, advertising manager and originator of the program, attributes the step-up in volume to the air promotion.

A feature of the program is that the broadcast may be made from any department in the store, for the building is completely wired, and the microphone may be set up in whatever department is being spotlighted on the day's schedule. In this way, Peck's not only reaches WDAF's large audience, but benefits from the large crowds of women who gather about the microphone to witness the production of the program. Those who tune in on the broadcast hear the ring of the cash registers, elevator boys announcing floors, customers walking and talk-

ing and salesgirls calling to floormen. This background to Patricia Peck's chatter of fashion, price and style gossip adds a touch of realism and the listener feels herself to be in the very heart of the Formula is Varied

Patricia Peck is a name well known to Peck's out-of-town mail order customers and city telephone buyers, for the store has offered the services of a personal shopper

by that name for years. The nature of the daily broadof Peck's. cast varies. Programs are made up of interviews with buyers, or representatives of manufacturers, talks with customers, and sometimes a fashion monologue by Patricia Peck. No music is incorporated in the week day programs. Sometimes the broadcast is in line with newspaper advertising for the day-at other times Miss Peck discusses merchandise not otherwise advertised. In this manner, a rather definite check has often been made of the radio "pull" For example, a beautifully fitted makeup box manufactured by a famous cosmetician, valued at \$7.50, was announced by Miss Peck

to be on sale for only \$1.95. No newspaper advertisement was carried on this item, and 20 calls were received in the first 15 minutes after Patricia Peck signed off. Not only that, mail orders were received and store purchases were made on this item for two weeks following the broadcast. It has been found that the air

program is especially effective for the merchandising of men's access-^{ories} and shirts, and women's dress-^{es,} although good returns have been observed on any item airwaved. An important rug sale was made to a ^{customer} in Western Kansas after

Forfeited Facility a regular Sunday period, airwaved

Gets Time Formerly Allotted Newport: New Texas Outlet

censee of WNBH, New Bedford,

Mass., and publishers of the New

Bedford Standard & Mercury, en-

tered as a third party seeking the

same facility for a new station in Pawtucket, R. I. The FCC denied

this application while granting that

of the Hartford Times and order-

ing the forfeiture by Mr. Webb.

who was allegedly unable financial-

ly to carry through his project and

who was charged with having

At the same meeting the Broad-

cast Division, sustaining Examiner Hill, authorized the Hunt Broad-

casting Association. Greenville.

Tex., to erect a new 100-watt dav-

time station there (KGVL) to

operate on 1200 kc. The company

E. Horton, postmaster of Green-ville and publisher of the Green-

ville Banner; J. L. Collins, owner

of the local Washington Hotel and

Tyler, and Nobel Young, merchant.

a 50-watter whose license was sur-

rendered several years ago and

transfer of ownership had been de-

nied. At the May 19 meeting the FCC denied the Voice of Greenville

(KFPM) a CP for 100 watts on

The Commission dismissed with

prejudice the application of the Escanaba (Mich.) Daily Press for

a new 100-watt daytime station on

1500 kc.; denied as in default the

application of W. H. Marolf, Esca-

naba, for 100 watts on 1500 kc.

full time; dismissed with prejudice

the application of Cadillac Broad-

casting Co. for a new 500-watt day-

time station on 1140 kc. in Detroit.

WWL Staff Changes

UPON taking over the general management of WWL, New Or-leans, on May 15, Vincent Calla-

han, former commercial manager

WRC and WMAL, announced that

Capt. Arthur Pritchard, WWL

manager for the last seven years,

would be retained as assistant man-

ager. On May 17 Mr. Callahan also

appointed J. D. Bloom Jr. as chief

NBC's Washington stations,

1420 kc.

whose application for revival and

music stores in Greenville and

The station will replace KFPM,

a partnership comprising Fred

Greenville (Tex.) Station

sought to sell the CP.

at the same hour, but broadcast di-rect from the Star's studio. The first Sunday program featured an interview with the famous dancing HOLDER since August, 1935, of a team, Veloz and Yolanda, who construction permit for a new local were in Kansas City at that time station in Newport, R. I., S. George Webb, described as a local publicity for the Jubilesta. The Sunday broadcast is definitely a good-will man and employe of the Newport Electric Co., on May 19 forfeited builder, being devoted to drama-tizations of incidents in the lives his CP for the station, which was of leading Kansas City citizens. to be signed to 1200 kc. with 250 and events of importance in the watts day and 100 night and to be city. The time is always open to known as WNRI. The FCC Broadoutstanding civic organizations such as the Boy and Girl Scouts, Y. W. C. A., Y. M. C. A., etc. cast Division, sustaining Examiner Hyde's findings, denied another ex-tension of completion date and or-The Philharmonic orchestra has dered that WTHT, of the Hartford been presented, and other Kansas Times, hitherto a daytime 100-wat-City musicians have found a place ter on 1200 kc., be given full time on the program. At other times, on that frequency. recordings are, used. In the week-day broadcast time The hearing was held in June, 1936, with E. Anthony & Sons, li-

on the Peck program is offered for social calendars of women's clubs, Junior League, charity campaigns, etc. Patricia Peck thus became in a measure a social secretary of the air. This, the store management feels, has paid dividends in two ways-in the broadening of the listening sphere, and through the subtly earned loyalty of the socialites who are inclined to return the favor by making purchases at Peck's. Peck's on the Air first broadcast

from the Kansas City Star station on Sept. 28, 1936, has clicked in a highly satisfactory manner, more than paying for itself. According to Mr. Bachman, Peck's will continue the radio promotion indefinitely. The advertising manager feels that one reason for the success of the program lies in the fact that Patricia Peck (Miss Marian Crutcher), is employed by Peck's, and not by the broadcasting station. In this way her interest and time are undivided.

Packard Summer Plans PACKARD MOTOR CAR Co., Detroit (automobiles), has revamped its NBC Packard Hour originating broadcast in the rug department from Hollywood, and starting June it will become a musical show, Recently Patricia Peck took a featuring Johnny Green and his ornight plane to Chicago to obtain chestra with Trudy Wood and Budfashion information for the Braddy Blair, vocalists. New program ley Revue of new spring knits. will continue to be heard over the Large crowds attended the three-NBC-Red network Tuesdays, 5:30day show in the third floor sports-6:30 p. m. (PST), and talent also wear department, and sales were includes a 16-voice rhythm choir. high. The Kansas City Star car-Fred Astaire, Charles, Butterworth ried a photo of Miss Peck alightand members of the present cast ing from the plane, and commentbroadcast their final program June ed on the fact that because of the 1. Decision on the fall program has night flight, Patrica Peck would not been reached, but it was innot miss her regular morning dicated that Astaire would not rebroadcast. Peck's ran a similar turn at his own request, as he is photograph in their advertisements planning a three-month trip abroad of the Bradley Revue, and it was following completion of his presfelt that the publicity tie-up helped ent motion picture in Hollywood. Joe Stauffer of Young & Rubito augment the attending audience. So successful were the daily cam Inc., servicing the account, will broadcasts that Peck's inaugurated continue to produce the show.

.

PECK's was very much from Missouri when it decided to peck away at a bit of radio promotion. Instead of following a stereotyped program formula, Peck's planted microphone jacks all over the place and put Patricia Peck on the air every day a little before noon on weekdays. The program clicked so Peck's added a Sunday good-will builder. Now Peck's is a confirmed radio user...

engineer. Edward DuTriel as chief operator, and Francis Jacobs as chief control man. Application of WWL for a power increase from 10:000 to 50.000 watts on its 850 kc. clear channel has been ordered for hearing before an FCC examiner June 8.

June 1, 1937 • Page 19

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Plan for Federal **Station Considered**

Rep. Celler Says Shortwave Bill May Go to Hearing

HEARINGS on the bill (HR-4281) introduced last Feb. 3 by Rep. Celler (D-N. Y.), proposing construction and operation by the government of a powerful shortwave broadcasting station to transmit educational and other programs to Latin American countries, may be, held during the current session of Congress, according to Rep. Celler.

The bill is now before the House Naval Affairs Committee, to which it was referred because it proposes construction and maintenance of the station by the Navy, and Chairman Vinson (D-Ga.) states that he is awaiting a report on it from the Navy Department. Rep. Vinson said hearings would be held if the committee is able to clear its dockets of more pressing business. No companion bill has been introduced in the Senate.

That such a station be built and operated by the government was first suggested by FCC Telegraph Commissioner George H. Payne in a speech at Harvard last January. He is understood to have worked with Rep. Celler on its preparation. The bill calls for an appropriation of \$750,000 for construction of the "Pan American Radio Station" and an annual appropriation of \$100, 000 for its program operation under the direction of the U.S. Commissioner of Education. The Navy would spend \$50,000 a year for technical operation and maintenance.

Advisory Council

General policies of the station would be determined by an advisory council consisting of the Secretary of State, director-general of the Pan American Union, chairman of the FCC, Commissioner of Education and others to be designated by the President. The bill would prohibit advertising over the government-owned station but provides for program cooperation with privately owned radio stations and systems.

Rep. Celler, in introducing the bill, pointed out that President Roosevelt in 1933 had set aside five international shortwaves for such a station, enumerating these as 6120, 9550, 11730, 15130 and 21500 kc. He ridiculed objections to the station as an "entering wedge" into government operation of broadcasting stations, declaring: "I am a firm believer in private initiative. I do not want to slam the door in the face of efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is yet the greatest in the world, thanks to private control. One shortwave station, set up in pursuance of the treaty, in an assigned channel, on a noncompetitive basis, will not in the slightest militate against private initiative. It will not lead to gov-ernment monopoly."

ITALY has issued a decree extending the censorship powers of the Ministry of Press and Propaganda to embrace all radio and television broadcasting: First important use of that power was the banning of the Coronation broadcasts from London due to the strained relations with England.



BORDEN SESSION-General get-to-gether agency, men, Yankee Network officials and program personnel for a complete understanding and program of promotion for Borden Sales Co. Inc., New York (Chateau Cheese) sponsoring The Chateau News Reporter, on WNAC, WEAN, WCSH. WTIC, WICC, all Yankee stations, was held recently. Seated (left) Leland Bickford, editor-in-chief Yankee-Colonial Network news services, to his left, Linus Travers, Yankee-Colonial production manager; seated on table next to Travers, Carlos Franco and directly in back of him, Pete Barnum, both representing the agency, Young & Rubicam Inc., New York. Standing are Thomas Burch, assistant sales manager of New England for Borden, and Fred L. Bishop, head of Yankee Dramatic group, and sponsor's local sales personnel.

Leveled Against Two Radio Attorneys

Radio Tax Would Hurt Rural Listeners Most PROPOSAL by Commissioner Payne of the FCC to tax broadcasting stations \$1 to \$3 per watt of transmitter power, has aroused wide opposition as depriving farmers and others living in rural communities, of their principal broadcasting entertainment, reports the May issue of Radio Today, edited by former Federal Radio Commissioner O. H. Caldwell.

"For it is chiefly the high-power stations which can be heard in rural regions," the dealer trade journal states. "Cut down their power by an excessive tax, and Congress would render useless milions of radio sets throughout the farms and rural sections of the nation. It is these isolated listeners on the farms, in lone mountain cabins, on islands off the coast, to whom radio means most, for it is

CLAIMS of improprieties leveled

against Paul M. Segal, Washing-

ton attorney, and his associate,

George S. Smith, will be considered

by the FCC en banc by virtue of

the adoption of an order May 19

calling upon the attorneys to show

cause why they should not be sus-

pended, disbarred, or their right to

practice before that Commission

Acting upon a report which an

investigating committee headed by

elegraph Commissioner George

H. Payne had submitted, the FCC

ordered the attorneys to answer

the specific allegations within 31

days, and to state whether they designed a hearing. The citations

dealt with applications filed in be-

half of Richard M. Casto, for a

new station in Johnson City, Tenn.,

and others filed in the name of

Palmer Broadcasting Syndicate Inc.

In the Palmer cases the allega-

tions were that a "dummy cor-

poration" had been employed in the

In a statement May 20, Mr. Se-gal stated the FCC owes it to it-

self to hear the testimony and get

the facts. The citation for disbar-

ment, he added, is the only formal

iling of the applications.

evoked.

their sole source of entertainment. fight. Thus the proposed radio-tax bill, sponsored by Commissioner Payne and Representative Boylan, would act to confine radio to the cities, which already have a surplus of amusements-leaving farms and

Firestone Summer Plans FIRESTONE TIRE & RUBBER Co., Akron, (tires and tubes), which has been on NBC-Red continuously since December, 1933, has renewed its Voice of Firestone series of Monday night broadcasts of operatic and symphonic music for another 52 weeks. Richard Crooks. Metropolitan Opera tenor who has been starred in the series, left for his vacation following the broadcast of May 31, and various guests will be used until his return. Sweeney & James Co., Cleveland, handles the programs.

proceeding available for this pur-

pose under the FCC regulations.

Asserting he felt that the FCC

would give himself and his asso-

ciate a prompt and fair hearing,

Mr. Segal said he was confident

that "the vindication to which we are entitled" would result.

ING, now pending in the U. S. Dis-trict Court for the District of

Columbia. Messrs. Segal and Smith

PRESS RELEASE

Communications Commission ap-pointed a special committee, consisting

Pavne, Chairman, Commissioner Thac

Waller, to reopen and further inves-tigate the case of George S. Smith,

nd any other incidents of similar

character This Committee has met and

held hearings frequently and has yes-

terday submitted a report to the Com-

mission. Based upon this report the

Commission has issued the following order which has been served today,

(Continued on page 57)

On March 10, 1937, the Federal

Commissioner George Henry

Brown, and Commissioner Paul A.

lease, issued May 20, follows:

The text of the FCC press re-

small towns without any radio en-

tertainment whatever.

BUICK MOTOR Co., Flint, will sponsor the broadcast of the cham-pionship fight between James Brad. dock and Joe Louis to be held in Chicago on June 22, on the com-bined Red and Blue networks of NBC, a total of 125 stations, larg. est ever connected for a major sporting event. Contract for the radio rights to the bout was signed by T. H. Corpe, advertising director for Buick, following comple. tion of arrangements between NBC Mike Jacobs, representing the Chicago promotors, and the managers of Braddock and Louis. Deal had

June 22 Being Planned

been set for some time but the actual signing of contracts was held up until it became apparent that Madison Square Garden. which elaimed contracts with Braddock calling for him to fight Max Schmeling in New York on June would not be able to get an in. unction restraining the Chicago This will be the third major fight broadcast under Buick's sponsorship, the company having broad. cast the Baer-Louis bout in 1935 and the Louis-Schmeling fight in 1936. Price of the radio rights is said to be \$50,000, of which Buick is paying \$35,000 with NBC putting up the balance. The announccers have not been officially named but will probably be Clem McCarthy describing the fight itself with Edwin C. Hill filling in between rounds. NBC has also made arrangements for a short wave

ringside to LR4 in Buenos Aires. Argentine, which will rebroadcast it to the South American audience. This broadcast will not be sponsored Extensive merchandising of the fight broadcast is now being planned by Arthur Kudner Inc. New York, Buick agency.

broadcast in Spanish from the

Movies Drop Fight Plan

FCC Orders Hearing Into Charges. WITH the signing of the Buick contract, plans to take the broadcasting rights away from radio and transfer them to a nationwide hookup of motion picture houses came to an end. A group of promoters, observing that movie attendance is seriously curtailed by broadcasts of this kind, had worked out a scheme to buy the radio rights from the fight promoters and then sell the blow-by-blow ringside report of the fight to a Telegraph Commissioner Payne is the plaintiff in a \$100,000 suit limited number of movie houses in each city in the country, all the theatres to be connected with the alleging libel against BROADCASTarena by a special telephone hookup. The high costs of such a circuit, plus the uncertainty as to are of counsel for the publication. whether there would be a fight or not, which left them only a short time in which to sell the idea to the exhibitors, finally caused them to drop their plans, at least as far as this particular fight is concerned.

Michigan Campaign

THE State of Michigan has ap propriated \$150,000 for tourist and resort associations, and the balance will be spent at large. All expenditures, however, will be overseen by a committee to be ap-pointed by the State Administrative Board, Lansing.

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Big Merchandising Drive On Buick Fight Program Of New Firm Leasing WAPI FCC Application Shows Thad Holt, Ed Norton As Other Principals; May Seek Boost to 50 kw. ment will be divided 39% to the

University of Alabama, 39% to Alabama Polytechnic and 22% to

successful bidder in a competition

in volving several broadcasting groups for the leasehold. Mr. Hop-son's corporation, WAPI Broad-casting Corp., has held the lease

for five years and has paid a rental

to the three colleges of approxi-

Two applications were filed with

the FCC involving the assignment.

The first provides for voluntary as-

signment of the license from WAP1

Broadcasting Corp. to the three

colleges and the second for volun-

tary assignment of the WAPI li-

cense from the three colleges to the

With the expected transfer of WAPI from NBC to CBS on Aug. 1, WBRC of that city, the present NBC outlet, will probably become the NBC attains.

the NBC station. The latter is

owned by the Birmingham Broad-

casting Co. and operates on 930 kc. with 1,000 watts full time.

Chevrolet Cuts List

REDUCTION by about 30 stations

is planned for the next 13-week re-

newal of the Chevrolet Musical

The reason for curtailment of the

list is said to be the desire to keep

the radio expenditures on an even

keel in the face of station time

rate advances during the last few

months. The lopping off is under-

stood to be, planned primarily of

cities where several stations over-

lap each other in coverage. Cam-

bell-Ewald Co. Inc., is the agency.

mately \$750 per month.

oice of Alabama Inc.

The Voice of Alabama was the

Alabama College.

WITH expiration Aug. 1 of the present lease on WAPI, Birming-ham Ala., held by a group headed by Bascom Hopson, the half-time clear channel station will be taken over, subject to FCC approval, by a new corporation in which CBS holds a 45% interest, according to applications filed with the FCC May 17. The new corporation, titled The Voice of Alabama Inc., negotiated

the new lease with the three Alahama colleges which hold the station license. WAPI is an NBC outlet and shares time on the 1140 kc. clear channel with KVOO, Tulsa. It uses 5,000 watts. The corporation taking over the

new lease for a term of 15 years, contingent upon FCC sanction, is headed by Thad Holt, as president. Identified as a Birmingham business man, he is listed as the holder of 13% of the stock. Ed Norton, Birmingham business man and principal owner of WMBR, Jacksonville, is listed as 42% stockholder and as vice-president of the corporation. In addition to his Florida radio interests, he is associated with the Munger Comnanies, said to be in the insurance and real estate business.

CBS is listed as 45% stockholder the corporation. Frank K. White, who this Spring became treasurer of CBS, succeeding M. R. Runvon, who became vice-president and assistant secretary, is listed as treasurer of the Alabama corporation. Payment to Colleges

Under the terms of the lease. The Voice of Alabama would pay to the three colleges owning the station a leasehold rental of \$1,000 a month. The leasehold would run from Aug. 1, 1937, until July 31, 1952. This lease provision covers operation of the station as a halftime 5,000-watt outlet but carries

along with it commitments for improvement of the facilities. An increased compensation arrangement for the three colleges is specified should the station become a 50,000-watt outlet and operate full time. It is expected that shortly after the new lessees take over an application will be filed for simultaneous operation by the sta-tion on the 1020 kc. clear channel, to duplicate with KYW in Philadelphia and to operate with 50,000 watts. There now are pending be-fore the FCC four applications for smultaneous operation of half-time clear channel stations but the WAPI application was held in abeyance pending the transfer to the new lessee corporation [BROAD-ASTING, May 15]. The increased compensation ar-

angement specifies that the col-leges shall be paid a rental of 1,125 per month upon assumption of full-time operation with the inreased power. Further commitments specify that the lessee corporation shall install new equipment and otherwise improve the facilities. The colleges jointly ownng the station are University of labama, Alabama Polytechnic Institute and Alabama College. The rental proceeds under the agree-

A "First" for WHBO "A SURVEY of all other surveys", WHBQ advertised May 20 in the *Memphis Press - Scimitar*, "shows we are the first station we know of that has never won a radio survey; excepting, of course, those we conducted ourselves, proof of which we have in our office." The ad then goes on with affirmative selling

Reymer Campaign

points.

REYMER & BROTHERS Inc., Pittsburgh confectioner, is starting a series of spot announcements on stations throughout the country June 15 in a campaign to nationalize Lem'n Blend. Jean Paul King made the minute transcrip tions which will advertise the product, a fruit concentrate in a crushed ice form designed especially for warm weather consumption. Although widely known in the Pittsburgh area, this is the first time Lem'n Blend has been the subject of a concentrated radio campaign. Stations which have so far been signed to carry the announcements are WINS, WHN, WBZ, WBZA. WCAU, KDKA, and WTAM. However, according to Walker & Downing, the agency handling the contract, other stations will also broadcast the transcriptions. Recordings were made by WBS.

New Ashtabula Station Moments programs, whose present THE new WICA, recently authorterm expires on July 4. The present ized 250-watt daytime, station on schedule includes 401 stations, the 940 kc. at Asthabula, O., will go on largest number ever employed to carry the series, produced by WBS.

the air sometime between Aug. 1 and 15, according to C. A. Row-ley, publisher of the Asthtabula Star-Beacon, Geneva Free Press, Painesville Telegraph and Con-neaut News-Herald, Ohio dailies. Station will use a Western Electric transmitter with 215-foot Truscon tower. Its manager will be R. B. Rowley, but the rest of the personnel has not vet been se-



lected.

Modern New Transmitter House of WKBN

steel, employed freely on the trim of the exterior is a Republic Steel transmitter home of WKBN, Youngstown, O.-is unique in many product. Cream-colored brick was ways. Encompassing not only all used for the exterior, while the ultra - modern features consistent front elevation is of translucent and illuminated glass pillars, to-gether with stainless steel trim, making the house visible from a with good engineering, the plant is symbolic of Youngstown's varied industries, for most of the component parts are Youngstown great distance night and day. Conmade. Designed by Clarence A. Kiscealed indirect lighting has been used, reflecting a flood of softly difsinger, local architect, the building fused illumination on the front of the building. The plan includes an auxiliary studio for emergency use, is located three miles south of the city, nestling in one of the city's best residential sections. Structural steel used in the builda reception room, a shop and laboratory for repair and experimental work, as well as quarters for engi-

ing, windows and casements were furnished by Truscon Steel Co. A 350 - foot Truscon transmitting neers and other incidental accomtower is under way. Stainless modations.

Educational Group Is Seeking Funds

Broadcasters Are Expected To Support Joint Project

MEANS of raising a fund which may amount "to \$250,000 for radio educational projects to be administered by the Federal Radio Education Committee, comprising 40 leading broadcasters, educators and public welfare workers, were again discussed at a meeting in New York May 25 of the "finance com-mittee" of the Federal group.

Both the Rockefeller and Carnegie foundations are cooperating in the effort, and under present plans are expected to subscribe a substantial portion of the fund The broadcasting industry, through the NAB, also is expected to contribute substantially although no final committments have been made, it is understood. Broadcasting industry participation is being hand-led by James W. Baldwin, NAB managing director.

The committee of six designated to devise means of raising the fund comprises Dr. Levering Tyson, of the National Advisory Council on Padia in Education Theorem Livia Radio in Education, who on July 1 becomes president of Muhlenberg College; Dr. W. W. Charters, of Ohio State, and Dr. Hadley Cantril of Princeton, representing educational organizations, and John C. Royal, NBC vice-president, Frederic A. Willis, assistant to the pres-ident of CBS, and Mr. Baldwin, for the broadcasting industry. Dr. John W. Studebaker, U. S. Commissioner of Education, and chair-man of the FREC, also participated in the discussions.

Projects Conceived

Various projects designed to utilizing existing stations to further educational work by radio have been devised by subcommittees of FREC, it is understood, with the plan to have them administered through the Office of Education. These plans are under consideration by the full committee.

The Committee of Six on financ-ing was designated by the FCC. acting as the coordinating agency, with the hope of expediting the work. The plan encompassed set-ting up within the Office of Education a group which would handle actual preparation and planning of various programming projects.

The FREC was named by the FCC more than a year ago, following its report on proposal to allot fixed percentages of facilities to educational groups. The FCC had concluded that maximum educational radio service would be rendered through coordinated use of existing facilities, and the commit-tee was named with that end in view

Banks' New Series

THE banks which have been cooperatively sponsoring the Friday. night broadcasts of the Philadelphia Symphony Orchestra on a nationwide CBS network during the past winter season will start a new series of lighter summer concerts at the sime time on the same network early in June. The new series will feature semiclassical works played by an orchestra under the direction of Ferde Grofe and sung by a choral group conducted by Edwin Smalle. The series is placed through Wes-sel Co., Chicago.



Joint Press-Radio Ownership Up to Congress, FCC Suggests

Gives Views on Wearin Bill at-Committee Request; Examiner Opposes Proposed WREN Transfer

WHETHER legislation can be en-acted to bring about separation kansas City area a formidable of newspapers or other printed competitor." publications from ownership of broadcasting stations "appears to gress," the FCC has informed the House Interstate & Foreign Com-transferee contends is 'good will' House Interstate & Foreign Commerce Committee in a letter re-lating to the Wearin Bill (HR-

While there has been little in-dication of consideration at this session of Congress of the Wearin proposal for complete divorcement of newspapers and radio, the House Committee, following es-tablished procedure, asked the FCC for a report on the Wearin meas-ure, 'introduced Jan. 28. In the Senate, Senator Wheeler (D-Mont.) has championed a similar legislative proposal but has not introduced a bill and has indicated that the pressure of other legis-lation probably would forestall active consideration of such legislation at this session.

Attitude of the FCC

The FCC letter, dated May 5, was addressed to Chairman Lea (D-Cal.) of the House Committee. It stated in part: "HR-3892 declares that it is

'against public interest to permit the creation or the continuance of monopolies in the distribution of general information, news, and editorial comment thereon, through any combination resulting in unified control of newspaper, magazines, or other printed publications, with radio broadcasting'. To carry out that statement of policy the bill expressly makes common ownership or control of printed publi-cations and broadcast stations unlawful under certain specified con-

ditions. "The Communications Act of 1934 directs this Commission, subject to the limitations of the Act. to grant licenses for radio stations 'if public convenience, interest, or necessity will be served thereby'. The determination of the necessity or desirability of amending the Communications Act to add a statement of policy along the lines of HR-3892 appears to rest within

the discretion of Congress." Rep. Wearin (D-Ia.) asserted in connection with the letter that he was very much gratified with the position taken by the FCC. He said he was still hopeful of hearings before either the full Interstate Commerce Committee or a subcommittee at this session.

Opposes Newspaper Purchase

Having a bearing on the newspaper ownership issue was the adverse report of FCC Examiner George H. Hill, released May 18, recommending against acquisition of WREN, Lawrence, Kan., by the Kansas City Star, operator of WDAF, Kansas City, for \$295,000.

"The result of granting the re-quested authority," said the re-port, "would be a step in the de-rection of monopoly—would place in the hands of the largest newspaper in Kansas City two of the largest stations now serving this

The report heig further that it was apparent that approximately .77% of the proposed purchase price would represent "what the transferee contends is good will' or 'going concern' value, while approximately 23% of the purchase price would represent what the ap-

praiser for the applicant designates as sound value of the properly sold to a going concern." Points to Balance Sheet

Bringing out that WREN, owned by the Jackman milling interests which operate the Jenny Wren Co., has lost some \$38,000 in its opera-tions from 1927 to 1936, the examiner asserted it was difficult to understand how the station can be operated to earn a reasonable return on an investment of \$295,000 and in addition furnish radio service in the public interest. A wit-ness for the Kansas City Star, ac-cording to the report, has stated that a return of 10% or more on the investment would be considered reasonable, or, on the basis of the purchase price, an income of \$29,-

0 or more a year. The examiner concluded, there-fore, that should the application be granted, the existing rates for time on WREN would have to be increased or additional time sold in order to bring "a fair return on the proposed investment of the Kansas City Star Co., and either an increase in existing rates or the sale of additional time may ad-versely affect public interests."

Examiner Hill concluded that it was his opinion that no satitfactory showing had been made that the transfer of the stock of WREN to the Kansas City Star "would serve public interest, convenience and necessity." WREN operates on 1220 kc. with 1,000 watts night and 5.000 watts until local sunset. sharing with KFKU, of the University of Kansas in Lawrence. The agreement on the sale, subject to FCC approval, was entered into on Nov. 16, 1936, and \$30,000 had been deposited by the Star in escrow to effectuate it.

American Qil Co. Plans Summer Spot Campaign AMERICAN OIL -CO., Baltimore, on June 7 starts a spot campaign in 47 cities in which the company operates. Both live and transcribed announcements will be used, with the schedule calling for three times a week in some cities and four times in others. The campaign is for the entire summer. The account is placed by the Joseph Katz Co., Baltimore agency. Osborne B. Bond is the director of

media media. Stations in the list are: WICC, WTIC. WLBZ, WCSH, WNAC, WMAS, WORC, WNBF, WGY, WEAN, WEEN, WHAM, WSYR, WMAL, WRC, WBAL, WTPO, WFMD, WJEJ, WWNC, WSOC, WDNC, WBIG, WPTF, WSJS, WGAR, WHP, WCAU, WFIL, KDKA, WCAE, WCSC, WIS, WFBC, WCHY, WLVA, WTAR, WRYA, WDBJ, WWA, WJAX, WIOD, WDAE, WSB, WGST, WMAZ, WTOC.



HONORED - William S. Paley, president of CBS, on May 24 presented the first Paley Amateur Radio Award to Walter Stiles Jr., 24, of Coudersport, Pa., for bravery in the 1936 spring floods.

CBS Building Resumed CONSTRUCTION work on the new \$2,000,000 CBS Hollywood headquarters at Sunset Blvd., and Gower street which was at a standstill for one week because of labor troubles was resumed May 19 when the William Simpson Construction Co., contractors, agreed to use all union men throughout the job. Work was halted on May 11, when a strike was called by the Los An-geles Building Trades Council and a picket line established because non-union men were hired for laboring work. Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood, at the time stated that the network's contract with the construction company call-

ed for union craftsmen in the sub-

trades. Structure is scheduled to be completed by the end of the

year.

NBC Pacific Offices

DON E. GILMAN, vice-president of NBC's Western division, has established his residence in Hollywood, according to an announcewood, according to an announce-ment May 24 by Lenox R. Lohr, NBC president. "This does not mean that Mr. Gilman will aban-don his San Francisco offices," said Mr. Lohr. "NBC has no intention of curtailing its San Francisco ac-tivities and Mr. Gilman will spend a considerable portion of his time there. San Francisco is one of the four cities in the United States in which NBC operates two stations and the major part of our sales and accounting activities for the West Coast are centered there. The great increase in radio program production in Hollywood, however,

has made it advisable that Mr. Gilman establish his residence there.'

Weetabix in New England AMERICAN CEREAL FOOD Corp., Clinton, Mass., is sponsoring what Yankee Network describes as the largest radio campaign ever launched by a New England food manufacturer for its Weetabix, a new cereal. Four Yankee Network News Service programs and three participations in the Gretchen Mc-Mullen cooperative are uused every week. A series of spot annouuncements also was used for two weeks. Telegrams were sent to New England grocers to announce the campaign. Agency is H. B. Humphrey Inc., Boston.

First Award to Amateur Made by CBS to Hero of Floods in Pennsylvania

WHILE a complete amateur phone WHILE a complete amateur phone and code transmitter and receiving station were operating in the Wal. dorf-Astoria Hotel, New York, Wil. liam S. Paley, youthful CBS presi-dent, on May 24 made the first award of the William S. Paley Transhy for distinguished ameter Trophy for distinguished amateur radio service during 1936 to Wal-ter Stiles Jr., of Coudersport, Pa. The award was in recognition of 24-year-old Styles' heroic service during the March floods in the Al. legheny River Valley when his W8DPY was the sole means of com-

munication for the 4,000 people of Renova, Pa., who had been cut off from the outside world.

from the outside world. Mr. Paley joined with Anning & Prall, FCC chairman, in paying tribute not only to Stiles but to the 47,000 "hams" of the United States and Canada, and K. B. Warner, secretary of the American Radio Relay League, spoke on behalf of his organization in accepting the custodianship of the symbolic trophy. The proceedings were broadcast over CBS whose techni-cal director, E. K. Cohan, first suggested the annual award idea to Mr. Paley.

Stiles is employed by the Penn-sylvania Railroad and operates his "ham" station as a hobby. Judges who selected him to receive the prize were Admiral Carey T. Grayson, chairman of the American Red Cross; C. P. Edwards, radio direc-tor of the Canadian Department of Marine; Anning S. Prall, FCC chairman; Dr. J. H. Dellinger, radio chief of the Bureau of Standards, and A. E. Kennelly, professor-emeritus of electrical engineering at Harvard.

Postal in New York

POSTAL TELEGRAPH - CABLE Co., New York, has launched a series of daily broadcasts over the full New York State Broadcasting System. Series, to be broadcast seven times weekly for 52 weeks, consist of three separate features: Melodigrams, a musical program with Lou Katzman and his orchestra, broadcast on Wednesdays, 6:45 to 7 p. m. (EDST); Forward America, a dramatic series depicting the growth of the country's industries, broadcast on Fridays, 6:45 to 7 p. m.; and The Meade Family, a dramatic serial, broad-cast the other five nights each week from 6:45 to 6:50 p.m. Pro-gram is expected to be backed up with ample merchandising, but no plans have been announced as yet. Programs originate at WINS, New

Dr. Caldwell to Add

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup Pepsin), has signed a full year's contract with Columbia Transcription Service, Chicago (formerly Columbia Phonograph Co.) for recording of Monticello Party Line, the show which is the longest continuous quarterhour five-weekly transcribed series in radio, starts its third year on September 27. Sixty stations are currrently being used with the possibility that more stations will be added for the fall campaign. Caldwell agency is Cramer-Krasselt Co., Milwaukee.

BRINGING OUR Presidents CLOSER TO THE PEOPLE IOWA OF



From Underwood & Underwood, Chicago, picture transmitted over Bell Telephone Wires in 1925

"It's the President!"

On crystal-sets, earphones were clutched tighter. In small-town stores, groups edged closer to goose-neck speakers. In many an office, workers left their desks



to gather around the "super-heterodyne" which the boss had thoughtfully carried downtown that morning.

For the first time, Iowans at home heard their President take the oath of office, on March 4, 1925. In fact, many of them were hearing, for the first time in their lives, the voice of a president of the United States.

They heard it over the same station on which thousands of Iowans still rely for every presidential broadcast - Station WHO, Des Moines.

Even before the advent of regular network broadcasting, WHO had established the policy of bringing, to its listeners, every available public event of importance. the 12-year record of public service that ĥas made WHO a vital factor in the life of the midwest.

The first inaugural broadcast, the first world series broadcast, the first Derby broadcast to be heard in Iowa-all were heard through the facilities of WHO.

Over a period of years, Iowans and their . neighbors have come to regard WHO as a friend-a friend looking out for their interests-a friend bringing them the best the air affords.

That strong feeling of listener-friendliness has been an important factor in establishing WHO as one of America's outstanding stations, in terms of results per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES J. O. MALAND, MANAGER **PHONE 3-7147**

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

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Facts on Markets **Published by Petry**

Data Are Standardized for 36 Stations. Three Networks

AN ANSWER to a spot buyer's prayer is the way Edward Petry & Co., station representatives, de-scribes its Standard Radio Market Data published for the firm's 36 stations.

The volume, 11 ¼ x 14 inches, and 2^{14} inches thick, consists of 39 separate books thumb-indexed in a heavy loose-leaf notebook. Lettering is black and white on grev and black backround. Compilation of data required months and the information has been reduced to a standard classification for the 36 stations and three networks represented by Edward Petry & Co. In the inside cover of each book is data covering station equipment. population figures for primary, secondary and occasional coverage areas with comment on market highlights. The second page shows the three degrees of coverage in brick color, black and white on solid grey background.

Data on Markets

The center spreads present diagrams showing families, radio homes, telephones, income tax returns, passenger cars, drug, food and general merchandise stores, filling stations and new car sales by coverage areas. The next page is described as "Highlights" and offers pictures of special features. On the inside back cover of each volume the station's history is given, with developments outined step by step.

A small by-line on the front cover of the entire volume is the only mention of Edward Petry &

The mechanical setup of the brochure permits flipping to the de-sired information with one hand and the same color scheme is carried out on both binder and separate books.

Commenting on the elaborate work, Mr. Petry said: "We have put a considerable amount of effort, time and money into these brochures because we believe there is a definite need for them and Is a definite need for them allo that they will be put to frequent practical use by the buyers of spot broadcasting. If they accomplish the purpose for which they were conceived they will make 'Spot' easier to buy and so will be of benefit to the industry as a whole and to our stations in particular."

Burlington Placing

BURLINGTON TRAILWAYS, Chicago, recently started its second 13-week schedule on KGNF, North Platte, Neb. The bus firm, a subsidiary of the Burlington Railroad, is using 50-word announcements three times weekly. Other stations being used by Burlington Trailways, together with the schedules. are: WOW, Omaha, 25-word announcements, twice weekly; KOIL, Monteentents, twice weekly, Kort, Omaha, 35 - word announcements, twice weekly; WAAW, Omaha, daily except Sunday, one-minute announcements; KFAB, Lincoln, 25- word announcements, twice weekly; KFEQ, St. Joseph, Mo., daily 50-word announcements, except Sunday. The bus firm places the business direct.

Page 24 • June 1, 1937

Cosmetic Firm Test 42ND STREET SALES Co., Chicago (cosmetics) is making a free offer of a booklet, Ten Command-

ments of Beauty, in conjunction with its recently inaugurated test campaign over WGN. The cosmetic firm is using 100-word announce-ments on Musical Mailbox program five mornings weekly. Behind the Eamera Lines, a half-hour dramate program on WGN, is off for the summer, but plans are to resume in the fall, with the possibility that

when greater distribution has been secured other Mutual stations will be used. The firm now has distri-bution in a few mid-western sections, McGiveran-Child, Chicago, is the agency handling the account.

CONTINENTAL RADIO CHANGES ITS NAME CHANGE of name of the Scripps-Howard radio affiliate from Continental Radio Co. to Scripps-Howard Radio Inc. was announced May 20 by Jack Howard, president. The change of name follows reorganization effected last March when Mr. Howard was named president to succeed Karl Bickel,

former head of United Press, who was eleccted chairman. The board of directors was named to include Messrs. Bickel and Howard; W. W. Hawkins, chairman of the board of Scripps-Howard Newspapers; Paul Patterson, attorney of Cleveland. and M. H. Aylesworth, for-mer NBC president, now a Scripps-Howard business executive.

WNOX. Knoxville, and WCPO, Cincinnati, are to be directly op-erated by Scripps-Howard Radio Inc. and application for change of license name from Continental will shortly be made. WMC, Memphis, is at present licensed to the Memphis Commercial Appeal Co., while VNBR, Memphis, is licensed to the

stantially increased by subsidiary companies of the A. T. & T. through a "joker" in the recently revised tariffs which should have resulted

in rate reductions, Clair R. McCol-

lough, general manager of the

Mason-Dixon Radio Group in Penn-

sylvania and Delaware, on May 18 filed with the FCC a complaint

against what he described as a "gross injustice" against smaller

stations and asked an investiga-

tion. Addressing Paul A. Walker, chairman of the FCC Telephone

Division, Mr. McCollough asserted

that on May 1 the Diamond State

Telephone Co., a Bell subsidiary in Delaware, increased local rates for remote broadcast lines some 243%

for the first quarter-mile and 44%

for each additional quarter-mile.

This developed from the use of air

line measurement for mileage, in-stead of the old method of route

measurement, he pointed out. "However," he added, "the joker

now comes to light in Delaware,

with a minimum charge to WDEL and WILM of \$3 for the first quar-

ter-mile and \$1.25 for each addi-tional quarter - mile," the letter

stated. Heretofore, the cost was

Memphis Press-Scimitar, both of which are Scripps-Howard newspapers. Mason-Dixon Group Declares 'Joker'

In Line Rates Causes Unjust Boost

CHARGING that local remote rates \$.87½ per quarter-mile regardless for broadcast lines have been sub- of length of line with no minimum

charge.

cluded:

general.

line



NEW HOME-Of WEBC, Duluth and the Arrowhead System, will be a landmark of the Northwest when ready for occupancy Oct. 1. The studio and office structure. with stores on the ground floor, is being constructed of granite with an exterior wall surface of buff Minnesota marble. The Arrowhead System links WEBC with WMFG, Hibbing, and WHLB Virginia, covering the Northern Minnesota area.

Bakery Discs Renewed

LOCAL bakeries have recently re-LOCAL bakeries have recently re-newed their Adventures of Ace Williams serial on the following seven stations: WJBO, KALB, KVOL, WOWO, WGL, KOY and KVOO. The program is also being Sydnoored by local bakers on CHNS, WTAD, WQAM, WOKO, WRVA, KOA, KSL, KMJ, WCBM, WTBO, WFMD, WJFJ, WJAC, KFPW, KVOA, W. E. Long Co., Chicago advertising agency, pro-duced the show and is handling promotional work in conjunction with it. A complete film, showing how bread is made in various countries throughout the world and taken by Ace Williams, world traveler, is being presented in schools, women's clubs and auditoriums without charge in those cities where the program is being broadcast. The Ace Williams series was transcribed by Columbia Transcrip-tion Service, Chicago. Seventyeight episodes were recently sold to station 2KY, Sydney, Australia.

At the FCC Telephone Division it was stated that the matter was receiving study. Action probably will be forthcoming shortly. Mr. McCollough's letter con-

"This means networks and larger stations using long line hauls are

measurement while hundreds

now receiving lower rates by air-

of stations operating in cities

are purely local loops, a few quar-

ters of a mile in length, will suffer

an increase in rate beyond all rea-son when the new rates become

"If some companies during the

recent investigation submitted new

schedules using bulk costs by air-

line measurements which claimed

reduced line costs to broadcasters,

they may have been correct about

some stations, although it was

never before known to hundreds of

notify us accordingly."

where most of their broadcast lines



WJBK GETS GAMES DESPITE W.U. BAN DESPITE the fact that Western

Union has refused to supply with running accounts of out-of-town major league baseball games, WJBK, Detroit, has resumed in broadcasts of these games "through channels which our mutual friends are doubtless trying hard to trace, according to James F. Hopkins, manager of the station.

WJBK instituted mandamus proceedings against Western Union in Detroit which were denied last month and simultaneously filei with the FCC an informal petition holding that Western Union, as a common carrier, was required to furnish it with these out-of-town reports. The FCC Telegraph Division has the petition under advise. ment, it was stated May 24. A motion to dismiss also is pending from Western Union on the ground that the courts already have denied mandamus.

Mr. Hopkins, in a letter written to Detroit newspapers and published last month, asserted that the station, after having been tem. porarily halted in broadcasting the Detroit Tigers' out-of-town games, is now broadcasting them again. "On May 14," he said, "through channels which our mutual friends are doubtless trying hard to trace. we resumed telegraphic report broadcasts of the out-of-town games. Our source of supply assures us that we will receive these reports from all seven cities on the Tigers' circuit, thus adding New York to the list which your fair play friends will bring you."

CRAVEN CONFERS ON HAVANA PLANS

AFTER a week in Mexico City in connection with arrangements for the Pan-American Radio Conference to be held in Havana this fall, T. A. M. Craven, chief en-gineer of the FCC, returned to his desk May 18. Comdr. Craven arrived in Mexico City May 6 and discussed with communications and radio officials of that nation the tentative agenda for the Havana conference on allocations which begins Nov. 1.

Commander Craven's trip re-sulted from the discussions at the preliminary North American tecnnical conference on allocations held in Havana last March. At that conference, attended by delegations from Canada, Mexico and Cuba along with the United States, substantial agreement was reached on allocation principles, with ratification anticipated at the Novem: ber sessions which will have treatymaking powers [BROADCASTING, April 1].

Sante Fe Boosts Train TO ACQUAINT the public with its new streamlined train, Atchi son, Topeka & Santa Fe Railroad Co. in mid-May presented a half-hour program on KNX and KFWB, Hollywood. The train left on its maiden trip after the broad cast, which was in charge of Bill Robson, CBS New York producer

smaller stations that eventually they were expected to pay the bill. THE Oregon State Highway Board's Come West to Oregon campaign hard Come West to Oregon campaign har-dled through Botsford, Constantine & Gardner, Portland, has placed a series of 26 one-minute transcrip-tions on KSL, Salt Lake City. We trust your Commission will induire into the new rate schedule for broadcast lines in Delaware and

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Phoenix, Arizona, is the third city in the United States in retail sales per capita. KOY, with 1000 watts day and night, effectively and economically, sells that market. New equipment, new management, new programs.





KOY and WLS represented nationally by JOHN BLAIR & COMPANY

Film Industry Finds in Radio **Good Buildup for Productions**

Major Hollywood Studios Have Coordinators and Offer Their Players to Agencies and Sponsors

ner Bros. Besides featured players and stars, it will sell writers and producers and also prepare radio shows for sponsorship. A deal is

now pending with Edgar Rice Bur-

roughs Inc. for the rights to put

Glenn' Morris, as Tarzan, and a

picked cast, in a twice-weekly

quarter-hour transcontinental seri-

MGM Plans Program

which turned a deaf ear to radio

for many months, is planning to come back into the fold, and ac-cording to Hollywood officials of

ganization, will handle the show,

probably moving his headquarters

to Hollywood. Plans' are in the formative stage, but it is said that

prospective sponsors have already

lishing their coordination bureaus

and appointing executives to head

same, advertising agencies have

been quietly signing film talent

under term contract, exclusive of

film engagements, for transconti-

nental broadcasts. This is a coun-

ter move to meet an expected ban

or curtailment of stars and fea-

tured players participating in

broadcasts during the fall season.

The retaliatory move is directly.

RADIO AIR MEET-Macon's first Model Gas Airplane Meet, sponsored

by WMAZ, Macon, Ga., was held last month at the local airport with some 3,000 present. E. K. Cargill, WMAZ president and general mana-ger, organized the Model Airplane Association, and himself exhibited two models. One of his planes crashed in the take-off, but the other,

With picture studios busy estab-

heen contacted

Metro - Goldwyn - Mayer Studios,

Two national sponsors are said be negotiating for the serial.

By DAVID GLICKMAN

RECOGNIZING more than ever before the value of radio as a medium to exploit their products, and that well presented air appear-ances of stars and featured players help to build up box office attend-ance, practically every major Hollywood motion picture studio has appointed, or is on the verge of appointing, a coordinator to work with the networks. independent networks, independent stations and advertising agencies using film talent.

Despite the cry raised by mo-tion picture trade publications that radio is ruining the theater busi-ness, it is no secret that both film Morris is doing Tarzan in a Principal Productions picture at the studios and players are anxious to present time. cash in on the Pacific Coast boom in network programs which will originate from Hollywood within

the next few months. Radio, in the meantime, is viewing complacently the efforts of film producers who on one hand are trying to placate the Motion Picthe company is planning a mam-moth program with featured play-ers, for sponsorship. It is said that Louis K. Sidney, head of WHN, New York, controlled by Loew's Inc., the MGM parent orture Theatre Owners Association with promises of stringent regulations of film star appearances on broadcasts while simultaneously making overtures to advertising agencies and sponsors for sale of their players.

Warner Activities

First to recognize the importance of coordination was Warner Bros., which more than a year ago brought Martin Gosch from New York to Hollywood to correlate ra-dio activities of all its contract artists and personnel, both on-spon-sored and sustaining programs. Since then Warner Bros., through its affiliated Transamerican Broad-casting & Television Corp., and KFWB, Hollywood, which owns and operates, has gone into radio and operates, has gone into radio programming on a large scale, es-tablishing its own talent agency, T. B. T. Artists Bureau Inc. in that city. Under this new setup, Warner Bros, keeps direct control of its contract players and stars, selling them direct to sponsors as well as agencies, and at the same time publicizes its own picture pro-ductions. ductions.

Next to follow was Paramount Productions Inc., which has Ruby Cowan as coordinator. Mr. Cowan, formerly a New York NBC Artists Bureau executive, came to Holly-wood April 5 to correlate radio activities of all Paramount's contract artists and personnel.

Now Twentieth Century - Fox Film Corp., has authorized Lew Schreiber to review all radio scripts and engagement agreements of contract artists and stars for radio appearances. Move on the part of that organization is not so much censorship as a desire to derive the fullest benefit from radio exploitation without delaying picture production, it was explained. In the past some players contracts have stipulated that all radio performances must first be approved by the studio. In the fuapproved by the studio. In the fu-ture however, all broadcasts must first receive the production ap-proval of Schreiber, whose post is

its local runnerup to the Southern tournament at Gulfport, Miss. WLVA announces also that two neighboring stations have decided to be represented at Ocean City-WBIG, Greensboro, N. C., and WMFR, Green Point, N. C. Some 3,000 youngsters are participating in the Lynchburg eliminations, which are locally sponsored.

MARBLE CHAMPS

opposed to attempts of studios to limit their contract stellar talents' appearances on broadcasts. Such contracts as those of W. C. Field, Rudy Vallee, Bing Crosby, Jack Benny, Eddie Cantor and others, which bind the stars for a definite period for radio appearances, are forerunners of the new move to guarantee sponsors, through advertising agency contracts, of sufficient talent to topline projected shows. As a result, an agreement of some sort between advertising agencies and motion picture interests for their mutual advantage is seen

Pacific Coast advertising agencics claim that the publicity given to motion pictures, including stars. featured players, picture titles and studio names, in transcontinental broadcasts from Hollywood has been worth more than a billion dollars to the film industry this past. year. Agency executives pointed out that with each impression valued at one cent, this would have been the cost of printed advertising space, to reach the same audience with a more limited effect. Each advertising agency producing weekly transcontinental shows used its own experience to illus-

trate. Major radio shows produced from Hollywood such as Lux Radio Theater, Hollywood Hotel, Bing Crosby, Chase & Sanborn Hou, Eddie Cantor and Jack Benny, are cited as examples. Independent surveys show that these shows at tract audiences ranging from 15 to 30 million persons weekly. They all either have motion picture stars, publicize a motion picture, or in some way mention the in-dustry to advantage.

Dodging the Issue

Agency, network and motion picture executives called upon for expression of opinion on the subject side-stepped the issue, declaring that it was against the policy of their organization to discuss it and implied that it was dangerous erritory to tread upon at the moment bearing in mind the MPTOA, However there is a deep conviction in the broadcasting industry that exploitation of film talent in network shows has been a tremendous stim. ulant to the theater box office. On the other hand, the motion picture fraternity feels that its contribution to broadcasting showmanship. through allowing its name stars and other talent to participate in radio shows, has strengthened the latter and in the aggregate the larger benefit has gone to radio Between these viewpoints is the working of forces trying to equal-ize or stabilize the relationship between the motion picture and broadcasting industries, maintaining that they have a common ground. The situation is not without certain dynamic potentialities and for this reason the triumvirate -motion pictures, radio and advertising agencies-are moving cautiously.

Meanwhile the radio industry is watching developments with a canny eye, sure that it has more to offer the motion picture industry than the latter has to give. Facts of the case arc that films have given radio only a handful of top entertainers who have shown consistent draw on network programs, Radio, on the contrary, has stead ly fed motion pictures with talent for which it has avidly reached. Radio is confident in its ability to build talent of whatever type it requires.

Disc Spots for Movie WALTER WANGER Productions Inc., Hollywood, will use a new type of transcription serial nationally to exploit the motion picture "Walter Wanger's Vogues of 1938" now in production. Series of 100 discs will be fashioned after the March of Time with a special cast of actors to narrate the history of the "Vogues." from the birth of the story idea, through development of the soil i script, signing of the models, Tech-nicolor tests, casting and selection of songs. Quarter-hour series will of songs. Quarter-hour series will be cut by RCA-Victor, Recording Division, Hollywood, starting June 15, under direction of Alex Goet-lieb, publicity and advertising di-rector of Wanger Productions, who has written the scripts. They will be placed on more than 100 independent stations.

WITH his first story Tomorrow's Writin his first story follows and under way at RKO as a motion picture, Walter Bunker, of the NBC production department, has just sold his second writing effort Behind the Mike to Universal.



Pennsylvania's third largest city and the United State's seventeenth largest metropolitan area. To cover Pennsylvania, advertisers must use WGBI.

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Canada to Place **Powerful Stations** On Air in October Two 50.000 Watters to Be Ready for CBC Oct. 1

By JAMES MONTAGNES DIRECT result of the Canadian Broadcasting Corp.'s board of governors meeting on May 15 at Regina was the announcement by Chairman L. W. Brockington on May 20 that CRCT and CRCM will both go on the air by Oct. 1 with 50,000 watts. An immediate start is being made on the building of these highest power stations in the Dominion at different sites from those occupied at present by the 5,000-watt transmitters of each of

the stations. The CRCT transmitter will be located at Hornby, 30 miles northwest of Toronto, and the CRCM transmitter at Vercheres, outside Montreal. Both transmitters will be the latest type Western Electric, supplied by its Canadian branch, Northern Electric Co.

The two stations have long been planned and recommended, and will be the first of a chain of such sta-tions from Halifax to Vancouver. which Chairman Brockington announced will be in operation in about three years.

Limit on Private Power

The meeting also decided to recommend to the government that new leases and increases in power for private stations be limited to 1,000 watts, leaving CBC in control and operation of all high-power stations in the Dominion. At present CKY, Winnipeg, station of the Manitoba Provincial Government, is Canada's most powerful, with 15,000 watts. Two private stations CFRB, Toronto, and CFCN, Calgary, are next powerful with 10,-000 watts each. Private stations have for a number of years been ready to switch to higher power, but have so far been unable to get permission. The board will also recommend that Canada join the other nations in shortwave broadcasting, and build a powerful shortwave station.

With opening of the two new stations at Toronto and Montreal, the CBC expects by Oct. 1 to have completed arrangements with the telegraph companies to use landlines to feed Canadian stations with programs from 12 to 16 hours a day instead of the present six hours. There would be an effort made to obtain an exchange of more United States, British and French programs for Canadian programs.

The CBC has decided to allow no talks on birth control and kindred subjects because the audience might contain young folk as well as adults, and will not tolerate any talks attacking races or religions.

Vitamint Plans Radio

VITAMINT Corp., Boston (Vita-Beaut Youth Treatment cosmetics) is planning a Boston test of spot radio for its new summer line of Sunkistan cosmetics. A network program for Vita Beaut Youth Freatment line is being considered for autumn, according to Maury Goldsmith, public relations officer of Vitamint Corp.

RADIO EDUCATION Is Effective, But the Public -Wants Entertainment-

FOLLOWING a talk to the mem-bers the faculty of the University of Oklahoma on "The Commercial Aspects of Radio", Daryl McAllis-ter, traffic director of WKY, Oklahoma City, and formerly of the program and production department, was questioned for 30 minutes. Instructors and professors were especially anxious to learn why commercial sponsors do not present programs of an educational nature.

An instructor in Spanish suggested that a manufacturer of chili products could sponsor a series of Spanish lessons. Others had other suggestions for the sponsorship of educational prograins.

A few of things which Mr. Mc-Allister pointed out were the general resistance of the public to allow itself to be educated, the necessity for concentrated attention during educational programs, the necessity for regularity and continuity of the programs requiring concentration and punctuality on the part of the listener.

Mr. McAllister pointed out that education by radio is thoroughly possible but that to the great maiority of listeners, radio is a medium of entertainment rather than of education, and that the more education a sponsor injects into his program the smaller will be his circle of listeners.

GENERAL FOODS Corp. has in-structed sales managers in all districts to have switchboard operators greet incoming telephone calls on Saturdays and Mondays with "Jell-o, General Foods," as a tie-in with the Jack Benny broadcasts.



PLANETARIUM-With this umbrella sky map, George Hicks, NBC announcer, has been brushing up on the stars for his June 8 eclipse broadcast from Enderbury Island, in the Pacific Ocean, Hicks invented the planetarium, which he turns to simulate rotation of the

Eclipse Broadcasts

earth

FIRST of a series of five broad-casts originating in Peru where the Hayden Planetarium - Grace Peruvian Eclipse Expedition will observe the total eclipse of the sun June 8, was heard on CBS, network May 22. Hans Christian Adamson, scientific writer for the expedition, introduced the American ambassador to Peru and other high-ranking officials in the program which orig-inated in Lima. William Perry, CBS announcer, and Raymond Nemby, CBS engineer, will be in charge of the broadcasts from the expedition's base in the Julca mountains near Casma, Peru.

NBC - National Geographic Society-Naval Expedition has chosen Canton Island, 1,800 miles southeast of Hawaii as the base for its eclipse observations of June 8, supplanting the Enderbury Island location which provided poor anchorage for the Navy minesweeper Avacet.

groups would get right down to

rock bottom and make up their

minds what they mean by educa-

tion, there would be no question at

all. Radio stations are perfectly

willing, even glad, to cooperate on the subject of education, but when

they are approached on the subject

they naturally want to know what

they propose to do with our time. "If music appreciation, lectured

on by such an expert as Walter

Damrosch is not education then radio may be wrong. But how about the March of Time? How

about news broadcasts? Isn't news

education? These programs are

popular. We can't go against a

majority of the radio listeners. It

would be ridiculous to attempt it."

Father Ahern broke the some-

what noticeable silence that fol-

lowed with the comment that Mr.

Harlow's statements were unques-

Another side was pointed out by

Dr. Dunham, who declared neonle

purchase radio sets for entertain-

ment and not for education

tionably well-founded.

the educators want and what

it is



Sponsors Sought For Amos'n'Andy Lord & Thomas Named by Pair As Their Exclusive Agency

AMOS 'N' Andy, (Correll and Gos den), on the air for Pepsodent since August, 1929, who end their contract with Pepsodent Co. Jan. 1 1938 after having been with the toothpaste company, their one and only sponsor, for more than eight years, are open to sponsorship of fers for the first time in eight years. Albert D. Lasker, president of Lord & Thomas, announced their resignation May 24 by issuing the following statement:

"On Jan. 1, 1938, the contract of the Pepsodent Co. with Amos'n' Andy expires. The Amos 'n' Andy contract is the longest ever entered into in the history of mdio. Even more significant is the fact that after this record run Amos 'n' Andy are today, as through the years, America's fa-vorite radio institution.

"Messrs. Amos 'n' Andy have reappointed Lord & Thomas as their exclusive advertising agency. They have expressed themselves as feeling, however, that their association with one product over so many years should be brough to a happy end, and that sponsorship should be transferred to another major product."

Popularized Serials

Lord & Thomas officials declined to state just who their next spon-sor might be. Whether the blackface team will continue as a strip show or change over to a half-hour or hour weekly program was also left unanswered.

The success of Amos 'n' Andy is believed to have contributed greatly to the popularity of the serial type of program. At the time the blackfaced duo went on the air some 12 years ago, there were few serial shows. Today, a goodly portion of the programs are serials.

Correll and Gosden were on the staff of WQJ and WEBH in Chicago, appearing on those station as a singing team. In the latter part of 1924 they joined the staff of WGN, and in January, 1925, be-gan their black-face skit, Sam 'm' Henry, which they continued for two years. After going on a tour, the comedians began broadcasting on WMAQ in March 1928 having changed the name to Amos 'n' Andy. They broadcast sustaining until August, 1929, when they went on an NBC hook-up for the Pepsodent Co. With the exception of a brief summer vacation which the boys took in 1934, they have been synonymous with the Pepsodent Co. ever since.

Wickies Using Spots

GANTNER & MATTERN Co., San Francisco (Wickies swim suits), on May 17 started a two-week test campaign of announcements pre-ceding or following boys' pro-grams on 13 stations, the announcements tying in with newspaper and magazine advertising. This is the magazıne advertising. This is the first time company has used radio. Stations are WJR, WSR, WNAC, WGAR, WWL, WCAE, KSD, WFAA, WCAU, KFRC, WGN, KNX, WOR. Arency is Emil Bri-sacher & Staff, San Francisco.

www.americanradiohistorv.com



Denver

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative E. KATZ SPECIAL ADVERTISING, AGENCY

Here Comes

00,000,000

During the next three months, the pine-spiced, air-conditioned atmosphere of Colorado's picturesque mountain play-ground will be the summer spending-ground, of a million persons from the top income brackets of the Middle and Southwest.

For their three-months stay, their bill at Colorado's hotels, eating places, filling stations, food and drug stores will add up to \$100,000,000.

Radio will play a leading role in the spending of this sum, just as it does wherever \$100,000,000 is spent ... and KLZ, cast in this role, will turn in a performance superior to that of any other station you could choose, just as it does the year 'round in the Denver-Rocky Mountain region.

With an extra million dollars a day clinking into Colorado cash drawers, summertime is the time of times to bear down on the selling throttle in Colorado.

JUST WHAT IS EDUCATION? Harlow Reminds Educators They Can't Agree on a -Definition; Wishes of the Majority-BEFORE a group of educational group to prove it and asserted, in experts gathered recently from part: "This question is perfectly simple and if the adult education

many States for a conference at the Hotel Bradford, Boston, Roy L. Harlow, assistant to the presi-dent of Yankee Network, defended commercial radio's cooperation with educational groups and suggested the experts present declare what they meant by 'education'. On the platform leading the open discussion about 'Adult Education and the Radio', were such promi-nent persons as Rev. Michael J Ahern, S. J., of Weston College, a Yankee Network feature broadcaster; James A. Moyer, State University Extension director;

Russell V. Burkhard, a Newton, Mass., High School, principal; Edward Fenn, headmaster of Fenn School, Concord, Mass.; Miss Mary Walsh, managing editor for books on parental education. Houghton Mifflin Co.; Dr. Franklin Dunham, NBC director of education. The discussion had touched on a

seeming need of cooperation between radio stations and adult education groups, with an intimation that the latter were not receiving their just dues from the radio stations: Mr. Harlow challenged the

Wage-Hour Measure, Federal **Revamping Occupy Congress** Conflict May Block Plan for Reorganization of Departments; Connery Resolution at Ease

WITH the Supreme Court issue shoved aside temporarily, Congressional leaders are plowing into other aspects of the administration's legislative program having both direct and indirect bearing upon the broadcasting industry. Most important of these legislative efforts are new wage and hour legislation and the President's government department reorganization program. In the case of the former, there is little indication, at this time, that the industry by and

large will be affected. In the nature of a modified ver-sion of the NRA legislation of several years ago, the new pro-posals, however, do not bear upon trade practices which constituted

the most serious phase of broadcasting industry application of the former measure. The measures already introduced in the Senate and House by Chairmen Black (D-Ala.) and Connery (D-Mass.) of the respective Labor committees, simply provides for wage and hour legislation with no specifications for either. A fortnight of hearings before a joint committee are contemplated.

Wage scales in the broadcasting industry generally are above the minimum of \$16 per week for a 40-hour week now being discussed.

Federal Change

President Roosevelt himself has' revitalized the drive for the government reorganization. Originally suggested by the President last January, the plan projected aboli-tion of the FCC and absorption of its function by the Department of Commerce. Hearings have been held before a Joint Committee on Reorganization in connection with the measure but nothing tangible has yet developed. There has been strong sentiment in favor of maintaining such agencies as the Interstate Commerce Commission, Securities and Exchange Commission and possibly the FCC, as independent agencies.

In the new procedure, the House has been charged by the President with initiating the legislation for reorganization of the executive departments. House members of the joint committee conferred with the President last month and received the request to draft such a bill. Despite this legislative drive, it

is felt that no legislation will be enacted at this session because of onflicting forces. Senator Byrd (D-Va.), Chairman of a Senate group opposing the President's plan, is conducting his own in-quiries. He has asked the Brookings Institution, which has been making special studies on reorganization for the Senate, to submit a special report on independent agencies. He has favored various consolidations of most of the 100 independent commissions, presumably including the FCC.

The view seems to prevail at the Capitol that the majority of the House reorganization committee will be unwilling to go the whole way with the President's program. Principal opposition grows out of the proposal for authority to merge, consolidate or even abolish and exhibits in the so-called Oslo

governmental agencies. There is much speculation as to what effect such authority will have on agen-cies such as the FCC and Federal Trade Commission. The original presidential plan contemplated blanketing of both of these agencies under the Department of Com-merce with an assistant, Cabinet officer in charge of . each. The present commissions, under that plan, would sit as quasi-judicial boards to review the actions of the departmental executives. Supported in Senate

On the Senate side, it is indi-cated that a majority of the mem-bers of the joint committee are prepared to support the President's plan. The notable exception is Senator Byrd, head of the select committee on reorganization which was eclipsed at the outset of the present Congress by the appointment of the larger joint committee. The Brookings Institution report on independent agencies, is being awaited with considerable interest.

In one of its reports, this private research organization dealt with regulatory agencies responsible for power regulation. It recommended greater rather than curtailed responsibility for the Federal Power ommission and members of the Byrd committee look forward to a similar finding on the Trade and Communication Commissions.

informed Congressional In circles, the view is expressed that while reorganization studies may go forward at a swift clip at this session, there is very little likeli-hood of actual legislation. Any work done during the current Congress, it is pointed out, could be picked up at the next session. The fate of the Connery resolu-tion (HRes-92) was still undecided

BROADCASTING went to press Forces are still functioning for its adoption by the House Rules Committee, before which it has languished practically since the outset of this session in January, but it has gained little momentum.

Rep. Connery himself is engrossed in labor legislation but Rep. Wigglesworth (R-Mass.) appears to be active in behalf of the proposal to investigate broadcasting, notably alleged network mon-opoly. Rep. Wigglesworth received from the FCC, at his request, a report prepared by the engineering department showing experimental grants of both additional time and power to stations. This grew out of a request made by the Congressman during closed hearings on the FCC appropriation for the 1938

fiscal year. Mr. Wigglesworth followed up his original request with an inquiry to how many experimental as grants had been cancelled over particular periods, which information also was supplied him. Whether he intends to launch another attack upon the FCC, following up several he has already made during the current session, is problematical. Other legislative activity involv ing radio during the last fortnight included transmission by the FCC to the Senate of complete records



Borah (R-Idaho) introduced a resolution (SRes-133) asking for

the data and the request was com-

A resolution (SJRes-95), passed by the Senate and proposing an in-vestigation of power utilities by

he Federal Trade Commission, also indirectly involves the FCC.

Norris and now is pending before the House. The FCC is named in

Senator Norris said there was no

intention on the part of investiga-tors to inquire into the Communi-

cations Commission or any other

agency mentioned in the resolution

ention of the FCC was to enable

vestigators to request assistance

ranted it. He said there would be

Commerce Committee during the last fortnight delayed scheduled action on the Lea Federal trade

bill, which in effect is a substitute

for the Copeland food and drugs measure (S-5) which already has

passed the Senate. The Lea bill (HR-3143) would broaden the

Trade Commission's power over

nittee; in considering both the

advertising and the House subcom-

Copeland measure and the Lea

measure struck from the former all

advertising provisions. The major

hat the Trade Commission, rather

drug legislation.

"fishing expeditions."

the event developments war-

The House Interstate & Foreign

and that the reason for the specific

resolution to cooperate with the Trade Commission in its work.

plied with May 24.

Radio Prominent In AFA Program

Several Sessions to Include **Discussions About Radio** RADIO is scheduled to play a

prominent part at the 33d annual convention of the Advertising Federation of America, to be held at the Pennsylvania Hotel in New York, June 20-23. Since this is the same date as that chosen for the NAB convention in Chicago the commercial section of the NAB was forced to decline the AFA's invitation to hold a radio depart. mental session in conjunction with the convention. Despite this, how-ever, several radio talks have already been scheduled for the AFA sessions, and as the program develops it is probable that several more of the special sessions will include this topic in their disrussions.

Talks on the use of broadcasting as an advertising medium already scheduled include one by J. Al. BEFORE THE RACE-Len Riley bert, promotion manager of the (right), announcer of WFBM, Indianapolis, and Peter DePaolo, winner of the 500-mile auto race Detroit News on the topic "Radio as used by Newspapers." Mr. Al. bert will speak before the meeting of the National Newspaper Pro-motion Association on June 22. Neal Barrett, manager of KOMA, in 1925, broadcast a series of prerace programs and were paired for the race itself May 31 feeding to CBS, along with Ken Ellington, Oklahoma City, and governor of CBS staff announcer from Chicago. the tenth district of the AFA, is another scheduled speaker. He (Norway) case in which RCA was will speak at the breakfast session granted a circuit to this point and Mackay Radio & Telegraph Co. was denied this permission by a 5 to 2 vote of the FCC. Senator of the Council on Advertising Clubs which will be held on June 21.

Women to Discuss Radio

At the same time another breakfast session will be held by the Council on Women's Advertising Clubs, which will have no formal speeches but will devote its time to a question and answer session of the nine "ghosts" in the family closet of an advertising club, one of which is radio.

In a letter sent to the women's advertising clubs by Edith Ellsworth of Roche, Williams & Cun-nyngham Inc., Philadelphia, AFA vice-president, radio is listed as a discussion topic with theh comment: "Have you gone on the air successfully? If not, why are you behind the procession?" The retail advertising conference

and the meeting of the Public Utilities Advertising Association, both to be held June 22, also show promise of producing some lively radio discussions, and as other groups announce their programs it is probable that further radio topics will be included.

RMA to Convene

A RECORD gathering is expected at Chicago for a week beginning June 8, for the thirteenth annual RMA Convention and the Nation-al-Radio Manufacturers Parts Trade Show at the Stevens Hotel The fifth annual convention of the Institute of Radio Service Men will be held at the same time. ifference between the two bills is Scheduled are many interesting programs, social and entertainment events, committee and group meetings for discussion of industry problems.

than the Department of Agricul-ture, would be emplowered to ad-minister the advertising provisions. Chairman Lea (D-Cal.) said in onnection with the measure that MBS has for the second time in-creased its space at 1440 Broadway. New York, taking new offices on the 23d floor to give added space to pro-gram, traffic, sides, sal s promotion and executive departments. the committee now has before it the railroad retirment bill and that until it clears this issue it will be unable to consider the food and

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BROADCASTING • Broadcast Advertising

FOR SALE!

132 Top Notch Counties

Zl° EACH

Our participation in the recent Fourth Columbia Broadcasting System Listening Area Study brought record returns from 41 counties in Ohio; 45 counties in Pennsylvania and 46 counties in West Virginia. That's a response from a total of 132 counties in our primary-area States alonewe'll throw in the 106 counties in 23 other States for good measure!

With a daytime fifteen-minute rate that gets as low as \$28.00 you can talk to the thousands of Friendly WWVA Listeners in the 132 Ohio, Pennsylvania and West Virginia counties at 21c per county-mind you now, 21c per County and NOT per listener. That's big value if we could give you only a handful of listeners in each county-but you know better than that!

It ought to be a good idea to do some checking on this "Friendly Voice From Out of the Hills of West Virginia".



Page 30 • June 1, 1937

June 1, 1937 • Page 31

Oakite. a Pioneer In News Programs, Cleans Up by Air

Consistently Boosts Annual Sales Since Going Radio

By FRANK A. CONOLLY Mdsg. Manager, Oakite Products Inc. (As Told to Sidney J. Paine)

OAKITE PRODUCTS Inc., New York (Oakite cleanser), began us-, ing radio on WABC, New York, long before maps were dotted with advertising agencies and script syndicates. There were no gag men then, and fewer gags. The Oakite advertising department wrote and produced its own shows and experimented with all basic program types. There was trial and there was error. And sales began to soar. The results of one program were just compiled when Oakite tried another

Imaginary visits to prominent cities were conducted tourist fashion on the Oakite Special Train; a troubadour strummed a Spanish guitar and crooned in a ccents slightly false; the Oakite musical clock girl got you up in the morning and Oakite drama put you to sleen at night. It was quite exhausting all around, but it sold cleanser. The



OAKITE CONTEST-Letters promoting Oakite and its latest contest were sent to dealers in New England, who were advised to tell customers to listen to the program.

drama of Chevenne's rodeo became melodrama when Custer made his last stand. And on a Good Friday. Oakite created a fantasy through the eyes of a shepherd watching the Passion Play from the hill near Oberammergau.

Then the Discovery

It was after considerable trial and considerable error that Oakite stumbled on an important sales phenomenon: Grease spots are cleaned by women and women love news. It was then that the cultured voice of Florrie Bishop Bowering, home economist and commentator, emerged from loudspeakers to give busy housewives suggestions about the mixing-bowl, interior decorating hints, and international news gossip. Thousands of women began using Oakite cleanser, began writing in for recipes, advice on color, and more news. Gakite extended its broadcasts to the Midwest and started

LEAVE OFF THE GREASE, BOYS That's Don Herold's Tip: He Resents Being Spoken To as Though He Were a Crowd-

'asides' of the old-time speaking

stage. Remember how the villain

used to come down to the footlights

and talk to the audience? I believe

it was Ibsen who first conceived of

the stage realistically as a room

with one wall removed. We had

to have centuries of artificiality in

the theatre before anybody thought

of that. And that put, or should

have put, a definite end to stomp-

ing and stalking on the stage, and

to such phoney practices as 'asides.'

of radio will come with the general

conception of radio programs as

going to one or two persons sitting

in a room . . . rather than as going to millions of people in a vast

auditorium. Oratorical hypnotism

and announcer goo which might

get over to a theatre full of people

seem ridiculous when spilled to one or two people at a fireside. Would Eather Coughlin call me up on the

elephone and go into such orgias-

ic raves? Would a Packard sales-

man call me up on the telephone and give me all that gush? Well,

what is a radio, but a telephone in a box? * * * "

can show America how easily and

quickly and cheaply the worst

grease spots can be removed. We

consider radio a primary sales me-

lium and never once have we re-

garded it as a secondary medium

Successful Contest

background.

etters.

be used merely as institutional

The entire grocery trade, as well

is the consuming public throughout the six States of New England

took part in the recent Oakite con-

test conducted by Miss Florrie

ter telling "What Is The Most Un-

"I believe that the reformation

VENTING some personal peeves "The other night, the Father's against radio practices, Don Herannouncer offered to send anybody a handsome pocket crucifix for the old writer and cartoonist, in the asking, and a few minutes later Father Coughlin was tearing at May issue of *hudge* includes a few pointers that might be heeded by Roosevelt's Supreme Court plan hose who work behind the microike a tiger at a wheelbarrow full phone. For example, he gives this of raw meat. I don't get the con-nection * * *. "tip" to all radio speakers and per-formers: "Treat me as if I were "But I am against oily hypno-tism on either side of the fence. I one person. I resent' being addressed as if I were an auditorium am against it in priests, politicians,

full of morons Too many speakers, writes Herlabor leaders or capitalistic spellbinders, or in radio announcers old, make the fundamental mistake of thinking of themselves as talkpeddling their toothpaste. Just say t, boys, and leave off the grease ing to 50,000,000 people. They ought, he says, to think of them-"Radio right now is where the drama was a hundred years ago. selves as being in a room with just one or two other people. "They It is full of practices as naive and lementary, for example, as the

ought to think of that and tame down." He continues: "I've always resented oratory and exaggerated intonation .'Public speaking' in its worse sense is a

relic of barbarism, (Yet they even teach it in colleges, still.) I don't like to have anybody try to 'sway my emotions' with the tune of his voice. That sort of thing is to be classed with tom-toms. If any subiect is at all vital, gimme the words without the music. As I say, convince me if you can-but don't try to sway me.

Pretty but Feeble

"Now I'm never quite sure what it is that Father Coughlin wants or is trying to say, but I'm always pretty sure it is something pretty fishy or pretty trivial, because he says it with such passionate intonation. He hits every syllable as if it were a bass drum. He must be afraid of his subject matter, or he wouldn't work so hard at his delivery. "This Economist-with-a-Pipe-Or-gan has the lushest line of fur-lined words on the air, and I have-

n't the slightest idea what it's all about its first contest series. Puzzles,

tooks of magic and china dinner sets were given away all over the Corn Belt. And Oakite made another important discovery: Mer-chandising tigins increase sales. Market areas were flooded with window-displays, mailing pieces and program listings. Sales shot up.

There was more trial; there was less error. And Oakite found another' promotion tiein that has proved its effectiveness time and again. Martha Dean, news com-mentator on WOR, Newark, had Bishop Bowering, of the Home-hakers' Council of the Air program on WEEI, WPRO, WORC, WMAS, WLBZ, and WDRC. Housewives were invited to sumbit a brief letbeen giving a series of interviews with personalities from the headlines. Along with her interviews Miss Deane gave news flashes and the news of Oakite was found be-hind the news of the day. Oakite in the red package journeyed with usual Spring Cleaning Task In My Home For Which I Have Ever Byrd to Little America; Oakite Used Oakite." Spring fashions were awarded as prizes. For example, was used to clean the two-and-ahalf acres of fabric in the National three-piece I. J. Fox spring ward-robe, I. J. Fox spring dress and pne year's supply of Oakite for each of the next ten winning Geographic Stratosphere balloon; and more recently, when some boys found gold coins buried under a house in Baltimore, Oakite cleanser made it possible for them to recover \$25,000 treasure trove. This is the news behind the news that has helped Oakite increase its sales every year since it began using

radio.

ere surprising to even ourselves, We're very anxious for televiwho thought we knew every spring sion to get under-way so that we cleaning use for Oakite.

KMI Is Authorized To Increase Power WMBD Is Given Boost; Full

Time Is Granted to WGRC

KMJ, Fresno, Cal., was authorized by the FCC Broadcast Division May 18 to increase its night power May 18 to increase its night power from 500 to 1,000 watts on the 580 kc. channel. The station is oper-ated by McClatchy Broadcasting Co. In granting the application, the Division reconsidered its action of March 9 in designating it for hearing.

hearing. Simultaneously, the Division au-thorized WMBD, Peoria, Ill., to increase its power from 500 watts night and 1,000 watts day on 1440 kc. to 1,000 watts night and 5.000 watts day, sustaining the recommendations of 'Examiner George H Hill

Scranton Grant

WQAN, Scranton, operated hy the Scranton Times, was granted a modification of license to use the transmitter of WGBI, Scranton, of which Frank Megargee is president, as its main transmitter and to increase its power from 250 to 500 watts, putting it on a par with WGBI. WGBI recently became an outlet of CBS. KGGC, San Francisco, was authorized to change hours of operation from specified hours to unlimited time with 100 watts on the 1420 kc. This action also sustained a recommendation of Examiner Hill.

WAAB, Boston, operated by the Yankee Network, was granted modification of license to increase its day power from 500 to 1.000 watts on 1410 kc. The station uses 500 watts at night.

Use of Broadcasts Seen

As Aid to Firm's Credit THOUGH the "only thing permanent about a radio broadcast is the impression left on the mind of the listener," Donald W. Thornburgh, CBS Pacific Coast vicepresident, addressing the California Bankers Association in Los Angeles May 22 prophesied that "in the promotion of the manufac-turing and distributing business of the future, so intangbile a thing as a radio program will represent a very substantial and definite part of that business' credit when it applies to you for a loan."

Mr. Thornburgh called radio the "new giant force of industry" in his speech on the "Radio Industry and Its Place in American Business," which was devoted largely to case histories of successful radio programs and to a discussion of network projects now under way by both CBS and NBC, to expand their west coast facilities. He told the bankers that a year ago CBS was originating only two transcontinental programs from the Pacific Coast, but now is originat-ing 13 per week while NBC's two networks are carrying 15. Hollywood, he said, is fast becoming a rival radio production center to New York.

The response to this contest, nished April 30, definitely brought SEEKING a new local station on in a startling collection of con-1310 kc. in Savannah, Ga., is a group organized as the Seaboard Broadsumers letters telling of the uses to which Oakite had been put that casting Corp., which includes Harben Daniel, commercial manager of WSM. Nashville, and Aaron Shelton, of the WSM engineering department.

BROADCASTING. Broadcast Advertising



BROADCASTING • Broadcast Advertising

Page 32 • June 1, 1937

Providing Agency Radio Luxembourg Records Programs Courses in Cooling With Station Data Of American Type for Use in Europe Find Radio Helpful

Radio Sales Inc. Is Compiling **Elaborate Set of Facts**

By J. KELLY SMITH General Sales Manager Radio Sales Inc. ONE OF the

> agency is prompt. concise, complete

and, above all,

correct informa-



tion on the sta-Mr. Smith tions and the markets he represents. And one of the greatest handicaps under which most station representatives have worked in the past has been their inability to render this service properly.

The individual station's local salesmen have at first hand every detail of information about their station on the tips of their tongues. Thus they are ready to an swer any questions in making a solicitation; they know all the points to bring up in any sales argument not only about their station, but also their competition. They should. For that station, and that station alone, is their bread and butter.

Getting Information

The average station representative, on the other hand, cannot be steeped to this extent in the lore of any one station. At a distance he serves many masters, not just one, and he is to be congratulated that he refutes the Bible in serving them as well as he does.

In providing advertisers and agencies with information about the stations he represents the or-dinary representative has relied chiefly on each station to promote its own interests—to keep him fully informed about its policies, its coverage, its market, its programs. and about any changes that might take place from time to time. This has meant, at the very least, the drag and delay of copious correspondence; and too often the station manager is to busy wrestling with his own problems — the ones that confront him every day with demands for immediate attention-to devote much time to the station representative, far, far away.

This system works hardships on the advertiser, the representative and the station. It becomes too easy for the station manager to call the representative names for not landing him a piece of the Blank business, and too easy for the representative to think up a few bad words of his own and ap-ply them to the station manager for not letting him have sufficient sales ammunition with which to close the Blank account.

We have found our teletype, weekly program charts, and frequent promotion pieces furnished by our stations to be most helpful to our salesmen in representing; the stations for which they are the distant ambassadors. But even rapid communication and "betterthan-ordinary" promotion left sométhing to be desired-quick ac-(Continued on page 36)

du Temps, is being recorded in three half-hour transcriptions for

broadcasts in France as a test of the European audience's acceptance of this type of American program. Transcriptions of this and greatest services a number of *other American fearadio station reptures are being made by Jean Mas-son, program director of Radio resentative can Luxembourg, who is visiting Amerdeliver to an advertiser or an

ica in search of new features. Popular with American advertisers, Radio Luxembourg carries an average of two hours of English programs daily, directed at the British Isles whose own stations carry no advertising. On Sunday, most popular listening day, 14 hours of English programs are broadcast by the station, M. Masson said. Colgate-Palmolive-Peet

Son Said. Congate Falmony of the source of t and Sterling Products Inc., were among the American users of time he recalled offhand. With power of 200,000 watts,

Radio Luxembourg is probably the most expensive of all commercial stations, its rate for commercial time being \$2,000 an hour. It is possible to buy time for less than this, however, M. Masson stated, by sponsoring a station feature. There are three classes of programs according to their standards, he

explained: Commercial programs, which contain commercial announcements of the selling type; sponsored programs, in which the sponsor is limited to a courtesy announcement before and after the broadcast, and sustaining. Typical of the sponsored program was the broadcast of the boat race between Oxford, Cambridge and two French crews, which was sponsored by

Horlick's. Transcriptions are used to do a reporting job much more freely in Europe than over here, M. Masson said. While one reason is the lack of networks which can cover a najor sporting event or the like for a national audience, another is that by recording a number of incidents and the assembling and rerecording them, a coherent radio presentation can be obtained, for

broadcasting at the most suitable

A Tough Problem A FRENCH version of the March time. At his station series of rec-of Time programs titled Le March ords are used to describe a particular place or situation, in much the same way as motion pictures are combined to make a travelogue or similar short movie feature. As a result of asking listeners what future features of this kind they would like to hear Radio Luxembourg is sending its traveling engineering crew to the Vatican, to make a radio tour of the Holy City. Although the transmitter is more

than 300 milés from Paris, all programs are put on from studios in the French capital, M. Masson said, giving easy access to the best talent obtainable in Europe. While in New York, where he is making his headquarters with his American representatives, Conquest Alliance Co. Inc., he plans to record several programs made along American lines, to demonstrate to the French audience the American technique of blending music, script and commercials. After a brief visit to Hollywood, M. Masson plans to return to France in latter June.

WOAI Case Dismissed

Bv FCC With Prejudice DENYING the petition of WOAI, San Antonio, for consent to withdraw its application for transfer of control of the clear channel station to CBS at a figure of \$825,000, the FCC Broadcast Division May 18 permitted withdrawal of the ap-plication "with prejudice". Under FCC rules, the action means that the application cannot be refiled within a one-year period. Had the FCC granted the Southland Indus-Inc. application for withtries drawal without prejudice, refiling of the application at any time would have been permissible.

Simultaneously, the Broadcast Division granted oral arguments on the application of KSFO, San Francisco, for voluntary assign-ment of its license to CBS under a lease arrangement. The oral argu-ments before the Broadcast Division were set for July 1. Examiner R. H. Hyde in a report submitted April 26 recommended denial of the CBS application to lease KSFO for a rental of approximately \$25,000 a year plus an amount equal to one-seventh of the gross annual income in excess of \$175,000 per year [BROADCASTING May 1].



FROM LITTLE HARLEM-A new sustaining program on WKY, Okla homa City, is titled Afro-America Spoaks, a man-in-the-street program from Oklahoma City's negro settlement, called "Little Harlem". WKY's microphone is handled by a negro M. C. Except for pickups from negro churches, this is Oklahoma City's first all-colored program.

AIR CONDITIONING and refrie. erator schools are enjoying a boom year with a great portion of their success due to radio advertising. Two Chicago firms, Refrigerator and Air-conditioning Institute of Chicago and the Utilities Engineer. ing Institute have been particularly successful.

Starting June 1, the first-named firm adds WHK, WPRO and WTMJ to the present list of 11 w1MJ to the present list of 11 stations being used, bringing the total list to 14. Other outlets are: WOR, WLW, WBBM, WBZ, WBZA, WGY, WCAU, WJR, WCCO, WTIC and WTAM, Critch field & Co., Chicago, is the agency, Utilities Engineering Institute has been testing on three stations with gratifying results and will use radio advertising on a much larger scale next fall. Stations now being used are CKLW, WWVA and WNAX. First United Broadcasters, Chicago, is the agency for Utili-ties Engineering Institute.

RADIO IS PROBED **BY MOVIE OWNERS**

THE radio committee of the Motion Picture Theatre Owners of Amer-ica, appointed at the March con-vention in Miami to study the effect of radio appearances of movie stars on their box office value, met May 18 with representatives of seven major picture producing companies to discuss the problem in a closed session at the Hotel Astor in New York. Following the meeting Wal-ter Vincent, chairman of the MPTOA committee, stated that the discussion had found the producers in agreement with the exhibitors that some means of regulating broadcasts of picture personalities to avoid unfair competition with theatres is necessary, but that no decision regarding any definite plan of action had been reached.

"We are a fact-finding commit-tee," Mr. Vincent said, "and out only aim is to investigate the situ ation until we have found what effect radio appearances are having on the box offices of our thea-tres. We are not out to harm radio but are trying to find some facts that mill bolt are the some facts that will help us all. The producers and exhibitors alike want to do everything they can to preserve and enhance the box office value of stars and stories. Some screen personalities are also radio personali ties but others are not."

At this first meeting of the committee with representatives of producers no broadcasters were present and it was said that they would not be called in until some definite plan of action had been adopted, when it would probably be submitted to the networks. Attending the meeting were: Walter Vincent New York; Samuel Pinanski, Bos ton; and Lewin Pizor, Philadelphia three of the four members of the committee, and representatives of United Artists, RKO, M-G-M, Universal, Columbia, 20th Century Fox, and Paramount. Warner Bros. was the only major producer no represented at the session.

WKAT will be the call letters of the new 100-watt station on 1500 kc which the FCC recently authorized A. Frank Katzentine, former mayor A. Frank Katzentine, to some

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_ONG regarded with highest favor by Northern California listeners, KPO offers advertisers an important PLUSthousands of listeners in Idaho, Nevada and Oregon. Altogether you can reach 1,101,420 radio families at exceptionally low cost.

NORTHE

A Pacific Coast Red Network Station programmed and represented by NBC

ohistory.com

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NEVADA

50.000 WATTS

1 20

SAN FRANCISCO

TOPS SPOT

OREGON

Page 34 • June 1, 1937

Labor, Storm Combine To Disrupt Schedules Of Michigan Stations MICHIGAN stations found a va-riety of interruptions in their ef-forts to keep on the air during the last few weeks.

A strike of the Consumers Power Co. employes in the Saginaw Val-ley provided an anxious half-day for Stanley F. Northcott, manager of WBCM, Bay City. Current was switched off at noon in Bay City, and WBCM was forced off the air. until late in the afternoon, when a truce settlement was made and current restored. Other Michigan stations, notably WFDF at Flint and WIBM at Jackson, watched developments anxiously. The strike truce came at a moment or two before current was scheduled to be switched off at Flint; and Jackson, the headquarters office of the public utility, was fearful that it, too, might find itself in the current-less area

Later in the month a four-hour electrical storm struck Detroit, and when lightning struck the trans-mitter of WWJ, Detroit, that station was forced off the air. Emergency repairs were completed after WWJ had been silent for about 21/2 hours. A similar occurrence happened to CKLW, Windsor, earlier in the month, when utility current in that city was cut off by a severe storm. CKLW leaned on its emergency transmitting equipment off and on during the evening, and managed to keep programs going.

Lightning Strikes WHK,

Causing \$1,000 Damage CLEVELAND listeners were deprived of hearing many of their favorite radio programs May 21 when WHK's transmitter was forced off the air at 9:18 p. m. and remained silent until emergency efforts on the part of its engineers under the direction of E. L. Gove, technical supervisor of the United Broadcasting Co., effected restoration of service at 11:02 p. m. According to Mr. Gove, the break

was occasioned by a major power line failure caused by lightning striking the transmitter, blowing out five fuses and a rectifier tube and burning out a transformer during an electrical storm. Ap-proximately \$1,000 damage was done, it was estimated. WHK tendered its appreciation to WGAR and WTAM for their courtesy in informing the radio audience of the disruption in WHK service by announcements at various times, during the remainder of the evening.

WBHP Goes on Air

WBHP, new 100-watt station on 1200 kc. at Huntsville, Ala., went on the air officially May 20 with broadcasts by local and state celebrities. It replaces the old WBHS. which was never reopened after fire wrecked its control rooms in the Russel Erskine Hotel. The station is located in the Henderson Bank Bldg., and is licensed to Wilton Harvey Pollard, former engineer with, several Southern stations, who is its manager. Commercial manager is Richerd Schicman, of Huntsville, and program director is Weston Britt, formerly of WBT, Charlotte, and WMFD, Wilmington, N. C.



PROMOTING POND'S-To show retail druggists how they can tie up their windows with the Pond's broadcasts, Lamont, Corliss & Co., distributors of Pond's products, built this display in NBC's sales pro-motion department and took this photograph, copies of which will be shown to dealers by Pond's salesmen. The tie-in display will be fur-thished retailers by the company on request.

Providing Agencies With Station Data

formation, compiled and indexed as a matter of record for the ready reference of the salesmen, uniform in makeup and text, and kept upto-date automatically by close cooperation between station manager and central office supervision.

in part from week to week, is what we are compiling at Radio Sales, and since we have started the project we have discovered that its benefits will accrue not only to the station and representative mutually, but to all other stations represented by us. We are attempting to move every bit of each station we represent into every Radio Sales office - even the equipment - as completely as it can be done by putting words on paper.

To do this means to compile nothing less than an encyclopedia of many volumes. A complete book is being prepared for each Radio Sales station. In addition, one volume is being devoted to the CBS Pacific Network, one volume to the California Network, and one volume to the New England Network. When these books are completed one copy of each volume will be in each Radio Sales Office, but more than this, every station represented by Radio Sales will have a complete set of the volumes.

Giving every station the complete information on every other station will serve two purposes: (1) It will provide a convenient exchange of ideas on promotion, programs, and policies, and (2) it will enable each station better to serve as a sub-office of Radio Sales. Since the chief air of the book is to put between two covers complete station information, every possible phase of each station's activities is being covered: Programs, personnel. policies, equipment, history, market data, coverage data, success stories, and many more, all under their respective

further into "day" and "night"

subheadings.

(Continued from page 34) In the subdivision "general" is cess to comprehensive station inincluded that information which is equally applicable to day and night operation; "day" and "night" subdivisions contain information applicable alone to each of them. Here's an example, taken directly from the book. One of the major

sections is indexed as "Sponsors and Case Histories." Under "gen-That type of record, changing eral" comes a complete list of the station's 1937 sponsors, to date, by business classifications, divided into local and network clients, and comparisons of total local and network sponsors quarter-hour units with those carried by major competitors, by business classifications. The "day" and "night" subdivi-sions carry the same kind of listing and comparison, limited, in their respective instances, to "day" and "night" sponsors, plus case histories of successful daytime and All Types of Facts

he could use in a quarter-hour program in the early evening on a certain Radio Sales station, And he wanted it right away, A ouck flip to the subdivision "night" in the section of the book marked "policies" disclosed that the station olicy permitted two price-mentions after 6 p. m.; but reference to the "day" subdivision disclosed that five price-mentions per quarter-hour were allowed during the day. This advertiser had become ac-

customed to bringing up the question of limitations on commercial copy first when placing spot business in order to avoid later entanglements caused by misinformation. He had usually waited an hour or a day or even longer ungeneral headings and all divided til station representatives could either check with their stations by mail or wire or hunt through mas-

night-time sponsors. All informa-

tion about daytime business is in

the "day" subdivision; all informa-

tion about night-time business is

pertinent example of how this sep-

aration of day from night may

work, came up the other day when

an advertiser wanted information

on the number of price-mentions

A dreadfully uninteresting but

in the "night" subdivision.

rying power to the transmitter northeast of Marion. The highline was uprooted by the storm throwing off the current at 5:08 a.m. Charles F. Quentin, technical su-pervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers, but the wind blew at a terrific speed there. Tests were being made preliminary to the start of the days broadcasting when the tornado swept across the high line. The power line going to the transmitter carries 6,600 volts. Every available man was kept busy repairing the line and broadcasting was resumed about

MISSED BY STORM

Tornado Swerves From WMT

-But Stops Power-

WMT, Waterloo, Ia., was saved from considerable loss in transmit.

ter equipment May 21 when a freakish tornado struck near Mari

on, Ia., where its vertical radiator

thousands of dollars of damages

when it flattened barns, houses, killed many head of livestock, up.

rooted dozens of power lines and resulted in injuries to at least one

- The wind was headed directly toward WMT's new transmitter

building and towers when it sud-

denly swerved, missing the station equipment and loosed itself on

all sides. Station was without

power all forenoon and could not

broadcast until workmen rebuilt

nearly a half-mile of highline car,

person.

10 a.m.

WFBR Signs Up Races

EXCLUSIVE rights to next year's running of the Preakness and Fu-turity races at the Pimlico track in Baltimore have been signed by WFBR, Baltimore, with the Mary-land Jockey Club. Hope H. Barroll Jr., manager, and Purnell H Gould, commercial manager, conducted the negotiations with Alfred Gwynne Vanderbilt. The two races for the last few years have been broadcast over a limited NBC-Blue network under sponsorship of American Oil Co., Baltimore, but WFBR announces that plans are under way to secure a wider NBC-Red network sponsor next year since WFBR is affiliated with NBC-Red.

Spark Plug Dises

ELECTRIC AUTO LITE Co., Toledo, O., manufacturers and distributors of ignition systems, to in-troduce a new spark plug to the consumer market, will shortly launch its first national radio campaign. One-minute dramatized announcements, cut by Assoicated Cinema Studios, Hollywood transcription concern, will be used in a dealer tie-in. Organization is now using the series in a test campaign on KPMC, Bakersfield, and KJBS San Francisco. Shattuck & Ettin-ger, Beverly Hills, Cal., agency, has account

sive files for too-often out-of-date letters. The Radio Sales Encyclopedia, however, provided the facts while the advertiser held the wire. We don't know yet whether he signed the contract because he was sold or because he was astonished.

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BROADCASTING • Broadcast Advertising



Official Convention Headquarters June 20 to 23, 1937 of the NATIONAL ASSOCIATION of **BROADCASTERS**

HOTEL

SHERMAN

BE SURE

the Internationally Famous COLLEGE INN

Sophisticates from every corner of the world are conspicuous "among those present" nightly in this nightclub-restaurant, which has consistently maintained its reputation as Chicago's greatest attraction. . . . The College Inn is the perfect rendezvous for fluncheon, we go"-there is always a nationally known orchestra and an outstanding floor show at the College Inn. . . . And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.

HOTEL SHERMAN HOME OF THE COLLEGE INN CHICAGO

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VISIT

)

L.B.Wilson presents...

DOING THE REAL JOB FOR THE ADVERTISER



TO A POTENTIAL AUDIENCE I OVER TWO MILLION LISTENERS IN THE RICH OHIO VALLEY

CINCINNAT

BROADCASTING Broadcast Advertising

Published by BROADCASTING PUBLICATIONS, Inc.

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

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

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

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

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

The Eyes Have It!

MARTIN CODEL, Publisher

SOL TAISHOFF, Editor

SO LITTLE had been said or printed about projection of television into images of more than 8 x 10 inches that radio folk still are wondering if it was a dream or if Dr. Vladimir K. Zworykin and Dr. R. R. Law of RCA really flashed television on a screen 8 x 10 feet. The movie-size projection took place May 12 at the IRE silver jubilee convention in New York after splendidly clear home movie size picture 24x18 inches were shown.

Thoughts of home movie and 8x10 foot television inspire speculation of a fireside scene that may undergo a change as complete as that which took place when the radio loudspeaker became a standard article of furniture in nearly every living room ..

They're still consuming midnight kilowatts. in the laboratories, for countless problems present themselves as television's pioneers gropetheir way through baffling obstacles. But television is an established technical art already, if not an established industry. The difficulty, of course, is that it won't stay established, for new methods must be devised to meet these new problems. The industry's executives don't intend to launch television until they have something reasonably stable and economically feasible.

On another page the technical and commercial phases of this new television development are discussed in detail. It's history in the making. Before many realize, television will be here, as well as there and everywhere.

Engineers engaged in this visual research are radio engineers-the men-who were instrumental in establishing aural broadcasting. The companies footing the research bills likewise are in the aural broadcasting realm of today. The broadcasters themselves are nurturing this development, properly preparing to take over the obligation of television broadcasting when the time arrives. t

The Six-Month Ticket

FOR YEARS broadcasters have yearned for stability as an industry-stability that can be attained only through longer broadcast licenses replacing the existing six-month tickets.

They will get little solace and even less hope of achieving that goal in the current FCC attitude as expressed in a report to Congress on the pending Anderson Bill which would make five-year licenses mandatory. The FCC uses a time-worn argument that

longer licenses would tend to "freeze" existing conditions. The same argument was used in the Radio Commission days of 1928. Adoption of a five-year minimum, it states, would "recognize in principle that the allocation of frequencies has achieved proper equilibrium." The facts, as we see them, are that the FCC is loath to issue longer licenses because it is the easy way. With a six-month license, it can hail a station to the carpet on renewals at intervals of twice a year, if necessary. With

a five-year license, however, the FCC would be in the position of resorting to rather cumbersome revocation procedure, with the burden of proof upon Uncle Sam to show cause why a license should not be renewed, rather than the other way.

That the FCC would turn thumbs down on the Anderson proposal was expected. But that does not mean the viewpoint is correct. The aggressive young Missouri legislator does not see it that way, and he intends to follow through. He sees no reason why the FCC should "continue to crack the whip" over broadcasters under the short-term licenses. We agree with Rep. Anderson and we hope all those interested in broadcasting as an industry likewise will agree and follow through in a tangible and forceful way. As long as the six-month license prevails, broadcasting will rank as an unduly hazardous business enterprise existing on a month-to-month basis.

The Radio Volcano

IN ANOTHER month the fifteenth annual convention of the nation's broadcasters will be history. But whether history will be made at that convention is another matter.

The tentative agenda for the three-day Chicago conclave of the NAE is not particularly enlightening. It does not show any real issues. Even the pet perennial, copyright, does not have a place on it. But that agenda is no barometer of the true situation.

We believe broadcasting is going through, a critical period. There aren't any bombs bursting in air, but there are plenty of surface indications. Government networks and government stations are being talked about by folks who would out-deal the New Deal. Propaganda of the worst sort is being spread throughout Congress by enemies of radio. It isn't being answered effectively. Stories of exorbitant profits of networks and stations-

The RADIO **BOOK SHELF**

RALPH ROGERS, president of Associated Radio Writers Inc., Boston, and director of the radio courses at Boston University, has published a handbook on radio writing titled Do's and Don'ts of Radio Writing (Associated Radio Writers Inc., \$1) resulting from his ten years of experience in writing, producing and selling network and local shows. Fifteen chapters carry through "The Program Idea" to "Sample Scripts", each being supplemented with instructions about what to do and what not to do in writing, building, selling and broadcasting a radio show. This is one of the few instruction handbooks on the subject ever compiled, and it should be valuable alike to the veteran and the neophyte.

CREDO HARRIS, director of WHAS, Louisville, is reading proofs of his latest book, 70.-000 words of reminiscence of the early days of American radio, which Bobbs-Merrill Co. Indianapolis, will include in its fall publication list. The book's title has not yet been selected.

fantastic stories-are getting to the politicians. Broadcasters, by and large, probably haven't given much thought to these matters. They have plenty to do at home to keep the wheels in operation. But broadcasting is a peculiar sort of industry. It is more sensitive to both public and political moves than any other industry. It isn't enough to provide good programs and maintain plants meeting every technical requirement. The public relations job is just as important in radio.

Broadcasters, in the several weeks remaining before the convention, should do some serious thinking about their problems. They should be prepared to discuss them intelligently from the floor. They must act conscientiously at this convention, to insure a strong industry leadership that will be in a position to cope with any eruption that may occur on the political radio front.

Dr. Stewart Quits

NONE who know him as a person and as an FCC commissioner could fail to admire the integrity and the diligence of youthful Dr. Irvin Stewart, who is voluntarily leaving the FCC at the end of this month for academic pursuits more to his liking. Dr. Stewart's standards, were always of the highest; during his tenure of three years as Telegraph Division chairman, despite besetting influences, he maintained a clear mind and a clean record. The internal and external politics in which the Commission has become involved never touched him. His retirement is voluntary, for it is generally thought he could have been reappointed had he liked, since Rep. Rayburn of his home state of Texas has been back of him wholeheartedly ever since the excellent record he made_as a Department of State attache assigned to help frame the Communications Act.

The Democratic vacancy his departure creates, needless to say, gives President Roosevelt an opportunity to infuse new blood into a Commission floundering in a maelstrom of politics, personalities and suspicion.

BROADCASTING • Broadcast Advertising.

We Pay Our Respects To -



ANY WAY you look at it, WDAY, Fargo, N. D. owes its all to Earl Charles Reineke, and vice versa. That is because Mr. Reineke is the only president and general man-WDAY has ever had, and ager being president and general manager of WDAY is the only job that Mr. Reineke has ever had.

On May 22 WDAY observed its fifteenth anniversary. It is the oldest station in the Northwest and one of the pioneers of American radio. When it first took the air in 1922 as a feeble 50-watter, Earl Reineke, age 28, native son of. Fargo, was the whole show. He was one of those few radio "hams' who saw in "wireless telephony" a possible future business operation. Today WDAY operates on the 940 kc. channel with 5,000 watts day and 1,000 night. It is an NBC outlet. Its studios in the Black

Bldg. are a showplace in the Northwest. To commemorate its fifteenth anniversary the entire plant was modernized and studios redecor-Earl Reineke is one of the few radio station owners who did not come from another business into radio. At 14 he was active in wireless and he hasn't stopped since. Born in Fargo 43 years ago, the only son of Mr. and Mrs. E. C. Reineke, pioneers of the prairie metropolis, he began his education in the conventional little red schoolhouse. When it burned down while he was in the

eighth grade, he decided his education was complete. Parental influence caused him to make several other starts in various institutions of learning but upon each occasion when spring arrived, it marked the end of young Earl's scholastic

Just before he entangled himself n coils and catwhiskers Earl Reineke took a fling at art. He turned out several meritorious canvasses. Then electricity attracted him along about 1907 and he soon filled the family home with gadgets. One of them would turn his bedroom radiator on and close the window about a half-hour be-^{fore} risng time. He claims it made staying in bed a lot easier. Three years later, he formed a wireless friendship with Dr. A.

www.american.ediohistorv.com

PERSONAL NOTES

GARDNER COWLES Jr., president of the Iowa Broadcasting Co. and editor of the *Des Moines Register & Tribune*, and H. R. Gross, news edi-tor of WHO, Des Moines, were among the speakers at the University of Missouri's Journalism Week in May, some of the proceedings and special events of which were broadcast by KFRU, Columbia, Mo.

KELLY ANTHONY, assistant man-ager of KFI-KECA, Los Angeles, and son of Earle C. Anthony, owner. of the stations, is on his way to England on a combined business and pleasure trip, having sailed May 26 on board the Queen Mary.

HERBERT V. AKERBERG, New York CBS vice-president in charge of station relations, was on the West Coast in May to confer with Donald W. Thornburgh, the network's Pacific Coast vice-president in Hollywood, and Philip G. Lasky, general manager of KSFO, San Francisco.

A. H. TOMSETT, since 1930 a salesman with WCPO, Cincinnati, has been appointed acting sales manager. John P. Smith and James H. Knox have been added to the sales staff, and Jack Reiman, of Washington, has been appointed office manager.

KOLIN HAGER, manager of WGY, Schenectady, has been elected vice-president of the Better Business Bn reau of the Schenectady Chamber of Commerce, His secretary, Mrs. Caroline Osan, was recently elected presi-dent of the Schenectady Business and Professional Women's Club,

June 1, to join the income tax law firm of Claude I. Parker, Investment EDWARD McCALLUM, for Bldg., Washington, years general manager of KYA. San Francisco, has been appointed ad-EARLE J. GLUCK, manager of WSOC, Charlotte, N. C., has been named a member of the new Naval vertising counselor of KMTR, Hollywood. Reserve Policy Board.

BERT VAN CLEVE, recently LEONARD KAPNER, manager of WCAE, Pittsburgh, is on a three-weeks trip to the West Coast. Salt Lake Ciry, has been added to the sales staff of KJBS, San Francisco.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, has return-ed to his desk after several weeks in E. P. FRANKLIN, former program director at KJBS. San Francisco, has been placed in charge of general operations of the same station. Honolulu FRANK BOWES, NBC salesman for

DAVID SYME, managing director of 3HA. Hamilton, and 3TR. Sale. Australia, after spending several days in Hollywood, on April 27 left on a motor tour of the United States, and will sail from New York June 2 for London. He is in this country contacting transcription concerns and gathering new production ideas.

ED SIMS, commercial manager WMFJ, Daytona Beach, Fla., is the father of a 10-pound baby girl born May 9.

MRS. H. A. LAFOUNT, wife of the ormer Radio Commissioner, sailed in May on the Ile de France for a tour of England and the Continent during which she will visit her daughter, Mrs. Karl M. Richards, U. S. Treasury representative attached to the American embassy in Paris.

W. I. DUMM, president of Associited Broadcasters Inc., owners of KSFO, San Francisco, and Mrs. Dumm. left May 18 on the Kamaka Maru for a two-months' cruise to the Orient. During Mr. Dumms' ab-sense. Phil Lasky, KSFO station man-WMCA, New York, is taking a Ber-muda cruise with Harry Hershfield, columuist and radio commentator. ager, takes over his duties.

H. LESLIE ATLASS, CBS vicepresident in Chicago, has been ap-pointed a member of the executive committee of the Chicago Charter Jubilee Horse Show.

SAMUEL WOODWORTH, manager of WFBL. Syracuse, suffered a severe back injury recently when he was struck by a hit-run driver.

to Congressman Phil Ferguson, Demo-crat, of Woodward, Okla., has applied JACK P. MORISON, commercial manager of WOPI, Bristol, Tenn., on to the FCC for authority to erect a June 1 resumes his duties following new 100-watt station in that community on 1500 kc. a six-month tour in the Army.

June 1, 1937 • Page 41

FREDERIC A. WILLIS, assistant to President Paley of CBS, sailed May 26 for a tour of the Scandinavian

RAYMOND L. HUGHES, founder of KRLH, Midland, Tex., has re-turned to that station as general man-ager after an absence of six months,

during which time he had been in the

commercial, and announcing depart-ments of KXYZ, Houston. Complete

reorganization of the operating staff and policies of the station have been

effected with Mr. Hughes' return. Thomas K. Betzel, formerly with

KXYZ, has joined the commercial de-

J. HOWARD WORRALL, vice-

J. HOWARD WORKALL, Vice-president and business manager of Honolulu Broadcasting Co., which owns and operates KGMB, Honolulu and KHBC, Hilo, arrived in Los Angeles May 20 on a 30-day mainland

J. Hart, president, and L. D. West.

manager of the mainland office in San

Francisco, he will inspect various Pacific Coast stations.

AL RAUER, new salesman at WTMV, East St. Louis, was taken to

the station for a brain operation due to an auto accident some years ago.

GEORGE C. PRATE, west coast vice-president of Electrical Research

Products Inc., Hollywood, accom-panied by Mrs. Pratt, will sail on the Berengaria June 2 for England on a combined business and pleasure trip.

MARYBELLE ANTHONY, former head of the FCC Docket Section and more recently in the Accounting De-partment, resigned May 21, effective

WBZ-WBZA, Boston-Springfield, and Miss Dorothy Healy, Chicago news-

yaperwoman, were married in New York in May.

JOE BRYANT, salesman with

KGCM, Albuquerque, N. M., has re-signed from that station to free lance,

according to Mike Hollander, man-

GENE O'FALLON, manager of KFEL, Denver, has been, named radio committee chairman for the Elks 73d national convention to meet

CLIFFORD H. GLICK, for 15 years

engaged in selling advertising, the last eight with NBC's national sales staff, has joined the New York sales force

JOHN F. PATT, manager of WGAR,

Cleveland, sailed the last week in May

EDWARD BUCKALEW has been

added to the CBS Hollywood sales

DONALDFLAMM, president of

WILLIAM FINLEY, formerly an WILLIAM FINLEL, MARCHARD CONTRICT ACCOUNT executive of KEHF, Los Angeles has joined KMTR, Holly-

wood, in a similar capacity. R. L. Gunter, after an absence of several

months, has rejoined the station's

MENO SCHOENBACH, secretary

for a vacation in Bermuda.

promotion department.

sales department.

July 11 in Denver.

ager.

of MBS.

They will be gone several months.

hospital three days after he joined

partment.

York about the end of June.

intries. He will return to New

EARL CHARLES REINEKE Hoyt Taylor, then head of the department of science and mathe-matics of the University of North Dakota. Together they tinkered. Today Dr. Taylor is a reserve commander in charge of the Naval Radio Laboratories at Bellevue, near Washington, D. C

Came the war, and Earl Reineke had to content himself with a civilian instructorship in radio at the Army Vocational Camp in Fargo, deficient eye-sight disqualifying him for an active branch of military service. When the war ended, he turned to "ham" radio activities. Meanwhile, in 1918, romance budded and he was married to Beulah Lenore Chase. While still absorbed in the met-

ers, the Reineke interest turned to aviation and in 1920 he bought his own plane. It washed out two years later in a crackup, ending Reineke's days as a private plane owner. Air transport, however, is still his favorite means of transportation.

Radio began as a hobby with Earl Reineke, grew into a thriving business, but is still essentially a hobby. Next in order of hobby terests are golf, hunting, fishing and aquaplaning. The family maintains a summer home on an island in the Minnesota lake region and he spends as much time there as possible during the summer.

Earl says his ambition is to live to be 104, but no one has ever been able to find out why the four odd years.

KHJ Names Ridgway

THAYER RIDGWAY, who joined KHJ, Los Angeles, as account executive in April, has been made commercial manager, succeeding Roger K. Houston who resigned to join the sales staff of KNX, Hollywood. Ridgway was associated with KHJ in 1931-32 as promotion and advertising expert. Since leaving there he was for the past three years national advertising and promotion manager of the Los Angeles Illustrated Daily News and Evening News: Prior to that he held a similar post with the Los Angeles Examiner, and is widely known in radio and advertising.

BROADCASTING • Broadcast Advertising

BEHIND THE MICROPHONE

DOUGLAS EVANS, for the last five years on the announcing staff of KPI-KECA, Los Angeles, has been promoted to chief announcer, succeeding Tom Hanlon who resigned to join the CBS Hollywood announcing and pro-duction department. George Gates, formerly associated with WCAU. Philadelphia, has been added to the KFI KECA staff as announcer, filling the vacancy created by the resignation of Larry Chatterton who also has gone over to CBS, in a similar capacity.

CLAUDE TAYLOR, formerly of WGH, Newport News, Va., has been appointed production manager of the new WRTD, Richmond, which will be opened June 27 under the manage WCHV, Charlottesville, Va. and WTBO, Cumberland, Md, Sam Lander, of Washington, and Ernest Bow-man, of WTAR, have been selected as announcers.

HARVEY HARDING, formerly an announcer of WLW, Cincinnati, has joined the CBS Hollywood staff in a similar capacity. Douald Currlin has also been added to the announcing KSFO, the CBS San Francisco outlet.

RONALD (Dutch) REGAN, formerby sports announcer of WHO, Des Moines, who turned actor under contract to Warner Bros, First National Pictures, Hollywood, has been assigned the lead in Scrgeant Murphy, production of which starts shortly

BILL FULLER, announcer and producer, of KJBS, San Francisco, has resigned to free lance.

WALLACE FORD, announcer for-merly with WLEU, 'Erie, Pa., has been engaged to fill the vacancy at KYA. San Francisco, caused by the resignation of Tom Jones.

HARRIET STEVENSON, of the KSFO, San Francisco, program de-partment, was married April 21 to Arthur Scott of the same city. VAL SHERMAN is taking leave of

absence for the summer from his night managership at WBBM. Chicago. to assist Pat Flanagan in sports announcing

JOHN McCORMACK has joined the announcing staff of WBBM. Chicago, after having been employed in a similar capacity at WGN.

FRED DICK, head of the NBC Hollywood, mimeograph department was married to Fredarika von Hartz of that city, in Yuma, Ariz., on May 15.

MURRELL WRIGHT, from Rochester, N. Y., and Douglas Arthur, for-merly with WTNJ, Trenton, N. J., have been added to the announcing staff on WNEW, New York,

BILL McGRATH, production man-ager at WNEW, New York, now proand KEHE, Los 'Angeles, from Luc-ca's restaurant in the latter city. duces a daily show of his own, The Listener's Scrapbook.

JOHN ADEMY, announcer of WCAO, Baltimore, is now handling the Home program sponsored by the local ice association, and is the voice of Varieties, a daily afternoon program for housewives.

WILLIAM F. MITTEN, former New England newspaperman, is now on the staff of WCAM, Camden, N. J., events announcer and KEHE, Los Angeles. handling Transradio Press for 19 sponsored newscasts weekly. Baker-Flick Co., department store, is spon-

LORETTA CORENSON has been ap-pointed publicity director of KMTR, Hollywood, succeeding Dolores Ehlers who has been transferred to the sales department.

GILBERT RALSTON, of NBC's guide staff in New York, has been promoted to a position in the transcription "department. under name of Kenneth Craig.

Page 42 • June 1, 1937

Coronation Guest The orchestra of sixty-I couldn't be in England-. I stood there with a smile, But, yes, I must have been, And then I rapped quite sharply For I was in the midst of Each episode and scene. And led it for a while. I couldn't get to London-I rode with General Pershing, But still, I guess I did: And wore ten yards of braid; Gerard and Rodman knew me-I saw the ceremonies-You should have been there, kid! And what a fuss they made! The peeresses . . . I saw them! I couldn't get to Whitehall--My error-I was there .:, Rode with them in a hack; I climbed into the gold coach Leven met a duchess-And slapped her on the back! Beside the royal pair. I climbed right in with George and Lloyd George threw me a greeting, I sat beside the lad: And so did Margaret Rose, I walked with Lady Paget I rode the eight white horses, And what a time I had! And tweaked a bishop's nose.

I felt of all the lace---

I stood by Canterbury,

I saw him put the crown on

Good George's head so fine.

And for a fleeting moment

I thought the head was minel

And played the organ big;

I chatted with a lord and

He let me wear his wig.

week illness.

FRANK B. GOSS, who has been do-

full time announcer and publicity di-rector of KFOX, Long Beach, Cal. Walter Windsor, new to radio, has

been added as script writer-announcer.

ng relief work, has been appointed

I climbed into the choir

I chatted with a princess, I saw the jewels glitter---And with the Agha Khan; I romped about the abbey I walked with seven sultans-And called the rajah "John"! And seemed to own the place.

I roamed the Thames supremely And moved among the peers; And leaped from yacht to yacht; And when I left the abbey I rode with Stanley Baldwin-You should have heard the cheers! Don't tell me I did not!

> I wore a million rubies And fifty velvet pants; My hat was full of feathers---I went to every dance.

In Buckingham I frollicked---I revelled in the show, For I got up at sunrise AND HAD A RADIO!

H. I. Phillips in "The Sun Dial". May 13, 1937



Sydney (Australia) Bulletin Struth, Dad, if they ain't got the same chimes as our radio at home!"

123

GUY WALLACE and CARL MARK, KEN STUART, formerly on the anboth of New York, have joined the announcing staff of WHK-WJAY, Cleveland, Charles Lutz and Bernard Sweeney were transferred to WHKC, nouncing staff of KFRC, San Fran-cisco, has joined KEHE, Los Angeles, Along with his duties he is masterof-ceremonies of Listen Ludics, 60-minute, five-weekly California Radio Columbus. Mendel Jones has been named program director of WHK-System program, which originates from the latter station. WJAY, as of June 15 when Mary O'Kelley leaves to marry Dr. Arthur B. Peacock, of Columbus, Bev Dean MEL ROACH has resigned as special will become continuity head but conannouncer and director of tinues temporarily as publicity chief.

HECTOR CHEVIGNY, CBS Pacific Coast continuity editor, Hollywood, has completed a series of 13 Holly-wood Sonnets which were read by wood Sonnets which were read by Thomas Freebairn-Smith, during his Deaves in the Wind program over that network May 25.

JACK JOY, at one time production minager and musical director of KFWB, Hollywood, has been ap-pointed program director of KHJ, Los HERBERT MASS, who started as an usher at KNX, Hollywood, and was promoted to mail distributor and handy man, has been made an announcer Angeles.

DARLY MCALLISTER, program dir-cetor of WKY, Oklahoma City, has been named traffic director. Allen Clark has been production manager, with Hal Scher as assistant. Perry Ward has been named chief an-nouncer, Edward Koontz, formerly of Tulsa, has joined the WKY announc-ing staff. Evelyn Huff is now day-time receptionist. Myron Sname time receptionist. Myron Snapp, page, is recovering from an operation LEE WYNNE, new to radio, has joined the announcing staff of KGER Long Beach, Cal. PETER MacARTHUR, producer of the Iowa Barn Dance Frolic, WHO program featuring American folk music, was operated on May 21 for a foot infection. GEORGE SUTHERLAND and John F. McGuire have been added to the chicago staff of VanCronkhile Asso-ciates, Chicago, to handle news and sport continuity, respectively. Suth-erland was with WBBM, Chicago as erfand was with worder, ourcage as sports commentator while McGuire was a former Associated Press man in Chicago. GERALD HARRISON, public rela networks, Boston, is the father of a baby girl born May 15. LEWIS TEEGARDEN, chief an-nouncer of KEHE, Los Angeles, the end of this month receives his diploma from the law department of the Southwestern University that city. JOE PIERSON and Francis Hill SOLE PLEASON and Francis Hill have joined the announcing staff of KTAT. Fort Worth. Pierson came from WIAS. Louisville, where he started in 1930. In 1933-34 he was connected with the Iowa Brondensting Network and in 1934-35 was chief announcer of WQAM, Miami. HOWARD PETERSON, promotion manager of WOW, Omaha, left May 22 for a vacation in Los Angeles and San Francisco, where he will visit Walter. Cassel who was formerly a member of the staff of WOW, and is now with Warner Brothers Studio. CLINTON PRICE, formerly of KLO, Ogden, Utah has replaced Dave Sim-mons, resigned, at KDYL, Salt Lake City.

R. B. McALISTER, former program director of KRLH, Midland, Tex., has interest of KRD1, Midmind, Pers, and joined the announcing staff of KFVO, Lubbock, Tex. Ollie Cook, program director of KFYO, and Bruce Collier, continuity editor, have concluded a series of lectures on radio advertising before the uncode and discumilism debefore the speech and journalism departments at Lubboek High School.

BETTY DUGAN, who for several years has been conducting the Juve-nile Roundup on WWSW. Pittsburgh, and her husband, Buddy Biller, crooner, are parents of a baby boy born May 20.

FRANK MANOF, formerly with KROW, San Francisco, is a new addi-tion to the staff of KLS, Oakland He will act in the dual capacity of announcer and technician.

ROBERT STRUBLE, KSFO public affairs announcer, is back in San Francisco after having spent several weeks in Sacramento covering the State (Legislature in a series of four-weekly radio talks about legislative matters.

HENRY BLANK, continuity head of WFBR, Baltimore, is taking a 7,500 mile motor vacation to California and will spend his holiday getting program ideas at stations along the route.

CEDRIC ERICKSON has joined the III. He was previously with WHBF, Rock Island, 11., and WSBT, South Bend. Ind.

RANCE VALENTINE has joined the announcing staff of WTAM, Cleve land. He had previously been em-ployed by New York and West Coast stations

DOTTIE LEADER, of WJR, Detroit, is the mother of a baby boy born May 15. She is Mrs. Dottie Marohn in private life.

BROADCASTING • Broadcast Advertising

GRAEME FLETCHER is now pro-gram director of WIS; Columbia, S. C.

CLAUDE KIRCHNER, formerly of WRR, Dallas, and WROK, Rockford, Ill., and Dwight Williams, formerly of WKBZ, Michigan, and WJJD, S. HUROK, impresario, whose con-S. HUROK, impresario, whose con-cert attractions are booked through the NBC Artist Service, sailed on the Normandie, May 19 for Europe, to be gone the entire summer on his annual search for new relent. The trip will include visits to practically ull contraine on the continent in adof WKBZ, Micingan, and WJJD, Chicago, have joined the announcing staff of WTMJ. Mitwaukee. Bob Heiss, with WTMJ three years; has been named chief announcer following all countries on the continent, in addition to a four-week stay in Russia during the height of the summer resignation of John Olson, concert and ballet season.

KEN BURTON is producing the Singin' Sam shows for Coca Cola Co., placed through D'Arcy Adv. Co., St. Louis, and not Kenyon Linn, as er-roneously reported in this column in the Mey I BROADCASETING. RALPH NELSON, chief announcer at KDB, Santa Barbara, has left for Chicago to free lance. RICHARD ROLL, formerly of WALR, Zanesville, O., has been added the May 1 BROADCASTING.

EVERETT MITCHELL, veteran an-EVERGAT MALE TREAD, veterin an-nonneer of the NBC Blue National Farm & Home Hour, will make an-other trek to a national park on his other trees to a national park on this vacation this summer, starting June 14. This year it will be Yosemite National Park.

CORWIN RHDDELL has rejoined the announcing staff of WOAI, San Antonio.

ROBYN WEAVER, announcer of WDZ, Tascola, III., has been made chief of the continuity department. Jim Day has been appointed farm director.

BILL BALDWIN, staff announcer of WOW, Omaha, since June 1936, on May 22 joined WGN, Chicago. EARL LORD, church singer, joined the announcing staff of WMAZ, Macon, Ga.

FOX LIGHTFFOOT, formerly with WAPI, Birmingham, and WRBL, Columbus, Ga., has joined WJBY, Gadsden, Ala., as program director and announcer.

MRS. FERN MCCHESNEY MC-NEIL has returned to the NBC San Francisco staff as assistant to David McKay, in charge of sales promotion. Mrs. McNeil, formerly attached to the sales traffic office, is replacing Adele Hoover, who resigned to free lance in advertising.

VAN FLEMING, NBC San Francisco producer who has been writing and directing the Signal Oil Carefree Car-nival, in addition to numerous other shows, is taking a trip by tramp steamer necessitated by a nervous breakdown suffered two weeks ago.

JAY SIMS, on the announcing staff of KFWB, Hollywood, for the last year, has resigned to enter radio in New York.

MATTY KEMP, formerly production manager of KMTR, Hollywood, is producing the Monday evening Ama-teur Authors series on KFWB, that Series consists of dramatic works of unknown authors, cast with professional talent.

BILL SCHWARTZ is now in complete charge of the KFWB, Hollywood, publicity department. Harry formerly in that department



doubled population . . . and doubled

business. Sell over WWNC - the

area's ONLY radio station.

special events director at NBC-Chiengo. Thomson, who recently gradu-ated from the journalism class at Northwestern University, has been a newspaperman at Fort Dodge, La.

his full time to free lance work.

pointed assistant to Kenneth

JOHN THOMSON has been ap-

Davton.

WXYZ's dramatic production staff. Striker's uncanny skill in packing the gamut of emotions into dramatic theme is excellently interpreted by WXYZ's production department.

Among the forty odd commercial shows produced every week by WXYZ's show builders are, "The Lone Ranger" three half hours weekly on W-O-R New York-Michigan Radio Network - W-S-P-D Toledo -W-G-N Chicago–Don Lee Group California; and "The Green Hornet" destined to equal

the announcing staff of WIIIO. ROGER KRUPF, former manager and announcer at the government station in Schofield Barracks. Hawaii, has joined the announcing staff of WBBM, Chicage, Krupp succeeds John Weigal, who resigned to devote BOOTS AND ALL - Myron Fox,

announcer of KDYL, interviewed fishermen over a KDYL-NBC Red Network May 15, broadcasting directly from Main St. ditches where thousands fished for trout during Salt Lake City's annual celebration that marks the opening of fishing season.

through remote broadcast connections established in practically all campus buildings. Music, dramatics, sports, broadcasts of classroom lectures, interviews and demonstrations staged in campus laboratories and offices all form a part of this

comprehensive program. The schedule averages 34 hours a week.



NEW DRAMATIC SHOW COMING

At this time WXYZ submits advance notice to advertising agencies and advertisers regarding another new dramatic show now being groomed for sponsorship.

It's a big show-designed to meet requirements of an organization seeking consumer acceptance and dealer representation, or strengthening the same in the big rich Michigan Markets: capably covered by WXYZ and the Michigan Radio Network.

N.B.C. Blue Network DETROIT KING-TRENDLE BROADCASTING CORP. 300 Madison Theater Building . . . Detroit Western Office: Wm. G. Rambeau Co. Representative . Eastern Office: Russ Suilding Home Office: Tribune Tower, Chicago 550 Chanin Building San Francisco, Cal New York, New York

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WOSU Will Observe 15th Anniversary on Air





greatness.

Mille recently resigned to free lance.



It's Done With Letters

AN ENTIRELY new form of radio script-show has been introduced by WTMJ, Milwaukee, in the unique presentation of the Letters of the Cartwright Family. Heard three times weekly, the show deals with the family life of the Cartwrights, but contrary to the prescribed form in radio dramas, the action is conveyed to the listener through the letters which the four members of the family address to each other. When a letter is received, the voice of the writer speaks the thoughts contained in the written message. Literally, the written thoughts are given life and voice. * * *

Service to Oil King

WGAR, Cleveland, broadcast a memorial service to John D. Rockefeller on May 26, the oil-king having spent many years in Cleveland. Participating in the half-hour pro-gram were Dr. J. R. Sharpe, president of the Cleveland Baptist Assn., and Dr. Charles F. Thwing. president emeritus of Western Reerve University. Favorite hymns of Mr. Rockefeller were sung by the choir of Euclid Ave. Baptist church where he was Sunday school superintendent at one time.

Flowers and Anniversary WFBR, Baltimore, covered the annual flower festival of the Women's Civic League in mid-May. Here is Henry Hickman interviewing a



transmitter. They are at the WFBR booth. Auditions were sold to the crowd, and a prize awarded. On June 5 WFBR will celebrate its 15th anniversary with a recreation of historic broadcasts. The station was first to broadcast the voice of a President, the occasion being a speech by President Harding at Fort McHenry, which also was the first remote pickup by a station, according to AT&T rec-

* * *

Credit for Credit IN CONNECTION with the paragraph published in this department, May 15 issue, titled Every-body Likes "Credit", information has been received by BROADCASTING that Associated Broadcasting Co. of Toronto, Canada, has this game copyrighted in the United States and in Canada,' Stations or agencies adopting this idea should check

sociated, is 22652. Watching the Builders

with Associated Broadcasting Co.

for clearance. The United States

copyright number, according to' As-

Page 44 • June 1, 1937

FROM its transmitter site, KSFO, San Francisco, is broadcasting a series based on construction of the new plant. Newspaper figures in the city interview persons con-nected with the project, describing various phases of the construction.



The Little Radio Schoolhouse KPQ, Wenatchee, Wash., and the faculty and student body of the Wenatchee high school cooperated in programs conducted entirely by the students who act as announcers and technicians. The faculty supervises and participates in the series. heard three times weekly. Some programs are devoted entirely to entertainment; some define the extent and character of one or another department; still others are devoted to varied activities at the school. A special radio studio has been prepared and permanent equipment has been installed. The general result of the series of programs, which will continue through this and successive school years has been to stimulate general interest in school activities and endeavors; to give parents and others a more specific knowledge of school affairs; and to develop greater in-

terest among students in dramatics ists. In six quarter-hour broad-casts, the first May 26, historical and allied phases.

A Message of Cheer the WGY Players under the direc-GOOD NEWS is the descriptive tion of Radcliffe Hall. The first title of a quarter-hour Thursday was The Battle of Oriskany. Others will be The Battle of Saratoga, program now heard over the Don Lee network from KGB, San Die-Seige of Fort Niagara, and Genego, at 2 p. m. With Dr. Frank ral Sullivan's Campaign in the Susquehanna Valley. Players will in-clude Patricia Sheldon, Betty Schurig, Frank Oliver, Maurice Randall and Ralph Cohen, all vete-Lowe, pastor of San Diego's Central Christian Church as newscaster, the program concentrates on cheerful and informative news, barring mention of crime, accidents or other depressives. New and different, the idea has won ap-

Trump that Ace! ADVICE from bridge experts is given on WMCA, New York, durproval of both civic officials and organizations. ing a series of programs conducted by the Four Aces, David Burn-stine, Oswald Jacoby, Howard Schenken and Merwin Maier, re-cent winners of the U. S. Bridge Peeks at Society Row ON WACO, Waco Tex., Bowen's Society Reporter, Monday through Friday morning from 10 to 10:15. sponsored by Bowen Drug Stores, Texas chain, has proved an un-

Association tournament. Card players who want advice come to the studio, question the experts extemporaneously and the problems are thrashed out then and there.

AN OPPORTUNITY for young-

sters between the ages of 5 and 15

being offered by the Good Humor

Ice Cream Co., Baltimore and

Washington, on WBAL, Baltimore.

The program, heard Friday eve-nings, is titled Junior Varieties.

Youngsters write to the station and

are accepted in sequence. Five or six

participate in each broadcast. Their

duties are to open the program, in-

troduce musical selections, read

commercials and, in general, con-

trol the entire program. An ulti-mate "best announcer" will be

chosen to handle an entire prog-

Tips on Recreation NEW YORK State has gone on the air via WGY, Schenectady, to

publicize points of interest in the

State for summer automobile tour-

dramatic sketches are produced by

ram by himself.

become radio announcers is

The Other Man's Job IN THE Other Fellow's Shoes is the stitle of a new program on WAAF, Chicago. Jack Ödell directs the show which brings to the mike people in various walks of life. A taxicab driver who told of his many experiences as a driver and the policeman who was awarded the Carter H. Harrison medal for bravery are two of the characters who have already appeared on the program.

Dan's Arrows

NEW twist in interview broadcasts is that of WWJ, Detroit. which invades the realm of Dan Cupid. The broadcast is from the County Clerk's Marriage License Office in Detroit. The interviews often reveal some unusual matches. Leslie Marcus is the WWJ interviewer of prospective brides and

bride-grooms. Luring Male Listeners NEWS for men is broadcast in the nightly Your Truly series of WCPO, Cincinnati. Sports and sartorial items are featured, along with guest speakers. Sponsor is Truly Warner, haberdashery.



Visualizing Television

AS A FORERUNNER of what

may be expected when televi-sion comes and indicating that

networks are quietly stepping up

production in preparation for the

new science, CBS started May 19

a series of weekly sustaining mys-tery dramatic shows from Holly-wood for Pacific Coast release. Ini-

tial presentation title Take the

Witness, an original was staged

with new flexible microphone set-

ups, permitting free movement of

players who were in costume. No

scripts were used. All members of

the cast are theatre experienced. Broadcasts are heard Wednesdays,

Preparations and experimental

research had been quietly under

10-10:30 p. m. (PST).

HELP for the high school senior as he prepares for his June entrance into the world is sought in a new twice-a-week program series on KSTP, St. Paul. Purpose of the series, which is realistic in nature, and no Pollyanna outlet to tell how swell every profession is, is to aid the student in selecting a vocation, either for immediate entry into it or as a course of study should he be heading for a university. During each program a prominent leader in a certain professional field in the Twin Cities is brought before the microphones of KSTP, as will three students who are planning to enter that profession.

From Monkey Manor

KLZ, Denver, has organized a KLZoo Club, with remotes from the city park zoo every Saturday morning. Mathew McEniry, KLZ announcer, interviews Clyde Hill, usually successful innovation. Miss Park Supt. regarding the animals. Kate Edmond, a member of Waco's Broadcasts originate from the monkey house, the monkey island-

where the monkeys run loose, the

bear pits where the bears run

loose among the rocks, woods and

streams, the eagle cages, etc. The

animals have been very accommo-

dating with growls, barks and roars

when the "mike" was close enough

for a pickup. Some 500 youngsters

follow the KLZ "mike" around the

park, Park officials estimate the

* *

www.americanradiohistorv.com

For the Literary-Minded

BROADCASTING • Broadcast Advertising

done in the regular society column style, with the commercials preceding and following read by a staff announcer. After an initial contract of six months the sponsor has renewed for a year.

400, handles the program, which is

Selling Autos Via Autos WMAZ, Macon, Ga., placed its mo-bile unit, WAEB, into operation May 12 with a successful broadcast from a moving automobile as the first of 13 for a local car dealer. Mobile unit was constructed for emergency work, but the sales department seized on the moving car idea and sold it, with a result that each Wednesday WAEB cruises behind a new Terraplane while "Red" Cross does a Man on the Street in an Automobile from its front seat. Prominent people are picked up for a ride and interview in the Touring Terraplane.

Hot From the Hog Lot broadcasts have increased nark at-WDZ, Tuscola, Ill., heavy user of tendance throughout the week by remotes, recently staged a month-200%. long series of thrice-weekly "hog lot" broadcasts using the 5:30 a.m. period. Pickups originated as far WCPO, Cincinnati, has a five-min-80 miles from the studios. ute book review program The Studio interviews with prominent Reader's Guide Post twice weekly, feeders supplemented the remotes. with Alice Plaut giving short re-Wayne Feed Co. was sponsor. views of current volumes

Where Crime Begins

BILLED as "anti-crime dramas". a cast of KYA San Francisco players is heard in a new series of dramatizations intended to show that criminal careers often begin after the criminal's conviction. The true story foundation for the program is drawn from the experiences of Dr. L. L. Stanley, resident physi-

cian of the San Quentin prison since 1913, and nationally known writer on the medical aspects of crime. Dr. Stanley acts as narrator on the program, which attempts to go behind the actual crime itsel and investigate the psychological and environmental factors which caused it. The program is heard weekly over the California Radio System Orange Network. * * *

Drawing the Rural Listener AS A MEANS of building farm listeners for KSFO, San Francisco

the program department has inau-Airing From an Airport WITH the title Know Your Airgurated a new feature called They Farm Reporter, heard daily except port, KWK, St. Lpuis, has started Sunday at 7:30 a. m., under the a series direct from Lambert Airdirection of Ira L. Smith, KSFO port, some 20 miles from downagricultural director. Aside from town St. Louis. Microphone pickinformation about markets, quotaup points are located at various tions, and other pertinent farm noints of interest at the Munidata, the broadcast carries news cipal Airport, the base of all airfrom various Northern California line traffic through the city. An-Farm Bureaus. A feature of the promotion behind the program was nouncer Tom Daily and John Neblett handled the first broadcast, the sending out on May 7 of some Daily in the control tower, and Neblett at the landing dock. The 300 mimeographed letters and numerous special letters to Farm Buseries which will continue for severeau officers in the northern part ral_months-touring the airport, broadcasting a fly-by-fly descrip-tion of the St. Louis air races, and of the state, requesting the ap-pointment of "air correspondents" to forward news and information meeting celebrities flying through for the broadcast.





EARLY DEBUT + Right into the maternity ward of the Greenville. S. C., hospital goes Bill Bivens every Monday morning to interview the latest arrival for WFBC Greenville. The program, titled His Majesty the Baby, is sponsored by Eckerd's Drugs. Hubert Brown handles the remote equipment. Bivens is mounted behind a sterile mask before hospital authorities let him in the baby dormitory.

answered and discussed on subsequent broadcasts. The KLZ Early Risers Club, with calisthenics over the air, is trying a new idea. This 6:45-7 a. m. program has been running for two years. It was decided to invite early morning exercisers to join them in the studio. Twentyfive actually showed up next day.

Wielders of the Hoe KGER, Long Beach, Cal., in conjunction with the adult education classes of the public school system of that city, is conducting a twice-weekly half-hour practical course in home gardening. Major Harry L. Bateson, internationally known horticulturist, is commentator, and in layman's language gives interesting information on when and what to plant, both flowers and

What Parents Should Know

KLZ, Denver, has started a new

series of educational programs ti-

tled Parent's Forum. Problems of

child rearing will be discussed.

Mark Hansen, narrator, presents

questions and their answers from

Parent's Magazine. Questions sent in by listeners will be forwarded

to Parent's Magazine and will be

vegetables. How to Be Happy Though. . . MARITAL problems are aired on WFBM, Indianapolis, by Kirk Furniture Co., that city, in Dan Cupid's Town Hall, with pros and cons of selected controversies discussed by guest debaters, supplemented by a roving microphone, taken through the audience by Jack Harding, local advertising executive. The hours 11:30-12 noon on Sundays.

Spelling Bee

NEW slant on the old-fashioned spelling bee was given on WHDL, Olean, N. Y., recently when, at a regular luncheon of the Kiwanis lub, two Catholic priests, a rabbi Baptist, Methodist and Episcopal ministers were lined up against local professional men. So much fun resulted from one priest's failure to spell "Presbyterian" that the spelling bee was broadcast 15 minutes beyond the time scheduled.

THE Philadelphia branch of Sears, Roebuck is trying out foreign-language broadcasting over WDAS, taking a daily 15-minute period featuring Na-than Fleisher, former editor of the Jewish World, talking in Yiddish on the day's events. If successful, the sponsor may try other languages.

POWER TO SELLI Your Prospects Are Friends of WSOC

WSOC is known as a friendly station. Our honest effort to serve our listeners 'has gained 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

June 1, 1937 • Page 45



26, Half-Minute Skits for Only \$26

Why bother with the usual, listless straight announcements? Here are eight series of 1/2 minute action and drama announcements used successfully by hundreds in these industries. Each one requires only one minute of radio station time. The first 30 seconds are devoted to a lively transcribed dramatic situation. The second half-minute is for your own commercial made by the station announcer. These transcriptions have produced amazing results for hundreds of users. They can do the same for you.

Radio Programs Division Walter Biddick Company 568 Chamber of Commerce os Angeles, California

END FOR SAMPLE RECORD

GENTLEMEN: Send me presentation records of the following for which I will deposit \$1.50 each: BAKERY SKITS USED CAR SKITS LOAN SKITS LAUNDRY SKITS _OPTOMETRIST SKITS _CREDIT CLOTHING " DRY CLEANERS _CREDIT JEWELERS " It is understood any deposit paid will be refunded upon return of records prepaid within 30 days. NAME ADDRESS CITY ____ STATE



A NOVEL arrangement has been developed by WROK, Rockford, Ill., and a group of seven weekly news-papers operated by the Associated Publishers of Durand, Ill. To pub-licize WROK throughout its North-ern Illinois and Southern Wisconsin area, officials of the station worked out an agreement with the youthful heads of the newspaper group whereby, in return for a half-hour broadcast period, the papers were to publish publicity

and advertisements of the station. Titled Howdy Folks, the program carries out the neighborly theme of weekly papers and features a mystery quartet and "Doc", a master of ceremonies who is Edward Baker of the newspaper group. Each Sunday afternoon an air tour is taken to one of the seven communities in the publishing group and musical tal-ent from the community is presented. The mayor, village president or outstanding citizen of the community is present to discuss briefly the historical and civic

background of the town or village. Time For Space

Commercials direct attention to the newspapers' circulation contests and features, driving home the importance of a weekly paper in rural community life.

WROK turned over the half-hour period to the newspapers and the programs are prepared, talent recruited, and the broadcasts presented under the direction of Baker and the firm partners. WROK, in return, without stipu-

lating any definite size, asked that the newspapers run advertisements





WEEKLIES AND RADIO-These two pairs of brothers have worked out an arrangement with WROK, Rockford, whereby the seven weekly papers in their Associated Publishers group are given radio time in return for advertising and publicity in their papers. They are, left to right, Robert E. Van Sickle, auditor; John R. Van Sickle and Horace C. Baker, firm partners; Edward S. Baker, program director.

for the station. Each of the seven papers has been running a 25-inch ad weekly, duplicating display space taken by the station in its affiliated daily newspapers, the *Rockford Morning Star* and the Rockford Register-Republic.

The exchange was started by WROK as an experiment to determine a basis for possible coopera-tion with more than 50 daily and weekly papers in the area it covers. Associated Publishers, a threeyear-old company was organized by Horace C. Baker and John R. Van Sickle, graduates of the University of Illinois. Papers in their group include the Durand Gazette, Bryon Tribune, DeKalb County Journal, of Kirkland, Davis Leader, Leaf River Register, Stillman Val-ley News and Winslow Register.

Van Sickle was graduated from the University of Illinois in 1931 and during his senior year was associate editor of the Daily Illini. He formerly was a city desk man on the old Rockford Daily Republic. Baker was graduated from Illinois in 1929. Before joining newspaper group, he was editorial manager of the Lacon Home Journal for two years, and was editorial assistant of the National Printer Journalist magazine for one year. Robert E.

Van Sickle is auditor for the group and Edward S. Baker is in charge of the program. They are brothers of the firm partners.

VT.

N.Y.

WQDM WATTS

Penulation

Covered

1.560.000

1390 Ke.



Darical in the West

MILK MINERALS Co., Chicago (Darical) recently began 100-word spots six times weekly on KFI, Los Angeles, and KGO, San Fran-cisco. Milk Minerals Co. is a subsidiary of Kraft-Phenix Corp., Chicago, with J. Walter Thompson Co. of that city handling adver-tising for both firms.

BROADCASTING • Broadcast Advertising

Presto to Defend Infringement Suits

Contests Patent Claims Made By Concern in Los Angeles CLAIMS of the U. S. Sound Re. cording Supply Co., Los Angeles, that a patent on the coating of me-tallic discs is being infringed in the manufacture of instantaneous discs employing the Presto Recording Corp. process, have been contested the latter corporation in an issue involving KGIR, Butte, Mont. On May 5, Gail Vandenbraak wrote KGIR that the station, as a "coated metallic sound reuser of cording blanks", would be interested in knowing that it was the U. S. Sound Recording Supply Co.'s contention that all sound recording blanks of this nature are covered by a patent owned and controlled by the company. The patent was identified as No. 2,008,092. The

letter further stated "Any coated metallic sound recording blank not carrying 'U.S. Patent No. 2,008,092' has been manufactured and sold without our icense and is an infringement of this patent. All manufacturers, sellers, purchasers, or users of these instantaneous sound recording blanks are subject to suits for infringement and incidental relief. "We wish to emphasize that it is fully our intention to protect ourselves in the premises.

Presto Makes Reply

After receipt of this letter, E. B. Craney, manager of KGIR, communicated with Presto Recording Corp. and was informed by R. C. Powell on May 14 that the company had been advised by its attorneys that in the manufacture of its instantaneous disc, it was in no way infringing upon the claimed patent. Mr. Powell's letter continued

Our attorneys are now taking the necessary steps to stop the intimida-tion on the part of the U. S. Sound Recording Supply Co., with regard to

As you no doubt know, the U. S. Patent referred to above, is strictly a process patent and our method of making these discs is entirely different, particularly with regard to the necessity of making a first coating as de-scribed in the above referred patent, before the other coatings on which the recording is made are applied to the Of course, we agree to assume at

our own expense the defense of any suit which may be brought against you for infringement of U. S. Letters Pat-ent, No. 2,008,092, dated July 16, ent No. 2,008,092, dated July 16, 1935, based upon the sile or use by you of any Presto Green Seal Discs. purchased by you, from us, and we agree to indemnify and save you harmless from and against any decree or award of profits, damagds or costs or other judgment or recovery in any such suit, provided, however, that you shall notify us of any action or pro-ceeding in any court against you based upon any such infringement or claimed infringement, and that you permit us to defend such action or proceeding by counsel of our own selection.



WKY puts a kick in sales that Oklahoma dealers can

feel. They know that when WKY is in your selling recipe

. . . when you mix WKY in your selling campaign in

Oklahoma . . . it will pack plenty of wallop where they

like to feel it most. So when you talk WKY in Oklahoma,

you're talking business. WKY is a sales stimulant they

have tasted . . . an argument they can understand. Give

yourself and your dealers that rosy feeling by making WKY

the chief ingredient in your selling effort in Oklahoma.





WKY SURE CAN DRIVE 'EM TO Drinks!

-Representative E. KATZ SPECIAL ADVERTISING AGENCY



STATION ACCOUNTS sp—studio programs t—transcriptions a---- svot announcements ta -transcription announcements

. WHN, New York

Lewis-Howe Co., St. Louis (Tums), 20 weekly, sa thru II W Kastor & Sons Ady Co., Chicago, Carter Medicine Co., New York (Liv-er Pills), 21 weekly sa, thru Street

& Finney Inc., N. Y. Gordon & Dilworth Inc., Long Island City (Marmalade), weekly sp, thru Topping & Lloyd Inc., N. Y C. V. Hill & Co. Inc., New York

(commercial refrigerators), 13 sp. thru George II, Gibson Co., N. Y. Procter & Gamble Co., Cincinnati (Oxydol), 13 sp. thra Blackett-Sample-Hummert Inc., N. Y.

Hoffman Beyerage Co., Newark (fruit beverages), 12 weekly su, thru BBBO, N. Y.

Madison Personal Loan Inc., N. Y., 6 weekly sp. thra Klinger Adv. Corp., N. Y.
 Reliance Mfg. Co., Chicago, 13 t, thru Mitchell-Faust Adv. Co., Chicago,

Penn Tobacco Co., Greenwich, Conn., 3)2 *t*, and *sp*, then Ruthranff & Ryan Inc., N. Y.

KECA, Los Angeles

O M. Tablets Co., Pasadena, Cal. (health tablets), 3 weekly sp, thru Lou Sterling & "Associates, Pasa-Almond Products Co., Glendale, Cal.,

(almon dessert), 4 weekly t, thru Charles H. Mayne Co³ Los Angeles. Garden Quarterly, Los Angeles (magazine), weekly sp. thru Garles II. Sieck Inc. Ltd., Los Angeles.

Gallon Kamp Shoe Co., San Francisco (shoes), weekly sa, thru Long Adv. Service, San Francisco.

KNX, Hollywood

Chicago Engineering Works, Chicago (correspondence course), weekly t, thrn James' R. Lunke & Associates, Senttle.

Strasska" Laboratories Inc., Los Anthru Erwin Wasey & Co., N. Y. geles (tooth paste), weekly sp. thru Glasser Adv. Agency, Los Angeles, Boston Food Products Co., Boston, Atlantie Ice & Coal Co., Atlanta (beer), 4 daily sa, thru Ruwson-Morrill Inc., Atlanta. (chuned foods), 5 weekly sp. thru

Ferry-Hanly Co., N. Y. Allis-Chalmers Mfg. Co., Milwaukee (agricultural machinery), 2 weekly t, thru Bert S. Gittins, Milwaukee,

KHSL, Chico, Cal.

Chevrolet Motor Co., Detroit, t series, 126 sa, whru Campbell-Ewald Inc., Detroit.

Mountain Copper Co. Ltd., San Francisco (fruit spray), 90 sa, thru Kel-so Norman Organization, San Fran-

Graham-Paige Motor Corp., Detroit (Graham cars), 183 sa, direct. Norge Corp., Detroit (electrical ap-pliances), 90 t, 90 sa, direct.

KIUL, Garden City, Kan.

Carter Medicine Co., New York (liver pills), 365 ta, thrn Street & Finney Chevrolet Motor Co., Detroit, I series, thru Campbell-Ewald Co. Incz De-

troit. Ford Møtor Co., Dearborn, Migh., 63 ta, thru McCana-Erickson Inc., Chicago.

WAAB, Boston

Washington Jewelry Co., Boston (re-tail jewelry), 16 sp. thru Coutineu-tal Adv. Agency, Boston.

THE BUSINESS OF BROADCASTING

KFI, Los Angeles

Puritan Mills Inc., Chicago (Py-o-My ready mixed pie crust), 5 weekly sp. Soiloff Mfg, Co., Glendale, Cal. (liquid (a) Constantial Constantia Constantia Constantia Constantia Constantia Constantia Const - thru George 11. Hartman Co., Chicago cago, Hilinois Ment Co., Chicago (Brond-cast Brand corned beef hash), 5 weekly sp. thru George II, Hart-

Ankai-Nox Co, Ltd., Reno, Nev. (Alka-Nox), weekly sp. thru R. H. Alber Co., Los Angeles, ' Gardner Nursery Co₄, Osage, Iowa (plants), 3 weekly sn. thru North-west Radio Adv. Co., Los Angeles' O'Keefe & Merriti Co., Los Angeles' (ranges & refrigerators), 2 weekly sa, thru Richard B. Atchison Adv Agency, Los Angeles,
 Milk Minerals Co., Division of Kraft Phenix Cheese Corp., Chicago (Daricul), 6 weekly sa, thru J Walter Thompson Co., Chicago,
 Best Foods, Inc., New York (may-onnaise), 4 weekly sa, thru Benton & Bowles Inc., N. Y.
 Proeter & Gamble' Co., Cincinnati (Dash) 15 weekly sa, 4 weekly sa, sa, thru Richard B. Atchison Adv

(Dash), 15 weekly sa. 4 weekly sp, thru Pedlar & Ryan Inc., N. Y. WWJ, Detroit

Detroit White Lead Works, Detroit (Rogers paints), 36 ta, thru Sim-ons-Michelson Co., Detroit, Goodall Worsted Co., Surford, Me. (Palm Beach suifs), 32 sa, thru Lawrence C. Gumbinner Adv. Ageuev. N. Y. Acme White Lead & Color Works, Detroit (paint), 13 t, 30 sa, thru Heuri, Hurst & McDonald Inc.,

Dotroit

KMPC, Beverly Hills, Cal. Rulo Corp. of America, Los Angeles (Rulo automatic injector) 6 weekly t, thru Allied Advertising Agencies Inc., Los Angeles, Dictograph Products Co. Inc., Sau Francisco (Acousticon), weekly sp, direct WCKY, Cincinnati

Madison Personal Loan Inc., New York, 11 weekly sp. thru Klinger

more.

J. Henry Kopnig Co., Cincinnati (Sil-ver Sea coffice), 300 sa, direct. Goodall Worsteil Co., Sanford, Me., 40 Adv. Agency, N. Y. Wipe-On Enamel Corp., New York (Wipe'- On, Enamel - On), 5 weekly sa, thru Lawrence C Gumbinner Adv. Agency, N. Y

WEAN, Providence

COMEON

NOW, BOAS!

WBTM, Danville, Va.

WAN IS IT THAT THE POOR GUY WHO SPENDS HALF A WEEK'S SALARY, TAKING

HIS JELLY BEAN OUT TO DINE AND PANCE, GETS

MUSIC LIKE THIS MOST

OF THE NIGHT

WHILE THE GUY PARKED BY A RADIO AT HOME, WHO DOESN'T SPEND

A DIME, GETS THE DNLY MUSIC THAT'S FIT TO DANCE TO THE WHOLE EVENING, THEY'LL DO

IT EVERY TIME.

BEN OVUTT.

Association of Pacific Fisheries Inc. Primrose House Ind., New York, (Dely-All Purpose (cream), 36 sp. San Francisco (canned salmon), 8 sa, thru J. Walter Thompson Co., San Francisco.

mil

Philadelphia

WATL, Atlanta

WAAF, Chicago

man Co., Chicago. Fidelity Insurance Agency Inc., Chi-

Bengson Fireproof Warehouse Co.,

Chicago, 4 weekly *sp*, direct Amity Federal Savings & Lonn Assn.

KDKA. Pittsburgh

Paac Chemical Corp., Greensburg, Pa., 78 sa, thru Walker & Downing,

Pittsburgh,
Bulova Watch Co., New York, 312 sa,
thru Biow Co. Inc., N. Y.
American Oil Co., Baltimore, 50 ta,
thru Joseph Katz Co., Baltimore,
Reymer & Bross, Co., Pittsburgh
(Lemin Blend), 16 ta, thru Walker
& Doming Bittsburgh

& Downing, Pittsburgh, luternational Harvester Co., Chicago

WBT, Charlotte, N. C.

International Harvester Co., Chicago (twine), 9 weekly sa, thru Aubrey,

Moore & Wallace Inc., Chicago, Free State Brewery Corp., Baltimore,

American Oil Co., Baltimore, weekly sa, thru Joseph Katz Co., Balti-

Reliance Mfg. Co., Chicago (shirts), weekly sp. 6 weekly sp. thru Mitch-ell-Faust Adv. Co., Chicago.

WMCA, New York

3 weekly sa, thru Harry J. Patz Co., Baltimore,

26 sa, thru Aubrey, Moore & Wal-lace Inc., Chicago.

Chicago, 4 weekly sp. direct.

Co., Chicago

Pittsburgh.

cago (insufance), weekly sp, 3 weekly t, thru Curtis C. Chapman

'astleberry's Food Products, Augusta indefinite sa, thru Groves-Keen Inc., Atlanta.

Inquirer-Public Ledger

Angeles.

East Texas Plant Co., Ponta, Tex., 6 weekly t, thru Northwest Radio Adv. Agency, Seattle. Vimm Health Food, Detroit, 3 weekly sp. thru Andrews Adv. Agency, De

Pinex Co., Fort Wayne, Ind. (Proprietary), 21 weekly sa, thru Baggaley. Horton & Hoyt Inc., Chicago.

KGGC, San Francisco

Kelvinator Corp., Detroit (refrige-rators), 6 weekly Ia, thru local distributor. Plymouth Motor Corp., Detroit (autos), 6 weekly t, then local distribu-

· KMTR, Hollywood

California Preserving Co., Los Angeles (fruit pectin-jams, jellies, pre-serves), 28 weekly sa, thru Austin W. Campbell Co., Los Angeles.

BROADCASTING • Broadcast Advertising

Agency, N. Y.

ey, Newark.

North American Accident Insurance

Co., Newark, weekly sp, thru Franklin Bruck Adv. Agency, N. Y.

runkin Dittex Adv. Agency, N. 1. Fusion Ticket Newark, (political campaign), 2 sp, thru Gans Agen-

KGO. San Francisco

WOR, Newark

Louisville (Sir Walter Raleith Avalon), 4 weekly sp. thru BBD0 Goodall Worsted Co., Sanford, Me. (Palm Beach clothes), 3 weekly sp, thru Lawrence C. Gumbinner Adv. N. Y. Cleveland Sandusky Brewing 00 Cleveland (Crystal Rock heer) thru Lawrence C. Gumoniner Adv. Agency, N. Y. Cógate Palmolive - Peet Co., Jersey City (Super Suds), 5 weekly sp. thru Benton & Bowles Inc., N. Y. Marphind Pharmaccutical Co., Balti-Marphind Pharmaccutical Co., Balti-

Cleveland (Crystai Rock heer), f weekly sp. thru Lang, Fisher k Kirk Inc., Cleveland, Proter & Gamble Co., Cincinni, (Drene), weekly t, thru H, W, Kastor & Sons Adv. Co. Inc. Ch more (Rem cough syrup), 21 week-ly sa, thru Joseph Katz-Co., Balti-Nedick's Stores Inc., New York (re-

Procter & Gamble Co., Cincinnati realizes Burres Inc., New York (re-freshment stand chain), 3 weekly ap, thru Tracy-Locke-Dawson Inc., N. Y. (Crisco), 12 weekly ta, thru Com ton Adv. Inc., N. Y. Associated Serum Producers, Kans

cago.

WBNS, Columbus

Brown & Williamson Tobacco c

City, 3 weekly sa, thru Fairall k American Gas Machine Co., Albert Co., Des Moines. Co., Cola Co., Athanta (beverage), 5 weekly t, thru D'Arcy Adv. Co. St., Louis. American Gas Machine Co., Andert Lea, Minu. (Kitchen Kook gas ranges), 3 weekly t, thru Greve Adv. Agency Inc., St. Paul. Borden Co., New York (Pioneer Ice

Borden Co., New York (Pioneer Ice Cream), weekly sp, thru Young & Rubicau Inc., N. Y. Goodall Co., Cincinnati (Palm Beach snits), 3 weekly sp, thru Lawrence C. Gambianer Adv. Agency, N. Y. M. Wibide, Naw York, Themark Hecker Products Corp., New York (Silver Dust, Gold Dust), weekly sp. thru BBDO, N. Y.

KFWB, Hollywood

C. Gambianer Adv. Agency, N Y Xell Vinick, New York (Drezma beauty products), 5 weekly sp, thru Nef-Rogow Inc., N. Y. Refrigeration & Air Conditioning In-stitute, Chicago (school), weekly sp, thru Critchfield & Co., Chicago, Skol Co. Inc., New York (sun tan oil), 3 weekly sp, thru Peck Adv. Northwestern Yenst Co., Chicage (Yeast Foam tablets), 3 weekly i, thru Lord & Thomas, Chicage Gaffers & Sattler, Los Angeles (gas range & refrigerator manufactar ers), 18 weekly sp, direct. Reliance Manufacturing Co., Chicaga Relance Manufacturing Co., Chienge (Big Yank shirts), weekly sp. thu Mitchell-Fanst Adv. Co., Chiengo, Dozets Co., Los Angeles (sleepin tablets), 6 weekly sa, thru Loga tablets), 6 weekly *xa*, thru Logan & Stebhins, Los Angeles.
New Departure Mig. Co., New York (brackes), 6 weekly *xa*, thru Lord *k* Thomas, N. Y.
Los Angeles Sonp Co., Los Angeles (White King Sonp), weekly *n*, thru Burnes-Chase Co., Los Angeles, Hudson Motor Co. Dealers of Souli eru California, Los Angeles, (motor curs), weekly *xp*, direct.

cy, Newark. Seeman Bros., New York (Consomme Madrilene), 1 sp. 2 sa, weekly, thru Charles W. Hoyt Co. Luc., N. Y. Hecker Products Corp., New York (Force, cercal), sp. 6 weekly sa, thru Erwin, Wasey & Co., N Y

KHBC, Hilo, Hawaii

Brown & Williamson Tobacco Cora. Louisville (Raleigh - Kool ciga rettes), 6 weekly sa, thrn local dis tributor General Motors, Detroit, 3 weekly

Allis-Chalmers Mfg. Co., Milwaukee (harvesters), 2 weekly t, thru Bert 8 Gittins, Adv., Milwaukee. Bulova Watch Co., New York, 1820 time signals, thru Biow Co. Inc., there is a set of the set of t N. X. Kraft Phoenix Chèese Corp., Chicago (Darical), 78 sa, thru J. Walter * Thompson Co., Chicago. Rest Foods Inc., New York (Mayon-naise), 39 sa, thru, Benton & Bowles Inc., X. Y. Proter & Gamble Co., Cincinnati Corice, 50 sc. Chen Cumuton Adv.

local distributor, Wm. R. Warner (Co., New York (Slong's Lingment), 6 weekly 86, thru Holst - MacFarlane agency. Honobulu

Carter Medicine Co., New York, (liver pills), 5 weekly ta, thru Street & Finney Inc., N. Y. Texas Co., New York, (Texaco gaso-

Ward Refrigerator Mfg. Co., Los An



(Crisco), 50 sa, thru Compton Adv. Inc., N. Y. Lewis Howe Co., St. Louis (Tums), 30 ta, thru H. W. Kastor & Sous Adv. Co., Chicago. KIEV, Glendale, Cal.

line), 2 weekly t, placed direct. KHJ, Los Angeles

geles (refrigerators), 3 weekly t, thru Logan & Stebbins, Los Angeles.



TELEVISION CORPORA-

TION, New York, Chicago,

Hollywood!

KGMB, Honolulu

Brown & Williamson Tobacco Corp., Louisville (Raleigh, Kools), weekly, sa, thru local distributor. weekly, sa, thru local distributor. California Brewing Assa., San Fran-cisco (Acme beer), 6 weekly sa, thru Emil Brisacher & Staff. Lever Bros. Co., Cambridge, Mass. (Spry), 6 weekly sa, thru National Export Adv. Service, New York. Standard Brands Inc., New York, (Fleischmann's Yeast), 6 weekly sa,

(Fleisenhaft Stributor, -whi, R. Warner Co., New York (Sloan's Liniment), weekly sa, thru Holst & McFarlage, Honolulu.

WMAQ, Chicago

Chrysler Motors Corp., Detroit, (Dodge), weekly I, thru Ruthrauff & Rynn Inc., N. Y. Princess Pat, Ltd., Chigago (lipstick) weekly sp, thru McJunkin Adv. Co., Chicago.

WAML, Laurel, Miss.

BC Remedy Co., Durham, N. C. (pro-prietary), 3 weekly sp. thru Har-vey-Massengale Cb. Inc., Durham.

KSFO. San Francisco Elgin National Watch Co., Chicago, 10 sa, thru J. Walter Thompson Co., Chicago,

PIONEERS-C. W. Nash, chairman of the board of Nash-Kelvinator Corp., (motor cars), spon-sors of the CBS Nash Presents Grace Moore program, is shown (left), greeting Cecil B. DeMille, (right), producer of the Lux Radio Theater, sponsored by Lever Bros. (Lux soap), over the same network, when they met in Hollywood recently. Nash in motor cars and DeMille in films have each

300.000 Posies

THE pin cushion chrysanthemum introduced at the Chicago Century of Progress World's Fair is being offered by the Kellogg Co., Battle Creek, to New England listeners. The plant, a perennial which blooms late in November, can be grown indoors or out. It is packed in moist fibre moss and is already grown to a height of from 8 to 10 inches by the time of delivery. Ten cents and box top of Rice Krispies or Kellogg's Pep, are required. The offer is announced twice weekly on the Marjorie Mills household program, Yankee Network. Money is sent di-

rect to Kellogg at Battle Creek. Agency is N. W. Ayer & Son Inc., Boston. A similar offer made in the Midwest for a period of three weeks resulted in the distribution of 300,000 flowers. pioneered in their respective fields and today have world recognition.



... The character of a radio station, the nature of its program appeal, should be planned for the local needs and interest of its audience.

WOWO has for years demanded of its production department programs tuned especially for the ears of its own immediate audience, a thriving, bustling, small town audience-a Hoosier audience.

A proof of WOWO's intimate local character is its close affiliation with such important organizations as Purdue University, The Indiana Farmer's Guide and the Indiana Farm Bureau. To these Indiana institutions, as well as to scores of local and national advertisers, WOWO is the radio approach to Indiana.



Inc. . Fort Wayne, Ind. . 10,000 Watts . NBC E. KATZ SPECIAL ADVERTISING AGENCY

sp. thru E. M. Freystadt Associates, N. Y. White King Soap Co., Los Augeles, 6 weekly sa. thru local distributor. KEHE, Los Angeles McKesson & Robbins Inc., Bridgeport, Conn. (proprietary), 3 weekly sp, thru General Adv. Agency, Los

Angeles Proten Distributors Inc., Hollywood,

(hair preparation & shampoo), 3 weekly sp. thru Janes-Morton Inc. Los Angeles.
Federal Outfitting (lo., Los Angeles (chain clothiers), 5 weekly sp. thu Wilters Weichel, 1 wheekly sp. thu Milton Weinberg Adv. Co., Los

WHK, Cleveland

RADIO ADVERTISERS

GOLDEN BEAR COFFEE Co., Los Angeles, is using KGB for the new Brockford Club Coffee campaign in San Duego, Starting May 17, the KGB Don Lee serial Sycometre Street onsored Mondays, Wednesdays and Fridays with supplementary an nonneements Tuesdays and Thursdays. Sucamore Street is authored by Perv Crandall and produced by David Young in the KGB studios and is broadcast to the Don Lee stations as a Monday thru Friday sustaining fea are, 9/15/9°30 a. m.

WHITTEMORE BROS Co., Cam brudge (shoe polish) is advertising through Stoddard Sampson Co., Bos

COLLINGBOURNE MILLS, Elgin, III, has placed its account with Critchfield & Co., Chicago.

Investigate The Power of the Spoken Word WTOC SAVANNAH, GEORGIA 1260 K.C. - CBS UNITED PRESS NEWS Represented Nationally By Paul H. Raymer Co.

> only X and HARVEST begins! Kansas is America's largest wheat producing state, and the Kansas Harvest will start within the next 30 days. A rich harvest estimated at 174,000,000 bushels for 1937. A golden crop which will pour almost \$250,000,000 into the pockets of Kansas farmers. Radio Station KFH, at Wichita, Kansas, is right in the heart of the nation's "bread-basket". Shape your advertising to meet this great surge of buying power Consider how perfectly Radio Station KFH, with 5,000 watts (1. S.) power, provides coverage of America's larvest wheat belt. This is a 30-day advance notice to all advertisers who desire to share in \$250,000,000 of new spending power. Place your campaign with KFH, NOW!



HECKER H-O Co Inc. New York (Force, cereal), is sponsoring three announcements weekly in German on the German Housewife Hour on WBNX, New York, placed through

Erwin, Wasey & Co. Inc., N. Y. ROYAL FLOOR WAX Co., Buenos Aires, Argentine, is sponsoring broad-easts of XBC Thesauros, programs on LRI, Buenos Aires, according to William J., Linderman, RCA-Victor constitution (doc) addressed and the statements of the statement of t agent in that city.

SWHFT & Co., Chicago (ments), began twice weekly four minute par-ticipation on the *Women's Home Forum* over KDKA, Pittsburgh, May 28, placed through L. Walter Thomp-son Co., Chicago, CHICAGO-ROOSENÉLÉ STEAM-

SIIIP Co. is considering use of radio advertising on Chicago stations this MeJunkin Advertising Co., Chicago, handles the account. W. M. G. BELL Co., Boston (sensor

ing) makes up lists, including radio, during June, Agency is H B, during June, Agency is H LeQuatte Inc., New York, BILLINGS CHAPIN Co., 1163 W. 10th St., Cleveland (paint), radio user makes up lists in July. Adver-tising is placed direct.

GRAHAM-PAIGE MOTORS Corp., CHATLAM-FARGE MOTORS COLORS COLORS Detroit (antos), occasional radio user, makes up lists in July, J. Walter Thompson Co., Chicngo, is now agency, M V. Wieland and T. W. Harrison are account executives.

KOSTO Co., Chicago (desserts), radio user, makes up lists in July and August – Perrin Paus Co., "Chicago, is agency, D. L. Paus, account executive. OLIVE TABLET Co. Columbus (Dr. Edwards olive tablets), a radio user, makes up lists in July and August. Agency is Erwin Wassy & Co. Inc., New York, J. W. Sturdivant, account executive.

FISHER FLOURING MILLS Co., Seattle, has appointed Strang & Prosser, Seattle, as agency.



CBS Sunday nights, has renewed the comedian's contract for six years until June. 1943, as a result of a survey of 45,000 gasoline dealers. Seeking a star for its radio program, Texaco instructed each of its dealers to query five of their customers who was their favorite entertainer-and Cantor led his nearest competitor two to one.

LITTLE CROW MILLING Co., Warsaw, Indiana (Coco Wheats) in a recent givenway offer on their Jolly Joe Kelly and His Pet Pals program on WLS, Chicago, distributed more than 25,000 Pet Pals Club books to youngsters. Book contained "funny flickers," words of song parodies used on the program, riddles and games, in on the program, radius and games, in addition to the prizes offered in con-tests on the show. The Coco Wheat show recently shifted to a three-weekly schedule for the summer but will return to the regular five weekly series on Sept. 25. Rogers & Smith, Chicago, is agency.

AMERICA & SECURITY Corp., specializing in term financing of in-surance premiums, has placed its account with Gerth-Knollin Adv. Agency, San Francisco. The agency has just completed a direct mail cam paign of 12 units featuring the com-pany's new "Econ-o-plan," samples of folders and other material having been sent to insurance agents throughout the country.

COLGATE-PALMOLIVE-PEET Co., Jersey (ity (Super Suds), is spon-soring Women Make News, a daily 15-minute summary of news of par-ticular interest jo women broadcast by Vincent Connolly on WOR, Newark, Monday through Friday afternoons, Program was placed through Benton & Bowles Inc., New York,

MARLIN FIRE ARMS Co., New Haven (razor blades) has named Grady & Wagner Inc., New York, as agency

NORTH STAR WOOLEN MILL Co., Minneapolis, has placed adver-tising with BBDO, Minneapolis,

VIRGINIA DARE EXTRACT Co., Brooklyn, has appointed C. Frederick Bell Inc., New York, to service its ac-

QUAKER OATS Co., Chicago, has named Mitchell-Faust Adv. Co to handle its macaroni products account.

SNIDER PACKING Co., Rochester (catsup) on May 17 started its fourth consecutive summer series on WBBM.

HARTFORD, CONN. An ATTENTIVE audience of more than a MILLION people

who SPEND money! - AND a merchandising plan that FOLLOWS THRU! (Write for booklet.)



FELDMAN PETROLEUM Co., Chi. cago, operators of a chain of 64 gas stations in that city, will add WAAF WEDC, WCRW and WGES on June bringing the number of station being used in their current campaign being used in their correct campage to seven one-minute announcements presented three times daily except Sunday will start on the four stations Authory will start on the four stations at that time. The firm is now using a similar schedule on WJJD, WCFL and WIND. A quarter-hour tran-scribed show The Mirth Parade is being used Sundays on WJJD and WCFL, with a quarter-hour recorded program on the latter station three mornings weekly. Dade B. Epstein Adv. Agency, Chicago, is agency.

WALGREEN Co., Chicago (drug WALGER FASCO, CHEGO (drug store chain), started daily except Sun-day time signal aunouncements on WGN May 25, concentrating their commercials on ice cream. Schedul will continue until June 30, at which time Walgreen's will switch to a regular full-length show which is now being formulated. Possibilities that it will be a quarter hour three weekly series. Didde B. Epstein Adu Agency, Chicago, has the account,

GRANT WATCH Co., Chicaga (Grant watches), now using spots on WJJD will expand its schedule this fall and use a half-dozen stations in Chicago. Morris & Davidson Inc., the agency.

TOWNSEND NATIONAL WEEK-LY, Chicago, originally scheduled to go on 95 stations June 6 and 20 will not start until a later date because of a change in the Townsendites na tional convention from the first to the third week in July.

NIPPERSINK COUNTRY CLUB Wisconsin recently began sponsor wisconsin recently organ sponsa-ship of a quarter-hour weekly program on WBBM, Chicago. Norman Ross is master of ceremonies /of the variety program which was placed by Kittland -Engle Co., Chicago.

I. J. FOX, national furrier chain, is using 24 thrice-weekly transcrip-tions and 31 time signals a week on WEEI, Boston, through Huber &

ESTABROOK & EATON, Boston (cigars), one of the largest spot users in New England, has added a series of nightly Sports IIcadlines, as well as time signals, on WEEI, Boston, through Huber & Creeden.

PROCTER & GAMBLE Co., Cincinmath, has been sponsoring the Original Amateur Hour on WIIN, New York, broadcast each Tudsday evening from the stage of Loow's Ziegfeld Theatre in New York, in the interest of Oxy-dol. Blackett-Sample-Hummert Inc. New York, is the agency.

Jeannette, Pa., (First), placing direct, s p o n s o r e d the Badminton world championship matches from the Pan-Parcific Auditorium Los Angeles, on KMTR, Hollywood, May 20, Sandy D achter State and State and State and State and State D achter State and State and State and State and State State and State and State and State and State and State State and State and State and State and State and State State and State and State and State and State and State State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and State and State and State and State and State and State State and Roth, sports announcer described the match between Jack Purcell, champion and Guy Reed, challenger.

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

> > www.america

MAHAN APPOINTED **OTHER FELLOWS'** BY WESTINGHOUSE THE appointment of S. D. Mahan VIEWPOINT THE appointment of S. D. Manan as general advertising manager of Westinghouse E. & M. Co. was an-nounced May 17 by G. H. Bucher, Martinetones executive vice states

President's Mimic

EDITOR, BROADCASTING: dent. Roger Bolin was named as Through the medium of a press clipping bureau an item which appeared in BROADCASTING April In his new position Mr. Mahan 15, captioned "President's Mimic Cut Off," was brought to my attention. I take exception to the article as misleading and unfair to my client Arthur Boran, for failing to offer both sides of the question. Mahan has been directing adver-

erred in cutting Mr. Boran off the air at the Press Photographers' ball because of his presidential impersonation. Mr. Boran had received blanket permission from Stephen Early, the President's secretary. Mr. Boran did at the Presi-

Mr. Bolin joined Westinghouse in 1925 at East Pittsburgh and since that time has been continu-ously associated with its merchan-

1929 peak. Media Records reports the following as the lineage of leading radio manufacturers in the newspapers last year: Philco,

Westinghouse executive vice-presi-

merchandising advertising man-

tising and sales promotion activi-

ties in advertising agencies and in-

dustrial concerns for more than 20

years. He was first associated with

the H. K. McCann Co. and has

been with such agencies as Fuller

& Smith & Ross, Cleveland, and

Greenleaf Co., Boston. He joined

Westinghouse in 1933.

ager, succeeding Mr. Mahan.

68,990; Crosley, 53,259; Westing-house, 24,030; Delco, 7,438.

NBC Awards Scholarships NBC has awarded two scholarships for advanced instrumental study during the summer at the National Music Camp in Interlochen, Mich., to winners in the National Orchestra Contest; held May 15 at Columbus. Recipients of the scholarships, both graduates of high schools this Spring, are Roy Houser Jr., 17, Centerville, Ia., bassoon player, and Edward Epstein. 16, Chicago, French horn player. The \$200 scholarships provide for board and tuition at the camp during July and August.

dising, advertising and sales. **Radio Set Lineage** RADIO manufacturers, a few of whom are more or less consistent advertisers on the radio, spent large sums on newspaper advertising during 1936, which was the first real recovery year for radio set and 'equipment sales since the

2.071.238; RCA, 559,146; Grunow, 428.517; Zenith, 422,730; General Electric, 417,810; Stewart-Warner,



To be exact, WMCA, New York,

dent's :request the impersonation this past year before Mr. Rooscvelt at the White House Press

ington, D. C.

May 12, 1936

work.

ing stations as news processors and Correspondents' dinner in Washannouncers, so it looks as though our training here has been effec-Mr. Boran also impersonated the Chief Executive on Eddie Cantor's tive.

C. L. THOMAS, Manager, KFRU, Columbia, Mo. May 22, 1937

Seminole Placing SEMINOLE FLAVOR Co., Chat-

Publicity, New York City **KFRU** News Announcers tanooga (beverage flavors), is now EDITOR. BROADCASTING: selecting additional stations for

SAM BLAKE

(Texaco) program only a few

weeks ago over the Columbia Net-

In reading the May 15 issue of BROADCASTING. I notice an article about Yale University undergraduates being used on WBRY, Waterbury, Conn., for news announcers, and it was interesting to note that Lucky Strike sponsored the programs. I thought you might, be interested to know that we have been doing this very thing for the past five months. The famed Mis-souri University School of Journalism processes our news and we have trained six different journalism students as news announcers. It was gratifying to know that three of the six students have already procured jobs in broadcast-

sure! WIBW

plete with commercial. Seven south ern stations are now being used with nine more scheduled to start the one-minute transcriptions. Mc-Junkin Adv. Co., Chicago, is the Seminole agency. RED AND BLUE NBC

placement of its one-minute dra-

matized, transcribed playlets, com-

wcol COLUMBUS, OHIO Joseph H. McGillvre, Rep.



FARM HOMES THROUGHOUT ITS SERVICE AREA



BROADCASTING • Broadcast Advertising **BROADCASTING** • Broadcast Advertising

ello!

Murray

Carpenter

Compton Advertising, Ir c.

Compton Advertising, Irc.] Faloyed our visit when in New York Freently. Glad to know that our cov-rise statisticions have been checked and proven to your satisfaction—by WHED's advertisers have domined and Irebled thrir radio advertising budg-fis because of our REAL community Wite to Central Illinois. When a maintee, we believe, note na-binal and irite, we believe, note na-vether station its size in a market its size.

We're at your service!

ediohistory.com

MEMBER CBS NETWORK

June 1, 1937 • Page 51



AGENCIES AND REPRESENTATIVES

H. C. VOGEL, has been appointed radio director of Beaumout & Hohman Inc., Chicago, Mr. Vogel was with the Chicago-NBC network sales department for two years and was one of the heads of Freeze-Vogel-Crawford Inc., advertising agency with offices in Chicago and Milwaukee.

ARTHUR H. HAGG & Associates, newspaper representatives with offices in New York, Chicago, Kansas City, Omaha and Denver, has entered the radio representation field. Its first client is KGNO, Dodge City, Kan., owned by the *Dodge City Globe*, which it also represents.

, J. T. CROSSLEY Co. Inc. is the new firm name of the former Crossley & Wicker Inc., Portland, Ore., agency.



The MILWAUKEE



JACK VAN NOSTRAND has joined the radio production staff of Young & Rubicam Inc., Hollywood, switching MELVIN A. HOLLINSHEAD, for from Lord & Thomas, Los Angeles. Carroll O'Meara, KHJ, Los Angeles, 15 years with the Campbell-Ewald writer-producer, has resigned his post and on June 7 also joins the staff of ioined Young & Rubicam Inc., in a similar capacity. WEED & COMPANY, station rep-

resentatives, has opened a Detroit branch in the Michigan Bldg., under management of M. J. Thoman, for-merly of the Chicago office.

FERGUSON & ASTON Inc., has been appointed representatives for KXBY, Kansas City, and KFRU, Columbia, Mo., Representation, in Chicago for the latter station, how-ever, does not take effect until July 1.

PAUL R. WINANS, president of Advertising Arts Agency, Los Angeles, is the father of a 6½ pound baby girl born May 7 Mrs. Winans, radio singer, is known professionally as Mary Janice.

IVAR F WALLIN JR. & STAFF. Los Angeles advertising agency, has moved to larger offices at 3806 Beverly Blvd., that city.

JACK WITHINGTON, for the last six years an account executive of KFAC Los Angeles, has entered the RFAC, Los Angeles, has entered the agency field, specializing in radio, and established offices in the Architects Bldg., that city, under the firm name of J. H. Worthington Co.

NORMAN GREGG, publicity director of Erwin, Wasey Co., Chicago, for the last ten years, has resigned to open a publicity firm at 121 N. Clark St., Chicago. He will continue to handle publicity for the agency's NBC Con-tented program sponsored by Carna-tion Co., Milwankee.

C. J. LaROCHE, President of Young & Rubicam Inc., New York, and Jack Reeder, Vice-president of the agency's CHICAGO office of Transamerican Broadcasting & Television Corp. will expand soon, adding a complete writ-Detroit office were in Hollywood to discuss the summer status of the NBC ing and production unit.

Co. in Detroit and New York, has Morner Productions Ltd., New York, as vice-president and partner. Starting with Campbell-Ewald as an account executive. Mr. Hollinshead

GRAUE & DESCRIPTION I AND DATE OPEN appointed to handle advertising for the Detrola Radio & Television Corp. became head of the agency's raand its subsidiary. Detrola Refrigeradio department in tion Corp., both of Detroit, The agency has also been named for the Detroit about six Mr. Hollinshead years ago and

Hollinshead Shifts

Electrical Products Co., (electrical specialties) another Detroit firm, during the last two years he has been vice-president in charge of CARL A. FURSTENBURG his been radio of the New York office, hanappointed production manager by the Barlow Adv. Agency, New York, with dling chiefly the Sunday evening concerts on NBC for General Mobeadquarters at Syracuse, tors Corp. Morner Productions is LEE CROOKS, formerly in charge of advertising promotion of the Detrod Times, and Warn Carab, formerly account executive with the Stevas engaged in the building and production of commercial radio programs for advertisers and agencies. The company is headed by Farron advertising agency, have been added to the staff of the Fred M

Count Gosta Morner.

Randall Adv. agency, Detroit. MeCANN-ERICKSON Inc., advertis CRAIG & HOLLINGBERY Inc., reing agency, will move into new and larger quarters in the Guardian Bldg cently began national sales repre-sentation of W-AAF, Chicago, bringing in Cleveland on July 1, R. M. Alder-man, vice-president, in charge of the the list of stations the firm represents to 15. Other stations are: WHAM, to 15. Other stations are: WHAM, Rochester: WREN, Lawrence, Kan.; KSCJ, Sioux City; WEBC, Duluth; WIOD, Miami, Fla; WORC, Worces-ter, Mass; WOKO, Allanu; WB1G, Greensboro, N. C; WJDX, Jackson, Miss.; WHBX, Utica, N. Y.; KTSM, El Paso, Tex.; WEAU, Reading Pa.; WMEN, Boston; WEAU, Eau Claire, Wis Cleveland branch, has announced. TWO CIIICAGO agencies have en

TWO CHIIGAGO agencies have ep-burged and redecorated their quarters. They are Wade Adv. Agency, which has doubled its space at 208 W. Wash-ington St. while Ruthrauff & Ryan, Luc, has taken over the entire like floor at 360 N. Michigan Ave, FRANK P. MORTON, formerly Carl J. Balliet, Adv., and later adver-tising and sales manager of Southeastern Hotels Co. and Textile Chemical Products Co., has formed as agency under the firm name of Morton Advertising, in Greensboro, N. C. H will act as general manager, with William Stack as art director.

H. W. KASTOR & SONS ADV. G Luc., with hendquarters in Chienge, has oened a New York office in the RCA Building in Rockefeller Center, with Arthur Kastor in charge.

EUGENE H. BROCKHAUS has joined Guenther-Bradford & Co., Chicago, as account executive. He was formerly with the *Chicago* Erening American.

FRANK C. MAHNKE Jr., formerly with Roche, Williams & Cunnyag-bam Inc., Chicago, is now an ac-count executive with Albert Kircher Co. of the same city.

CHESTER R. CURTIS, formerly of Gottschaldt-Humphrey Inc., Atlanta. has been named advertising manager of Armour Fertilizer Works,

KFEL, Denver, has appointed John Blair & Company as exclusive na-tional representatives and continues as a Transamerican affiliate.

THORNLEY & JONES Inc., New York, has established a branch office at 134 S. LaSafle Şt., Chicago.

GOTTSCHALDT-HUMPHREV Inc. Atlanta, has started a branch office at Greensboro, N. C.

J. J. DEVINE & Associates, national representatives, have been appointed exclusive representatives of KRMD, Shreveport, and KPI4C, Lake Charks.

www.americ



JOE L. KILLEEN, cofounder Fitgerald Adv. Agency Inc. Ner Orleans, has been elected presiden succeeding C. L. Fitzgerald, who has joined Fletcher & Ellis. Other office Journe and as follows. Incontent Radio Consulting Firm Mrs. Melrose Joins Agency were named as follows: Joseph II. Epstein, vice-president; Leonard Ges.



Mr. Ross

clients.

EDYTHE FERN MELROSE, for-mer director of WJAY, Cleveland, Formed by Norman Ross and more recently associated with NORMAN ROSS Inc., radio consul-

Headed by Nor-

man Ross, who

will continue his

announcing work at various Chica-

announcing work at various chica-go stations, the organization in-cludes Jesse A. Alexander, former-ly with WAAF; Ralph Andre, brother of Pierre Andre, WGN an-

nouncer; and Elizabeth Onderdunk.

The firm's new offices in the Mer-

chandise Mart will have one of the

most complete layouts in the city

when the audition studios, now be-

Ross was a member of the old

Chicago Daily Journal sports staff

for five years and was also on the

sports staff of the Chicago Herald & Examiner. He held several

world's championship swimming titles from 1916 to 1922.

Foreign Language Group

Formed for Alka-Seltzer

NORMAN B. FURMAN Inc., New

York, recently formed advertising agency handling foreign language

in Jewish on WEVD: and David's

Fifth Ave. Inc., New York (depart-

ment store), quarter-hour weekly in Jewish on WEVD.

NOTED for being the only station

whose call letters spell the name of its home town, WACO at Waco.

Texas, is also unique in being located in a building which is self-sustaining.

getting its water from an artesian

well under the building and gener

ating its own electricity from oil taken from wells owned by the Ami-

cable Life Insurance Co., owners of

NEWS

is your best bet

TRANSRADIO

BROADCASTING • Broadcast Advertising

the building

diohistory com

ing installed, are completed.

Pan American Broadcasting Corp., New York, on June 1 joins Street tants, has been & Finney, New York, as director of radio. Mrs. Melrose is well formed in Chicago to handle known in radio, having managed writing and pro-duction of shows the Cleveland station for several and develop rayears. dio programs.

R & R Adds in Chicago

THE Chicago office of Ruthrauff & Ryan Inc. is expanding its radio setup effective June 1. Ros Metzger remains as radio director but Dale Perrill, who has been in the production end, will become a radio account executive. A new man will be added to the staff to take charge of station relations and facilities. Arden Bucholz, who has been radio contact man on the Penn Tobacco Co. account (Kentucky Winner Cigarettes and Kentucky Club Tobacco) will be in charge of production, succeeding Mr. Perrill Miss Katherine Haney will be in charge of scripts. Under the new set-up, Ruthrauff & Ryan will have one of the largest radio staffs in Chicago with the presonnel in that department numbering 16. The radio department occupies an entire wing on the 13th floor at 360 N. Michigan Ave., the agency having just finished expansion and redecoration.

Swift Increases Spots

radio programs exclusively, is placing several foreign language pro-gram series for Miles Laboratories SWIRT & Co., Chicago (meats), continues expansion in spot expanding its current spot sched-Inc., Elkhart, Ind. (Alka-Seltzer): A daily guarter-hour in Italian on ule with two stations being added a special network composed of and a third receiving a 52-week WEVD, New York; WELI, New renewal. On June 1 Swift starts Haven; WSPR, Springfield, Mass.; WCOP, Boston; WPEN, Philadel-phia; WNBC, New Bedford, and thrice weekly participation in the Martha Deane show on WOR, Newark. The meat firm recently be-WSAR, Fall River; a quarter-hour gan 100-word announcements on a daily Polish program on WELI and WNBC; and a half-hour in staggered schedule on WOW, Omaha, which will run for 16 weeks Jewish every Saturday on WEVD and WPEN. Mr. Furman told and end Sept. 4 and has renewed its twice weekly participation in BROADCASTING that this foreign Polly the Shopper for 52 weeks language network, with WEVD as beginning June 12 on KSTP, St. its key station, had been set up Paul. J. Walter Thompson Co., Chiby him for the service of his cago, handles the account.

APPLICANT for a new regional sta-tion on 1200 kc., the Chattanooga Times, one of the properties of the hate Adolph S. Ochs, publisher of the Other accounts handled by the new agency include: D. Wroblew-ski & Co., Brooklyn (Kalvariski Vino, tonic), using a daily half-hour in Polish on WEVD, WRAX New York Times, proposes to use the call letters WASO in honor of Mr. and WCOP; Guardian Loan Co., Ochs if the FCC authorizes the sta-New York, using a weekly halftion. Except for its extensive activi-ties in the shortwave field, the New hour in Jewish on WEVD; Borden New York (Puritan Brand York Times has never been an ap-plicant for broadcasting facilities. Dairy Products), weekly half-hour

HURRY

THE latest BULLETIN from Hotel Sherman, Chicago, indicates a complete sell-out of accommodations for the NAB Convention! Better wire NOW — today — if you can't stand disappointments. Will be seeing you June

WGES "In the Heart of Chicago" Management, Gene T. Dyer



200 yards or 2000 miles by TELETYPEWRITER

• You've got to be fast, in your business. And you've got to be accurate. Bell System Teletypewriter Service transmits information in typewritten form, letter for letter, across any distance. It produces typed copies of last-minute script changes, time-clearances, program details, at both ends.' Carbon copies are struck off at the same time for routing and filing. Teletypewriter Service will link two places or many, with fast, written intercommunication. Ask your local telephone office for complete details.



STUDIO NOTES

A. L. ALEXANDER, who conducted the turbulent Good Will Court on WMCA, New York, and later Inter-City and on NBC-Red for Chase & Sanborn, has published a memorandum of a new program in which disputes would be settled by important laymen rather than by lawyers. Both sides would appear in every case.

KTAR, Phoenix, Ariz., has received a letter of thanks from St. Joseph's Hos-pital for a broadcast announcing the. minediate need of a blood donor. The broadcast drew quick action and the transfusions led to recovery of the patient.

AFTER several days of informal testing KYA, San Francisco, went on the air May 24 with its new 5,000 watt transmitter located at Candle Point



. . . with an income the highest in Wisconain outside of Milwaukee. Now affiliated with CBS. Write or wire for details.

JAMES A. WAGNER, Manager-Director



NBC's Death Valley Days, sponsored by the Pacific Coast Borax Company, celebrated its fourth anniversary May 18 with a studio party at the NBC studio in San Francisco. McCann-Erickson agency was host for mem-bers of the cast, agency executives, and newspaper and magazine radio columnists and correspondents.

BELIEVED TO BE the longest re-mote pick-up on the Pacific Coast is II. Sutliff Tobacco Co.'s *Smoke Rings*, which begins June 3. The show will originate in the studios of KSFO, San Francisco, and be piped from there for release over KNX in Hollywood, not being heard in San Francisco. On

agency.

mother, a quarter - hour five - weekly script, authored by Joelyn Gerry, and There Was a Woman, a weekly half-hour drama co-authored by John M. Young and Bessie Boynton. The The NBC Chicago Young Hickory drama was taken over by Procter & Gamble Co. for Drene.

WHEC Rochester, donated six quar-ter-hour dramatic shows during the week of May 9 to the Community Chest Campaign. Each program was a dramatization of a case helped by one of the social agencies which are supported by the common Chest, plauned, written and produced by Walter Folmer, WHEC also contributed several periods for talks by prominent citizens during the campaign and saluted the Chest in the weekly "Stone 1320" program which honors Rochester industries and in-





5000 WATTS

NBC

Represented by Free & Peters, Inc.

behalf of Heine's blend pipe tobacco, the company broadcasts twice weekly over KYA in San Francisco, D'Evelyn & Wadsworth, San Francisco, is the NBC'S Chicago studios launched two new dramatic shows late-in May. Step-



WHEN TOM MIX-Brought his circus to Columbus, Betty Hartly of WBNS, switched from her regular custom of discussing women's fashions for the Dunn Taft Co. over to a chat about what the welldressed circus performer will wear. She and Mr. Mix talked about circuses, movies, horses, but forgot about women's clothes. Miss Hartly is now making plans for a trip to Paris salons to study fashions and to prepare material for fall broadcasts.

WCKY, Cincinnati, will conduct a radio talent search over a period of ten weeks, starting June 8, by means of a Stars of Tomorrow contest in which cash will be awarded as prizes for the best acts. The contest will be held in cooperation with the Liberty Theater, Covington, Ky., which will give a prize of \$200 for the best act. \$100 for the second and \$50 for the third. The winners will appear for three days at the theater. The talent contest is open to both amateurs and professionals, including vocal aud instrumental acts. Entertainers may compete as individuals or as teams.

A VARIATION of the sidewalk interview broadcast has been adopted by WNEW, New York. The idea is to make transcriptions of noontime interviews for broadcasting during the evening, on the basis that when these people are told that they can hear hemselves on the air that night they will have every friend and relative listening in, thus guaranteeing an audience for the program in advance.

THREE candles on the birthday cake, four networks to carry their voices from one end of the North American continent to the other, and five little girls, born three years ago in Callan-dar, Ont., combined to give the American audience a listen-in on the Diopnes' third birthday party on May 28. Originating in the Dafoe Hospital, the program was broadcast by the Clauadian Broadcasting Corp. and through its cooperation, by NBC, (BS, and MBS,

DON LEE network is using transcriptions of selected Mutual programs when it is unable to accept the program at the time it is on the nationwide network

CBS

Reph.





BROADCASTING • Broadcast Advertising

CRISSEY-FOWLER LUMBER Co., Colorado Springs, has inaugurated a series of broadcasts on KVOR featur-ing Joseph P. Pollard, author, critic, lawyer and authority on the American constitution. Mr. Pollard, master of history at the Fountain Valley School for Boys just outside of the Springs, calls his Friday night broadcasts Builders of America. Filteen-minute THE seventh annual picnic of the WIP Homemakers' Cfub, conducted by Carolyn Ann Cross, will be held June 22, at Pitman, N.J. A gala day June 22, at pitman, N.J. A gala day is being planned for those attending, is being planned for those attending, is being planneds, games, circus, including hunches, games, circus, water sports, and then at 2:00 p. m., the regular Turesday meeting of the WIP Homemakers' Club will be broadenst from the park. Gifts total-broadenst from the park. Gifts total-ing a cash value of over \$1,000 will be distributed. Although slightly over 6,000 attended last year's picnic, present indications point to an attend-ance of over \$,000. Tickets, which include all fares, huncheons, annuse-Builders of America. Fifteen-minut talks, informal in nature, on American patriots are featured. Samuel Adams Thomas Jefferson, James Monroe and other figures in United States history are under discussion. Pollard brings out the human side of these men and ance of over 3,000. Lickets, which include all fares, huncheons, annuse-ments at the park, etc., are 75c each. ties their activities up with present BECAUSE of the interest in the trial WTAR, Norfolk, is making a special

BECAUSE of the interest in the trial of Fred Parker in Brady, Tex., who was charged with the slaving of his wife near Brady last January, KNEL, low-frequency installation to receive and rebroadcast the Arlington time Brady, broadcast final arguments in signal locally. Plan is to let standb dashes ride through music as a back ground a few minutes before noon pre the case. WABY, Albany, has opened a studio in Troy, located in the Flatiron Bldg. ceding the signal. New service will supplant 15 second Arlington time in Troy, located in the signature, Announcers now use the signature, "This is WABY, with studios in signal and announcement through Albany and Troy. NBC network for the station.

expects shortly to stay on the air all night. The two stations are affiliated

in the new Bay Broadcasting System.

RECAUSE of crowded conditions in the CBS Hollywood studios, relears-als for the Campbell Soup Co.'s Laugh

with Ken Murray are now being held

at the Associated Cinema Studios, that city. The CBS Jack Oakie's

College, sponsored by R. J. Reynolds Tobacco Co., is also reheatesed there.

WJTN, Jamestown, N. Y., hus been designated the official radio outlet for the 1937 Chatauqua session on Lake

Chatauqua, New York. Twice weekly, WJTN will originate and feed to

NBC-Blue network leading Chatauqua programs, including musical and

WAAF, Chicago, celebrated its 15th birthday May 23. A special hour's program giving highlights of the vari-

ous shows presented by the station

was broadcast on the aniversary. Bob

WOPI, Bristol, Tenn., recently packed

its Radiotorium for the spring style

show of Parks-Belk Co., department

store. The station observes its eighth anniversary June 15 with a 24-hour

DRAMATIZATION of outstanding

books are broadcast on WHN, New York, each Thursday night in a new

orogram called New York University

Literary Forum, broadcast from the

Washington Square College of N.Y.U.

ALFRED J. McCOSKER, president

WOR, Newark, has announced a

summer schedule for the station's

offices, which will operate with a

Hawk was master of ceremonies.

dramatic features.

broadcast

NBC, Chicago, inaugurated the new NBC Night Club May 20, with couples actually dancing at the studios during the half-hour broadcast. Fifty couples take the "floor" each web couples way to house three WOW. Omaha, will again broadcast this year the feature race each day from the Ak Sar Ben track, the se ries being sponsored by Falstaff brew ing Co. John Gillin Jr., WOW manager, and Harry Burke, program man-ager, will handle the announcing.

day conditions.

Fifty couples take the "hoor" each week and sway to popular dance tunes played by Chicago - NBC musicians with Morey Amsterdam acting as m.c. between numbers. The "hight club" is studio A in the Merchandise NBC has installed a new broadcasting studio for commentators and small dramatic productions in the annex building of its Hollywood headquar-Mart studios with the center of the studio cleared for dancing. The week-ly 100 customers of the night club are the first 50 couples writing in each ters. There are no audience accomm dations. KFI, Los Angeles, owned and an NBC-Red network station, is highly and an NBC-Red network station, is high remodeled and studio improvements added at a cost of approxiweek for reservations. BEGINNING July 6, KGGC, San Francisco, will go on full time with remeased, which control that the and a view toward soon running on a 24-hour schedule, to match augmented service planned by KLS, Oaklaud, which recently added more time and mately \$10,000. Improvements include a speaker studio and monitor booth.

CFCO. Chatham, Ont., devoted its facilities to public service during the recent flood in Western Outario, all members of the staff working night and day to collect news bulletins broadcast flood warnings and requests for aid, and advice from public health and police departments. Announcers Wright, Virgil Morgan and Ross Lyle Thackery were active in the flood broadcasts.

WCFL, Chicago, is now on the air at 6 every morning, and presents its first news broadcasts from 6:45-7:00 Hal O'Halloran former WLS Barn Dance announcer, is announcing a half-hour recorded program at 6:15 a, m. daily except Sunday for Levinson Radio Stores.

A CREW from KWK, St. Louis Martin Bowin, Sterling Harkins and Jim Burke -made a trip through the Union Station yards to greet the presi dential party as it stopped in St. Louis while en route to the nation's capital after President Roosevelt's fishing trip in the Gulf A number of distinguished members of the party were heard on the air, including the President's secretary, Marvin E. Mc-Intyre, who told all about the "boss" and his experience in landing a tarpon.

NEW studios of WFIL, Philadelphia. according to General Manager, Don Withycomb, will be ready for occu-pancy by June 15. 'The studios will finished and ready for broadcasting about a month later. A though broad-cast operations will begin from the new quarters in the latter part of July, it is planned to defer the formal opening until September, when an in-augural week will be set aside with appropriate ceremonies being staged to isher in the debut.



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BROADCASTING • Broadcast Advertising

phistory com



FOR A DAY-Phoenix Junior College students took over the operation of KOY May 11 after being coached in their duties by regular staff, employes. Left to right are Margaret Haymes, student music director; Aaron Dow, student operator with a copy of BROADCASTING; Fred A. Palmer, station manager; Charles Durbee, student manager; W. A. Baldwin, president; Leonard Barvitz, student sales manager; Nan Redd, student announcer; Mary Anne Douglas, student secretary; and James DeSauza, student program director.

WOKO's Murals

ULTRA-modernistic photo murals feature the modern-ized studios of WOKO in the Ten Eyck Hotel, Albany. Massive photographic panels, presenting an eye-picture se-quence of interesting scenes and buildings in the Capitol City of New York State, are attracting hundreds of visi-tors to the studios. The murals are 66 inches deep and of varied width. They were made by Photographer Ralph MacDougall. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated in the selection of scenes and points represented.

FTC Takes Action THE FEDERAL Trade Commission has ordered a number of manufacturers and dealers in radio sets and parts to cease unauthorized use of brands or simulations of prominent radio concerns. Among names used by the companies cited by the Commission are Marconi, Edison, Bell, Victor, Majestic, Brunswick, RCA and GE. Unauthorized use of the names was declared by the Commission to constitute unfair competition.

WELCH GRAPE JUICE Co. has stipulated with the Federal Trade Commission that it will cease inferring that its product is a cure for excess weight and making certain other claims.

The 2500 Watt Voice

of the Ozarks

Our

MILLION

Spends Too

Siloam Springs, Arkansas

(*) CORRECT!!



National Representatives: FREE & PETERS, INC.

STATION

OUISVILLE, KY.

1000 WATTS ... 940 K.C.

ville area insteners. . . But men are of have at least a "theoretical chance" to pick up 200,000;000 Chinese-FREE! Good gosh, boys-he can't Cassandra Suit CONTENDING that their script afford to miss them-and so can of the serial drama Cassandra was being used without permission, you!... N. B. C.

Wilford Smith and Travis Moore, writers, have filed a \$25,000 damage suit in the Los Angeles Superior Court against the Don Lee Broadcasting System and others inb that city. Plaintiffs in their suit asked that the network be restrained from further broadcasts of episodes. Executives of the network maintained that the serial was authored by True Boardman. Serial, sponsored by Sylmar Packing Corp., switched from the Don Lee to the CBS Pacific Coast network on May 25.



- Increase sales by having WCAE build a program to fit your product.
- Late in March, "A Night at the Inn" was among WCAE's new local commercials.
- Two national publications gave the premiere glowing reviews and said essentially the same as a Pittsburgh radio editor who wrote—"Congratulations to WCAE's program director for writing a show that fits perfectly the sponsor's product."



Page 54 • June 1, 1937

5000 WATTS

NBC

June 1, 1937 • Page 55



For thorough and dependable representation in the West, the Walter Biddick Company is best equipped to give you 100° service.

Our eight fullatime salesmen call regularly on agencies and advertisers in the entire territory. Since there are over 250 advertising agencies in this section you can readily see there is business available. Many of these agencies' clients are national accounts, scores of them are of regional importance and are expanding.

Moreover, the West is first among nine U. S. areas in per capita retail sales and in population increase. Let us help you get your share of business from this growing all-vear-round territory.



Calo Placing Discs TRANSCRIPTIONS CALO DOG FOOD Co., Oakland GORDON BUTLER Radio Productions has been opened in the Melba

just completed redecorating and mod

CONSOLIDATED Transcription Li-

usman Inc., Hollywood transcriptiou

producers have merged with beadquar

Consolidated Transcription Library,

and will produce its own dramatic shows and do general transcription

work Organization has also estab.

Asia. A.C.O.R.T., Buenos Aires, has

taken over South American repre-sentation and will also reproduce the

various Merteus & Price Inc. tran-

scribed shows in Spanish and Por-

tuguese for Latin American distribu-

tion. Harold S. Chamberlin & Asso-

ciates St Paul Minn has been made

Northwestern states representative.

Ralph Rogers, president of Associated

Radio Writers Inc., has taken personal charge of eastern sales and service.

CAPT., MURRAY G. REES, retired

after 18 years in the Army, has joined

WEBC

AMERICA'S

SECOND PORT

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

ernizing its studios and offices.

is just finishing the cutting of 13 five-minute Calo Newshound tran-scriptions, on behalf of Calo Dog and Cat Food, using Archie Presby. NBC announcer, as commenradio production service. It also has tator. Records are for general rean Artists Bureau under the direc-tion of Miss Jean King. lease. Emil Brisacher & Staff, San Francisco. is placing the series. HARRY MEYERSON has been made

West Coast manager of the transcrip-tion and RCA-Victor recording de-partment of RCA in Hollywood, suc-ceeding W. Arthur Rush. who reto figures just released. The net Disc Series for Utilities scribed programs for the first three

Auditioned in the East A NEW transcription series, designed to promote the use of electricity in the home, will be started on the air in a number of cities COLUMBIA TRANSCRIPTION on Sept. 27, in each case sponsored by the local electrical company. Titled Phenomenon, the program deals with the adventures of a voung electrical engineer who through the invention of an accon tric scientist, is transported back through time to visit Cleopatra. Napoleon, Queen Elizabeth and other great historical characters. Recorded in the World studios in ters at 6103 Melrose Ave., in the lat-ter city. Concern will be known as Hollywood, the series features such movie personalities as Jean Colbert. who plays the feminine lead and who has also been heard on a num. ber of Cavalcade of America broadcasts, and Claude Rains as Nanoleon, and is announced by Hugh Conrad, announcer of the March of Time.

work. Organization has also estab-lished a script bureau with Ula Holt in charge. It will be operated as a sales department for free lance writers. Henry Caldwell, formerly recording engineer of Fanchon & Marco School of the Theatre, Los Angeles. The program was written and developed by KMBC, Kansas City, has been brought in as assistant re-cording engineer. Being added to the whose special program representative. George E. Halley, is now aulibrary service is a new 120 episod five-minute dramatic serial. Thrills in ditioning it for power and light five-minute dramatic serial, Thrills in Sports, written by Howard Langley, Los Angeles Examiner sports writer, Frank Bull, sports announcer, is com-mentator. Concern is allo cutting 160 five-minute episodes of Voice of Super-stition and a 60-episode quarter-hour serial Affairs of Patty. companies throughout the East. Cost of the feature, which will be broadcast five quarter-hours weekv, ranges from \$50 to \$415 weekly. depending on the population of the market, station coverage and num-MERTENS & PRICE Inc., Los An ber of meters the company has. Sponsors are urged to broadcast geles radio feature service, has ap-pointed representatives abroad as well the series at a time when the enas in this country. Broadcasting Pro tire family can listen in, preferabgram Service, Marseilles, France, will

ly in the early evening hours. Numercus merchandising tigins have been arranged such as free conies of the Boston Gazette & Country ournal for March 12, 1770. What is possibly the longest au-

produced shows with NBC furnish dition on record was held by Dr. ing only the studios and recording Halley in Cincinnati, he reports. equipment, or simultaneous "wire Three officers of the Cincinnati Gas & Electric Co. came in at 4 which are recorded during their o'clock to listen to a couple of epibroadcasts over the network or one sodes. got interested in the story of its stations; and (3) the reference and kept on listening until 9, when recording service, which provides they had heard all 20 of the reinexpensive instantaneous record cordings Halley had with him. ings suitable for audition or refer

CONTRACTS for NBC Thesaurus service have been signed by WIS. Columbia, S. C.; WCSC, Charleston, S. C.; KICA, Clovis, N. M.; KMJ, Fresno, Cal.; and LR4, Radio Splen-cith Buards Aires Banavals for the ence purposes. The NBC transcription depart ment was organized in New York by C. Lloyd Egner, formerly of RCA Victor, who is present mandid. Buenos Aires, Renewals for the service have been received from WWVA. Wheeling: WFAA, Dallas; KTBS, Shreveport, and KFJZ, Fort ager. Frank C. Chizzini is assistant manager in charge of sales and

ADVERTISERS' Recording Service Inc., New York instantaneous record company, announces that John ing company, announces that John Mayo has been appointed sales man-ager. Mr. Mayo has been in radio in various capacities for nine years with CBS and NBC as well as WNOX. Knoxville.

Worth



CLEARWATER . LORIDA'S CENTER OF POPULATION -B-TAMPA TRADE TERRITORY \$ 620 KC . 5000 WATTS DAY . 1000 NIGHT - FULL TIME

BROADCASTING · Broadcast Advertising

FCC Orders Hearings Into Charges NBCTranscription (Continued from page 20) rom page 20) abet in the interpolation of, certain sign-ed and notarized depositions into the files of the Commission in the case of Richard M. Casto Docket 4212, contrary to the Rules and Regulations of the Commission. 2. That the said Paul M. Segal and George S. Smith did represent said Richard M. Casto in the preparation and filing of his application for a radio station construc-tion permit and in hearings before this Commission on the hearings before this commission and that he was a subter-fuge or dummy applicant for another per-son, or persons, all of which was done to decive and mislead the Commission in its considerations of the said application and other applicants from obtaining or operating under authorizations of this Com-nision.

tions before the Commission for stations or construction permits at Portland, Maine, Lewiston, Mainé, and Cheyenne, Wyoming, for the purpose of deceiving and misleading the Commission in its con-sideration of said applications and appli-cations of other applicants; and to hinder and delay other applicants in obtaining

operating under sutherizations of this

IT IS FURTHER ORDERED.

That the said Paul M. Segal and George S. Smith shall file with the Commission within thirty-one days

from the date hereof their several an-

swers under onth to the foregoing charges, which shall include a state-

ment as to whether they wish to ap-

IT IS FURTHER ORDERED.

That the Commission enter upon a

hearing at a time and place hereafter

falsity of the said charges, and to de-

o be fixed, to determine the truth or

Mr. Segal's Statement

statement of Paul M. Segal, Wash-

ington attorney, issued May 20 upon release by the FCC of its or-

H. Payne after a preliminary in-

vestigation of which he had charge

has requested that the Federal

Communications Commission hear

evidence on charges of improprie-

George S. Smith and myself.

ties on the part of my associate

face of such charges owes it to

itself to hear the testimony and

find out the facts. The proceeding

by way of citation for disbarment

is the only formal proceeding avail-

able for this purpose under the commission's regulations.

fident that our conduct as practi-

tioners and lawyers will bear any

scrutiny by the commission or by

any of the courts before which we

have practiced for many years. We also feel certain that Commis-

sioner Payne's colleagues on the

sion will give us a prompt and fair

Federal Communications Commis-

"Both Mr. Smith and I are con-

"Of course, the Commission in the

Following is the full text of the

'Telegraph Commissioner George

pear and be heard thereon.

continued f. alling upon George S. Smith and Pall M. Segal to show cause why hey should not be suspended, dis-hered, their right to practice before the Commission revoked, or their fur-the appearance as before this Comssion prohibited ORDER

Sales Expand 58%

Thesaurus Service Enlarged

SALES of the NBC transcription

department for the first quarter of

1937 exceeded those for the same

period of 1936 by 58'; according

work's revenue from its tran.

months of this year totaled \$146.

516: last year for the same time

sales amounted to \$92,353, and in

1935. the department's first year on

Following up this increase the

department is this month launch-

ing an intensive promotion drive

the first step of which will be the

publication of a new recorded pro-

gram service catalogue, due off the

presses in time for distribution at

June 20-23

the NAB convention in Chicago

Three Types of Service

which may be custom-built shows

recordings of live shows

produced by NBC, agency or client

a commercial basis, \$33,261.

To 15 Features a Week

In a regular meeting of the Federal amminications Commission, Máy 19. WHEREAS, The Commission hav-

ing conducted an investigation into the facts and circumstances concerning the alleged unauthorized and unand un-lawful interpolation of documents into the records of the Commission in the the records of the Commission in the rase of Richard M. Casto, Docket #212, and having inquired into the demennor, good faith and conduct of Paul M. Segal and George S. Smith, torneys for the said Richard M. Casin the making and prosecution of application in the said case and WHEREAS, The Commission havor further inquired into the demeanor ad faith and conduct of said Paul M. Segal and George S. Smith in con-

In preparation for this campaign etion with the organization of and the NBC Thesaurus, syndicated iling of applications with the Comtranscription service, has been enission by or for the Palmer Broadlarged and revised to bring its asting Syndicate, Inc., and schedule up to 15 features a week IT APPEARING That the demean-These range from once-a-week to

r, good faith, and conduct of the said six-times-weekly programs, totaling Paul M. Segal and George S. Smith nearly 20 hours of weekly enter. may constitute unbecoming, unethi tainment. The new schedule goes al and unprofessional conduct and nto operation June 21. Organized demeanor as practitioners before this carly in 1934, the NBC transcrip. 'ammission: may constitute concealment in obtaining admission to praction department began commercia operations as of Jan. 1, 1935. Its facts with reference to their legal functions are the creation, producqualifications, professional standing, character or integrity; or may constition and sale or lease of recorded programs for use by stations, agen tute a violation of their oaths taken cies advertisers and artists for mon admission to practice before the broadcast or reference purposes. Federal Communications Commission. ractitioners before the Commission

Output of the department falls prightly and according to law. and hat they would support the Constitu into three general catagories: (1) ion of the United States and would Syndicated recorded programs onform to the Rules and Regulations chiefly the Thesaurus library of f the Commission, and nearly 2.000 recordings, which con-IT APPEARING . That charge tain entertainment but no commer should be preferred against the said Paul M. Segal and George S. Smith, cials and which are leased to sta tions or national advertisers; (2) affording them an opportunity to be heard as to why they and each of recorded commercial programs.

termine whether the said charges, and to de-termine whether the said Paul M. Segal and George S. Smith and each of them should be suspended, dis-barred, their right to practice before the Commission revoked, or their further appearance as attorneys behem should not be suspended, disbarred, or their right to practice bebre the Commission revoked, or their fore this Commission prohibited. A copy of this order shall be forth-with served upon the said respondents, Paul M. Segal and George S. Smith. urther appearance as attorneys are this Commission should not rohibited IT IS ORDERED, That charges

he and they hereby are preferred by the Commission against the said Paul M. Segal and George S. Smith for alleged unbecoming unethical and uprofessional conduct and demeanor: for the alleged concealment in obtain ing admission to practice before this commission of material facts with reference to their legal qualifications, professional standing, character or in-legrity; or for the alleged violation their oaths taken upon admission ⁰ practice before the Federal Commu ications Commission, that they would demean themselves as practitioners before the Commission uprightly and

o wit

www.america

according to law, that, they would sup-port the Constitution of the United States and would conform to the Hules and Regulations of the Com-mission, in the following particulars. In wir. That the said Paul-M. Segal and George Smith did, on or about the 9th day of eleember 1936, knowingly and with in-ention to deceive, interpolate, or aid and

STANDARD HADLES Electrical Transcriptions for STATIONS and SPONSORS HOLLYWOOD 🔸 CHICAGO

history.com

BROADCASTING • Broadcast Advertising

hearing and the vindication to which we are entitled. We intend to give every cooperation. "In the instance of Mr. Smith, matters of which he is accused have been thoroughly investigated in a previous informal proceeding by the full Commission, after which though it reprimanded him, said in nort

RICH PANAMA

CANAL ZONE

buy American

.... and they buy goods and services

advertised over Central America's

newest and most modernly equipped

HP5K-HP5O

LA VOZ de la VICTOR

COLON Republic of PANAMA.

ANAMP

station

we do not find that you should be cited to show cause why you should not be disbarred or suspended from practice before this mission

"As for the accusation against e. my conduct in connection with the matter has been entirely proper and consistent with a sound adoperating under authorizations of this Com-mission. 3. That the said Paul M. Segal and George S. Smith did conceive, organize and cause to be chartered the Palmer Broadcasting Syndicate, Inc., for the purpose of using said Palmer Broadcasting Syndicate, Inc., as a dummy applicant for authorizations from the commission, and for the pur-pose of deceiving and mislcading this Com-mission in its consideration of applications to be filed by the Palmer Broadcasting Syndicate and applications of other appli-cants, and to hinder and delay other ap-plicants in obtaining or operating under authorizations of this Commission. 4. That the said Paul M. Segal, and George S. Smith did knowingly and with the in-tention to deceive have the said Palmer Broadcasting Syndicate, Inc., file applica-tions before the Commission for stations or construction permits at Portland, inistration of law. The most simple explanation on my part will show this. I can only express regret-and I feel that Commissioner Payne's colleagues have not been told-that I have had no opportunity to relate the facts to the vestigating committee headed by ommissioner Payne prior to the ecent and present publicity. Had I een extended an opportunity to clear up the facts for the committee I am sure the disbarment proceedings would not have been rought

'On May 3, 1937, a Commission ttorney told me over the telehone that I would be given an oportunity to appear before Comnissioner Payne's committee; he greed to telephone back to make lefinite arrangements for my appearance; I have not heard from

TO CELEBRATE the first aniversary 1440 and 6005 KCS. RCA EQUIPMENT (SIMULTANEOUSLY) NBC THESAURUS f its Saturday Night Swing Club on une 12. CBS wil broadcast a full our of swing music.



the house unless the show's a "Wow" . . . and that's the way it is in Radio. There are 582,551 families listening to radio in the WHAS proven primary listening area . . . a \$607,768,000 retail trade market . . . We can reach everyone of these homes, day or night . . . but remember-it's the show they listen to, and . . they'll listen if they like it!

WHAS Represented Nationally by Edward Petry & Co. Owned and Operated by The Louisville Times Company Publishers of THE COURIER-JOURNAL THE LOUIS VILLE TIMES



NAB Procedure for Convention

(Continued from page 18)

last two years, has concluded that the term of F. M. Russell, NBC Washington vice-president, also expires with this convention and that he must stand for reelection [BROADCASTING, May 1].

The nominating committee prob-ably will be named by President Myers in advance of the convention, under the new procedure! Since the nominations will be in order on the second day instead of the last day, this committee is exnected to have its work done hefore the opening gavel. Results of the elections will be announced during the afternoon of the second





Page 58 • June 1, 1937

win, in checking on elections of the day 'This procedure was adopted in order to get out a maximum vote, whereas in the past it has been found that many voting delégates have left before the concluding 'day.

Increase in Dues

The NAB membership will be called upon to vote on a 50% increase in dues during the convention. Last year this proposal was ourements of the by-laws, making mandatory notice of any changes 30 days in advance of the convention, had not been complied with. Notice on the change was sent out to the membership by Mr. Baldwin'

on May 20-exactly a month before the opening of the convention. Stations operating full time now pay as dues their highest quarterhour rate each quarter, with parttime stations paying less on a prorata basis. The 50% increase would be effected by increasing these payments to a bi-monthly basis, or six times a year. Whereas the association now takes in approximately \$80,000 annually from its some 400 members, the 50% increase would result in an annual budget of

about \$120.000. The revised agenda, in its tentaive form, provides for opening of the convention with the annual golf tournament on Sunday, June 20, for the BROADCASTING Magazine Trophy. Details have not yet been worked out but are in the hands of the local committee, of which

Glenn Snyder of WLS, has been named temporary chairman, pending a meeting of the committee. The first day's business sessions on Monday, June 21, will include an address by a Washington official identified with radio - possibly a member of the FCC or a member Congress. President Myers. Treasurer Hough and Managing Director Baldwin also will submit their reports at the opening session. Copyright, legislation, commercial practices and other aspects of the broad national radio scene will be covered by Mr. Baldwin. Committees will be appointed at the morning session by President Myers and, under present plans, the afternoon session will be devoted to committee reports and discussion. Tuesday will be given over largely to the elections, with the results announced in the afternoon. Cer-

tain committee reports probably that of the Engineering Committee dealing with current allocations problems -- will be given in any open time, with accompanying discussions. The annual banquet, usually held on Tuesday nights, will be deferred until the closing session Wednesday, at which time the BROADCASTING golf trophy will be presented to the winning broadcaster. The Braddock-Louis heavy-

weight championship bout takes place Tuesday night, necessitating postponement of the banquet.

Resolutions for consideration of the convention membership probaftermoon sessions. The fact that the commercial aspects of the sessions will not take place until Wednesday means that resolutions dealing with industry business subjects must await conclusion of that day's sessions.

Cost of Research

An elaborate commercial section session has been arranged by H. K. Carpenter, WHK-WJAY, Cleveland, chairman, for the final day. Two industry speakers—one from an advertiser and the other from an agency-are yet to be selected. Preliminary plans for the day were mapped at the meeting of committee heads of the Commercial Section with Mr. Baldwin in Chicago May 18-19, at which it was also decided that the NAB Research Committee, functioning with the Association of National Advertisers and American Association of Advertising Agencies, should continue its operations.

The Research Committee con-

cluded it would recommend to me NAB Board of Directors that the trade association contribute in share of the expenses involved inthe maintenance of the Joint Commit tee on Radio Research, comprising five members each from the NAP ANA and AAAA—settling for the present an issue of some impor. tance. The Committee also con. cluded it would recommend that a research expert be appointed for the NAB staff, to handle not only is Angeles. NAB aspects of the Joint Commit. tee's work toward creation of a radio audit bureau but also to fune. tion in other capacities pertaining to the association's business index Expenses of the Joint Committee have been borne by NBC and CRS the former having contributed \$20. nating half that sum. At the last The Wessel Co., Chicago. convention the board authorized the NAB to contribute \$10,000 if as and when needed, but this food has not yet been advanced by Mr Baldwin or the committee. Just what amount the NAB would be called upon to contribute under the new recommendations must be de-

At the May 19 session plans for the convention agenda were discussed. In addition to Mr. Carpenter and Managing Director Bald. win, those present included John J. Gillin Jr., WOW, chairman com. mittee on Radio Promotion: Carl M. Everson, WIIKC, acting chairman, Committee on National Sales Methods & Costs, appearing for John F. Patt, WGAR, who has re-signed; and L. H. Avery, WGR WKBW, acting chairman, Sales Managers Division, named to fill the post vacated by J. Buryl Lott ridge, former KOIL - KFAB sales manager. Martin Campbell WFAA, chairman on the Commit

tee on Standardization of Sales Forms, was absent. Members of the Radio Research

Committee who participated in the parley included Mr. Church; W. J. Scripps, WWJ; John Elmer, WCBM: H. K. Boice, CBS: J. 0. Maland, WHO, and Roy C. Witmer, NBC, T. C. Streibert, WOR, also a member of the Committee, was absent. Paul F. Peter, secre-tary of the Joint Committee on Radio Research, told the committee of the work of the cooperative group to date. Attendance of voting delegates

may be diminished somewhat by virtue of the fact that the FCC Broadcast Division has scheduled hearings through the convention period. The FCC has not yet decided upon a summer recess, but it is likely that the regular hearing docket will be suspended i July after Labor Day.

ROSS-MAYS SYNDICATED FEA-TURES, specializing in advertising and radio features, has been estab-lished at 6715 Hollywood Bivi-Hollywood. Organization is headed by Audrey Mays, formerly the timuity writer of KIRKD. Los Angels, and Larry Ross, former Chicago ad-vertising executive.

www ameri



NETWORK ACCOUNTS (I times EDST unless otherwise specified)

New Business New Business MEMPHILL Diesel Engineering Seal, Boston, on May 23 began six Seal, Boston, on May 23 began six Seal, Boston, on Seal Seal Seal Seal Seal, Sun, on five Yankee stations (WXAC, WEAN, WCSH, WFEA, WKAC, WEAN, WCSH, WFEA, Seales

COLGATE-PALMOLIVE-PEET Co. City (soap), on May 6 be-en 32 participations in Yankee Netan 32 participations in rankee Net-rork News Service, five days weekly. Agency: Benton & Bowles, Inc., N. Y. GROUP OF AMERICAN BANKS GRULF OF AMERICAN BANKS an June 4 starts summer symplonic pries with Forde Grofe on 38 CBS

Reportal Accounts

STERLING PRODUCTS Inc., New STERLING PRODUCTS Inc., Acv fork (Phillips Facial Cream), on fune 14 renews How to Be Charming as 32 NBC-Red stations, Mon., Wed., yei [1]:30-11:45 a. m. Agency: Risckett-Sample-Hummert Inc., N. Y. STERLING PRODUCTS Inc., New figure is expected to be between Jane 14 renews Backstage Wife on one-third and one-fourth of the 22 NBC Red stations, Mon. thru Fri, aggregate budget 22 MBO-Reu stations, Mon. thru Fri., 11-15-11 (30 a. m. Agency : Blackett-Sample-Hummert Inc., N. Y.

FIRESTONE TIRE & RUBBER (o., Akron (tires), on June 7 renews Universe of Firestone for 52 weeks on 63 XBC-Red stations, Mon., 8:30-9 p. m. Agency: Sweency & James Co., Cleve-

(and) S. C. JOHNSON & SON Inc., Racine (wax), on July 5 renews Fibber Meffee and Molly for 52 weeks on 51 SBCRed stations, Mod., 9-9:30 p. m. (EDST). Ageney: Needham, Louis & Brorby Inc., Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike Gigarettes), ou July 2 renews Your News Parade. July 2 renews 1500° process Parade, featuring Edwin C. Hill, for 13 weeks
 mi 76 CBS stations, Mon. through Fri, 12:15-12:30 p. m., repeat 2:30
 p. m. Agency: Lord & Thomas, N. Y. MERICAN TOBACCO Co., New

York (Lucky Strike Gigarettes), on June 26 renews Your Hit Parade for Sweeks on 90 CBS stations, Sat., 10-10:45 p. m. Agency : Lord & Thomas, Y Y

PONTIAC MOTOR Co., Pontiac. Mich. (automobiles), on July 12 re-news News Through a Woman's Eyes wis Stations, Mon., Wed., Fri.,
 22:15 p. m. (EDST) (repeat. 5:30 p. m.), Agency: McManus, John & Mams Inc., Detroit.

Network Changes

PROCTER & GAMBLE Co., Cincinmore than the second state of the second state 11:45 a. m.

REGIONAL ADVERTISERS Inc., an June 1 adds KDYL, KFI, KGW, KOMO, and KHQ to NBC network carrying The Mystery Chef.

Altoona

ohistory com

"A Blind Spot" for All Outside Stations-IF you want to Cover Rich **Central** Pennsylvania You MUST Use WFRG

CAMPBELL SOUP Co., Camden, N. J., (tomato juice) will shift its re-broadcasts of Ken Murray on CBS beginning June 2 from [12:30-1 a, m, to 11:30 p, m, -12 m, (EDST), Agency: F. Wallis Armstrong Co. Agency : F. Wall Inc. Philadelphia.

GENERAL FOODS Corp., New York, on July 4 replaces Jack Benny & Mary Livingstone with Don Ross and Jane Froman, NBC-Red, Sun.,

GALLENKAMP STORES Co., San Francisco (shoes), on May 23 shifts True Detective Musicing from the True Detective Mystelpics from the NBC-Pacific Blue to Red network and changes time from Fri. 8:30-9 p.m., (PST) to Sun. 6-6:30 p.m. New lineup includes KPO, KFI, KERN, KFBK, KMJ, KWG.

PRINCESS PAT Ltd., Chicago (cos-metics), on May 16 added KGW to stations carrying A Tale of Today Sundays, 2:30-3 p. m. (PST).

CAMPANA SALES Corp., Batavia, 111. (Italian Balm), on June 4 switches The First Nighter from NBC Hollywood to Chicago

STERLING PRODUCTS Corp., New York (Phillips tablets) on June 4 adds Friday program to Lorenza Jones on NBC-Red, Mon. thrn Thurs., 4-4:15 p. m.

PROCTER & GAMBLE Co., Cincinrati (Ivory Flakes), on May 14 moved Vie & Sade from NBC-Blue, Wed., 10-10:15 p. m. (EDST), to 28 NBC-Red stations, Fri, 10:45-11 p. m. (EDST)

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), will sign off teme Sunshine Melodics for the out *teme Sumshine Methodes* for the symmer on July 4 and will resume for 52 weeks on Aug. 29 on 20 NBC-Red stations, Sun., 5:30-6 p.m. (EDST), Agency: Henri, Hurst & McDonald Inc., Chicago

NASH-KELVINATOR Corp., Detroit (Kelvinator refrigerators), on June 5 adds 6 stations (WADC, WHIO, WIBX, WNAX, KTUL and K8CJ) to its Professor Quiz schedule bringing the total to 67 CBS stations, Sat., 8-8:30 p. m. adding rebroadcast at midnight.

R. J REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 29 replaces Oakie Col-tege on CBS, Tues., 9:30-10:30 p. m. with musical program featuring Benny Goodman, Tues., 9:30-10 p. m.

FORD DEALERS OF AMERICA. Detroit (antomobiles), on June 20 moves Universal Rhythm from 13 ('BS stations, Sat., 7:30-8 p. m. to 96 ('BS stations, Sim., 9-10 p. m. Agency: N. W. Ayer & Son Inc., Philadolphia

(HP)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE NEWS

COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

A Yankee Always LISTENERS of WHK Cleveland were startled the other day when they heard the announcement: "This is WHK on the Higbee Store, Boston." Reason: Guy Wallace, newest addition to the announcing staff of WHK-WJAY, forgot he was no longer with the Yankee Network. Wallace formerly was with WCAU aleo

> TRAILER TRAVEL magazine. Chicago, is planning a spot radio **Radio Salutes** campaign to begin this fall. Sta-

Great Lakes Fair Opens

A SCHEDULE of daily broadcasts

from the 1937 Great Lakes Exposi-

tion at Cleveland over MBS calling

for approximately an hour a day

during the summer was launched

May 29 when the network broad-

cast the fair's official opening

CBS also made a half-hour broad-

cast from the exposition on the

opening day, with Larry Roller of WHK describing the scene and interviewing celebrities.

Magazine Plans

tions at first will probably be con-

COLUMBUS, OHIO

ONLY CENTRAL OHIO

JOHN BLAIR AND CO

As of May

15, 1937, 24

National Spot

Advertisers

Now Using

WBNS.

Columbus, O.

fined to midwestern area.

WHEN the Hollywood Chamber of ommerce gives its first salute to radio June 10 from Warner Bros. First National Studios Donald W Thornburgh, CBS Pacific Coast-vice-president and Don E. Gilman. NBC western division vice-president, will be among the guest speakers. Other guests will include Ford Billings, manager, KEHE, who is also general manager of the California Radio System; Victor Dalton, owner, KMTR, and Harry Maizlich, general manager, KFWB, all Hollywood stations. Otto K. Oleson, head of Otto K. Oelson Recording Studios and president of the Hollywood Chamber of Commerce, is to preside. John M. Dolph, CBS executive, is in charge of speakers' arrangements for the affair. Mr, Maizlish has charge of entertainment.

LETTERS to 1600 school teachers. 'hicago were sent out by the Chicago Motor Club calling attention to its new programs on WBBM. McJunkin Advertising Co., Chicago, handles the account



VOU must reach not only the English-speaking population in the Detroit area, but also the very large* foreign-language group within its borders. And the most, effective and economical way to do this job is by augmenting your English programs with foreign-language programs over Station WJBK. This station blankets Metropolitan Detroit, enjoys the largest audience of foreign-language listeners of any radio station in Michigan, and gets YOUR message to that audience without waste coverage.

* 755,786 Detroiters are either foreignborn or of foreign or mixed parentage.



Pa.

6



Brander Tests Radio BRANDER Co. Inc., New York, is testing radio in New York as an advertising medium for its No. 7 Sunburn Lotion. Sponsor is using a live talent serial. Sally at the Switchboard, broadcast for a quarter-hour in the afternoon twice weekly on WMCA, New York, A letter-writing contest, with weekly prizes for the best letters telling of the efficacy of the lotion and accompanied by proof of sale, will shortly be launched in connection with the broadcasts. If the New York test proves successful program will be extended to other cities. Norman H. White Jr. Inc., New York, is the



agency.

OFFICIALS at WHN, New York, have refused to comment on the persistent rumor that Louis K. Sidney, general manager of the station, will resign in the fall to take charge of a radio program to be produced in Hollywood by Metro Goldwyn Pictures Corp., featuring M-G-M stars. Howard Dietz, advertising manager of the company, told BROADCASTING that such a program was being considered but that no definite plans had been made.



Venard Joins WCKY LLOYD GEORGE VENARD, sales manager of WGAR, 20 Cleveland, has resigned that post to become director of sales and merchandising of

WCKY, Cincinnati. effective Mr. Venard June 1, according to an announcement by L. B. Wilson, president of the ·Cincinnati station. With the Cleveland station for several years, Mr. Venard has been prominently identified with radio sales and sales promotion. Many innovations in radio mer-chandising in the Cleveland area

promotion

were credited to him and he has written a number of articles on the subject, several of which have appeared in BROADCASTING. Mr. Wilson announded also that WCKY probably would be on the air with its new 10,000 watt RCA transmitter on June 25.

Sidney to Hollywood?



EXTENSIVE program building and broadcasting activities during this summer on a sustaining basis, to "build up" tailor-made offerings for the coming fall season, have been undertaken by WSM, Nash-Taking fewer sustainings ville. from the networks and devoting more and more time to programs originating locally, the station has imported considerable talent and, according to Jack Harris, promotion director, is doing more original broadcasting than ever before in its history. Crosley wrote: "Instead of twiddling our thumbs

during the hot weather," he said, 'we are determined to build as many worthwhile radio shows as possible-to create a neat radio package, to gain for it a following the station, and then in the on fall be able to lay both at the door of the advertiser when he goes out to market for radio bargains."

New artists and staff members are being used in programs re-cently built and others now being auditioned. One of the new programs is Symphonic Sketches, with a staff orchestra of 28 and soloists. Another is Swinging South, featuring a swing band and guest stars, as a sort of night club of the air with a Southern motif. Still another is the Music Encouragement Hour, a kind of high-toned amateur hour, with teachers of voice, violin and piano nominating the participants. In addition to production programs, the new talent importations are featured in solo acts and smaller groups, to develop new program combinations.

Series in Southwest chain SAMARITAN INSTITUTE, Los Angeles (treatment for alcoholism), is recording a quarter-hour transcription series titled The Old Judge, for placement on southwestern stations through Allied Adv. Agencies Inc., that city. List is now being made up. Technical work is being done by Associated







CONQUEST ALLIANCE COMPANY NEW YORK 515 MADISON AVE. CHICAGO. 100 N. LISALLE 51

Expense of Television FCC OKAYS CKLW Will Impede Progress, AS MUTUÂL OUTLET Asserts Powel Crosley

KLW, Windsor, can continue as the Mutual Broadcasting System outlet in the Detroit area as long "A LONG, painful and costly" road ahead for television, with program production costs running 25 to 50 as the network desires the affiliaproduction costs running 20 to 50 times those of ordinary radio, is predicted by Powel Crosley Jr., president of Crosley Radio Corp., tion and no other complications develop, insofar as the FCC is conand operator of WLW, in a letter in the June Atlantic Monthly. The

The FCC on May 20 so informed Congressman Withrow (Progresletter is in the nature of comment on an article on "The Errors of Television" in the May edition of ive-Wis.) in response to an inquiry. Mr. Withrow wanted to know why the people in Detroit were forced to listen to a foreign the same magazine by the journalist, Gilbert Seldes, who warned station for Mutual programs inagainst some of the commercial as stead of one of the Detroit stations. pects of prospective television. Mr. While neither Mr. Withrow nor vision sets will range from \$300 to \$1,000. The market for them in any the FCC would make public the correspondence, it is understood he official viewpoint was that it silono, the market for them in any given community will be limited to those who can afford such an experi-mental expenditure. There will be al-most a negligible audience, which can-not instify the interest of advantage s up to the network to decide what stations it uses as outlets. The FCC pointed out that Mutual has permission to transmit pronost a negrigine annexes, when cannot justify the interest of advertises for years to come. The cost of produc grams to CKLW until December, tion of programs will be from 25 to 50 times as much as the cost of pro-1937, at which time another renewal application must be filed for ducing radio programs. The cost of pro-the television transmitter will be inaction. Further, it is understood that the FCC suggested that stafinitely greater to cover a given area than a broadcasting station to cover tions in the Detroit area which may desire Mutual service should the same area. Every production, with the exception of news events, will be

communicate with that network rather than with the FCC. Congressman Withrow's letter, Who is going to pay for this? And who is going to be satisfied or inter-ested in the best that is how available? among other things, inquired why Detroit stations are not given the opportunity to broadcast Mutual programs, and expressed the view shall never have television, but I pre-dict a long, painful, and costly road before we have it. that an American program, broadcast for an American audience, should use American outlets.

The FCC's reply is understood to have stated that no regulations Slover Interests Apply For New Norfolk Station are in force which would prevent the Detroit stations from broad-APPLICATION for another local station in Norfolk, Va., evidently casting such programs, and that such matters were in the nature of earmarked for association with the contractual relationships. More-NBC - Blue network when that over, it was pointed out that the FCC has received no protests is projected through the South and Southwest, has been against the use of CKLW on ecofiled with the FCC Broadcast Dinomic grounds, but that it would vision by the S. L. Slover Corp. of Norfolk. The Slover Corp. is give careful consideration to any facts which might be presented in affiliated with the ownership of the connection with the renewal of the Norfolk Virginian Pilot and WTAR, present NBC outlet in that authority to Mutual to transmit programs to CKLW upon expiracity. The same interests now are contion of the present authorization on Dec. 1, 1937.

structing a new local station, to have the call letters WRTD, to be

INS "Time Copy"

tion with the Times-Dispatch, also SUPPLEMENTING it's regular identified with the Slover interests. service to radio subscribers, Inter-This station, to begin operation national News Service has inauguthis summer, already has been signed by NBC as a Blue network rated a mail news release, "Radio Script-News", which is sent out daily except Sunday. The new The new application requests assignment on the 1370 kc. chanservice comprises six pages of nel with 100 watts night and 250 news copy designed to give the stawatts day unlimited time. The only tion special news features, filler other station in the Norfolk-Newmaterial and background copy on port News area is WGH, full-time current news events. local independent. James W. Bald-win, NAB managing director, is the principal owner of WGH.

American Mop Tests

AMERICAN MOP Co., Kansas TO ENABLE studio listeners b City (Marno Dust Mops) recently know which announcers are on duty, WMBH, Joplin, Mo., has built a cabbegan a test campaign over KCMO, Kansas City. Fifty-word aninct with partitions about two inches nouncements are being used 100 times monthly. Bozell & Jacobs Inc., Chicago, handles the account. apart. In these, slides with staff an nouncers' names illuminated are

Outside Stations Are Not WFIL Heard Here Daytimes. 560 Kc. PHILADELPHIA'S MOST 1000 watts KGVO Missoula, 1260 kc. Columbia Broadcasting System Affiliate POPULAR STATION Montana NBC BLUE . MUTUAL

GOLF WINNER-John Gambling. WOR, Newark, congratulating Andre Baruch, captain of the CBS team which defeated the golfers of other New York radio groups for the second consecutive year, at the annual tournament at River Vale, N. J.

CBS Golfers Again Win

Annual Gotham Contest WITH a team score of 598, CBS golfers again walked off with the honors at the second annual radio golf tournament played at the River Vale Country Club at River Vale, N. J., on May 21. Runner-up was the Inter-City network with a score of 602, followed by NBC, who scored 629, with WHN, 641, beating out MBS for fourth place by a single stroke. Individual honors went to Phil Duey, NBC singer, with a low of 79.

The winning team, which now needs only one more victory to gain permanent possession of the River Vale trophy, put up by John Handwig, owner of the club and sponsor of the annual tournament, consisted of Andre Baruch, announcer who captained the team, Fred Rich, orchestra leader, Walter Pierson, announcer, Nick Lucas, guitarist, and Howard Phillips and Buddy Clark, singers.

WMCA-Inter City were repre-sented by William Weisman, vicepresident, captain, Ira Herbert, Lew Hyms and Phil Fuss of sales, John M. Littlepage, Washington representative, and Antony Leader, production.

Ben Grauer and Lyle Van, an-nouncers, George Frey, salesman, Carl Hoff, orchestra leader, and Phil Duey, singer, composed NBC's team. WHN was represented by Joe Bolton, announcer, Mort Harris, production chief, Harold Stretch, salesman, and John Murphy of the executive office staff.

Members of the WOR-MBS team, who alibied their last-place spot by saying they didn't want to win the golf balls put up for low scor-ers by Alfred McCosker, WOR president, were Jack Poppele, chief engineer, Harry Carlson, production manager, Ted Herbert, sales-man, John Gambling, announcer, Rudy Roscoe, pianist, and Ed. Clapham of sales promotion.

Seek Two in W. Va. WEST VIRGINIA Broadcasting Corp., licensee of WWVA, Wheeling, on May 28 applied to the FCC Wheeling and the other of 100 watts night and 250 watts day on 1500 kc. in Charleston. Each city now has only one radio station, the Charleston, outlet being WCHS. Fort Industry Co. is listed as 100% stockholder of the West Virginia Broadcasting Co., and it also has interests in WSPD, Toledo, and WMMN, Fairmount, W. Va. The principals in Fort Industry Co. are George B. Storer, president; J. H. Ryan, manager of WSPD, firstvice president and treasurer; George W. Smith, manager of WWVA, second vice-president; H. G. [Wall, secretary; A. M. Rowe, WMMN, director.





Instead of patches on their pants, our Red River Valley farmers have ''patches'' of real-estate in downfown Fargo. They have both the money and the inclination to buy what you sell in just about the same proportion as well-to-do people in any prosperous section . . . That's why WDAY, though located in agricultural country, also carries so many essentially urban-type accounts. May we-er-elucidate?



Page 60 • June 1, 1937

comparable in cost to the production of moving-picture film.

Far be it from me to suggest that we

operated in Richmond in conjunc-

outlet.

mounted.

June 1, 1937 • Page 61

Shakespeare Plays Arranged by CBS

CBS will present, during July and August, the first major radio pro-duction of Shakespeare's plays. using 25 ranking stage and motion picture artists as well as more than 100 other players. The plays will be offered weekly in a cycle of eight one-hour productions using a night hour.

Brewster Morgan, former Rhodes scholar from the University of Kansas and an outstanding Shakespearian director, with experience in England's Oxford Theatre and legitimate productions on Broadway, will be director. A symphony orchestra will offer musical background

"Columbia is offering this Shakespearian series because of the beightened interest of the listening public in the broadcast of fine drama and to further its development, along the high standards now enjoyed in music and increas-ingly demanded by the American audience," said William S. Paley. president of CBS. He referred to the unusual response of critics and audience alike to such broadcast plays as Archibald MacLeish's Fall of the City, written by the Pulitzer prize winner for CBS, and to experimental efforts of the Columbia Workshop and sponsors of other dramatic series in offering drama especially written or adapted for the microphone. "All of this interest by the public and by those in broadcasting, the theater and literature should eventually lead to even finer creative writing and production of a new art," he added.

RADIO ASSIGNMENTS OF MUSICIANS CUT

LIMITATION of radio assignments of individual musicians in order to spread work among members of the Los Angeles Local 47. American Federation of Musicians, went into effect May 30. Ruling, ap-proved by J. W. Gillette, international studio representative of the federation. is similar to the regulations which have been operative in the Hollywood motion picture studios for six years.

Musicians receiving less than \$35 per week on sustaining time are now limited to one-and-a-half hours on a weekly transcontinental commercial radio program basis. Musicians earning more than \$35 a week are restricted to one weekly program, regardless of the time involved Members not employed on steady or seasonal engagements will be allowed up to two hours' radio work in a week.

Gillette said that about 100 of the 4650 union musicians were receiving the lion's share of radio assignments. Increase in the number of broadcasts emanating from Hollywood and Los Angeles is expected to bolster employment of nusicians

NBC stations will be shown in flashing red and blue lights on an illumi-nated topographical map of the United States as a part of NBC's exhibit at the American Library Association meeting at the Waldorf-Astoria Hotel in New York, June 21-26. Leading public libraries throughout the country will also be indicated on the map o show where broadcasting literature and information are available.

Page 62 • June 1, 1937



SURREALISM—Furnished the motif for a window display used n May by Bullock's, Los Angeles department store, as a tie-in with its weekly half-hour program New' Horizons, on KNX, Hollywood, Center attraction was a pulsating heart from which a microphone and power tube emerged. Symbolic ears, stars and musical notes added to the effect. New Horizons, weekly program which recently started for 52 weeks, features Felix Mills and 20-piece orchestra, guest artists, narrator and featured soloists who have not yet arrived in the "big name" category.

Late Personal Notes

N. Y., a North Carolina U. student,

LES WEELANS, musical director of

KLZ, Denver, has resigned to join KDYL, Salt Lake City.

Fills for Phil

Resort Series in West

is announcing part-time

Callahan

hv

is agency.

Chicago.

trol broadcasts.

DR FRANK N STANTON CBS THOMAS LOEB, formerly of Phila-DR. FRANK N. STANTON, CBS market research specialist, spoke to members of the Wayne University ra-dio treehnique classes May 24. Dr. Stanton, formerly of the psychology department Ohio State University, told Character Construction International Construction delphia, has joined the microphone staff of WDNC, Durham, N. C. Robert du Four, of Pleasantville, Garnet Garrison's students about cur-JACK WYATT, formerly of the an-nouncing staff of NBC, New York, has joined WWJ, Detroit. rent methods of measuring the radio audience and outlined problems still to be solved by new technique. JAMES E. SWEET, formerly with HARRY MASON SMITH. WBBM JAMES E. SWEET, formerly with the Washington News, has joined the sales staff of WRC and WMAL, Washington, following the resigna-tion of Vincent Callahan, commercial manager, who has become manager of WWL, New Orleans, and the desig-nation of John Dodge to succeed Mr. Collabar.

commercial manager, spoke on "The Advertising Agency Looks at Radio" before the Advertising Club of Iu-dianapolis May 27.

DON CURRLIN, formerly CBS Hol-lywood and San Francisco announcer, has joined KEHE, Los Angeles, in a similar capacity. Station has also added Charles A. Cashon to its staff as news writer. He was formerly on the Los Angeles Environments of the Los Angeles Examiner.

BILL HAMPTON, Chicago writer on the Willys Overland MBS Surprise the Willys Overland MBS Supprise Porty Sunday nights, will leave for Hollywood June 8 for picture work. He will continue his work for Kay Kyser from the West Coast as well as his special material for Kaltenmeyer's Kindergarten and the King's Jesters. STAN THOMPSON, WBBM opera-

tions manager, recently completed a 14-page manual for radio aunouncers which contains both correct and incorrect announcing techniques. RADCLIFFE HALL, announcer-pro-

ALDOLIFFE HALL, announcer-pro-duction man at WGY, Schenectady, was married May 29 to Miss Geptrude C. Peeples, of Buffalo Broadcasting Co. man of the Buffalo Broadcasting Co. audition committee. PHILIP . HOUGHTON, student at

Antioch College, Yellow Springs, O has joined the guest relations staff of NBC in Radio City for 10 weeks training, following which he will return to his studies. All students at Antioch alternate school sessions with periods of employment which give them practical experience as well as academic training.

E. L. BENGSTON, formerly of KLZ, Denver, has joined KEHE, Los Angeles, as account executive.

KEN STUART, announcer, has left San Francisco to succeed Mel Roach as master of ceremonies on the Listen, Ladies, show at KEHE, Los Angeles. ROBERT L. EASLEY, formerly of KUDERT L. EASLEY, formerly of KFDM. Beaumont, Tex., has joined KLUF, Galveston, in the program and technical departments. W. C. Doug-las took his place at KFDM. Orvin Franklin, sports announcer of KFDM. has joined KABC, San Antonio.

Three Stations in Ohio resented on the Commission.

Added by Mutual; Plans For Seaboard Advancing

WITH the acquisition by Mu. Democrat, New York; Sykes, Dem-ocrat, Mississippi; Walker, Demo-crat, Oklahoma; Brown, Republi-can, Ohio; Case, Republican, Rhode tual Broadcasting System of three tual Broadcasting System of three Ohio outlets, effective as of Dec. 1, plans still are going forward whereby the network proposes to affiliate a group of stations along the South Atlantic seaboard. No later than Dec. 1, according to an announcement made by MBS Gen-eral Manager Fred Weber, WJAY and WHK, Cleveland, and WHKC Columbus, operated by United Broadcasting Co., will join the net. work. The addition of the three outlets brings the total number of affiliates to 56. WHK, now a CBS outlet, become

NBC basic Blue station this fall. The exact date for the switch has not yet been definitely set. Simultaneously, WGAR by virtue of arrangements completed hearly a year ago, becomes a CBS outlat The alignment of the three Cleve. land Plain Dealer stations with MBS grows out of the switch in the WHK affiliation, it is under stood.

It was learned that progress being made for the affiliation of a number of stations in the Carolinas and Georgia with Mutual, follow. ing a conference held with Mr. Weber in Charlotte two months ago. WATL, Atlanta, already is handling an hour of Mutual programs on Sunday night, half of which is commercial. It is anticipated that some definite arrangement may be made on the South Atlantic link this summer, probably for fall inauguration.

Meanwhile, station affiliation activities of NBC and CBS seem to be quiescent. Negotiations are go. Texan, Mr. Gary, or some other ing forward in several quarters, it EDMOND T. McKENZIE, formerly of the engineering staff of WTBO, Cumberland, Md., WFIL Philadelphia, KPJM, Preseott, Ariz., has joined WJBK, Detroit, to handle remote conis understood, but no new contracts have been signed. NBC has been working on plans to expand its Blue network to parallel the Red in the South and Southwest, in the hope of having the complete nationwide unit aligned by fall.

Hits Interlude Spots

COMPLAINT against the cutting AN ANNOUNCER will be starred down of standard 15-minute proin a nationwide network program grams, other than network prowhen popular Harry Von Zell pinch-hits for Phil Baker on the grams, to 14 minutes in order to clear for "spot announcements' Gulf Refining Co. CBS series durwas expressed May 27, by Joseph ing the latter's absence from the M. Koehler, president of Radio Events Inc. Growing volume of air-waves this summer. Effective with the broadcast of July 4, and until Baker's return in the fall, Von Zell will serve as master of spot business and the resultant inability of many stations to clear time has caused this situation. In the present trend, Mr. Kochler ceremonies and star of a Sunday half-hour variety program assisted this means that a station said. guest artists. Oscar Bradley's "sells the last minute of a 15-min-Orchestra will continue during the summer series. Von Zell has anute program twice." He said that eventually this might mean that nounced many network programs. the accepted length of a standard and has established a reputation as quarter-hour program will actually be 14 minutes with everyone adstooge for such comedians as Fred Allen and Baker. This will be mitting the condition. his first starring assignment. Young & Rubicam Inc., New York,

"Carolina Net" Series

A "CAROLINA Network" in which WPTF, Raleigh, and WIS, Colum-CATALINA ISLAND Co., Catalina bia, will be the principal stations, is being aligned by Carolina Sales Island, started quarter-hour prog-ram on KNX, Hollywood, May 21 Corp., sponsor of Southland Echoes over the former station in behalf of Kelvinator. WPTF will continue featuring interviews of Island residents and visitors. Program, called Happy Catalina Islanders, is on to produce and feed the program five times weekly, and was placed through Neisser-Meyerhoff Inc., each Stunday and other sectional stations will be added if they are able to clear time.

Again Demand Westerner on FCC (Continued from page 11)

Island; Payne, Republican, New

York, Payne was reappointed last

July for a seven-year term, and

Case's term expires on June 30.

This western group centers around Senator Bone (D-Wash.),

who was a leader with Senator

Schwellenbach, his Democratic col-

league from Washington, and Sen-

ator Wheeler (D-Mont.), in an un-

nortant post.

successful effort to secure the last

tors once voiced strong objections

to two New Yorkers on the Com-

mission, lending to the belief that

President Roosevelt may now be

nersuaded to fill the post with a

resterner. On the House side, Rep.

ayburn (D-Tex.), Democratic floor

leader who espoused Dr. Stewart's

original candidacy, may have some-thing to say about the appoint-

ment, and possibly might get be-

hind the selection of his fellow

How much weight, Senator

Wheeler will carry, since he has been at odds with the White House

n the Supreme Court issue, is

uestionable, but he is in the key

sition of being chairman of the

interstate Commerce Committee which has charge of radio and

ommunications legislation and

which will be called upon to con-

ider the appointment before re-

porting on its confirmation to the

ull senate. Senator Wheeler and

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man from his state.

emphican vacancy for a far west-

Senator Bone are close friends who work together on much legislation. and Bone is a member of Wheeler's committee.

represented on the Commission, whose other members are Prall, Democrat, New York; Sykes, Dem-Inquiry by BROADCASTING developed no definite information that Mr. Driscoll is being considered, although it was learned that he probably would not be averse to taking the post if proferred despite the fact that he now holds a post in Harrisburg paying slightly more than the FCC's \$10,000 emolument He is known to enjoy President Roosevelt's esteem, and it is said he was appointed to his present job last April 1 at a suggestion made by President Roosevelt to Gov. Earle. Senator Guffey (D-Pa.) is said to favor Mr. Drisin state. They have not yet gotten coll's selection.

mether but Senator Bone asserted Mr. Driscoll, an attorney, was he hoped they would, with Senators first mentioned in press association from Oregon, California and other eports emanating from Harrisvestern states also participating. burg, the basis for which he said he did not know. He is 66 years of age, a veteran of the Spanishurge that their section of the ountry be represented. Senator Rone said he could not announce American War, a former Wilson as yet any names of possible canappointee as district attorney for idates that might be set before western Pennsylvania. He was for resident Roosevelt, but intimated would not be difficult to find a many years active in Democratic strong Democrat" for such an impolitics in his state. He was defeated for reelection to the present It is recalled that Senator Congress last fall. Wheeler, and other western Sena-

H. A. Merrick Mentioned

In connection with a possible western appointee, the name of Herman A. Merrick, National Reemployment Service director for the Department of Labor, in Seattle, has cropped up. Mr. Merrick. said to be a practical wire telegraph man, is understood to have the endorsement of Senator Schwellenbach. Whether his name has been broached officially, however, cannot be ascertained.

Dunham Awarded Degree DR. FRANKLIN DUNHAM. NBC educational director, will be hon-

ored by St. Bonaventure College June 8 with the degree of Litt. D. Dr. Dunham will also deliver the annual commencement addresses at Ithaca College, Ithaca, N. Y., on June 11 and before the Wellesley Hills high school student body on the Wellesley College campus, Wellesley, Mass., on June 12.

THE hearing on the proposed trans-fer of ownership of KTHS, Hot Springs, Ark., to the Tom Barton interests [Broadcasting, May 15]. originally set for June 23, at which local interests have asked to be represented as opposed to both the sale and the proposed removal of the sta-tion to Little Rock, has been indefinitely postponed.

CBS will issue a new rate card dated June 1, on about that date. The card, No. 23, will include the recent changes in the CBS lineup and a number of rate increases



BROADCASTING • Broadcast Advertising

TELEGRAPH NIGHT LETTER SERVICE. (In Effect June 1st)

NEW POSTAL

Saves from 20% to 75% and more depending upon distance and length of message

• With staggering economies that claim the attention of every executive the new Postal Telegraph Night Letter Service goes into effect, within the United States, as the most important communication development in vears.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The maximum rate for a 25-word message between the most distant U.S. points on the map is only fifty cents...two cents a word! Take full advantage of the economies the new Postal Telegraph Night Letter Service offers. Use it for business and social messages. Make it a part of your daily correspondence routine. Get an assured nextmorning reading of your message. Open the way for an immediate telegraph reply. Call Postal Telegraph for further information.

* NOTE: The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.



June 1, 1937 • Page 63

BROADCASTING • Broadcast Advertising

Lobaknamel Testing CALIFORNIA LOBAKNAMEL Co., Los Angeles, has placed its account with Allied Adv. Agencies Inc., that city, and to introduce its new enameling process for automobiles, along with other media, on May 17 started a 13-week test campaign on KMPC, Beverly Hills, Cal., using a quarter-hour news period six days weekly. Organization is new to the Pacific Coast. and if campaign is successful, it will be extended to include a list of western stations in a dealer tie-in.

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HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT

SAINT PAUL. MINNESOTA

~

Don Lee Names Kennedy FRANK M. KENNEDY has been appointed chief engineer of KHJ. Los Angeles, succeeding Harold G. Peery, resigned, Kennedy has been with KHI for the last six years as development engineer. Peerv was for more than ten years chief engineer of the entire Don Lee Broadcasting System, a post which has been abolished KHI is the key of that network. Hudson Lyon after an absence of several months. has returned to the technical department of the station.

McNARY and CHAMBERS

Radio Engineers

National Press Bldg. Nat. 4048

Washington, D. C.

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Consulting Radio Engineer

Montclair, N. J.

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E. C. PAGE

Consulting Radio Engineer

1311 Livingston St. Davis 9199

Evanston, III.

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Specializing in Problems of

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Coverage Development.

HERBERT L. WILSON

Consulting Radio Engineer

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and Antenna Phasing Equip-

ment, Field Strength Surveys,

Station Location Surveys,

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FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great

value for routine observation of transmitter perform-

ance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

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ing.

PROFESSIONAL

DIRECTORY

Treason for Tuning TUNING in Moscow is still a penal offense in Nazi Germany, where a group of alleged Communists last month were sentenced to terms of two to six years in prison for listening to broadcasts from Russia. The court warned all radio fans in Germany to tune carefully away from Moscow, or else. The convictions were on charges of high treason because they listened in groups but the court announced that lone listeners might also face the same penalty.

Newsmen Assemble

PROF. CHARLES L. ALLEN, newnany in a broadcast on June 5 m ly appointed head of the school of one of the ABC of NBC series Journalism at Rutgers University, designed to educate listeners in was the featured speaker at the last meeting of the Central States hroadcasting. chapter of the American Association of Radio News Editors & Writers held in Chicago May 27. Prof. Allen, who is currently making a survey of news broadcasts in Chicago, spoke on "An Educator Looks at Radio News." The three chief points discussed at the meeting were: (1) Commercial value of news; (2) Discussion of what constitutes objectionable news for ra-(dio presentation (led by Al Hol-lander); (3) number of advisable daily news broadcasts (Ken Ellington). ARNEW members from Indiana, Wisconsin, Iowa and other central states attended the meet-

Help Wanted

Available June 1st. Announcer, 24, three years' experience radio including continuity, sales promotion. Married. Law school degree. Address Box 692 BROAD-

Manager, ten years' experience, large, small stations, reputation showmanship, interested Western, Northern stations, ref-erences, willing invest, newspaper radio

station. Box 686, BROADCASTING.

Experienced transmitter engineer and

control operator. Age 22. Does not drink. References furnished. Box 688, BROAD-

Six years a successful network station rep-resentative. Employed. Fine billing, Would like to join station as commercial or sales

manager or agency, developing radio de-partment. Thoroughly qualified. Confiden-

tial. Box 693 BROADCASTING

partment.

CLASSIFIED ADVERTISEMENTS Help Wanted and Situations Wanted, 7c per word. All other classi-fications, 12c per word. Minimum charge \$1.00. Payable in advance Forms close 26th and 10th of "month preceding issues.

Situations Wanted-Cont'd

Working on WGTM

CONSTRUCTION of the new

WGTM at Wilson, N. C., recently

a radio construction engineer, whe

is to supervise the installation of

is to supervise the instantation of RCA equipment. An Estey organ

and UP news service have been

ABC of Radio Sales

ROY C. WITMER, NBC vice.

president in charge of sales, will

describe the function of the sales

Former

Station Owner - Manager

Seeking new connection.

would like to join station

looking for, new blood. Has

capital to invest and excellent

record for management and

business results. Would par-

ticularly like to tackle propo-

sition in good market that

needs local and national ad-vertising buildup. Address Box 701, BROADCASTING.

ordered

Local 250-watt station in Ohio town of Licensed first class radio phone operat Licensed first class radio phone operator with engineering ability, graduate of te-ognized radio school, four years' experience with a 250 watt station of high reputation. Employed at present. Desires to make change; interested in construction engi-neering; Available on 60 days' notice. Eax 698 BROADCASTING. 25,000 wants experienced program director. Character references required. Write Box 691, BROADCASTING. Local Texas station desires announcer. Give full details of experience, picture, salary expected. Box 689, BROADCASTING. Announcer-producer. Three years exper-ience. Desires staff position with progres-sive station. Will record voice for inter-ested parties. Will be in Chicago for Con-verition. Box 696 BROADCASTING. EXPERIENCED SALESMAN WANTED.

New 100 wait station. Fine opportunity for advancement. Position as Assistant Manager also open. Box 695 BROADCASTING. Transradio press operator must have re-dio telephone first. KFJM, Grand Forks, North Dakota. Radio news editor: crisp news, vivid dramatizations, unique features. College graduate. Two years experience Candid references. Box 694 BRÓANCASTING.

CASTING

Situations Wanted Experienced operator with First Class Desirous locating with station or adver-License desires position with 1 station. Box 697 BROADCASTING. position with progres tising organization, 30 years old. 8 years' radio experience, all phases. Also first class license. If personal interview de-sired will attend NAB Convention. Box 690, BROADCASTING.

Radio operator. Broadcasting and code station experience. TWX operator. Knowl edge of both codes. Box 699 BROADCASTING

For Sale-Equipment

RCA 5A 5KW transmitter complete with 2 sets tubes, 2 water cooling units. 2 plate transformers and antenna coupling unit. Recently overhauled, Box 700 BRADremote spots.

Wanted to Buy ponents for amateur transmitter and

Want to buy part or whole interest 100 watter or any independent, help m references, Box 687, BROADCASTING.

For Rent-Equipment Approved equipment, RCA TMV/6-8 field strength measuring unit (new), direct readin; Estline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscili-tors, etc. Reasonable rental. Allied Be-search Laboratories, 260 East 161st Street, New York City.

EOUIPMENT

authorized by the FCC to operate WORTHINGTON C. LENT. of the with 100 watts daytime on 1310 Operate kc., will start June 1, according to H. W. Wilson, who with Ben Far. Mr. Wilson operates the Wilson Sound System and Mr. Farmer is mitter for WRC, Washington Red a radio construction cont amendment also prescribes that vetwork outlet. Mr. Lent will aid in Network outlet. Mar. Lent will aid in the general construction, of the new transmitter building for; the station. the Commission may disregard the age limit for amateurs. The mea-(BS has just placed in operation an (BS nas just placed intoperation an RCA-Victor 10 kw. short wave trans-mitter at its international shortwave

inter at its international shortwave broadcast station, W2XE, located near Wayne, N. J. The station will pear Wayne, N. J. The station will operate on the five frequencies as-signed by the FCC, transmitting special programs to European and latin American countries. Clyde J. department of a broadcasting con- ET-310 RCA-Victor transmitter, while J. N. Dyer installed the South the Red network. His talk will be American antenna system, Both are one of the ABC, of NBC series members of the CBS General Engiwering Department. what goes on behind the scenes in KFYR, Bismarck, N. D., has started aria, pismarce, N. D., and started construction of new studios in the present location—the Hoskins-Meyer

Bldg. The layout, designed by Chief micronhone Engineer Ivar Nelson, will be ready month. Acoustical design is in a month. Acoustical design is carried out in acoustical celotex pan-els on walls and ceiling with sheetrock CIRC borders and rubber tiled floors. THE NEW 1,000-watt transmitter und 325-foot antenna tower of WHP. and 323-1000 anterna tower of WIII. Harrisburg, Pa., was dedicated May 21 with a salute from CBS. Chief Eagineer William Wolf supervised

he installation KGER, Long Beach, Cal., under suervision of Jay Tapp, chief engineer, who built the equipment, has installed a new high-fidelity modulator.

WJBY, Gadsden, Ala., will soon start construction of a new combined studio and transmitter building. Ground has already been purchased. and if the FCC approves the location, application before the FCC for a day power increase to 250 watts. KTEM Temple Tex * has purchased an RCA 100-JEM modulator unit to

convert its present type 100-E 100 watt transmitter for 250-watt opera-KGGC, owned by the Golden Gate Broadcasting Co., W. N. McGill,

manager, has just announced the pur-chase of a new RCA 250-watt transmitter. Also planned for KGGC, is a new 500 foot tower to rise from the roof of the Hotel Olympic. Bids are now being considered.

WFAS, White Plains, N. Y., is installing a new Lehigh 190-foot ver-tical radiator atop the Roger Smith llotel where it has its studios.

KGHL, Billings, Mont., has installed new 5 kw. RCA transmitter toower. Within 30 days, the station

will move into completely new studios, offices, and control headquarters, representing an expenditure of approximately \$25,000.

WNEW, New York, has ordered 35 of, the new WE saltshaker micro-phones to be used in its studios and

> KENYON TRANSFORMER Co., New York, has issued a catalog of its revised T line of audio power com-

public address systems, THE SOBY YARDSTICK

OF AUDIENCE VALUE Impartial and comparable data about the size and location of the audience of radio programs and stations. Write for information and prices. BENJAMIN SOBY AND ASSOCIATES 1023 Wallace Avc. Wilkinsburg, Pa

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Operators' Age Limit INTRODUCED at the behest of abor groups in May by Sen. Sheppard (D-Tex.), was a bill (S. 2047) prescribing that the FCC issue licenses only to station op-erators who are 21 years of age or over. The existing law (Sec. 303. paragraph L) does not prescribe an age limit. The proposed

sure was referred to the Interstate Commerce Committee. TWO new types of microphones are announced by Universal Microphone Co., Inglewood, Cal. One is, Model AV (nir velocity), incorporating a wide-range corrugated ribbon for the converting element, being fed into the hatest type of transformer located in the base of the microphone housing. What is described as the first definite attempt to engineer and design a microphone especially for orchestra nickup has been embodied in the new dynamic microphone which will be in roduction late this month. The new unit operate on a combination of velocity and pressure. A special bulletin will be issued to describe the new

WISN, Milwaukee, on June 1 dedi-cated its new transmitting equipment a coast-to-coast program over It has installed a 1.000 watt high-fidelity RCA transmitter and a 258 ft, vertical radiator, The installa-tion was under the lirection of D. A. Weller, chief engineer of the Hearst station.

WCKY, Cincinnati, will be shipped by RCA Mfg. Co. on June 9 and its in-stallation completed by July 1, accord-ing to L. B. Wilson, WCKY president. The station recently was authorized to increase from 5 to 10 kw. full time

ISOLANTITE Inc., New York, has issued Bulletin No. 103 describing its line of ceramic statid-off insulators particularly adapted to the construction and installation of radio and other high-frequency equipment. In-cluded are charted dimensions of cylindrigal, square section, conical, heavy duty and stand-off insulators. AUDAK Co., New York, has released

At DAK Co., New Jork, has referenced a six-page folder titled Pick-Up Facts containing a technical article by J. C. Parvey, E.E., "A 'Relayed-Frequency' and descriptions and prices Pick-up," and descriptions and prices of Audak new magneto-inductive pickups. Seven styles are included.

WBNS, Columbus, for its master control room, has just installed new technical equipment part standard and special WBNS design, built by and special WBAStdesign, mult by Collins Radio Co. New equipment covers a frequency range of 30 to 15,000 cycles. The console rests on a special built desk, is seven feet long and is finished in wrinkle gray with black control panel and chrome end plates. Lester H: Nafzger, chief engineer, directed the installation.

NEW!

"SONG SPOTS"

to sell Ice Cream

boy radio star.

Write

Hollywood, Calif.

220 Markham Bldg.

New Studios at WBBM Having Novel Features

Will Be Ready in June COMPLETION of the second major portion of the \$300,000 WBBM studio project by June 15 has been assured by Frank Moore, CBS New York supervising architect, who has been in charge of the Chicago CBS construction for the past three months. Two large orchestra-dramatic studios, No. 1 and No. 2, and a large artist's reception "green room" are scheduled to be placed in service early in June. Both studios will be a refinement of the CBS "live-end, dead-end" type of acoustical construction. which has been followed throughout the CBS New York, Chicago,

The perforated transite studio

walls will conceal alternate blocks

of absorbent acoustical tile and

hard reflecting surfaces, so stag-

ered that no two hard surfaces

ception room will feature the un-

usual treatment of wall surfaces

with rubber" tile, wood paneling.

aluminum, and large blocks of solid

color, blue, gray and white pre-

dominating. Each control room

will contain new modernistic con-

tvol consoles, containing eight po-

sition mixers, designed by the

WBBM engineering staff. Cue

speaker and talkbacks will be com-

bined through the use of a midget

permanent magnet dynamic loud-

speaker as both speaker and micro-

arate airconditioning control.

Both studios and their large re-

and Hollywood studios.

will be directly opposite.

BOSTON University will inaugurate two new radio courses during its summer session July 6 to Aug. 14. to instruct college instructors. high school teachers and students Ingh school teachers and students in various phases of broadcasting technique. The courses will be known as "Radio Broadcasting for Schools" and "Analyzing the Ra-dio Audience" and will be taught by Ralph L. Rogers, president of Associated Radio Writers Inc. Associated Radio Writers Inc., Boston, who is also instructor of the regular fall and winter radio courses offered by the university's college of business administration. A course in "Radio Writing and Program Building" will also be offered for those more interested in the professional rather than the educational side of radio.

Boston Badio Course





66 BROAD STREET

Increased Activity In Hollywood Area Handicap to NBC

WITH Don E. Gilman, western di-vision vice-president, announcing that NBO will not build its new Hollywood headquarters until the lease on the present studio building in that city is disposed of, the network faces the problem of ob-taining facilities to meet the fall influx of new shows which will move in from other parts within

the next few months. Mr. Gilman, who has established his west coast headquarters in Hollywood, at a recent press conference, intimated that expansion at the present site, if decided upon, would provide only temporary re-lief from facility demands. NBC's lease on the property still has 3½ years to run. Only stumbling block to immediate building plans on a new site is disposition of this property. He stated that the network is prepared to close for a new site within 48 hours after freeing itself from the now occupied property. He admitted that both the Sunset Blvd.-Vine St. property and the old Metro lot near Santa Monica Blvd. and Cahuenga (often mentioned as the new locations), are feasible.

More Space Needed

Regardless of NBC's move, the pressure of fall business will see the network leasing theatres and auditoriums to tide over the construction period. From a careful survey there isn't a theater or auditorium available in Hollywood, and NBC will be forced to remote its shows from downtown Los Angeles. Because of lack of facilities, Mr. Gilman admits that NBC's situation is serious insofar as handling next falls business. Because of the rapid develop-

ment of Hollywood as a program center, Mr. Gilman stated that the traffic, press and auditing departments will be moved from the NBC San Francisco studios to the former city to meet exigencies as they He neither denied nor conarise. firmed the rumor that Hollywood would become the network's West Coast headquarters, but predicted that that city would be the world's radio center within the next five

It is well known that Victor Dal-ton, owner of KMTR, Hollywood, would like to affiliate his station with NBC, becoming the Blue network outlet, replacing KECA, the Earle C. Anthony station in Los Angeles. = NBC's agreement with Anthony has three years more to go. Dalton is building a \$150,000 radio village in Hollywood to house his station and he was scheduled to have a conference with Gilman on May 26. Exact nature of the conference could not be learned, but it is expected that Dalton offered the facilities of his radio village to meet emergencies, building up a friendship with NBC for the fu-

NBC Transcription Service has an-RADIO DRAMA CRITICS-Selected You Can't Take It With You, also nounced a substantially reduced the Pulitzer Prize choice, as the most meritorious theatrical production of the year, and on May 26 presented a parchment scroll to the producer. The proceedings were broadcast over WMCA, New York. Harry Hersh-field, WMCA dramatic critic, and Bide Dudley, WOR dramatic critic, made the choice. Let to right are Josephine Hull, featured player in the play; Donald Flamm, president of WMCA; Harry Hershfield, and John 'Peter Toohey multicity representative for Samuel H Harrie producer price scale for "reference recordings," discs cut for file or checking purposes and not to be used for broadcasting, to go into effect on June 1, with a graduated scale of discounts ranging up to 15% for quantity orders.

WBBM SCHOLARSHIP Prize to Be Awarded; Pupils -To Operate Station-

Handicap to NBC Disposition of Present Site Proves a Stumbling Block WITH Don E. Gilman, western di-vision vice-president, announcing that NBC will not build its new Hollywood headquarters until the

a casual manner. Each senior's grades, his ability to fill a station post, and his understanding of the position he chooses in radio-aş exemplified in a brief essay on broadcasting-

will be taken into consideration in choosing the staff for a day. In addition, the winner of the essay contest will receive a \$300 scholarship from WBBM to any univer-sity or business school of his choice. The idea, conceived by Milton Charles, WBBM organist, was carried out by CBS-Chicago officials in cooperation with Dr. E. William H. Johnson, president of the Chicago Board of Education.

CBS Contest Winners

WINNERS of a contest for a se-cret password to Sunbrite Junior Nurse Corps, children's program sponsored by Swift & Co., Chicago, on CBS, have announced in a special edition of the Sunbrite Junior Nurse Corps News, a leaflet sent to all enrolled members. Enrollment required a label from a can of Sunbrite Cleanser. The 15 girls who won the contest will leave with their mothers for a free 16-day trip to Hollywood July 4, during which they will meet *Dor-*othy Hart and Aunt Jane, leading

characters in the series, and attend the first national convention of the Junior Nurse Corps. The series, which was broadcast during the winter and spring of 1936 and 1937, won the approval of authorities as a suitable juvenile program, educational and constructive in quality.

> ALL - CANADA BROADCASTING Corp., has signed as exclusive Cana-dian distributor for programs of H. S. G. Advertising Agency, New York

Around The Clock WABY, Albany, has inaugurated a new series of programs for the stay-up-all-nighters and the milkmen.

Program runs continuously from 1 to 7 a.m., after which time WABY starts its regular established schedule for the day and night. Extensive tests were made, and it was found that many listeners

tune in from midnight to dusk, especially DX fans. WDB.J Thrown Off Air

Five Hours by Lightning DURING a severe thunder storm May 22, lightning struck the 312foot vertical radiator of WDBJ, Roanoke, Va., and the flash found its way into the concentric transmission line and melted the inside copper tube, brazing it to the outer copper tube and thereby causing a short which put the station off the air. This happened at 7:05 p. n. The storm continued in such in-

tensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an overhead transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock the next morning. The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station.

9. B. CLARK, director of the world-wide British Broadcasting Corp., Em-pire shortwave service, sailed from England May 7 for an Empire tour which will last until next December and during which he will study the reaction to the Empire brondcasts and investigate mutual radio problems of the BBC and the British colonies and

KIUN, Pecos, Tex., was to broadcast continuously for 48 hours, May 30-31, to celebrate opening of new studie

eter Toohey, publicity representative for Samuel H. Harris, producer.

White House Less Active

On Food-Drug Measure ADMINISTRATION interest in food and drug legislation evidently has diminished because of presum has diminished because of presum of other legislation having pre-dential endorsement. At his pre-conference at the White Hause May 28, President Roosevelt ind-cated he did not know the status of her indication. When intercated he did not Know the status of pending legislation. When inform-ed that the Copeland food and draw bill was stymied in a House the committee because of a controven over its administration either by the Department of Agriculture the Federal Trade Commission, President said he believed trouble was not entirely the june dictional question.

The Copeland bill (S-5), providing for Department of Agriculture control, passed the Senate earlier this session. In the House, how ever, a substitute measure offere Chairman Lea (D-Cal.) of the House Interstate & Foreign Com precedence and proposes juride tion within the Trade Commission rather than the executive depart. ment. The subcommittee, which Chairman Lea also heads, strippe the Copeland bill of its advert provision and reported favorabl on the Lea measure.

Himber Gives Views

THE "astonishing" lack of pro portion between the amount money a sponsor spends for his radio program and the amount h allots to promoting his broadcasts with advertising and display material was cited as radio's greatest paradox by Richard Himber, or chestra leader on the Studebake programs in an informal discussion at lunch the other day. "When an advertiser uses newspapers, maga zines and billboards extensively, he said, "there is a reasonable as surance that in the long run the public will eventually see the mes sage.' But on the air it is entirely different. Unless the audience frequently reminded that a certain radio show is on the air at a certain hour it is duite likely to be missed by a sizable number of listeners.

Fitzpatrick Enlarges

FITZPATRICK Bros., Chicago, (Automatic Soap Flakes) will add WJAS, Pittsburgh, about June 1 to its four-station list now broad-casting its Meet the Missus proram five times weekly. Tommy Bartlett, who started the quarterhour series on WBBM and inau gurated the show on WKRC, WJR and WCCO, will be in Pittsburgh to help get the series started there. Meet the Missus is broadcast di-rect from the women's club meetings with the announcer quizzing the clubwomen. Neisser-Meyerhoff Inc., Chicago, is the advertising agency.

Gotham Salesmen Meet SALES promotion men for the networks and independent stations in the metropolitan New York are met for their second lunched meeting at the Hotel Edison of May 10 and the Hotel Edison of May 19 and determined to meet once a month hereafter. Meetings are strictly informal, with n speeches or other formalities and the plan is to keep them on a purpose of getting better ac-quainted with each otder.



FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?" World Broadcasting System and its advertising agency, Fishler, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and lagency executives at random and asked them.

When the replies came in, this is what they revealed so far as readership of periodicals devoted to radio and radio advertising is concerned: BROAD CASTING Magazine, including the Yearbook Number, led all the rest--by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.

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June 1, 1937 • Page 67

Fublication F.

and Agency Frequeives Taken at Fandom

Withloh Magazine Do You Read

6.30%

2.4%

for lieve of Padlo Advortleiner

50 .400 said BROADCASTING Tearbook

29.1% said Publication B

23.9% said Publication C

Bald Publication.D

6.9%. seld Publication E

said



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Frequent Sessions Are Held to Analyze New England Survey

THE technical subcommittee of the Joint Committee on Radio Research is now analyzing studies recently completed in the New England area on the number and distribution of receiving sets and on listening habits, as the first phase of an effort to develop a standardized method of audience surveys. The Joint Committee has as its objective the setting up of a cooperative bureau, controlled equally by advertisers, agencies and broadcasters, for the purpose of establishing a

radio audit bureau. Holding meetings at frequent intervals under the chairmanship of L. D. H. Weld of McCann-Erickson Inc., the effort of the subcommittee will be to analyze the New England survey in such a way as to de-termine whether it is sufficiently conclusive to be used as a basis for formulating a technique for general application.

Accurate Method Sought

There has been some dispute about the survey, the contention having been made that additional facts must be collected to verify several parts of the procedure before the technique used can be rec-ommended unqualifiedly. It was in-dicated that every effort is being made to insure scientific exactness so that when definite recommendations are made they can be followed by the entire industry.

The technical subcommittee comprises, in addition to Mr. Weld, George Gallup of Young & Rubicam Inc.; D. E. Robinson, Federal Advertising Agency; D. P. Smelser, Procter & Gamble Co.; Hugh M. Beville Jr., NBC; Arthur W. Lehman, Association of National Advertisers; John W. Karol, CBS. and James W. Baldwin, NAB managing director. Paul F. Peter is secretary of the Joint Committee and also functions with the techni-cal subcommittee.

Sabin's New Venture

THOMAS G. SABIN, formerly New England sales manager and Eastern Division service manager of NBC and last year in charge of the radio division of the Republican party, has opened offices in the RCA Building, Rockefelley Center, New York, as a radio advertising and consulting service. to cooperate with advertising agencies in the development of radio business.

WGN on 40 Hours

WGN, of the Chicago Tribune, and WCFL, of the Chicago Federation of Labor, the only station in Chicago to recognize the International brotherhood of Electrical Workers, an A. F. of L. union, have announced a 40-hour five day schedule for all employes. Hitherto WGN has worked 41 hours six days a week, but staff additions will take up the slack, though some announcers may have to spreadstheir work over more than five days because of commercials such as baseball, news, etc. Several months ago WGN reduced the working time of its technicians to 40 hours without reduction of pay. and that of Sidney Hillman were to be handled. Here is the Colonial statement which caused the trouble:

"The following speeches are the opinions of the speakers and the Textile Workers Organizing Committee and do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of CIO," This statement was to be read before and after the talks by Lewis

and Hillman at the Lawrence mass meeting, designed to open the fight organize the huge textile into dustry with its 1,500,000 workers. The contract was signed May 20

and was to include WLLH, WAAB, WSAR, WRDO, WNBX. John Shepard 3rd, president of Colonial Network, upon learning of Lewis' objections, returned the \$573.50 and received the following acknowledgment dated May- 20 from Lawrence: "This will acknowledge receipt

of your check in the amount of \$573.50 as a refund for a similar amount paid by us to you for a broadcast scheduled from 2 to 3 m., Sunday, May 23, 1937, and which you have cancelled at our request. The reason for our requesting this cancellation is that, although we signed the contract and the rider with opening and closing statements attached we now find that Mr. Hillman and Mr. John L. Lewis, who are to be our speakers, will not broadcast with

Angeles is paying lower salaries

for announcers and technicians

such announcements preceding and following their talks. Thank you

for refunding our money." It was alleged that TWOC had charged Mr. Shepard with infringement of free speech. Further, TWOC allegedly said it was planning a protest to the FCC, involving the network's insistence upon using the announcements disapproving certain CIO principles.

Officials of the Textile Workers Organizing Committee engaged several other radio stations which carried the talks on May 23. Some of the stations were willing to carry the program direct from Lawrence when CIO officials made arrangements May 21, to have WCOP, Boston, the last station to be contracted, key the one-hour program to WORC, Worcester; WPRO, Providence; WSPR, Sprinffield, Mass.; and WEVD, New York; WLLH, Lowell, carried its own pickup. WSPR and WLLH are Colonial and Yankee Network affiliates.

All stations were paid full station rates. Jim Donovan, former Hearst newspaperman, and news editor of WCOP, handled the pro-gram for the New England distribution, Gerard H. Slattery, general manager of WCOP, handled all technical and program details with Donovan.

To Europe On Television

CLARENCE W. FARRIER, television coordinator at NBC, William S. Rainey, working on television program production, and Robert E. Shelby, television engineer, will sail for Europe June 5 for an inspec-tion tour of the television equipment displayed in London, at the exposition in Paris, and in Holland, where they will visit the Phillips plant. They plan to return to New York about July 10.

have to be developed, if at all, off company property and outside of company time. The temporary committee on or

ganization engaged independent counsel to draw up the articles of association and conducted its meet. ings off company property, although no secret was made of its activities at any time.

Technicians at KFRC, San Francisco outlet for Mutual-Don Lee, were put on a 40-hour week by a new five-year contract retroactive to May 15, one of the provisions of which stipulates a two-weeks annual vacation with pay. The new contract was a renewal of a previous two-year instrument expiring the week of May 15.

Others Unorganized

At KFSO, CBS outlet for San Francisco, technicians and announcers are as yet unorganized. As KSFO is a leased rather than owned station of CBS, it is believed that KSFO personnel may not be eligible for membership in the recently formed American Guild of Radio Announcers and Producers [BROADCASTING, April 15], or Asociated Columbia Broadcasting Technicians

Employes at KYA, San Francisco, were said to be without organization as yet, and the same is reported by KRE, KGW, KJBS KROW, KLS, KLX and KGGC. At headquarters of the ARTA. which has been located at 268 Market St., San Francisco, since 1933. officials declined to comment on rumors of recently increased organizing activity in the Bay area. It was claimed, however, that ARTA has long had virtual 100% control of the personnel of RCA Communications and Radiomarine Corp., and it would be fully in line with C.I.O. policy to follow through locally with the present national drive for membership in broad-

easting. Attention was called to the situation in various of the smaller staiobs, including announcing, producing, and engineering, and in at least one case, publicity as well. It was stated that the salaries is to be made as to national afaround San Francisco for announcfiliation or continuance on an iners have been as low as \$25.per month, and that several more are working for as little as \$17.50 per week.

Aim of the ARTA is to set mini mum working hours and wages and to establish the union as the sole bargaining agent in San Francisco radio stations. Pitted against this is the feeling expressed by some network station employes, notably at NBC, that affiliation in an "outside" union might tend to break down their hours and wages by putting them on a par with the employes of smaller stations. Another argument advanced in favor of the independent organization has been that an outside union would be unable to understand the special problems of each individual broadcasting station, and of one group within the organization as contrasted with another.

oining, at their individual dis-While NBC officials have made it clear that they cannot express Mr. Gilman further stated that an opinion in the matter, feeling inasmuch as company unions are dutlawed by the Wagner Act. among some employes is that strict loyalty to the company requires XBC executives could have nothing that they resist the appeal of out to do with the organizing of the employes' association, which would side organizers.

IN THE CONTROL ROOM

J. E. (Jeb) BRIDGES has been ap-pointed chief engineer of WBAP, Fort Worth, taking the place of A. M. (Woody) Woodford, who has been (Woody) Woodford, who has been А Worth, taking the pince of A. M. (Woody) Woodford, who has been appointed chief technical advisor for the Fort Worth Frontier Fiesta. Woodford will return to his post at WBAP in the fall. Mr. Bridges on May 11 became the father of an eight-

pound daughter. ROBERT J. ENGLER will leave ROBERT J. ENGLER will leave New York June 6 for London, to become associated with Western Elec-tric Co. Ltd., as recording engineer. He was formerly commercial engineer television Decompt. Declarate Leviof Electrical Research Products Inc., Hollywood.

THOMAS ROURKE has been named. ¹¹¹ MonAS ROCARD has been handed. ¹⁰ succeed Charles Stockdale at KYOR, Colorado Springs. Stockdale has gone to KDYL, Salt Lake City. EARL C. HULL, chief of the en-gineering staff of WKY, Oklahoma City, and William Witte, of RCA, have been niding in completion of the

new transmitter at KDOR, Colorado Sorings. ROBERT F. WOLFSKILL has joined the engineering staff of Commercial Radio Equipment Co. Kansas City.

MAURICE FINK, control operator of WQAM, Miami, and-Mrs. Fink are the parents of a baby boy. THOMAS L. SIGLIN, former oper-

ator of WPRO, Providence, has rejoined that station after, several years at sea.

ROBERT CLARK, formerly KEHE, Los Angeles, and prior to that on the staff of KTFI. Twin Falls, Idaho, has joined, the technical department of KRKD," Los Angeles, s studio engineer.

HARRY E. HILLER, formerly on HARRY E. HILLELER, formerry off the sound engineering staffs of Radio City Music Hall. (Center, Capitol, Roxy and other New York theatres, has joined the XBC studio engineering staff in New York.

CLYDE WIHITE, supervisor of the engineering department of WGN, Chicago, scored a hole in one recently tions in the Bay area, where one then he was playing the 16th hole at man frequently does a variety of the Pickwick Golf Course, Chicago. HARVEY GLATSTEIN, plant engimer, WCKY, Cincinnati, was mar-ried May 21 to Miss Lillian Gutman of Erlanger, Ky. WCKY staff members gave them a silver service as a redding gift.

PALMER GREER, transmitter engi-neer, formerly of WIIIO, Clayton, on May 20 joined the staff of WKRC, 'incinnati.

JAMES F. MANSHIP, formerly engi-neer at KBIX, Muskogee, Okla., has johed KALB, Alexandria, La. as whief engineer to succed Paul Curtis, resigned

JAMES EAKINS, formerly of KSL Salt Lake City, has been made head t the sound effects department of KHJ, Los Angeles, succeeding Genc Cone, resigned. Gilbert Doud has also joined that department, coming from KNX, Hollywood.

P. C. TUTTLE, formerly with the 1 T & A.T. & T., has joined the engineering staff of WHK-WJAY, Cleveland,

BROADCASTING • Broadcast Advertising

FARRELL BUCKLEY, formerly of KJBS, San Francisco, has joined KYA, that city. GATES Manufacturers of

Everything in Speech-Remote-Transcription and Microphone Equipment GATES RADIO & SUPPLY CO. QUINCY, ILLINOIS

www.americaniadiohistory.com

SEX ON THE AIR Woodpecker Sends Mating -Call From Antenna-

PROBLEM for the FCC: Must woodpeckers be licensed to trans-mit via radio? If so what wave-length band shall be assigned them? George Hoffer, transmitter engineer of WGY, Schenectady, a licensed amateur operator, poses the questions.

Hoffer was repairing his an-tenna lead-in in the attic of his home in Schenectady when he heard an unfamiliar call. He tried to break down a rapid tapping into dots and dashes but they were in no code he was trained in. Investigating, he found a redheaded woodpecker beating a tattoo on a 15-foot aluminum tube which tops a wooden mast and is used for an antenna. The bird remained at his post eight hours the first day and came back three following days to repeat his tapping.

An ornithologist pointed out that woodpeckers peck for three reasons: To get insects and bugs for the inner bird; to enlarge quarters within a hollow tree for a nest and when in the mood will seek a hollow stump or tree or even a tin can, to sound his mating call. Therefore the Hoffer woodpecker, far from being dumb, is actually a step ahead of his species, and is utilizing radio and its greater coverage possibilities, to deliver his love song.

E. K. COHAN, director of CBS engineering, is representing his network at the meeting of the International Consulting Committée on Radio now under way in Bucharest, Rumania, at which the groundwork is being laid the International Telecommunications Conference to be held in Cairo. Egypt, early next year, when the actual treaties regulating world broad-casting and communications will be made [BROADCASTING, May 15].

CARLTON ABERNATHY, formerly of WTAL, Tallahassee, Fla., and Elmer Pritchett, of WTAR, Norfolk, have been selected for the engineer-ing staff of the new WRTD, Richmond, which begins operation June 27. Chief engineer is David Bain, also formerly of WTAL.

ROBERT D. LAMBERT Jr. is now chief control operator of WIS, Colum-bia, S. C., succeeding Red Dorsey, resigned

IRA MERCER, engineer at WNEW, New York, has announced his en-gagement to Miss Chrolyn La Mond.



WORTHY of the spiendid med-ern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations. Samples upon request PLAYBACK NEEDLES STEEL CUTTING NEEDLES Manufactured by W. H. Bagshaw Co. Lowell, Mass. Distributed by H. W. Acton Co., Inc. 370 Seventh Ave., N. Y. City





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ACTUALLY IT COSTS NO MORE TO USE THE BEST ACOUSTICAL MATERIALS



June 1, 1937 • Page 71

vision enables dissenters to withdraw at will. Dues were set at 25c per month. It is understood that both A. F. of L. and C.I.O. organizers had

Unions Seek Radio Affiliates

(Continued from page 15)

been in contact with the announcers. Technicians at NBC in San Francisco are members of the ATE. Speaking at a special meeting of NBC employes called May 17, Don E. Gilman, vice-president in charge of the NBC western division, who had been in Hollywood when the first organizing began, made clear the official company position in the matter, which is strictly a handsoff attitude. Mr. Gilman stated that according to the terms of the Wagner Act, company executives are expressly forbidden to interfere in any way with the rights of employes to join unions of their own phoosing or to refrain from so

retion

The NBC San Francisco association tentatively agreed to act in concert on a "stand still' basis

for 30 days, after which decision

than any other comparatively large dependent basis. A charter procommunity of its size in the country, according to C. H. Jordan, C. I. O. organizer. It was pointed out that wages are approximately half those paid elsewhere. Announcers are receiving as low as \$17.50 weekly. Technicians, it was reported, are receiving an average of \$27 a week, with some as low as \$22. At NBC, San Francisco

SAN FRANCISCO broadcasting employes are involved in the question of unionization, with NBC employes in that city organized into an independent association under the leadership of John C. Ribbe. producer, and Louise Landis, pubicity writer, and employes of other stations privately debating the pros and cons of union affiliation. ARTA, a C.I.O. affiliate for the broadcasting industry, organized the six stations in Portland, Ore. (KEX, KGW, KOIN, KALE, KWJJ, and KXL), in mid-May,"

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

- MAY 15 TO MAY 29. INCLUSIVE

Decisions . . . MAY 18

APPLICATIONS GRANTED:

WPRO, Providence—License for CP 630 kc 500 w 1 kw D unl. WQAN, Scrauton—Mod. license usé WGBI trans, increase 250 to 500 w; WGBI and WQAN licensed to use WQAN trans.

and WQAN heensed to use work trans-s aux. NEW, Schonert Radio Service, Harris-burg, IL.-CP high-freq. 100 w, W2KE, New York-License for CP as mod, change thans., increase 5 to 10 kw N & D.-W6KAO, Los Angeles--CP and license add abral trans. to television station, 150 w AZE-miscion

A31 emission

SET FOR HEARING—NEW, Chiekasha, Daily Express, Chickasha, Okla., CP 1500 ke 250 w D: NEW, Broadcasters Inc., Gastonia, N. C., CP 1420 ke 100 w 250 w D unl.; NEW, Curtis Radiocasting Corp., Richmond, Ind., CP 1420 ke 100 w 250 w D unl.; NEW, Unitel Brdester, Co., Tulsa. CP 1550 ke 1 kw unl.; NEW, Decatir Newspapers Inc., Decatur, III, CP 1550 ke 1 kw unl.; WQXR, New York, CP increase 1 to 5 kw, change trans.; KOBH, Rapid City, S. D., vol. assign, license to Black Hills Brdester, Co., WTAD, Illinois Brdester, Corp., Quincy, III., mod. license 1 kw D to 1 kw unl.; NEW, A. L. Beard, Masner, Ala., CP 1500 ke 100 w unl.; NEW, Airfan Radio Corp. Ltd., San Diego, Cal., CP 1420 ke 100 w unl.; NEW, Airfan Radio Corp. Ltd., San Diego, Cal., CP 1510 ke 100 w unl.; NEW, Ciroolinas Ra-dio Inc., Charlotte, CP S80 kc 1 kw unl.; WSMK, Dayton, CP move trans. Jocally, new equip, directional N, increase 200 w Simul.-D, Spec.-N. to 250 w 500 w D unl. SET FOR HEARING-NEW, Chickasha

unI. SPECIAL AUTHORIZATIONS-WFIL. SPECIAL AUTHORIZATIONS WITH, Philadelphia, ext. temp. auth. 560 kc 1 kw N for June; WCAD, Canton, N. Y., temp. auth. spec. hours; KWSC, Pull-man, Wash, temp. auth. reduce hours.

APPLICATION DENIED-WOW, Oma-ha, ext. temp. auth. 5 kw N (Sykes dis-sented).

RETIRED TO FILES-KOBH, Rapid City, S. D., CP new equip., increase power; WBLK, Clarksburg, W. Va., temp. auth. spec. program.

APPLICATION DISMISSED (request of

CP 1250 kc 1 kw 1 kw LS unl. MISCELLANEOUS-WDNC, Durham, N. C., granted 'continuance hearing ap-plie. CP 600 kc 1 kw unl.: NEW, Bay County Publishers, Panama City, Fla., cancelled oral argument applic, new sta-tion dismissed with prejudice ; J. K. Pat-rick & Co., Athens, Ga., granted pet. in-tervene applic, Athens Times Inc. new station; Martin R. O'Brien, Kankakee, Ill, granted pet. intervene applic. Key City Brdestg. Co.; NEW, Ben B. Shields, Provo, Utah, granted pet. ancept applic. answer; NEW, Thomas J. Watson, Endi-cott, N. Y., granted continuance hearing; NEW, Hearst Radio Inc., New York, granted continuance hearing applic. CP, Schenenk, Spokane, granted ortinuance hearing applic. mod. license; KGM, Hono-lulu, granted pet intervene applik CMP. KGMB hulu, granted pet. intervene applic. KGMB transfer control, denied motion KGMB to strike KGU. petition; WCAO, *Baltimore,

granted motion for acceptance of answer in applic. WDNC: KMJ, Fresno, Cal., granted mod. license increase 500 w to 1 kw N, reconsid, action 3-9.37 setting ap-plic. for hearing: NEW, C. P. Sudweeks, Snokane, hearing continued on applic. 550 plic, for hearing; NEW, C. P. Sudweeks, Spokane, hearing continued on applic. 550 kc 500 w 1 kw D unl; NEW, Vancouver, Wash., granted indef, continuance: Port Arthur College, Tex., granted net, inter-vene applic. Enterprise Co., Reaumont, same; Magnolia Petroleum Co., Dallas, same; WMEX, Boston, dismissed opposition to continuance WLAC hearing; WLAC, Nash-ville, granted mestanomemet hearing six ville, granted postponement hearing six months; WOAI, San Antonio, denied withmonths; WOAI, San Antonio, denied with-drawal without prej, applie, transfer con-trol to CBS Inc., and permitted with-drawal with prejudice; WIRE, Indianapo-lis, granted acceptance answer appearance in WGI, applic.; Leon M. Eisfeld, Burling-

in WGL applic.; Leon M. Elsfeld, Burling-ton. Ia., granted continuance hearing; WJDX, Jackson Miss., granted pet. in-tervene applic. Standard Life Ins. Co., Jackson; Wichita Brdestg. Co. denied con-tinuance hearing on applic. KTBS; Radio Enterprises Inc., Lufkin, Tex, denied pet. in opposition to continuance of hearing en applic. KTBS for vol. assign. license; KTHS, Hot Springs. Ark., granted indef-nic neutrogeneout hearing on subjic vol. nite postponement hearing on applic. vol. assign. license.

ORAL ARGUMENTS GRANTED NEW, Peninsula Newspapers Inc., Palo Alto, Cal. 6-24-37; WMEX, Boston, 6-24-37; KARK, Little Rock, Ark, 6-24-37; Palo 27: KARK, Little Rock, Ark. 6-24-37; NEW, Arthur H. Croghan, Minocapolis, 6-24-37; NEW, North Ga. Brdestr, Co., Rossville, Ga., 7-1-37; NEW, Rapids Brdretg, Co., Cedar Rapids, Ia., 7-1-37; KSFO, San Francisco, 7-1-37.

WMED. Peoria-Granted CP new trans... increase 500 w 1 kw D to 1 kw 5 kw D 1440 kc unl. sustăining Hill. NEW. W. H. Marolf. Escanaba. Mich.--Denied as-in default CP 1500 ke 100 w unl., sustaining Hyde. NEW. Escanaba Daily Press Co... Es-canaba. Mich.--Dismissed with prej. CP 1500 kc 100 w D. sustaining Hyde. KGGC. San Francisco-Granted mod. license spec. to unl...sustaining Hill. WNRI. Newport, R. I.--Denied mod. CP extend completion new station, sustaining

extend completion new station, sustaining Hyde

yde. WTHT, Hartford—Granted mod. CP D unl., asks facilities WNRI, sustaining

Hyde. NEW. E. Anthony & Sons Inc., Paw-tucket, R. I.-Denied CP 1200 kc 100 w 250 w D unl. (facilities WNRI), sustaining Hvde

Hyde. KFPM. Greenville, Tex.—Denicd CP change 1310 to 1420 kc, increase 50 to 100 w, change spec. to D, move trans., sus-taining Seward. NEW. Hunt Brdestz. Assn. Greenville, Tex.—Granted CP 1200 kc 100 w D, sus-taining Hill

taining Hill. WAAB Boston-Granted mod license

change equip., antenna. move trans., in-crease to 250 w, sustaining Dalberg.

APPLICATIONS CRANTED: KRIS, Corpus Christi, Tex.—Mod. CP in-crease 250 to 500 w N, 500 w. D. KFYO, Lubbock, Tex.—License for CP new equip., vert, radiator (conditional). KGNC, Amarillo, Tex.—License for CP (cmeditional).

KXYZ, Houston-Renewal license to 11-WNBR, Memphis-Renewal license to

WNBK, Memphis-Renewit incense to 11-1-37. KONO, San Antonio-Vol. assign. li-cense to Eugene J. Roth, trading as Mis-sion Brdesty. Co. NEW, Minne-och Brdesty. Corp., Rose Twn., Minn.-CP high-freq. 150 w. NEW, Iowa Brdesty. Co., Des Moines--CP high-freq. 100 w. SET FOR HEARING-NEW, Meno Schoenbach, Woodward, Okla, CP 1500 kc 100 w unl.; KFOR, Lincelin, Neb., CP change trans., site, directional antenna N. change 1210 to 1450 kc, increase 100 w 230 w D to 1 kw D; WDSU, New Or-leans. CP new equip. vert. radiator. in-crease 1 to 5 kw (before Division); NEW Evantkon Brdesty. Co., Evanston, III., CP 11-1-37

crease 1 to 5 kw (before Division); NEW Evanston Brdestg. Co., Evanston, III., CP 1020 kc 250 w D; NEW, Ohio Brdeastg. Co., Steubenville, CP in dorket amended to 1310 kc 100 w D; NEW, United Theatres Inc., San Juan, P. R., CP 570 kc 1 kw uni, directional; NEW Pacific Radio Corp., Grants Fass, Orc., CP 630 kc 500 w uni.; WFIL, Philadelphia, CP move trans. locally, new equip., directional, in-crease to 5 kw (before Division).

SPECIAL AUTHORIZATIONS-WEST,

ACTION ON EXAMINERS' REPORTS:

WMBD. Peoria-Granted CP new trans.,

SFECIAL AUTHORIZATIONS-WEST, Easton, Pa., ext. temp. auth. Simul,-WKBO; WMBQ, Brooklyn, ext. temp. auth. for Joseph Husid, receiver for Met-ropolitan Brdestg. Corp. to operate station in June pending WMBQ applic.; WCBD. Chicago, ext. temp. auth. use WMBI trans. pending repairs.

crease D 500 w to 1 kw, sustaining Irwin. KWBG, Hutchinson, Kan.—Denied CP

NEW, Cadillac Brdestg. Co., Detroit-Dismissed without prej. CP 1140 kc 500 w D, sustaining Dalberg.

MISCELLANEOUS -- WIBG, Glenside, RATIFICATIONS-WMBG, Richmond, Va., mod. CP new equip.; WGRC, New Albany, Ind., granted pet. intervene ap-plic. Louisville Times Co. and Louisville Brdestg. Co.; KRE, Berkeley, Cal., granted pet. continuance hearing: L. L. Coryell & Son granted postponement date to MISCELLANEOUS -- WISG, Glenside, Pa., redesignated for hearing applic. CP 5 kw 1td. 970 kc; WSBT, South Bend, Ind., extended to 6-29-37 effective date order of 2-23-37; WEMP, Milwaukee, ex-tended to 6-29-37 effective date order 2-23-37; NEW, Ningara Falls Gazette Pub. Co., Niagara Falls, N. Y., denied pct. set

take depositions; Division ordered record in following cases held open and cases heard further 6-21-37: WLB, CP; WTCN, mod. license; WCAL, CP. MAY 26 APPLICATIONS GRANTED:

 KPLT, Paris, Tex.--License for CP.
 WWJ, Detroit-Renewal to 9-1-37.
 KFQD, Anchorage, Alaska--Ext. license WTNJ, Trenton, N. J. Ext. license 2 months. WMBG, Richmond, Va.—Renewal license 12-1-37. WHIO, Dayton-Renewal license to 10-

1-37. KCRJ, Jerome, Ariz.—CP move trans. KCRJ, Jerome, Arz.—CF move trans, locally, vert, radiator, increase D to 250 w, unl. operation. WBTM, Danville, Va.—License for CP. WSAJ, Grove City, Pa.—License for CP. KFPFA, Helena, Mont.—Mod. CP trans., studio site, vert, radiator, increase 100 to 250 w 1210 kc unl.

Son City. ORAL ARGUMENTS-9-9-37: WCOP Boston: NEW, Frontier Brdcastg. Co., Cheyenne, Wyo.; NEW, Journal Co., M.

NEW. Interropoint von, paresonvene, ra: we D'Angelo. WBS, Uniontown, Pa.--Mod. CP new WMBS, Uniontown, Pa.--Mod. CP new WMBS, Uniontown, Pa.--Mod. CP new WMS, Birningham--Vol. assign. Iternese WMPI, Birningham--Vol. assign. Iternese WAPI, Birningham--Vol. assign. Iternese New, Times Printing Co., Chattanooga NEW, Senboard Brdestg. Corp., Savan-plic. Glenn E. Webster. Decatur, It. watcher and the New Spare Inc., same; KLO, Orden, granted pet. for acceptance of amendment to applic. ? denied applic. as amended be heard 544 City, granted supplemental order the MAY 17

City. granted supplemental order tak MAY 37

EFFECTIVE DATE EXTENDED-NEW, S. L. Slover Corp., Norfolk, Va. Niagera Falls, Gazette Pub G. - CF 370 to 000 w 250 mP. Nullow, Va. Niagera Falls, N. Y., to 6-4-37; NEW, NEW, Capitol Bredestr, Co., Raleigh, N. Power City Brdestr, Corp., Niagera Falls, C.-CP. 1210 fee 250 w D. amended to 100

C-CP,1210 & 220 w D, amenaça to 109 *250 w D unl. NEW, Southern Brdcstg. Corp., Boga-iss, La.-CP 1500 & 100 w 250 w D unl. KSRO, Santa Rosa, Cal.-Mod. CP re Examiners' Reports. s. site

NEW, Pacific Acceptance Corp., San Diego Cal.-Examiner Seward recommended KOL, Seattle-Mod. CP re equip. MAY 19

Diego Cal.—Examiner Seward recommended (1-412) that applic. CP 1200 kc 100 = D, heretofore granted by the Commission be affirmed and granted. WGAN, Portland, Me .- Mod. CP extend wmpletion. WJAX, Jacksonville, Fla.-Exp. auth.

NEW, Asheyile Daily News, Ashevilk, C. — Examiner Hill recommended (-13) that applic. CP 1370 kc 100 w ul. WJBL, Decatur, Ill .- Mod. license Sh .be granted

NEW, Central Brdestg. Corp., Centralia te, contingent grant WBOW applic. for

Wash.— Examiner Branhall recommended [120 kc. (I-414) that applic. CP 1440 kc 500 v unl. he granted. NEW.Okmulgee Brdestg. Corp., Chemic applic. KGCU, Mandan, N. D.-Mod. license spec. to unl., contingent grant KLPM

trans. pending repairs. APPLICATIONS DISMISSED (request of applicants)—WHKC, Columbus, WMAL, Washington; KTBS, Shreveport, La. APPLICATIONS DENIED — WGRC, New Albany, Ind., denied temp, auth. spec. hours; denied as in default: NEW, G Kenneth Miller, Tulsa, 1310 ke 250 w D; NEW, Ocala Brdestg. Co., Ocala, Fla., 1500 ke 100 w LS unl.; NEW, B. J. Hecker, Salem, Ore., 1330 ke 500 w 500 w LS unl. gee, Okla,-Examiner Seward recommend (I-415) that applic. CP 1210 kc 100 w wranted

413)

KADA, Ada, Okla, Examiner Seward recommended (I-416) that applic. CP is crease D to unl. be granted. WSOC, Charlotte, Si C.—Examiner Da berg recommended (I-417) that applic. Of change 1210 kc 100 w 250 w LS unl b 600 kc 250 w 1 kw LS be denied.

NEW, Northwestern Pub. Co., Danville, .--Examiner Irwin recommended (I-418) at applic. CP 1500 kc 250 w D be warted WAPO, Chattanooga - Examiner Bram-HI recommended (1-419) that applic. CP ange 100 w LS to 100 w 250 w D uni.

aside order of 2-9-37 denving apple. CP denied pet. to accept amendment for applic. for further testimony: CBS mapple. for further testimony: CBS new York, granted with prejudice Tr transfer control of Southiand Industry transfer Control of Southiand I

Applications. . .

MAY 15 Boston: NEW, Frontier Brdeaste G Cheyenne, Wyo: NEW, Journal Co, WMBO, Auburn, N. Y.-License for CP waukee: NEW, Mid-Atlantic Corp. Was ington: NEW, Trenton Times, Trenton, Intervention of the strength of the strength of the strength of the NEW, Metropolis Co., Jacksonville, FL, with O'Angelo in trust for Salva-NeW, Metropolis Co., Jacksonville, FL, with O'Angelo in trust for Salva-vent D'Angelo, and the strength of the strength of the strength of the Walter H. McGenty, Rice Lake, Wie, Wiels of the strength of the stre

paratus.

25

N. KGNO, Dodge City, Kah, --CP new trans., vert. antenna, increase 250 w to 1 kw. KSEI, Poortello, 1d.--Mod. license 250 w 500 w to 250 w 1 kw D. NEW, Tom Olsen, Port Angeles, Wash. --CP 1420 kc 100 w upl.

ANCIENT TUNING IN-Just years ago last month the S. Titanic sank in the North

Atlantic. David Sarnoff, then a

young wireless operator, was one

of the heroes of that disaster,

maintaining constant contact with

the stricken vessel and its rescuers

from his New York station. Here

is some radio apparatus recently uncovered in Vienna, which was

used by Prof. Carl Unger, reputed

to be the only Central European operator to pick up the vessel's

SOS. Note the crudeness of the ap-

MAY 21

NEW, General Electric Co., Schnectady NEW, General Electric Co., Schnerady -CP high freq. 100 w. NEW, Havens & Martin Inc., Richmond -CP relay station 500 w. WBHP, Huntsville, Ala.-License for CP as mod. new station. KOTN, Pine Bluff, Ark-License for KÖTN, Pine Bluff, Ark-License for CP new antenna, move station. WMAZ, Macon, Ga.--CP new trans., in-crease I'kw to 1 kw 5 kw D. NEW, WKY Radiophyne Co., Oklahoma Gity-CP 200 w relay station. KWOS, Jefferson City, Mo.--CP change equip., increase 100 w to 100 w 250 w D. change D to unl, amended to 1210 kc. NEW, Nat. Battery Brdcstg. Co., St. Paul--CP high-freq. I kw. WHLB, Virginia, Minn.-CP increase 100 w to 100 w 250 w. D. NEW, Church of Jesus Christ of Latter Day Sants, Salt Lake City-CP interna-Day Saints, Salt Lake City-CP interna-tional station high-freq. 50 kw, amended re equip., freq. NEW, Earle C. Anthony Inc., Los An-geles-CP relay station 100 w. MAY 20 KFJB, Marshalltown, Ia.--License for CP as mod. change equip., antenna, move trans ACCURACY cientilic

> Write to Dept. B-617 for price list.

KWNO, Winona, Minn .--- Mod. CP re WGRC, NEW Albany, Ind.-CP change 1370 to 880 kc, D to unl. 250 w, directional



WCOC. Meridian, Miss.—Mod. CP re an enna, trans., amended 500 w 1 kw D to KAND, Corsicana, Tex .- License for CP wCOC. Meridian, Miss.—Mod. CP re an-enna, trans., amended 500 w 1 kw D to kw N & D. NEW, State Brdcstg. Corp., New Or NEW, Martin R. O'Brien, Aurora, Ill. -CP 1500 kc 250 w D, amended to 1240 LAEW, State Bracstg. Corp., New Or-leans-CP 1370 kc 100 w unl., amended to 1500 kc. NEW, O. C. Burke, Dickinson, Tex.-CP 1500 kc 100 w unl. NEW, M. M. Valentine, Laredo, Tex.-

. NEW, Earl A. Nielsen, Phoenix, Ariz. -CP 1210 kc 100 w unl. NEW, Hebrew Evangelization Society Inc., Los Angeles-CP 1570 kc 1 kw unl. CF CP 1310 kc 100 w 250 w D, amended to MAY 24

unl. NEW, N. B. Egeland, Roland, Ia.---CP 1500 kc 100 w 250 w D spec., amended N E W. Tri-City Brdestg. Co. Inc., Schneetady-CP 950 kc 1 kw unl., di-rectional. KLRA, Little Rick, Ark.-License for re trans. site. e trans. site. KRLC, Lewiston, Id.—License for CP as

CP change equip., increase power. KYA, San Francisco-License for CP mod. increase power, etc. CHARLES J. PANNILL, president of Radiomarine Corp. of America, on May 13 was awarded the medal of Chevalier de l'Ordre de Leopold by the King of the Belgians, presented by. Henry Mali, the Belgian Consul in New York, in recognition of his long activities in the premistion of officient s mod, new equip., increase power, mov trans

MAY 25

WKBW, Buffalo-License for CP change

WKBW, Buffalo-License for CP change antenna, move trans. NEW, Hampden-Hampshire Corp., Holy-oke, Mass.-CP 1240 kc 1 kw unl. direc-tional, amended to 500 w 1 kw D. NEW, Keystone Brdester, Co., New Castle, Pa.-CP 1250 kc 250 w D. WXYZ, Dctroit--CP new trans., increase 1 to 5 kw. WAAJ, Toledo-Reinstatement of CP relay station. WTF1, Athens, Ga.-Mod, as mod, in-crease 500 w to 550 w 1 kw D. KDLR, Devils Lake, N. D.-CP move trans.

trans. NEW, Adams Recording Studio, San Die-NEW, Adams Recording Studio, San Die-eva. Cal.—Auth. to make transcriptions for XEBG and XEMO. Tia Juana, Mex. NEW. Continental Radio Co., Denver-CP 630 kc 500 w 1 kw D unl. amended to 1 kw 5 kw D, change coup., directional. NEW, Evening News Press Inc., Port Angeles, Wash.—CP 1250 kc 250 w unl., amended 1250 to 1400 kc. KTFI, Twin Falls, Id.—CP change trans., new antenna, increase 1 kw to 1 kw D, move trans. MAY 28

MAY 28

WGR, Buffalo-License for CP increase

power etc. NEW, W. Va. Brdestg. Corp., Wheel-ing-CP 1310 kc 100 w unl. NEW, W. Va. Brdestg. Corp., Charles-ton. W. Va.-CP 1500 kc 100 w 250 w D

unl. WALA, Mobile-Vol. assign. license to



activities in the promotion of efficient radio communication at sea.

shown.

NAB Display and dymonstration of Universal Microphone Co. record-ers at the Sherman Hotel in charge of L. G. Cushing, Chicago representative, and S. E. Shapiro, factory representative.

Universal Microphone Co., Ltd

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20

-31

Page 72 • June 1, 1937

June 1, 1937 • Page 73



cientilic

RADIO SERVICE

per million cycles per change in temperature.



ANGLERS over a wide area fol-ANGLERS over a wide area fol-ilow the heavily merchandised fish-ing program sponsored on WJAX, Jacksonville, three evenings a week by Atlantic Refning Co., Philadel-phia (White Flash). Fishing facts are obtained each week through 400 self-addressed postcards, 50 letters and telegrams sent to fishing

grounds. Each Friday the information is assembled into a Fish-O-Gram distributed through Atlantic dealers and sporting goods stores. A fish-ing camp booklet also is supplied. Every month prizes are awarded for fish stories. The Jacksonville Tourist and Convention Bureau has published a fishing camp map in which Atlantic is giving credit for supplying data. The Jacksonville Journal runs a Friday fishing column based on Atlantic's fish-ing facts, and gives credit.

WORC, Worcester, Mass., has a cooperative tie-up with the Worcester Evening Post. The Post furnishes local and county news items to the station in exchange for credit lines. Items are inserted in regular news periods along with Transradio news. The Post has remodeled its radio page and WORC programs are given much plugging. Station gets top listing and all the breaks in radio column. WORC carries several programs weekly under newspaper auspices, including local social and shopping gossip, movie flotes, racing news.

D'ARRIGO Bros., Boston and San Jose, Cal. (Andy Boy Broccoli), has been giving a broccoli steamer to listeners who send in \$1 and 12 Andy Boy Bands. Stations on which announcements were spotted and the offer described included WOV. WEVD, New York; WNAC, WEEI, WHDH, WCOP and WORL, Boston. The sponsors recently used eight five-minute organ recitals by Doris Tirrell, former accompanist of NBC's Gospel Singer, Edward Mac-Hugh, on WBZ-WBZA, Boston and Springfield. Agency is Harold F. Lewis Adv. Service, Boston.

IN A 32-page market data and stati-tical handbook being distri-buted by Weed & Company, its representatives, WTIC, Hartford, tells its story to sponsors and agen-cies. Growth of WTIC from 500 watts in 1925 to 50 kw. is re-uioword Contum managed Theorem viewed. Contour maps and other data are included as well as success data on the G. Fox & Co. broadcasts, the store being the second largest in Connecticut.

RADIO program listings are carried in a full column on the classified page of the St. Joseph (Mo.) News & Press, co-owner of KFEQ. on the theory that they are closely read and will also attract interest to the classified ads.

RESULTS of a survey taken in Syracuse by Kenneth G. Bartlett, professor at Syracuse U, are contained in a brochure distributed by WFBL, that city.

Page 74 • June 1, 1937

COWNIE FUR Co., Des Moines, is offering a free booklet The Ro-mance of Furs and Their Care to any woman who writes to the company telling the kind of fur she owns. The Cownie Musical Furrier, a 15-minute recorded program, is broadcast over WHO, Des Moines, évery weekday. A packet of Guinea Gold Marigold seeds and a booklet We Grew It are given by the Northrup King Seed Co., Minneapolis to listeners to the Almanac at the Air on WHO, each weekday at 6:45 a. m. Listeners are asked to send in a date line off a packet of Northrup King Seeds. Angeles.

WBNS, Columbus, sent out 1,000 letters to members of the Chamber of Commerce telling them about the miniature apothecary shop set up by WBNS in a compartment of the special train which carried Columbus businessmen on a good-will tour of 11 cities in Southern Ohio. The drug store carried an ex-tensive line of hangover remedies. toilet articles, etc. supplied by WBNS advertisers. A public ad-dress system was set up all over the train.

JACK RATHBURN, announcer of WJAX, Jacksonville, Fla., is editor and one of the four subscribers to Aunt Sally's Almanac, a clearing house of baseball data for Sally League announcers sponsored by General Mills. Other subscribers are Vic Lund, of WIS, Columbia, S. C.; "Windy" Herrin, of WTOC, Savannah, and Lew Bristol, of

WRDW, Augusta, Ga. TO STIMULATE interest in the

National Boy Scout Jamboree, KCKN, Kansas City, gave 200 genuine Indian arrowheads to scouts who filled in the missing letters of a famous leader. A portion of the name was printed in a local newspaper and listeners were advised to get the remaining lét-ters from a KCKN broadcast.

DEVOTED entirely to the prog-rams of KMOX, St. Louis, the St. Louis Star-Times carries a daily advertising display column which names not only all programs but admes not only all programs but identifies the sponsor and gives a short summary of each program. KMOX also shows movie trailers in 22 local movie houses as a tie-in

for its advertisers. KSFO, San Francisco, is merchan-dising Red Heart Dog Food and encouraging interest in its *Camera* Club sustaining feature by mailing enlargements of photographs



of pets to all listeners sending in

FOR CORN FLAKES - Kellogg Co., Battle Creek, has 160 billboards around Chicago to promote its sports programs on WJJD. N. W. Ayer & Son Inc. is agency.



DAINTING-The town red, WBZ. WBZA, Boston-Springfield, has where to promote the Packard Paint Men, sponsored by Packard Paint & Varnish Co., Boston, Dair newspaper spotlights are used. Here is the studio scene as the PROCTER & GAMBLE Co., Cincinnati, is giving prizes totaling Paint Men. Malcolm McCormet more than \$00,000 in a six-week letter-writing contest, conducted in WBZ announcer, and Carl Moore connection with two of its serial broadcasts. The O'Neills and The entertainer, put on their program Agency is Dowd & Ostreicher Inc Story of Mary Marlin, each broad-cast five days a week on both NBC Boston

networks. Contestants are required TO SELL their diverse line, Nevel to complete the sentence: "I use Brothers Auto Supply Stores, San to complete the sentence: I use lvory Flakes for washing my stock-ings because . . . " and to send the top of a box of Ivory Flakes with each entry. For the best let-ters each week the sponsor will Antonio, are using six five-minute programs a week, featuring Fat Flaherty in Chuckles & Oddities the News. Each day continuity i linked with the type of product be-ing advertised on WOAI, such as award five cash prizes of \$1.000 each and 2,500 pairs of silk stockstar gossip for radio sets, swimming ings valued at \$1.35 a pair. Comp-ton Adv. Inc., New York, is the and sightseeing items for tires. Newspaper ads, weekend sales placards and other merchandisi. tieups are being used and a contes. is planned. Bernard M. Brooks CHANDU, transcription serial produced by Earnshaw Radio Pro-ductions, Hollywood, is being used Adv. Agency has the account.

LIBERALLY spotted with candid masterpieces of Herb Hollister, camera artist, is a spiral-bound brochure just distributed by KANS Wichita, of which Mr. Hollister is manager. Market and station in formation are attractively offered. The promotion piece closes with candid shot of the Manager, Hol lister, caught in a pipe-lighting pose, and carrying this message 'Thanks for your serious consideration

with the Algerian sequence which is program No. 234. FIRST in a series of promotion pieces being sent out by WB2-A DEPARTMENT of research and WBZA, Boston-Springfield, link Florenz Ziegfeld's habit of using New England to test his producrepresentatives, with activity to be tions, with use of the area as a centered at the Chicago office in charge of Dick McBroom, former radio proving ground. WBZ WBZA has completed an expanded merchadising service using dis-play cabinets in the Hotel Bradmanager of the NBC Chicago press tem designed to minimize demands ford, Boston. An illuminated ease shows program highlights.

MAKING a play for travelers, as the summer vacation period approach, station KYA in San Francisco is backing up other Hearst stations of the Orange Network by citing their call letters and fre-quencies in, twice-daily spot announcements.

a quarter-hour program five morn-ings weekly over WGN from the Criminal Court building, placed OLD HOMESTEAD Bakery, San Francisco, uses personal appear-ances of Bennie Walker and his through Schwimmer & Scott, Chicago. Jack Scott, of the agency, amateurs, heard over NBC 'station KGO Wednesdays, whenever suitable tieins present themselves. Recalls our attention to the fact that this program is on WJJD, Chicago, cent broadcast was picked up from the Dreamland Auditorium, where an exposition was held. not on WGN. BROADCASTING

BROADCASTING • Broadcast Advertising

WIW

without

countless listeners would be deprived of excellent radio reception provided by WLW's 500,000 watts.

Without WLW, your program suffers the loss of the listeners who depend regularly upon

... THE NATION'S STATION

and deeply regrets its inadvertant error.

agency.

the

by the Star Outfitting Co., San

I fancisco, on KYA, with a magic trick giveaway. United Baking Co. Schenectady, uses the series on

WGY, with a premium offer, and

on KFAB, offers a victure premium

on evidence of sale. WEEU, Read-

ing, Pa., which started using the series in Aug. 1936 under Keystone

Grocery Co., sponsorship, has re-newed and early in May started

promotion is being organized by

John Blair & Company, national

department. A new checkup sys-

on stations will provide a steady

flow of sales information to spon-

sors and agencies. The present

bulletin service for agencies and

ON THIS page, May 15 edition,

stations will be amplified.

Gooch Bakeries, Lincoln, Neb.,

NOW'S THE TIME HERE'S THE EQUIPMENT For Making Field Intensity Measurements!

MAKE your field strength measurements now — in pleasant summer atmosphere! It's so much easier than doing it in winter, when you're hampered by snowdrifts, howling winds and frozen fingers.

It's easy, too, to use the RCA 75-B field intensity meter. No calibration charts are necessary. Readings are taken quickly and simply. The meter is stable, accurate and dependable. Is used by leading consultants and broadcasters throughout the country.

This fine instrument answers all your questions for you. Tells you about antenna efficiency. Checks harmonic radiation. Informs you if your directional antenna is operating correctly. Tells you your coverage.

In addition, this meter enables you to measure signals from 515 kcs. to 20,000 kcs., thus including harmonics up to the 12th of any broadcasting station. You can cover intensity readings from 20 microvolts per meter to 6 volts per meter. Provision is also made for adding a recording meter to make fading records without in any way changing the measuring instrument.



The 75-B does *everything* necessary for checking signal strength! You will discover, as many others have, that this meter actually pays for itself, not only by providing routine checks on station operation, but by giving you data for sales purposes — and for use proving radiator efficiency.

Equipment

Write to nearest district office for full information and prices

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of Americ 1272 Sixth Avenue New York • 2211 Commerce Street, Dallas, Texas • 492 Peachtree Street N. E., Atlanta, Ga. • 589 E. Illinais Street, Chicago • 170 Ninth Street, San Fran

Broadcast e